

October 4, 2018

MEMORANDUM

TO: Doug Bradshaw, Port Director & Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

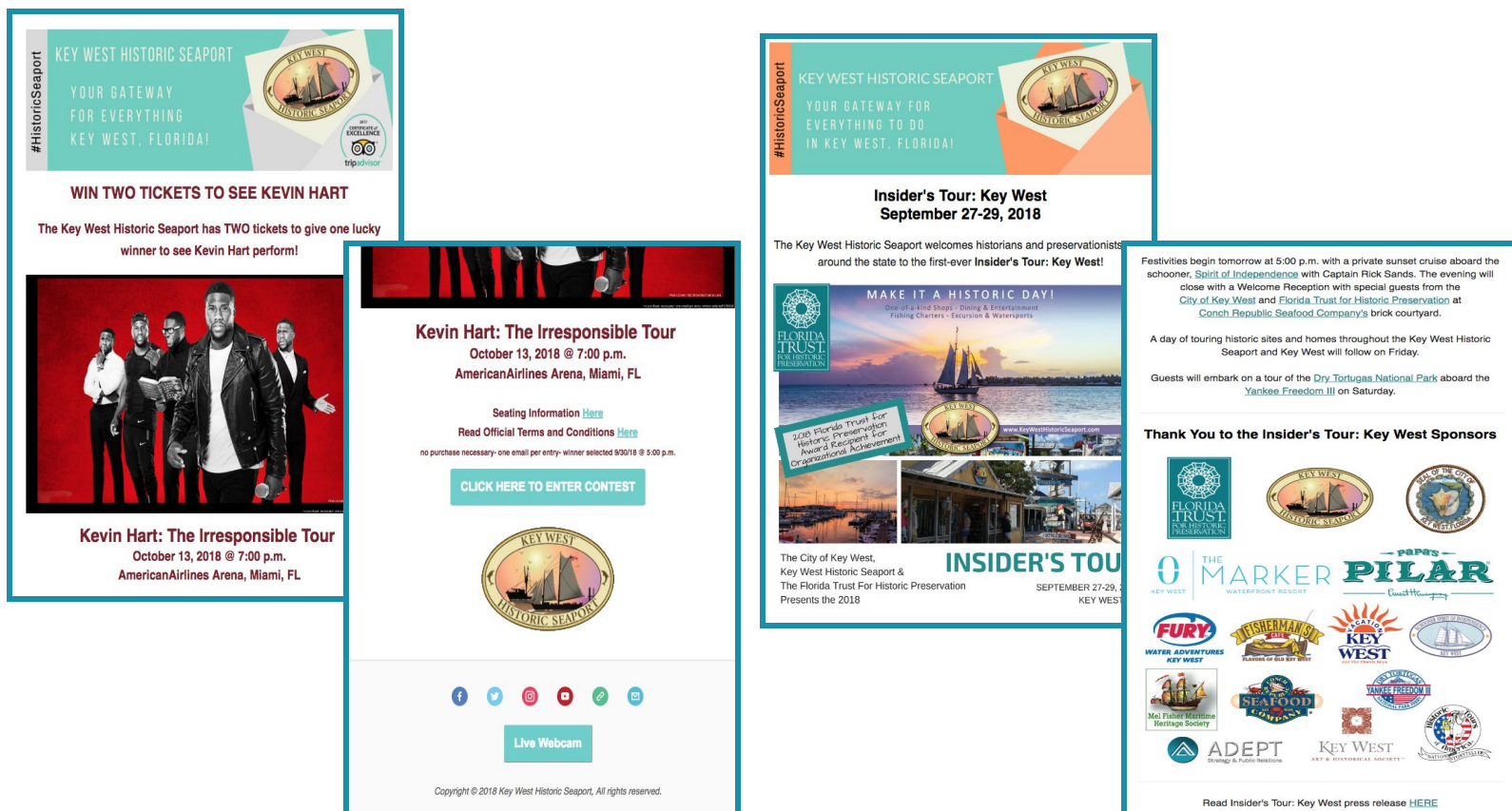
SUBJECT: *Key West Bight Management District Board September, 2018 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015*

The following is a summary of ADEPT's September, 2018 marketing activities for the Key West Historic Seaport:

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications

- September Email Newsletter/Blasts**



The following media/press clippings were captured during the month of September:

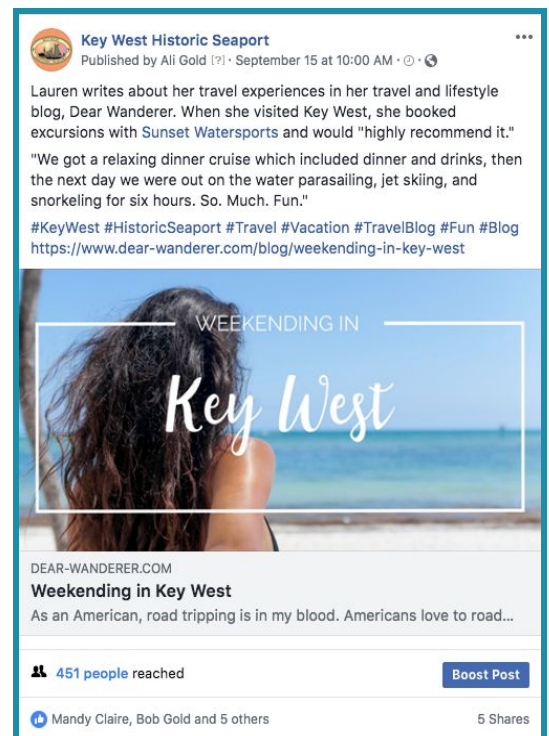
Mary Chong is a travel writer for the online travel magazine, Calculated Traveller. She wrote an article that mentioned Mel Fisher Maritime Museum and the Conch Tour Train. Read the article here: ["One Day in Key West Florida No Holds Barred Adventure!"](#)

- Tagged Mel Fisher Maritime Museum and Conch Tour Train in post
- Mary replied to the posted article on Twitter thanking us for sharing her article



Lauren writes about her travel experiences in her travel and lifestyle blog, Dear Wanderer. She wrote a blog called, [Weekending in Key West](#) where she booked excursions with Sunset Watersports.

- Tagged Sunset Watersports in post
- "We booked a full day of watersports adventure which included a sunset cruise the night before. We cooked through Sunset Watersports and I would actually highly recommend it. We got a relaxing dinner cruise which included dinner and drinks, then the next day we were out on the water parasailing, jet skiing, and snorkeling for six hours. So. Much. Fun."



The Marker Resort recommended Half Shell Raw Bar as the top place to eat and Local Color as the top place to shop in the Historic Seaport in their [July blog](#).

- Tagged Half Shell and Local Color in post



Lori & Angelo are travel writers of Travlinmad travel blog. They wrote a [Key West guide for first-time visitors](#).

- The Key West Express, Mel Fisher Maritime Museum, Sebago Watersports, Schooner Wharf Bar, Conch Republic Seafood Company, Half Shell Raw Bar, Turtle Kraals, Cuban Coffee Queen and BO's Fish Wagon were recommended
- All tenants mentioned were tagged in post
- Lori responded to post on our Instagram thanking us for sharing her blog



travlinmad Thanks so much for sharing! Can't wait to come back to KW!! 🌴👓❤️

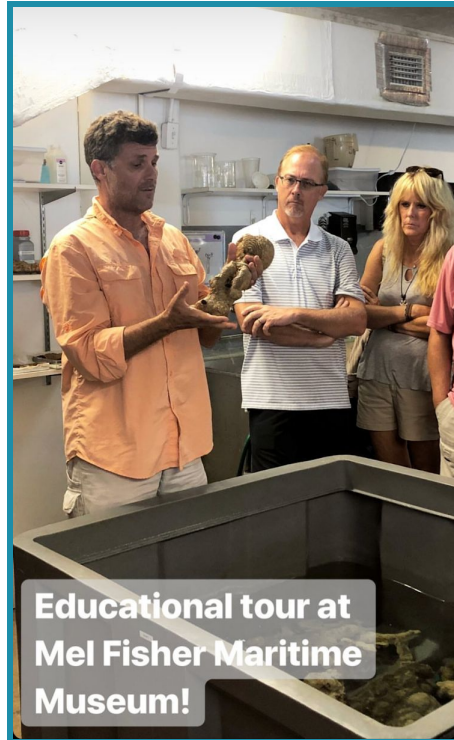
22h 1 like Reply

Florida Trust for Historic Preservation

City of Key West & Key West Historic Seaport's Florida Trust Insider's Tour

- Insider's Tour: Key West was a huge success
- Each guest received a goodie bag with the KWHS brochure, coupons to businesses in the Historic Seaport and custom sunglasses that with the KWHS hashtag, #HistoricSeaport
- The Florida Trust's Executive Director, Melissa Wyllie and the Programs & Fiscal Director, Tondra Matthews had a phenomenal visit and are interested in planning future Insider's Tours because of how well this event was received.
- ADEPT documented each day from tour via Instagram
- An Insider's Tour: Key West "Highlights Reel" has been added to the KWHS Instagram page for followers to be able to view highlights of the event
- Below are three screenshots of images in the "Highlights Reel"





- Vice-Chairman for the Key West Bight Management District Board, Steve Henson, attended last Thursday's activities
- Steve shared history about the Historic Seaport while aboard the schooner, Spirit of Independence and said a few words to the Florida Trust and its members at the Welcome Reception



Dana Pollitt, Melissa Wyllie, Steve Henson

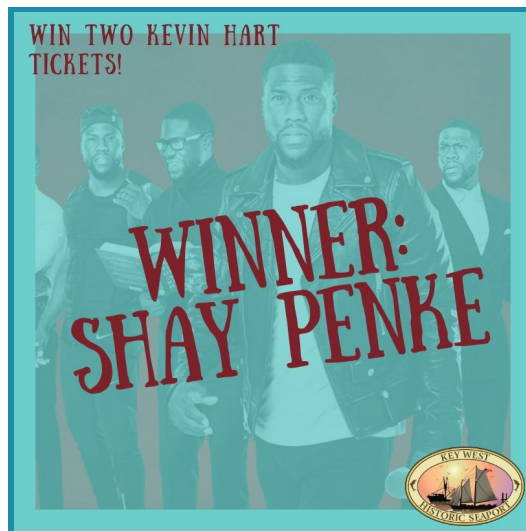


Casey from CRSC sharing history about the CRSC building during the Welcome Reception

PROMOTION / FALL CONTEST

The USA Today Florida & Caribbean Go Escape Magazine KWHS Fall 2018 Contest has finished

- The winner was **Shay Penke**
- Shay received two tickets to see comedian and actor, Kevin Hart perform in Miami, FL on 10/13/18
- More email addresses from this promotion were collected and added to our email list
- [View contest page here](#)
- The next contest promotion will be two free tickets to see Elton John perform in Fort Lauderdale, March, 2019



SOCIAL MEDIA

(Facebook, Twitter, Instagram, Foursquare, YouTube, TripAdvisor, Yelp) Daily social media content creation and posting (Reviews, Live Music, Tenant Info., Updates, Specials, Events, Contests). Below find the monthly updates for each of the KWHS Social Media outlets. See Social Media and Website report for September, 2018, for in-depth, detailed reporting of each.

Facebook:

- Increase page likes from 2,027 to 2,063
- Increase total check-ins from 2,960 to 3,032
- Page Impressions: 50.6k
- Total of 16,984 post impressions (566 per day)

Instagram:

- New followers gained throughout the month with total of 1,807 followers up from 1,768 last month
- Posting weekly Instagram stories (event & promotion reminders, Key West weather, etc.)
- Instagram accounted for the most audience growth with 60 new followers this month



Twitter:

- Increase in followers from 1,247 to 1,271
- 14.9k Tweet impressions this month (number of times KWHS tweets were displayed)
- Monthly reach was 80,169 (total number of people who saw KWHS tweets)
- September's New Top Follower: Michael Earle – Travel writer/influencer with more than 58.4k followers

TripAdvisor:

- 597 Reviews
- Excellent Rating 4.5 out of 5
- Daily replies to reviews

ADVERTISING

The KWHS ad has been published in USA Today's Travel publication in the Florida & Caribbean Go Escape edition.



LIVE WEBCAM

Existing Live Webcam. Watch live: <https://www.youtube.com/watch?v=nVPDGSea2Z0>

WEBSITE

- Ongoing website maintenance and content creation (Tenant Info., Events, Blog)
- New Tenants Added
 - Tall Ship Sailing
 - Vacation Key West (added to Visitor Info > General Information section)
- Seasonal Content
- Regular content writing services
 - September Blog: [5 Things to do in the Historic Seaport During Fantasy Fest](#)