

May 9, 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, April 2019 Monthly Update,
Key West Historic Seaport Marketing Services Contract #10-015**

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

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications

- April Email Newsletter/eBlasts

May 8th to May 12th | Key West Songwriters Festival

From May 8th to May 12th, the [Key West Songwriters Music Festival](#) is one of the largest festivals of its kind in the world! Celebrating its 24th year, this incredible festival revolves around five days and nights of 50 free shows that are staged at an array of the island's most popular waterholes and hot spots! This five-day event is where live music introduces crowds to the faces, voices, and stories behind the songs. Check out the schedule below and stop by the [Key West Historic Seaport](#) to hear when your favorite Songwriters are performing!

[| Purchase Tickets Here |](#)



Schooner Wharf Bar | May 8th | 12PM
Raven Cooper, Jeff Clark, Arlis Albritton, Cliff Cody, Kristen Kelly, Jimmy Stanley, Nick Donley & Brock Berryhill

Conch Republic Seafood Company | May 8th | 10PM
Will Rambeaux, Sherrie Austin, Austin Burke, Christina Taylor, Matt Chase, Chris Rogers & more!

Fury Sunset Sail | May 9th | 6:30PM
Channing Wilson, Rob Synder & Tyler Reeve!



Fury Sunset Sail | May 10th | 6:30PM
John Frinzi & Aaron Schrez

Turtle Kraals | May 11th | 1PM
Carson Beyer, Jann Klose, Carolina Story, Kristen Kelly, Jimmy Stanley

* music lineup provided by keywestsongwritersfestival.com




July 2019




Come celebrate July 4th the [Key West Historic Seaport](#) way! Enjoy the best views in Key West from the decks of either [Fury Watersports](#) or [Sebago Key West](#)! Enjoy drinks, snacks, music, good vibes, and the best Key West firework show!

Celebrate this July 4th with a **BANG!**

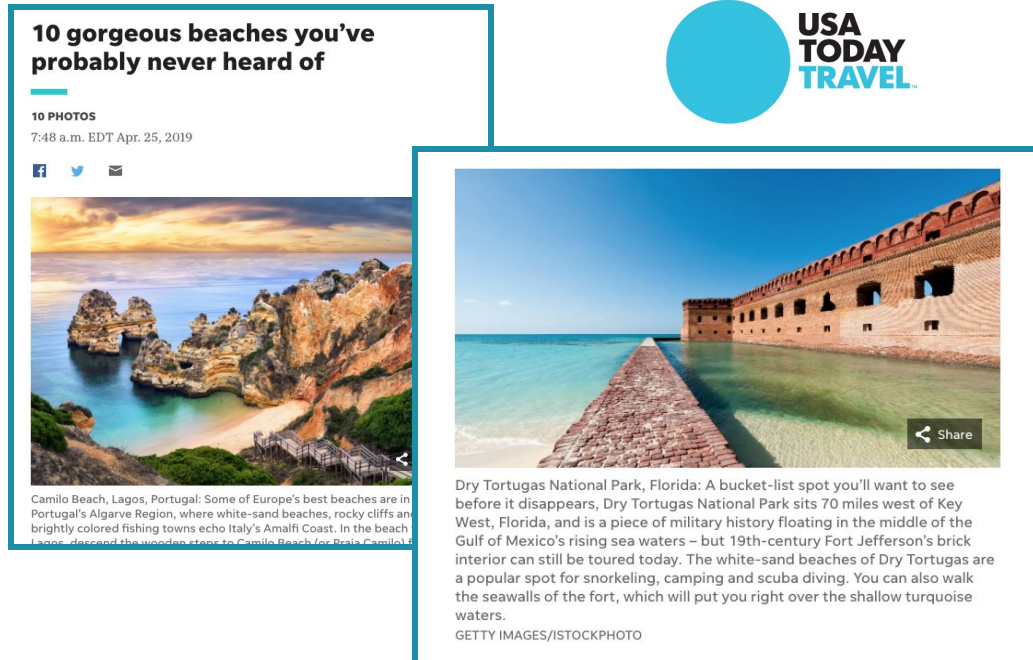
Book Now with [Fury Watersports](#) // Book Now with [Sebago Key West](#)



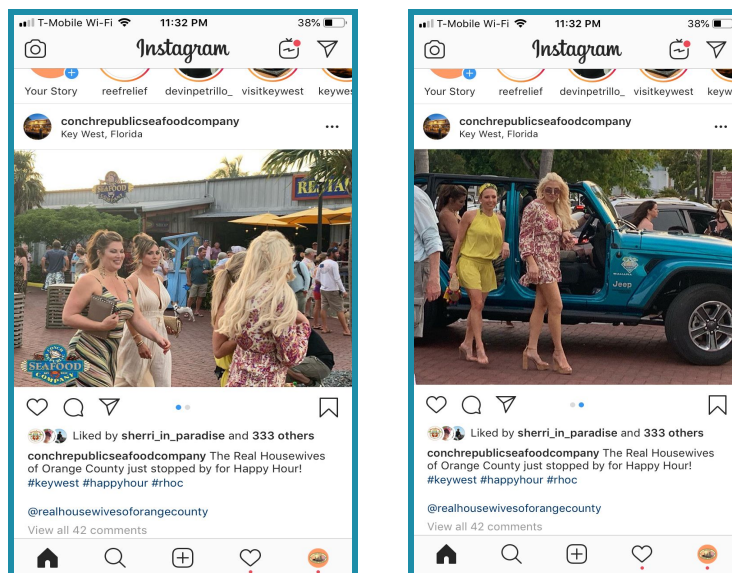
June 4th to July 7th | Key Lime Festival



- **Media / Press Clippings Captured During the Month of April:**
- The Dry Tortugas National Park was listed as top 10 Most Gorgeous Beaches You've Probably Never Heard of by USA Today Travel.
 - The article was promoted on all social media outlets.
 - [Link to Article.](#)



- [Link to Media Post](#)
 - Bravo TV Network began production of TV series Real Housewives of Orange County.
 - TV series will showcase the housewives at the Historic Seaport outside Conch Republic Seafood Company when the show airs the end of 2019.
 - Conch Republic Seafood Co. showcased production.



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
- Google 360 Walking Tour was added to Key West Bight Marina Website
- Advertised on all social media outlets
- Email newsletter sent to the distribution list

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.

April 2019 Giveaway Contest:

- Partnered with Reef Relief for an #EarthWeek Giveaway in honor of Earth Day.
- KWHS Social Media followers entered to win Giveaway Swagbag packed with six ocean-friendly sunscreens, three metal straws, one Reef Relief long sleeve t-shirt, one Reef Relief baseball hat, two Historic Seaport sunglasses, and Historic Seaport swag bag.
- Entries were based on each individual tagging two different friends of their choosing and following @HistoricSeaport social media pages and @ReefReliefs social media pages.
- The contest ran on [Facebook](#), [Twitter](#) & [Instagram](#) starting April 16th and ended April 22nd.
- Contest generated over 135 likes, 58 user comments tagging two individuals within each comment, 9 reposts/ retweets/ shares, and 70+ social media follows in a five-day span.
- Lauren LA Brie, the winner, was announced on April 23rd.
- The winner was announced on Facebook, Twitter & Instagram.
- Terms & Conditions were agreed too.



Facebook Stats:

- Increase page likes from 2,523 up (↑) to 2,642
- Increase total check-ins to 4,030
- 2,724 people following
- 4.9 ★★'s out of 5

Twitter Stats:

- Increase in followers to 1,440 from 1,419
- Tweet Mentions 9 up (↑) 125.0%

Instagram Stats:

- New followers gained throughout the month with a new total of 2,105. March followers up (↑) from 1,994 followers in March.
- Posting weekly Instagram stories (event & promotion reminders, Sunsets, Key West weather, etc.)

TripAdvisor Stats:

- The KWHS has 652 reviews!
- #22 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 Affidavit is shown below. The complete affidavit report is available upon request.

Key TV		
5450 MacDowell Avenue, Suite #10 Key West, FL 33540		
Affiliate of National Religious		
02/25/19 - 03/31/19		
Key West Historic Seaport		
SPOT NAME	PLAYDATE	PLAYTIME
Key West Historic Seaport	02/25/19	10:00-10:30
Key West Historic Seaport	02/26/19	10:00-10:30
Key West Historic Seaport	02/27/19	10:00-10:30
Key West Historic Seaport	02/28/19	10:00-10:30
Key West Historic Seaport	02/29/19	10:00-10:30
Key West Historic Seaport	02/30/19	10:00-10:30
Key West Historic Seaport	03/01/19	10:00-10:30
Key West Historic Seaport	03/02/19	10:00-10:30
Key West Historic Seaport	03/03/19	10:00-10:30
Key West Historic Seaport	03/04/19	10:00-10:30
Key West Historic Seaport	03/05/19	10:00-10:30
Key West Historic Seaport	03/06/19	10:00-10:30
Key West Historic Seaport	03/07/19	10:00-10:30
Key West Historic Seaport	03/08/19	10:00-10:30
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Key West Historic Seaport	03/12/19	10:00-10:30
Key West Historic Seaport	03/13/19	10:00-10:30
Key West Historic Seaport	03/14/19	10:00-10:30
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Key West Historic Seaport	03/26/19	10:00-10:30
Key West Historic Seaport	03/27/19	10:00-10:30
Key West Historic Seaport	03/28/19	10:00-10:30
Key West Historic Seaport	03/29/19	10:00-10:30
Key West Historic Seaport	03/30/19	10:00-10:30
Key West Historic Seaport	03/31/19	10:00-10:30



Google Adwords:

ISLAND-WIDE DISPLAY CAMPAIGN

Running the Digital Advertising Campaign and Creative.

Target: On-island tourists, including hotel guests.

- Impressions: 882,315
- Clicks: 2,425
- Average CPM: \$1.38
- Cost: \$1,219.18

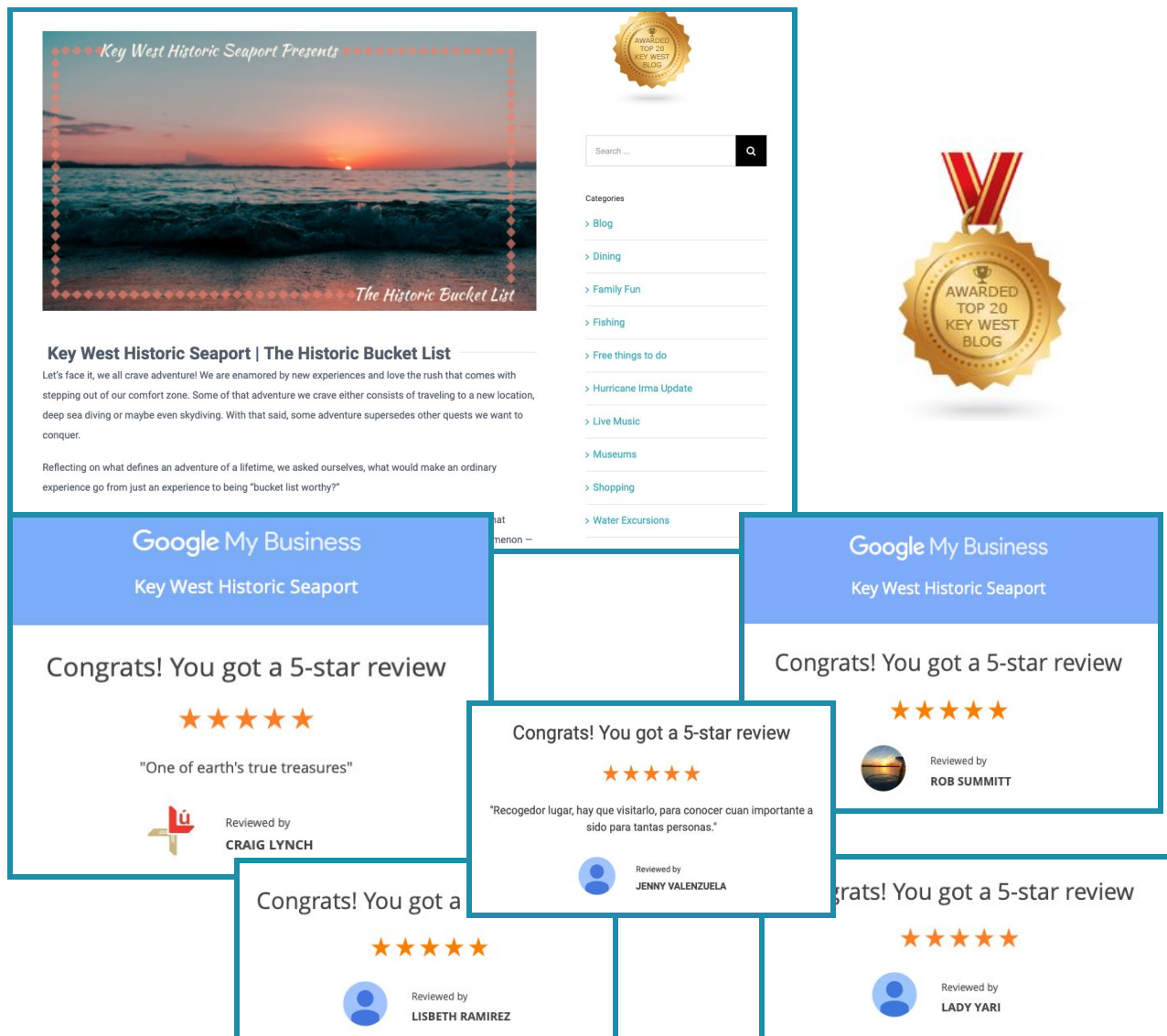
Monroe County Tourist Development Council - Florida Keys & Key West CO-OP:

- 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
- April Blog: [Key West Historic Seaport | The Historic Bucket List](#)



Audience Overview:



Acquisition Overview

	Users ↓	New Users ↓	Sessions ↓
	2,829	2,741	3,348
1 ■ Organic Search	1,260	<div style="width: 46%;"></div>	
2 ■ Direct	718	<div style="width: 25%;"></div>	
3 ■ Referral	633	<div style="width: 22%;"></div>	
4 ■ Social	242	<div style="width: 8%;"></div>	

Top 10 Referral Sources:

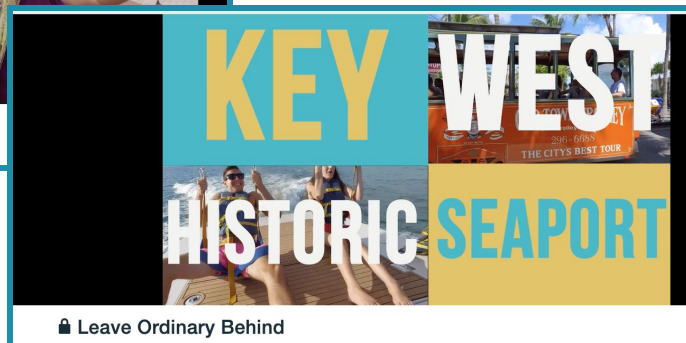
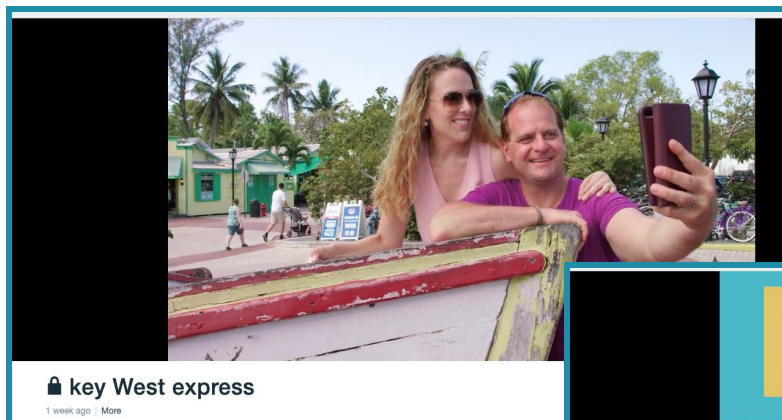
1.	keywestfloridaspring.com
2.	googleads.g.doubleclick.net
3.	afterhourskeywest.com
4.	tpc.google syndication.com
5.	keywest.com
6.	conchrepublicseafood.com
7.	amp-miamiherald-com.cdn.ampproject.org
8.	bightmarina.com
9.	m.accuweather.com
10.	www.foxnews-com.cdn.ampproject.org

Search Terms:

Page
1. /
2. /things-to-do/food/
3. /things-to-do/
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5. /things-to-do/shopping/
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KEY WEST HISTORIC SEAPORT 2019 COMMERCIAL

- Theme | Land, Air & Sea
- Production: April 9th through April 11th
- Post-production: in process



NEW KEY WEST BIGHT MARINA WEBSITE

- Monthly Bight Marina April 2019 Blog is completed
- Email blast/press release info prepared to distribute
- Bightmarina.com and keywestmarina.org will be pointed to KeyWestBightMarina.com once domain settings are finalized

