

April 4, 2019

MEMORANDUM

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

FROM: Dana Pollitt, Managing Partner, ADEPT

SUBJECT: Key West Bight Management District Board, March 2019 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015

The following is a summary of ADEPT's March 2019 marketing activities for the Key West Historic Seaport:

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications

- **March Email Newsletter/Blasts**



KEY WEST HISTORIC SEAPORT
YOUR GATEWAY
FOR EVERYTHING
KEY WEST, FLORIDA!

Win Two Tickets To See Elton John!

WIN TWO TICKETS
3.16.19 | 8PM
ELTON JOHN
BB&T Center | Sunny, FL

Recently, Elton John announced he is hanging up his Gucci studded hat and sadly revealed his upcoming tour will officially be his last. Sir Elton John is calling his final concert an "Epic Farewell Yellow Brick Road Tour."



Key West Historic Seaport
Voted Top 20 Key West Blogs to Follow!

March is jam packed full of live entertainment!

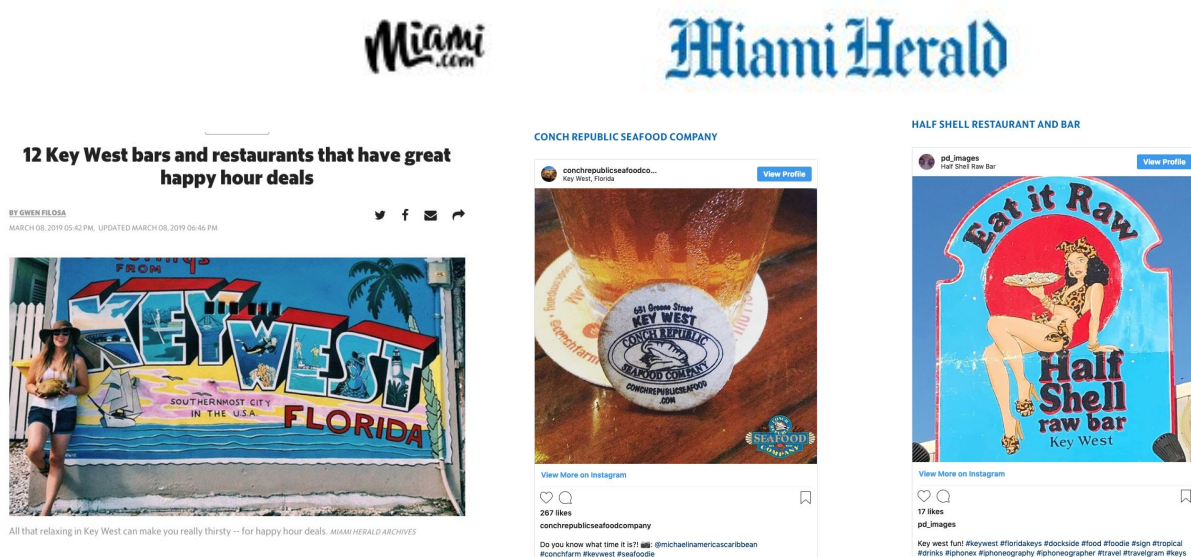
This month Schooner Wharf offers many wonderful music options. Scroll down and see if your favorite artist is playing live at Schooner Wharf!

Schooner Wharf Entertainment*

- **Media / Press Clippings Captured During the Month of March:**
- Historic Seaport Imagery connected to Road Scholar Website.
 - The article was promoted on all social media outlets.



- [Link to Article](#)
 - Imagery featured Cuban Coffee Queen Mural.
 - Article listed Conch Republic Seafood and Half Shell Raw Bar.
 - The article was promoted on all social media outlets.



- Link to Article(s) Below
- Both articles were promoted on all Social Media Outlets

- Key West Sailing Adventures featured twice
 - [Key West Citizen](#)
 - [Miami Herald](#)



Key West Sailing Adventure offers various sailing voyages

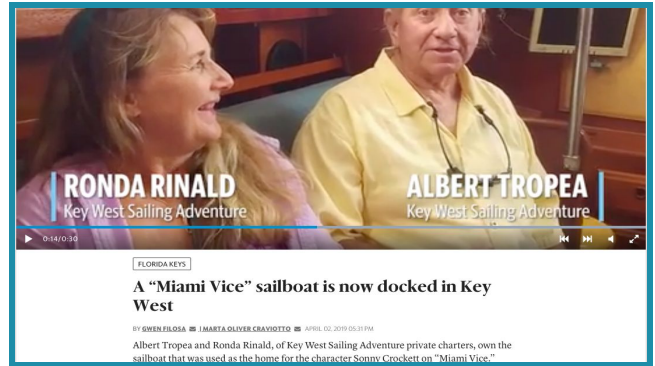
By Mandy Miles Key West Citizen

March 23, 2019

The sailboat's strange name — St. Vitus Dance — puzzles many who pass its slip at the Historic Seaport, but also sounds vaguely familiar to plenty of folks — mostly men — over 40. "It's the boat from 'Miami Vice,'

Capt. Albert Tropea says dozens of times a week in answer to the question in men's...

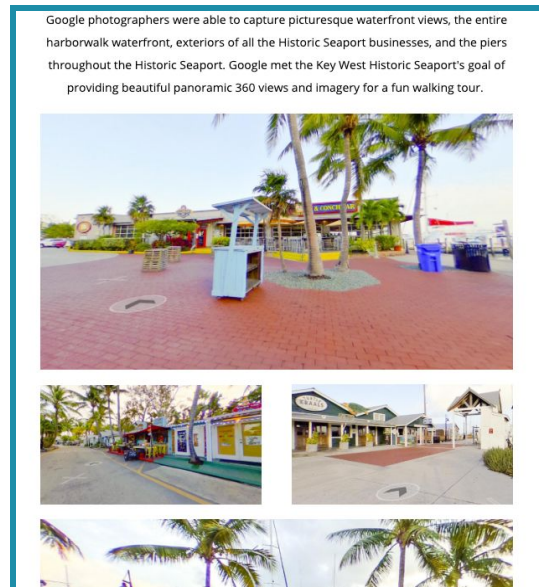
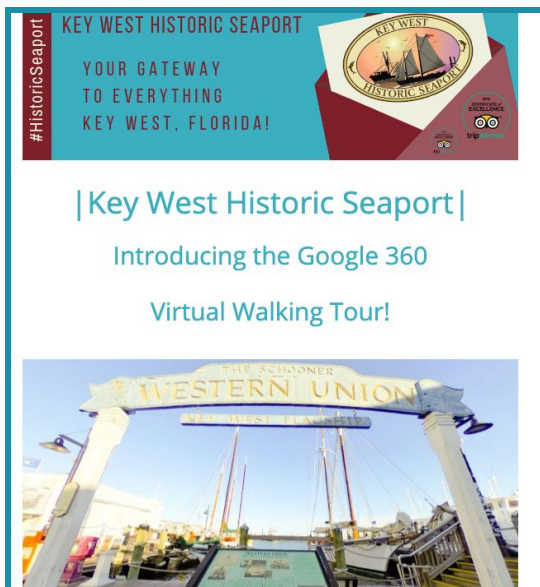
Miami Herald



GOOGLE MAPS STREET VIEW

Google 360 Photographers have completed the Google 360 Key West Historic Seaport Walking Tour. Visitors and guests can now map out their day trip to the seaport by accessing a detailed map to various locations within the Key West Historic Seaport.

- Google 360 Walking Tour was added to Key West Historic Seaport Website
- Advertised on all social media outlets.
- eNewsletter delivered.



LIVE WEBCAM

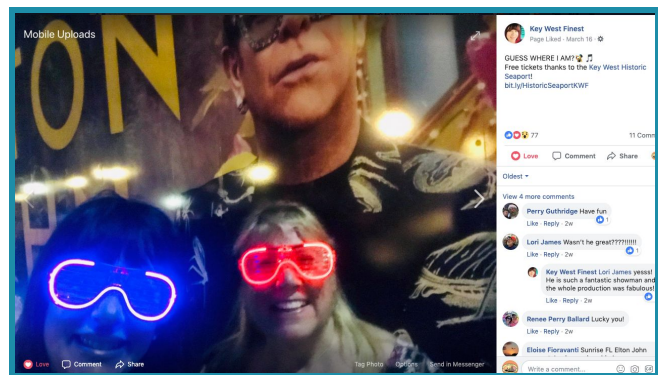
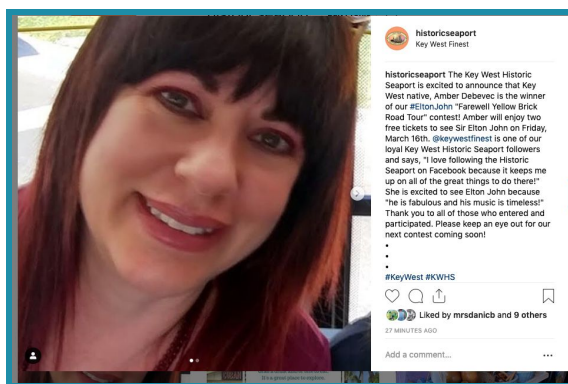
ADEPT is finalizing coordination with IFSS and On-Spot. Webcam installation with vendor IFSS is complete but current internet connectivity is not sufficient to support the camera. IFSS and On-Spot are now in process to resolve this issue with the hard-wire and Wifi services offered by On-Spot at the Bight Marina in the Harbor Master's office. [New Dockmasters Webcam](#)

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 attached Social Media and Website report for March 2019, for in-depth, detailed reporting of each.

February - March Elton John Contest Results:

- KWHs Social Media followers entered to win two tickets to see Elton John provided by our USA Today Advertising purchase.
- Entries were based off each individual "liking" Elton John media post, "sharing"/"retweeting"/"reposting" original post, tagging three friends in the original post and having those same three people like our page.
- The contest ran on [Facebook](#), [Twitter](#) & [Instagram](#) starting February 22nd and ended March 8th.
- Contest generated over 14k likes and 50+ reposts/ retweets/ shares.
- Amber Debevec, the winner, was announced on March 11th.
- Winner was announced on Facebook, Twitter & Instagram.
- [Terms & Conditions](#) were agreed too.



Facebook Stats:

- Increase page likes from 2,342 up (↑) to 2,523
- Increase total check-ins to 3,542
- 2,601 people following

- 4.9 ★★'s out of 5

Twitter Stats:

- Increase in followers to 1,419 from 1,396
- Tweet Impressions 18.5K up (↑) 9.8%

Instagram Stats:

- New followers gained throughout the month with a new total of 1,994. March followers up (↑) from 1,950 followers in February.
- Posting weekly Instagram stories (event & promotion reminders, Sunsets, Key West weather, etc.)

TripAdvisor Stats:

- The KWHS has 642 reviews!
- #20 of 136 things to do in Key West.
- Excellent Rating of 4.5 out of 5.
- Daily replies to reviews.

YouTube Stats:

- YouTube Results
38,148 Total all time Historic Seaport YouTube Video Views.

ADVERTISING

KeyTV:

Currently airing daily Key TV - Destination Television Key West Historic Seaport television commercial and editorial piece. A sample of the March 2019 Broadcast Ad Affidavit is shown below. The complete affidavit report is available upon request.

BROADCAST AD MANAGEMENT SYSTEM		
Key TV 5450 MacDonald Avenue, Suite #10 Key West, FL 33040		
Affidavit of Service Rendered 03/01/19 - 03/31/19		
Key West Historic Seaport		
SPOT NAME	PLAYDATE	PLAYTIME
Key West Historic Seaport, Past, Present, Fut. net	3/1/2019	08:16:14
OOH Key West Historic Seaport 2017	3/1/2019	08:48:26
OOH Key West Historic Seaport 2017	3/1/2019	08:16:43
OOH Key West Historic Seaport 2017	3/1/2019	08:05:14
Key West Historic Seaport, Past, Present, Fut. net	3/1/2019	08:16:46
OOH Key West Historic Seaport 2017	3/1/2019	08:03:27
Key West Historic Seaport, Past, Present, Fut. net	3/1/2019	14:27:48
OOH Key West Historic Seaport 2017	3/1/2019	15:10:41
OOH Key West Historic Seaport 2017	3/1/2019	15:06:38
Key West Historic Seaport, Past, Present, Fut. net	3/1/2019	21:10:36
Key West Historic Seaport, Past, Present, Fut. net	3/2/2019	08:16:32
OOH Key West Historic Seaport 2017	3/2/2019	02:53:06
OOH Key West Historic Seaport 2017	3/2/2019	07:25:45
OOH Key West Historic Seaport 2017	3/2/2019	07:48:35
Key West Historic Seaport, Past, Present, Fut. net	3/2/2019	08:08:16
OOH Key West Historic Seaport 2017	3/2/2019	08:28:40
OOH Key West Historic Seaport 2017	3/2/2019	08:06:16
OOH Key West Historic Seaport 2017	3/2/2019	10:37:53
OOH Key West Historic Seaport 2017	3/2/2019	11:12:27
OOH Key West Historic Seaport 2017	3/2/2019	02:33:28
Key West Historic Seaport, Past, Present, Fut. net	3/3/2019	08:08:07
OOH Key West Historic Seaport 2017	3/3/2019	08:10:48
Key West Historic Seaport, Past, Present, Fut. net	3/3/2019	08:07:16
OOH Key West Historic Seaport 2017	3/3/2019	08:07:09
OOH Key West Historic Seaport 2017	3/3/2019	08:13:26
OOH Key West Historic Seaport 2017	3/3/2019	08:36:04
Key West Historic Seaport, Past, Present, Fut. net	3/3/2019	10:10:06
OOH Key West Historic Seaport 2017	3/3/2019	14:07:47
Key West Historic Seaport, Past, Present, Fut. net	3/3/2019	14:43:38
OOH Key West Historic Seaport 2017	3/3/2019	15:47:06
Key West Historic Seaport, Past, Present, Fut. net	3/3/2019	21:10:49
OOH Key West Historic Seaport 2017	3/4/2019	07:54:28
Key West Historic Seaport, Past, Present, Fut. net	3/4/2019	08:05:12
Key West Historic Seaport, Past, Present, Fut. net	3/4/2019	08:42:30
OOH Key West Historic Seaport 2017	3/4/2019	08:17:46
OOH Key West Historic Seaport 2017	3/4/2019	09:32:39
OOH Key West Historic Seaport 2017	3/4/2019	09:57:17
OOH Key West Historic Seaport 2017	3/4/2019	14:24:43
OOH Key West Historic Seaport 2017	3/4/2019	22:02:27
Key West Historic Seaport, Past, Present, Fut. net	3/4/2019	22:02:34
OOH Key West Historic Seaport 2017	3/4/2019	09:24:37
OOH Key West Historic Seaport 2017	3/4/2019	09:34:27
OOH Key West Historic Seaport 2017	3/4/2019	07:25:33
OOH Key West Historic Seaport 2017	3/4/2019	07:58:24
OOH Key West Historic Seaport 2017	3/4/2019	08:03:00
OOH Key West Historic Seaport 2017	3/4/2019	08:08:07
Key West Historic Seaport, Past, Present, Fut. net	3/4/2019	09:27:09
OOH Key West Historic Seaport 2017	3/4/2019	09:43:23
Key West Historic Seaport, Past, Present, Fut. net	3/4/2019	09:54:55



Google Adwords:

ISLAND-WIDE DISPLAY CAMPAIGN

Running the Digital Advertising Campaign and Creative.

Target: On-island tourists, including hotel guests.

Impressions: 74,049

Clicks: 1,591

Average CPM: \$1.40

Cost: \$806.18

Monroe County Tourist Development Council - Florida Keys & Key West CO-OP:

- Key West Southeast & Texas Spring Digital
- Insertion Dates: March-April
- Circulation: 1,521,449
- Mentions 9 dining venues, 13 unique shops & over 30 fishing and water excursions
- The co-op landing page for that digital program is <http://keywestfloridaspring.com/>.



WEBSITE

- Ongoing website maintenance and content creation (Tenant Info, Added & promoted holiday events/information, Blog)
- Added new plugins for events
- Adding new images to tenant pages and homepage
- Seasonal Content
- Regular content writing services
- Updated site with new Google 360 Walking Tour of Seaport
- Contest Landing Page Creation
- New images added for dining, entertainment and shopping
- Acquired new professional photography / seaport Images of Historic Seaport
- February Blog: [Key West Historic Seaport | Travelers Guide!](#)



Key West Historic Seaport | Travelers Guide

When it comes to tropical vacations, nothing can compare to the [Key West Historic Seaport](#). Setting sail from the [Historic Seaport](#) towards the glittering ocean, sparkling sand, and the vibrant sunrises; the tropical ambiance truly makes our Seaport a travelers paradise. It is because of this novelty that hundreds-of-thousands of people frequent the [Historic Seaport](#) every single year. It felt only necessary to stop and marvel in some of our traveler's experiences. With so many questions swirling over our head, we needed in-depth answers to cure our curious minds.

In comes [Diego](#). [Diego](#) lives in Cape Coral, Florida, and travels a lot. Truthfully, a lot is an understatement. We quickly found out it is [Diego's](#) quest to visit all 59 U.S. National Parks. It is because of that quest that [Diego](#) ventured down to the [Key West Historic Seaport](#), hopped on the [Yankee Freedom III](#) and landed afoot [The Dry Tortugas](#). [Nauvabot](#) is [travelling](#) a [four hour destination experience](#) [from most people use of the area for \[Diego\]\(#\)](#)



Google My Business

Key West Historic Seaport

22,752 PEOPLE FOUND YOU ON GOOGLE

Here are the top search queries used to find you:

key west historic seaport, william street, key west, fl
used by 203 people

key west historic seaport
used by 140 people

key west marina
used by 117 people

737

asked for directions

★ -14% FROM JANUARY 2018

208

visited your website

★ 8.3% FROM JANUARY 2018

13

called you

★ 30% FROM JANUARY 2018



Stand out to customers with a post about your business.

CREATE A POST →

Google My Business

Key West Historic Seaport

Congrats! You got a 5-star review



Reviewed by
SARA CHAMBERLAIN

Congrats! You got a 5-star review



"The old original marina in Key West. The marina is home to the sport fishing charter boats at Key..."



Reviewed by
GEORGE PLUCIENKOWSKI

Congrats! You got a 5-star review



Reviewed by
ANGELA ANDERSON

Google My Business

Key West Historic Seaport

Congrats! You got a 5-star review



Reviewed by
MARY LIPSETT

Audience Overview:



Acquisition Overview:

	Users	New Users	Sessions
	2,790	2,697	3,298
1 Organic Search	1,101		
2 Direct	710		
3 Referral	661		
4 Social	347		

Top 10 Referral Sources:

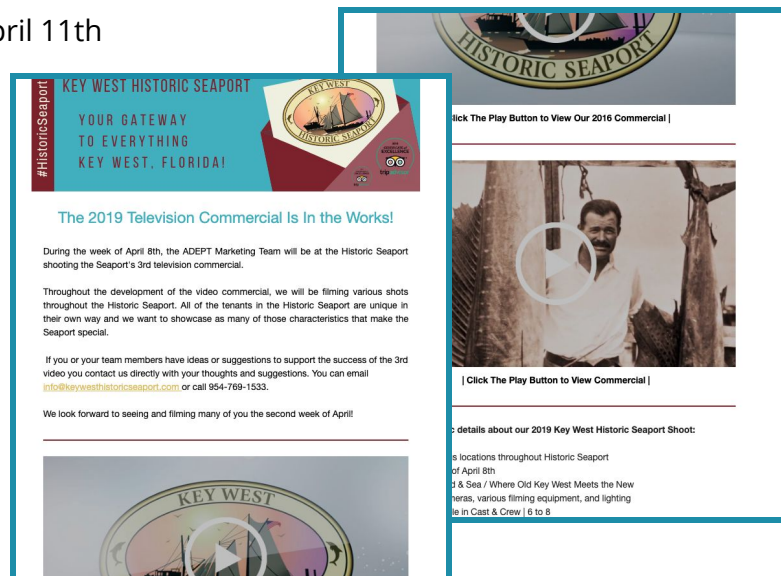
1. /
2. /things-to-do/food/
3. /things-to-do/
4. /things-to-do/shopping/
5. /general-information/
6. /blog/come-shake-your-shamrock/
7. /shopping/macs-sea-garden/
8. /shopping/yours-mayan/
9. /history/
10. /event/annual-7-mile-bridge-run-2019/

Search Terms:

1. keywestfloridaspring.com
2. conchrepublicseafood.com
3. tpc.google syndication.com
4. googleads.g.doubleclick.net
5. afterhourskeywest.com
6. keywest.com
7. www-foxnews-com.cdn.ampproject.org
8. marina.thenoigroup.com
9. floridakeys.com
10. google.com

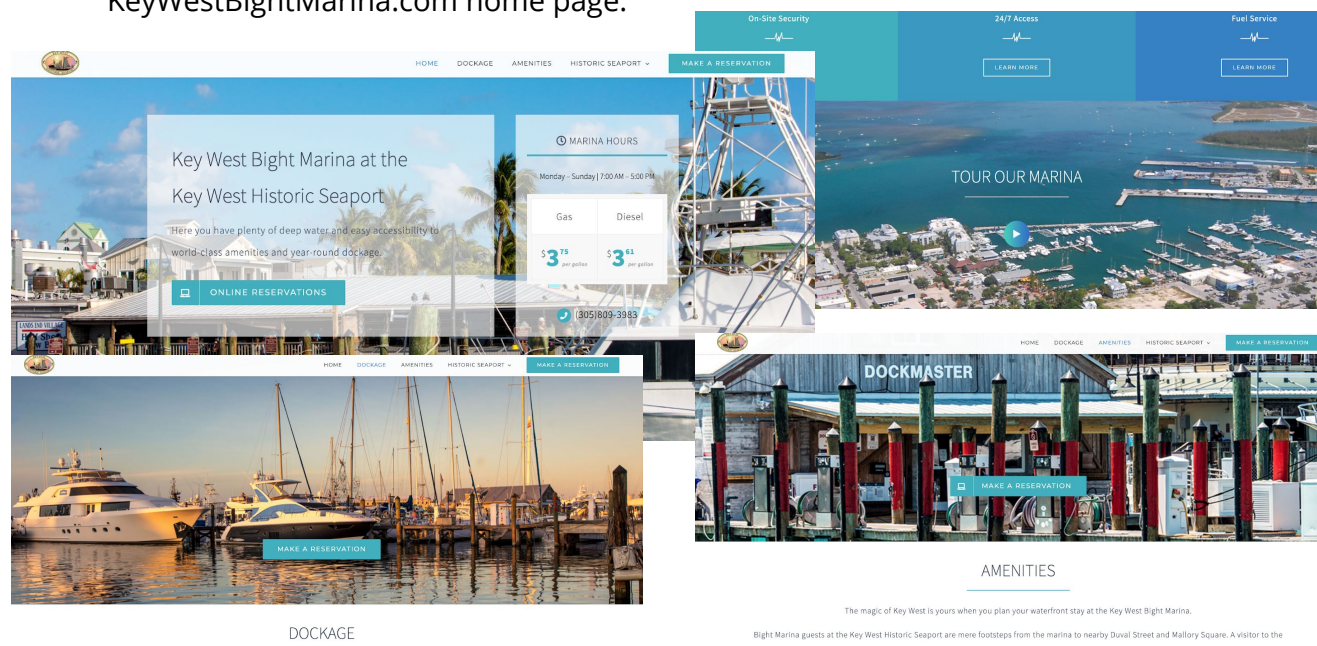
KEY WEST HISTORIC SEAPORT 2019 COMMERCIAL

- Theme | Land, Air & Sea
- Production starting April 9th to April 11th
- Video Script completed
- Filming Permit Identified
- Coordination with Historic Seaport tenants
- Filming locations, dates and times established
- eNewsletter delivered



NEW KEY WEST BIGHT MARINA WEBSITE

- New Responsive Parallax Website is completed and credentials provided to City IT department for porting over to URL.
- Monthly Bight Marina April 2019 Blog Completed
 - The Acclaimed Key West Bight Marina Gets Even Better
- Email blast/press release info prepared to distribute.
- Acquired new professional photography / seaport images of Historic Seaport
- Purchased www.Bightmarina.com to increase SEO by pointing it to KeyWestBightMarina.com home page.











Audience Summary

Key West Historic Seaport

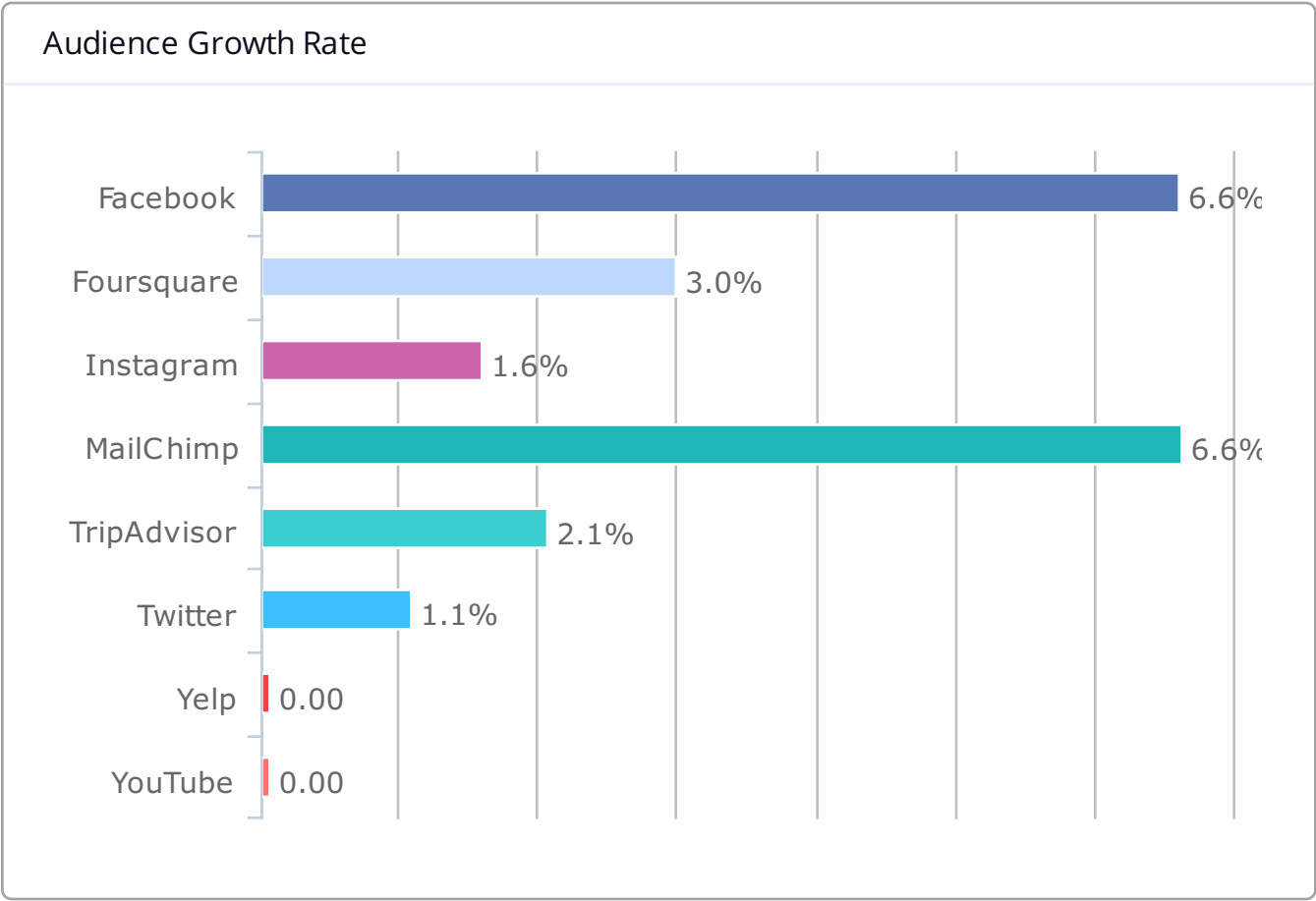
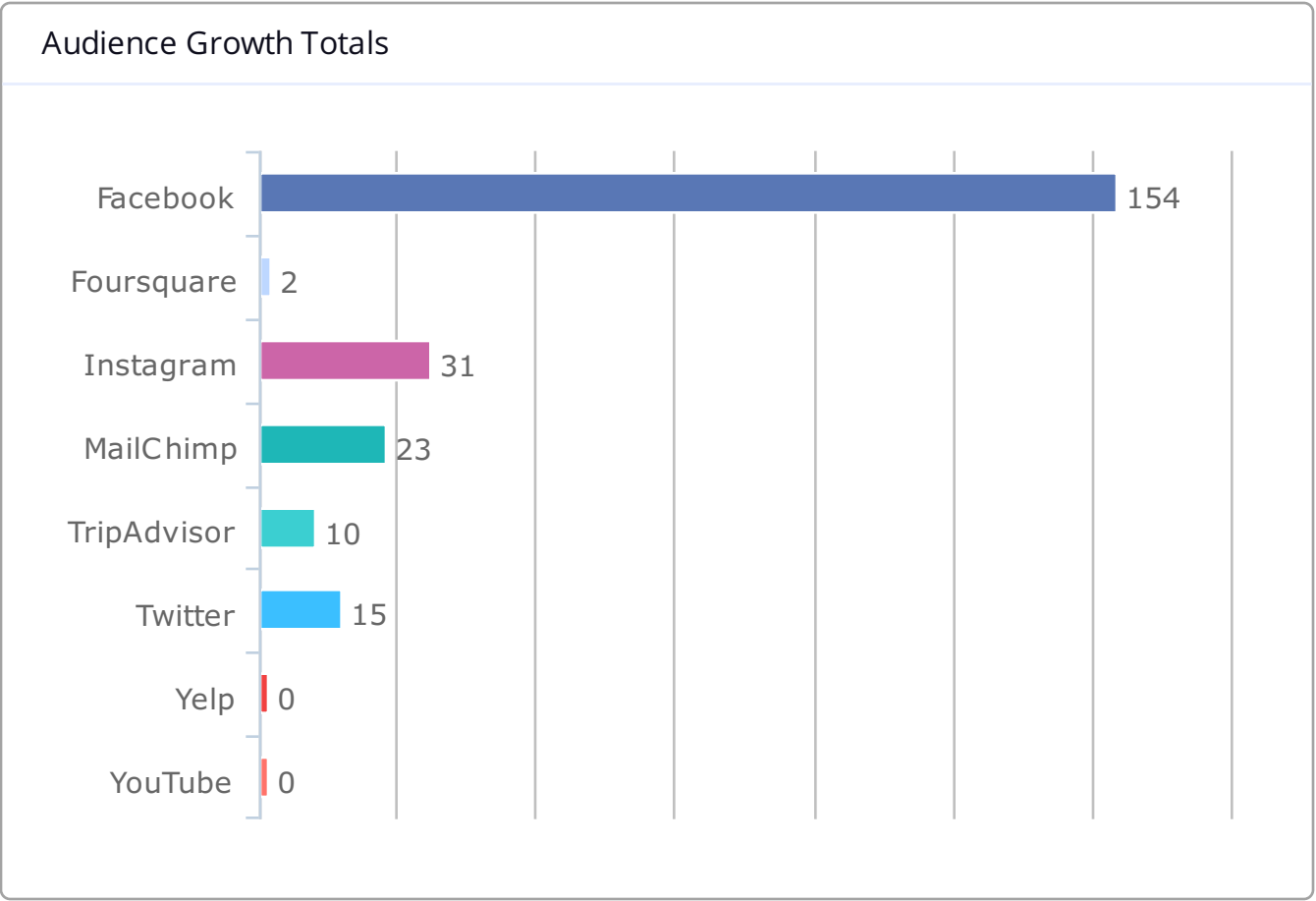
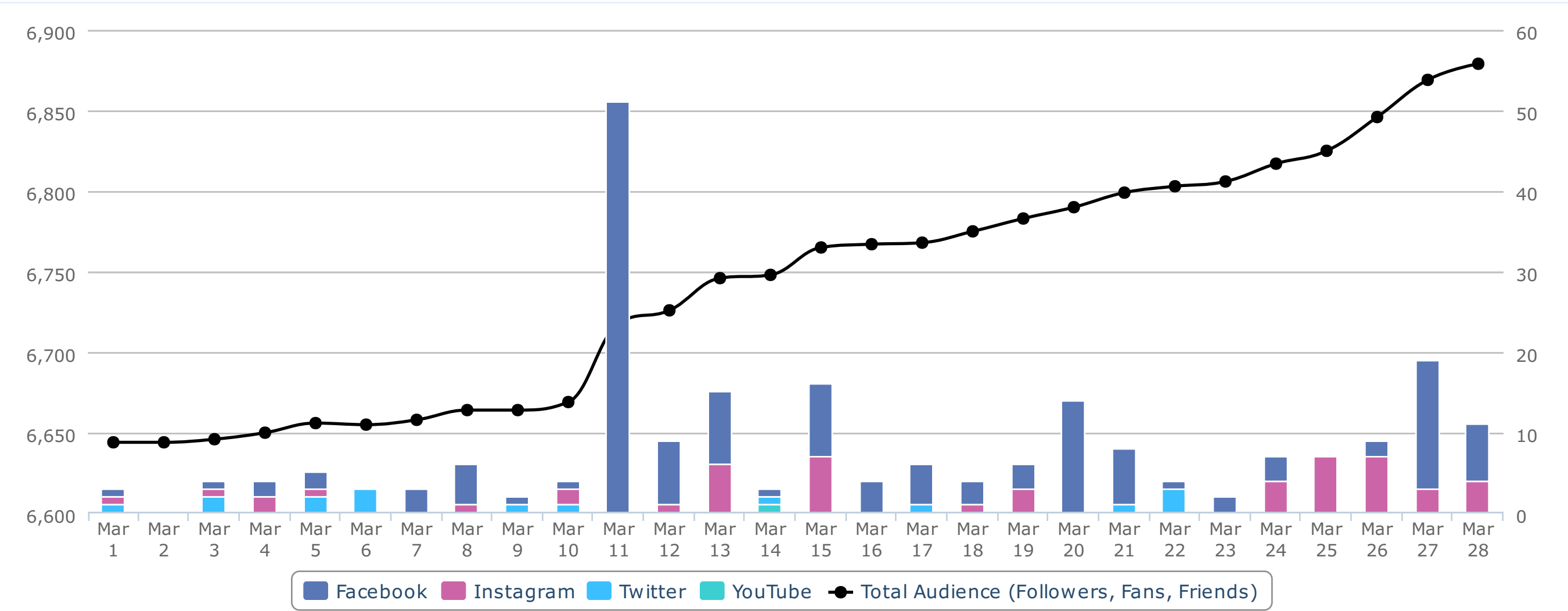
January 1, 2019 - March 31, 2019


Cross Channel Report

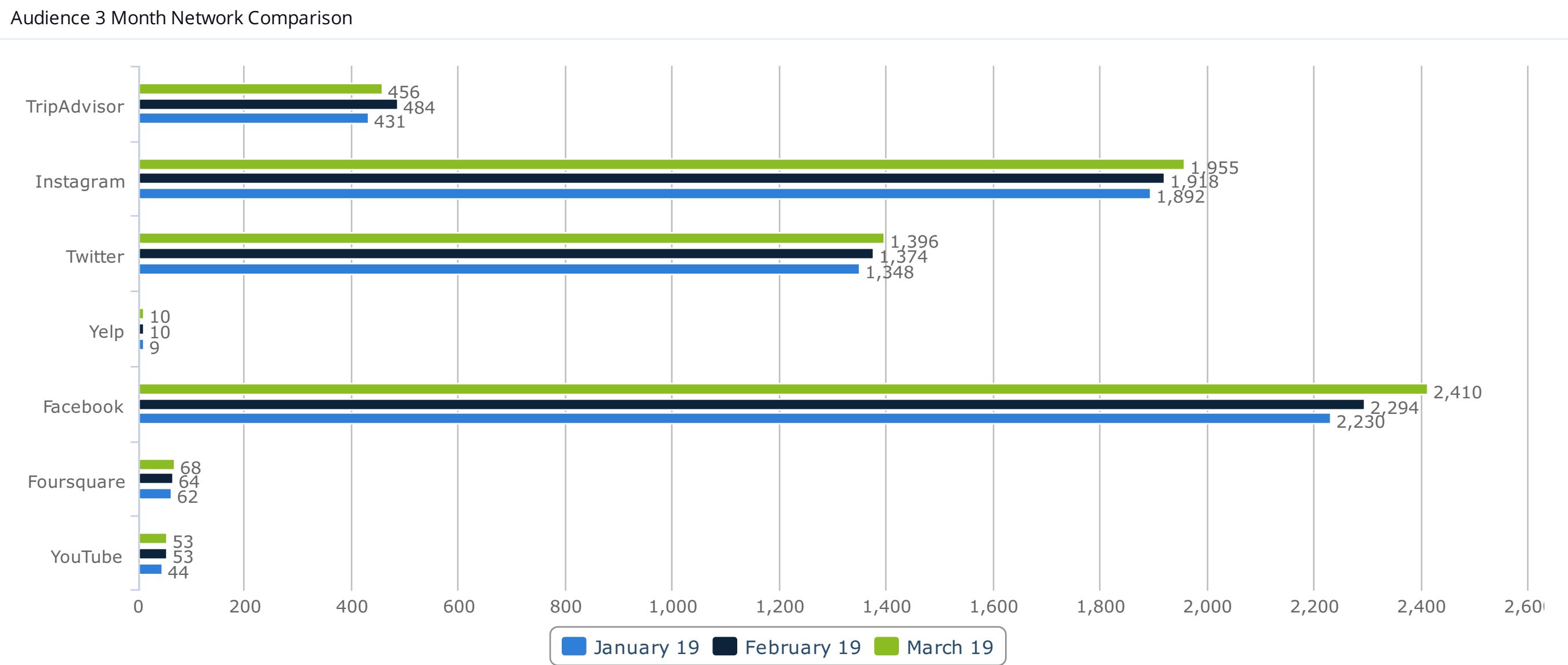
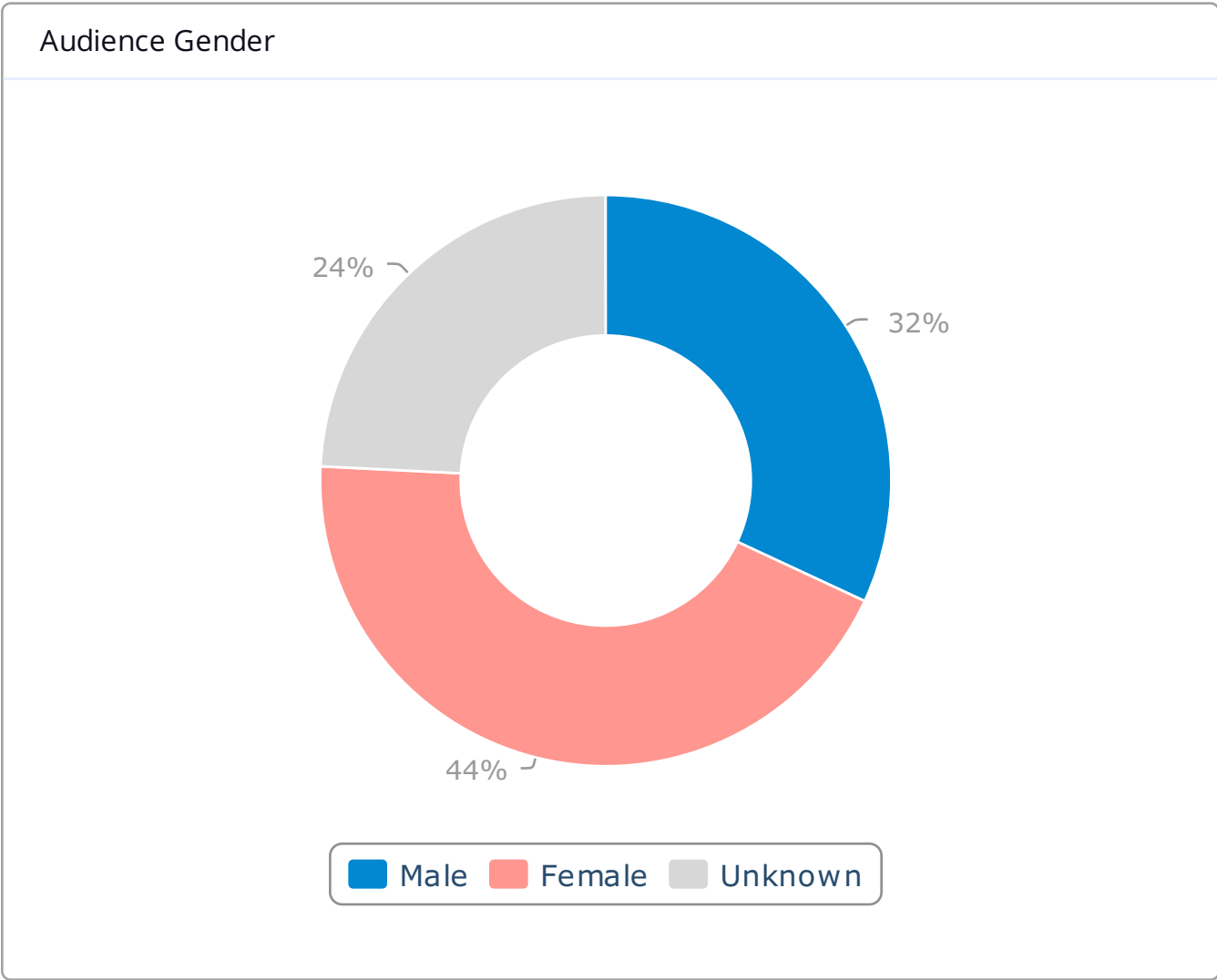
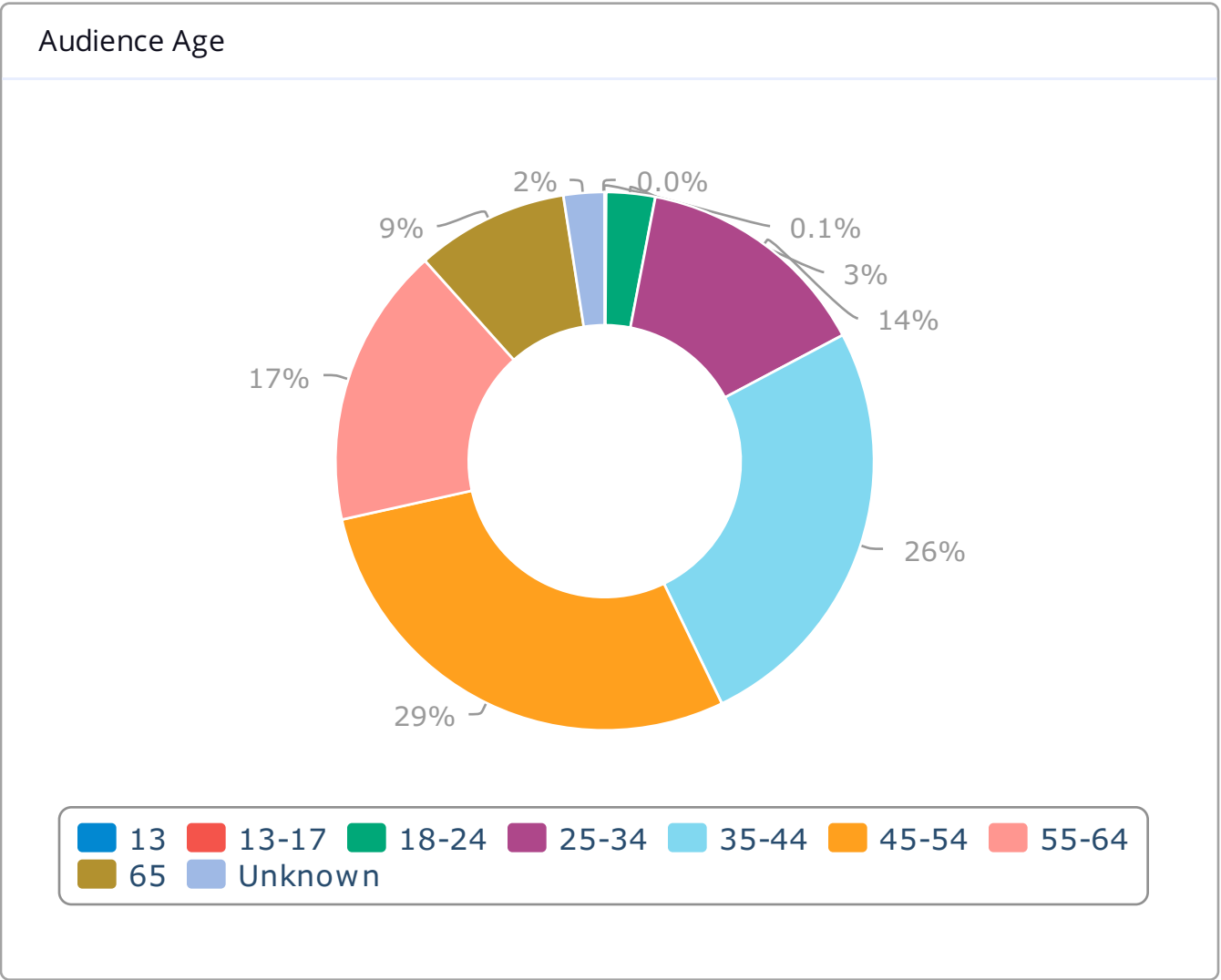
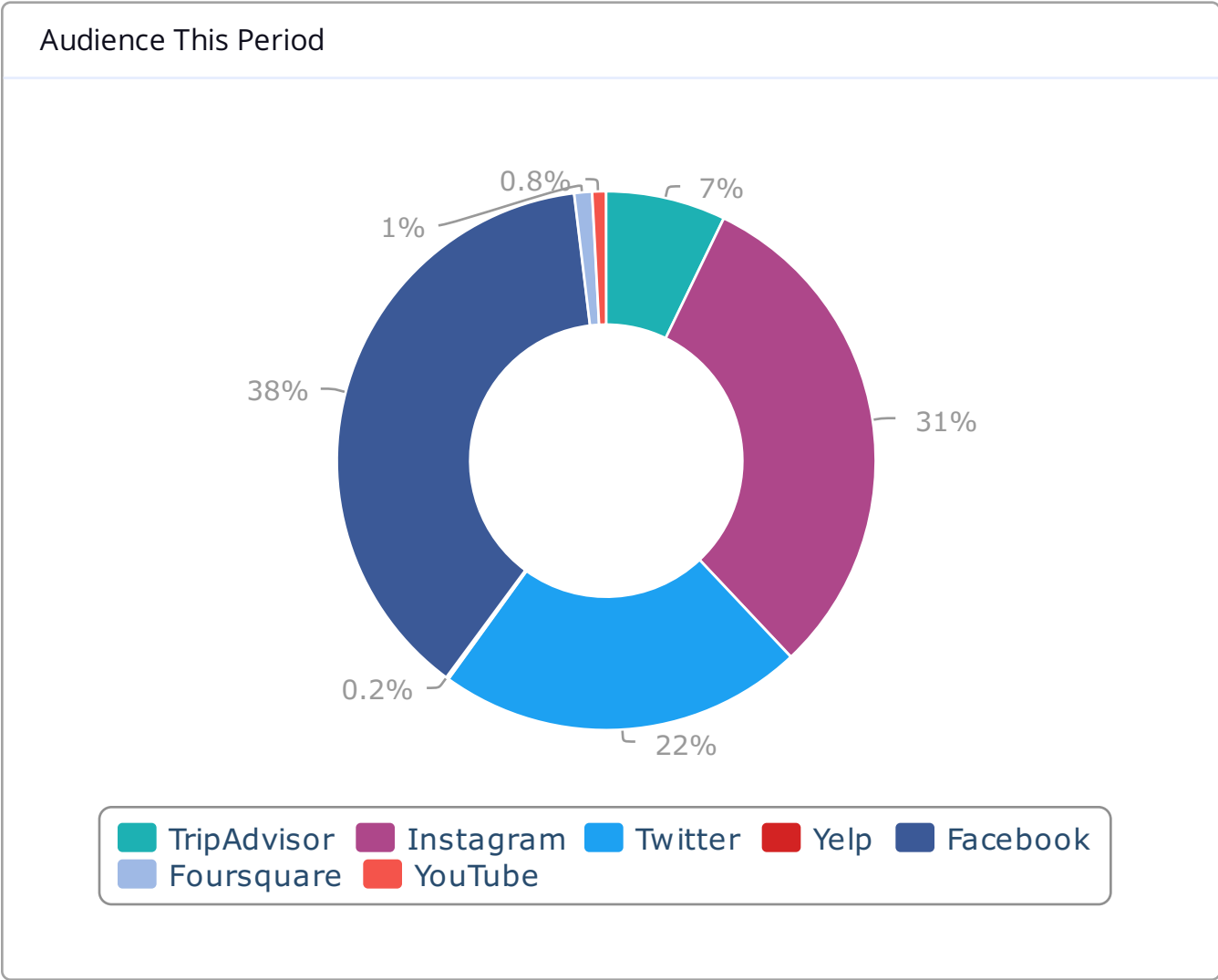
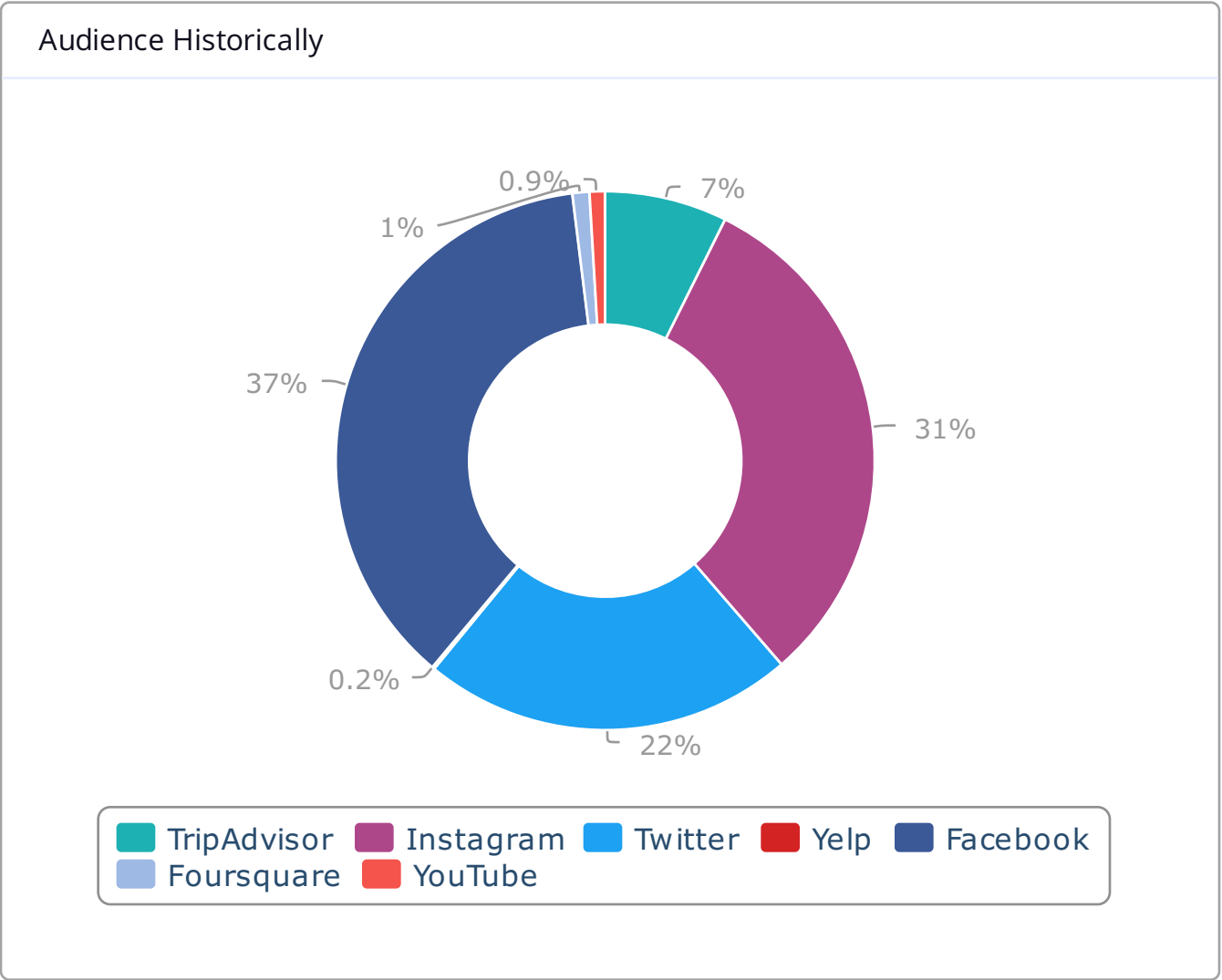
Audience Growth By Channel

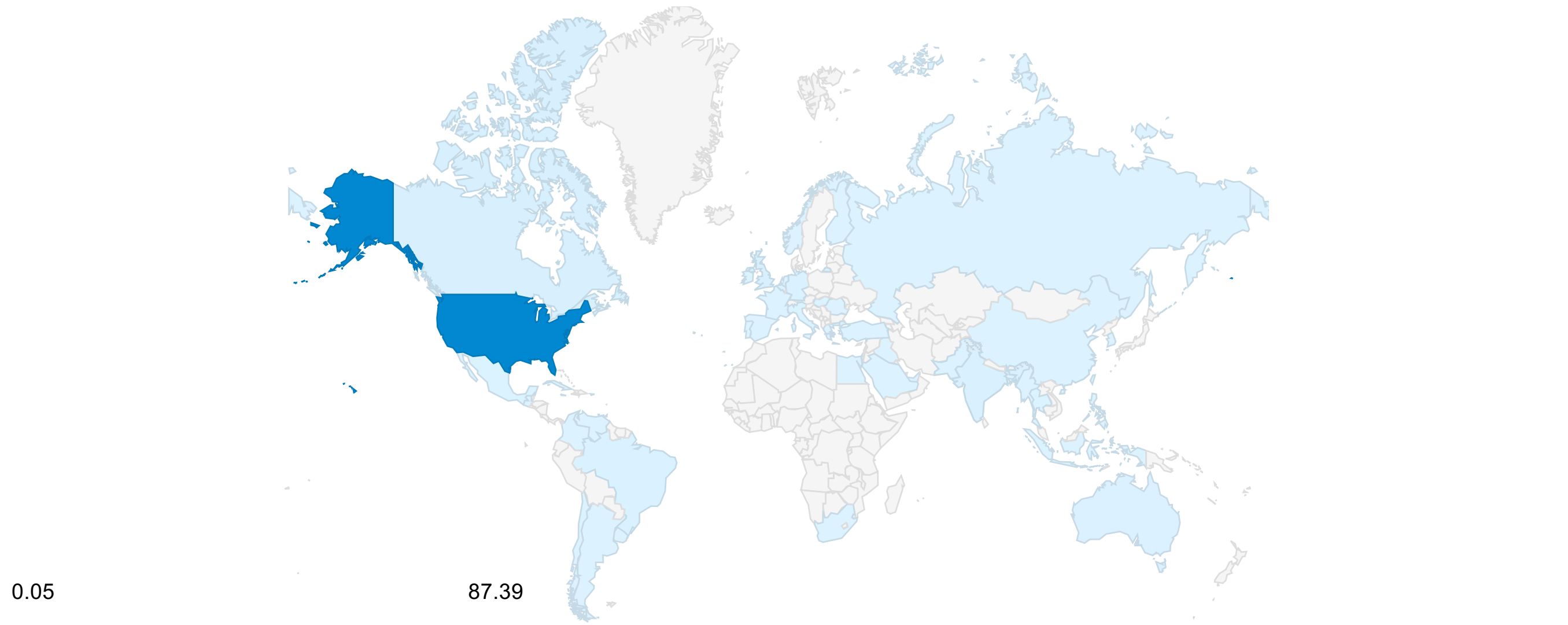
Channel	Audience Growth (Net)	Growth Rate	Total Audience
 Facebook	154	6.59%	2,492
 Foursquare	2	2.99%	69
 Instagram	31	1.59%	1,979
 MailChimp	23	6.61%	371
 TripAdvisor	10	2.06%	496
 Twitter	15	1.08%	1,406
 Yelp	0	0%	10
 YouTube	0	0%	56
	235	3.42%	6,879

Audience Growth Over Time



 Facebook accounted for the most audience growth, with 154 new friends added. MailChimp was your fastest-growing channel, with 6.61% user growth.





Country	Code	%
United States	US	87.39
United Kingdom	GB	1.82
Canada	CA	1.65
India	IN	1.21
Brazil	BR	0.81
Germany	DE	0.76
Australia	AU	0.49
Mexico	MX	0.39
Italy	IT	0.32
Thailand	TH	0.27
Spain	ES	0.25
France	FR	0.25
United Arab Emirates	AE	0.22
Philippines	PH	0.2
Puerto Rico	PR	0.17
Bangladesh	BD	0.17
Uruguay	UY	0.15
Portugal	PT	0.15
Saudi Arabia	SA	0.15
Ireland	IE	0.12
China	CN	0.12
South Africa	ZA	0.1
Norway	NO	0.1
Trinidad And Tobago	TT	0.1
Venezuela	VE	0.1