

October 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, September 2019 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015***

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

## PUBLIC RELATIONS / MEDIA SNIPPETS

### **Email Marketing Notifications** **September Email Newsletter/eBlasts**

**City of Key West**  
**Bight Management District Board!**



Photo Credit | [Bender Architects / Key-West-City-Hall](#)


As we transition from summer to fall, the [Key West Historic Seaport](#) is excited to introduce our first blog of the 2019 Fall Season. In dedication to the Key West Conchs who notoriously strive to provide selflessness, our September Blog pays homage to seven prominent individuals within the Key West community. While generating significant attention towards the history and preservation at one of the most beautiful locations within the [City of Key West](#), the [Key West Bight Management District Board](#) is made up of community leaders whose public generosity continues to promote and promote our beloved Key West Historic Seaport!

**KEY WEST HISTORIC SEAPORT**  
YOUR GATEWAY  
TO EVERYTHING  
KEY WEST, FLORIDA!



#HistoricSeaport

**Fantasy Fest 2019**



The [40th Annual Key West Fantasy Fest](#) is a world-famous celebration that features flamboyant masquerades, costumes and so much more! Locals and visitors from all over the world come to Key West and the Historic Seaport to experience events and competitions including a headdress ball, exuberant promenades, street fairs, lavish floats, marching groups, endless grand prizes, and our very own Historic Seaport Bar & Art Stroll!

The new BAR & ART Stroll, "BART," is a self-guided wander alongside the docks of the Historic Seaport. Come experience Fantasy Fest the right way between [Conch Republic Seafood Company](#) and Dante's with stops at [Half Shell Raw Bar](#), [Turtle Kraals](#), [Waterfront Brewery](#), [Schooner Wharf Bar](#) and The Marker. Check-in at participating bars with #BARTKW. Tag a photo of the figures and sculptures for a chance to win vintage Fantasy Fest t-shirts and swag giveaway!


For a detailed list of all the exciting Fantasy Fest Events & Happenings, click the link below:

[| Fantasy Fest Calendar of Events |](#)

## The Who Giveaway eBlast --

# WIN TWO TICKETS!

9.20.19 | BB&T Center | Sunrise, FL



PETE TOWNSHEND ROGER DALTRY

**MOVING ON!**

KEY WEST HISTORIC SEAPORT

No Purchase Necessary  
Winner Announced 09.26.2019  
Photo Credit: @TheWho

The [Key West Historic Seaport](#) is excited to announce that today marks the start of our second giveaway! Reminisce about "My Generation" with your bestie as our partnership with [USA TODAY Travel](#) is giving you a chance to win two tickets to see [The Who](#) performing live on September 20th at [BB&T Center](#) starting at 7:30 PM!

The rules are SIMPLE:

1. MUST FOLLOW [Key West Historic Seaport](#)
2. TAG TWO FRIENDS you'd want to share this giveaway!
3. Make sure they ALSO FOLLOW [Key West Historic Seaport](#)!

## Enter & Win The Who Concert Tickets!

[Historic Seaport](#) giveaway!

\* Disclaimer: This giveaway is in no way sponsored, administered or associated with any social media platforms. By entering, entrants agree they are 18+ years of age, release social media of terms and responsibilities and agree to all [terms and conditions](#).




Photo Credit: [Maroon 5 / Tour](#)

Stay tuned for next month's giveaway and enter for a chance to win two tickets to see [Maroon 5](#) in October performing live at the grand opening of the new [Guitar Hotel](#) at [Seminole Hard Rock Hotel & Casino, Hollywood](#).

For a chance to win one of the [Historic Seaport's](#) amazing giveaways, remember to [LIKE our Facebook](#), [Follow us on Instagram](#) and [FOLLOW us on Twitter](#)!

## USA Today Travel Feature eBlast --



# FLORIDA & CARIBBEAN GO ESCAPE

WINTER 2019

With USA Today Travel featuring our very own [Dry Tortugas National Park](#), [Clearly Unique Charters](#), [Fury Water Adventures](#) or the much anticipated "[Bight](#)" [Before Christmas](#); the Key West Historic Seaport is a must this upcoming Fall and Winter season! >> For more information, click the link below!

USA TODAY SPECIAL EDITION

USA TODAY TRAVEL

## CONTENTS



**30**  
AQUATIC ADVENTURES  
Make the most of your one-day vacation in Key West

FLORIDA & CARIBBEAN  
GO ESCAPE

# Underwater Wonder

Make a splash at remote Dry Tortugas National Park



By Sarah Seabolt

**W**ITH ABOUT 150,000 VISITORS A YEAR, Dry Tortugas National Park is one of the most remote in the United States. It's also one of the most beautiful. About 17 miles from Key West, it's accessible only by boat or seaplane. In either mode, it's a welcome sight to the middle of nowhere.

"It's an effort to get there, but you will be rewarded with amazing views, compelling stories and the feeling of really escaping it all," says Johnson.

East, a spokeswoman at Dry Tortugas, a group of tiny islands in the Gulf of Mexico. "To use this place embodies all that our national parks represent."

In an ironic twist on its name, nearly 70 percent of the park is aquatic and is located in the phosphate waters. With an amazing coral reef system and loads of marine life like mangroves and colorful parrotfish, it's easy to spend hours just taking in the view. "It's a very green island with a lot of life," says Johnson.

Along with the marine life, a piece of American history is also lives on the Dry Tortugas.

East Johnson, a Civil War era landmark built in the mid-1800s, is one of the largest with remote forts in the nation.

Some of the best are available. "My first impression was that just different could really be one of the most remote of the world," says Johnson.

"It's harder to think there is a large fortress and in the middle of the ocean, especially considering that it's been there since the 1800s."

"Nature and history are equally important here," says Seabolt. "We tell the challenges of preserving and protecting that which we value."

USA TODAY SPECIAL EDITION

USA TODAY TRAVEL

## CONTENTS

FLORIDA & CARIBBEAN  
GO ESCAPE



## Media / Press Clippings Captured During the Month of September:

### Rolling on the Rivers --

- Boat Tours Provide Classic Way to See Florida's Scenery by **"Texarkana Gazette"** and was promoted on their website and social media channels.
- The article mentioned Sunset Watersports, Jolly II Rover, Argo Navis & Schooner America 2.0
- The article was promoted on all social media outlets >>

[Link to Article.](#)

the water

50s, hippies in Key West had turned watching the daily sunset into a celebration on N cruises weren't far behind.

Key West Seaport has about a dozen sunset cruises available. You'll want to search review see which one matches your style and pocketbook. Some are priced for people celebr rs are doing a higher volume/lower price business.

and the Party Cat promotes itself as the least expensive sunset cruise at \$40 per person included plus music and dancing. sunsetwatersports.info

**Texarkana Gazette**



### Rolling on the rivers: Boat tours provide classic way to see Florida's scenery

When tourists came to Florida back in the days before Disney, they still went on "rides." But in Old Florida, those rides were boat tours not roller coasters.

ica 2.0 is a tall ship that serves champagne, wine, beer and hors d'oeuvres for \$96 p m

Historic Key West Seaport has about a dozen sunset cruises available at varying prices and styles. (Bonnie Gross/FloridaRambler.com/TNS) West

### USA Today Travel --

#### Florida & Caribbean Go Escape

- USA Today Travel recently featured Historic Seaport in their Winter 2019 issue. Historic Seaport image was featured on the table of contents and two full pages of advertisements within issue.
- USA Today Travel mentioned Bight Before Christmas, Schooner Wharf Boat Parade, Classic Car Show, Holiday Fest, Dry Tortugas & Fury Watersports.
- The article was promoted on all social media outlets >> [Link to Article](#)



## 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 September 2019, for in-depth, detailed reporting of each.

### September Giveaway | The Who Results --

- Based on each individual liking, following, tagging two friends & sharing social media posts.
- Ran on [Facebook](#), [Twitter](#) & [Instagram](#) on September 9th and ended on September 23rd.
- Contest generated over 200 likes, 60+ new followers, 40 + friend tags and 35+ shares.
- Rebecca Gutierrez, the winner, was announced on September 23rd.
- The winner was announced on Facebook, Twitter & Instagram.
- Social Media followers entered for a chance to win two tickets to see The Who
- Provided by our USA Today Travel Advertising purchase.
- [Terms & Conditions](#) were agreed too.



### Facebook Stats:

- Increase page likes from 2,872 up ( ↑ ) to 2,940
- Increase total check-ins to 4,585
- 3,028 followers from 2,958
- 4.9 ★★'s out of 5

### Instagram Stats:

- New followers gained throughout the month with a new total of 2,346.
- September followers up ( ↑ ) from 2,259 followers in September.
- Posting weekly Instagram stories (event & promotion reminders, sunsets, weather, tenant information, etc.)
- Incorporated Linktree to our Instagram account
  - Free tool for optimizing our Instagram traffic. One bio link is used to house all the content we are driving followers to in turn lives longer on IG page and feed.



### Twitter Stats:

- Increase in followers to 1,538 from 1,525
- Profile Visits ( ↑ ) 14.0%

### TripAdvisor Stats:

- The KWHS has 667 reviews!
- #23 of 145 things to do in Key West.
- Excellent Rating of 4.5 out of 5.
- Daily replies to reviews.

### YouTube Stats:

- 21 Unique Youtube videos on Key West Historic Seaport Youtube Channel
- 31,600 total all-time Historic Seaport YouTube Video Views.


### Social Media Influencer & Tenant Partnership --

- The Historic Seaport recently partnered with Key West Cares and designated Conch Republic Seafood Company as the official drop off point to aide in relief for the Bahamas.
- The Historic Seaport also partnered with Kira Moore (influencer in promoting these efforts through her social media platform >> Kira has 24k followers)
- Flyer, newsletter, blog and partnerships were advertised on multiple platforms



## WEBSITE MAINTENANCE & BLOG (HISTORIC SEAPORT)

- 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
- Ongoing website maintenance and content creation
- Tenant information added & promoted information
- Adding new images to tenant pages and homepage
- Updated site with new Google 360 Walking Tour of Seaport
- New images added for dining, entertainment, and shopping
- Acquired new professional photography/seaport Images of Historic Seaport
- Blog: [City of Key West Bight Management District Board](#)



40 YEARS OF  
— FANTASY —

### Celebrating 40 Years of Fantasy!

Ready — Set — FALL! As we say goodbye to summer, the [Key West Historic Seaport](#) is excited to kick off this fall season by celebrating [40 Years of Fantasy](#) while staying *In Tune but definitely Off Key!*


Like nothing you have ever seen before, [Fantasy Fest](#) is an outrageous, interactive, colorful and extravagant event that takes place throughout Key West and the Historic Seaport. Starting on October 18th until October 27th, locals and visitors from all over the world come down to our beloved city to experience all sorts of events and competitions including a headdress ball, street fairs, lavish floats, parades, bar crawls, endless grand prizes and our very own [Historic Seaport Bar & Art Stroll!](#)

With the [Historic Seaport](#) being Fantasy Fest hotspot, check out below to see when your favorite event is happening at the Key West Historic Seaport! Below you'll find the top things to do in the Historic Seaport during Fantasy Fest!

#### Schooner Wharf Wharfstock

Starting on October 18th, come get groovy at [Schooner Wharf Bar](#) for their annual [Wharfstock Fantasy Celebration!](#) Returns to the days of peace and love while enjoying live music, delicious food and body and costume painting contests.

Come take home the prize for Sexiest Hippie Chick or Grooviest Dude on Wednesday, October 23rd by partaking in Schooner Wharf's annual [60's Costume Contest](#). With live entertainment from two local peace-lovin' musicians, Gary Hempsey and That Happy Dog Band will take you back in time with favorites from The Grateful Dead, Crosby, Stills, Nash, and other Woodstock legends. The party starts at 7:00 PM and the costume judging starts at 8:30 PM. This event is free to enter and free to attend.



## WEBSITE ANALYTICS (HISTORIC SEAPORT)

### Audience Overview:



### Acquisition Overview:

	Users	New Users	Sessions
	1,662	1,621	1,899
1 Organic Search	953		
2 Direct	557		
3 Referral	82		
4 Social	75		
5 Paid Search	5		

### Top 10 Referral Sources:

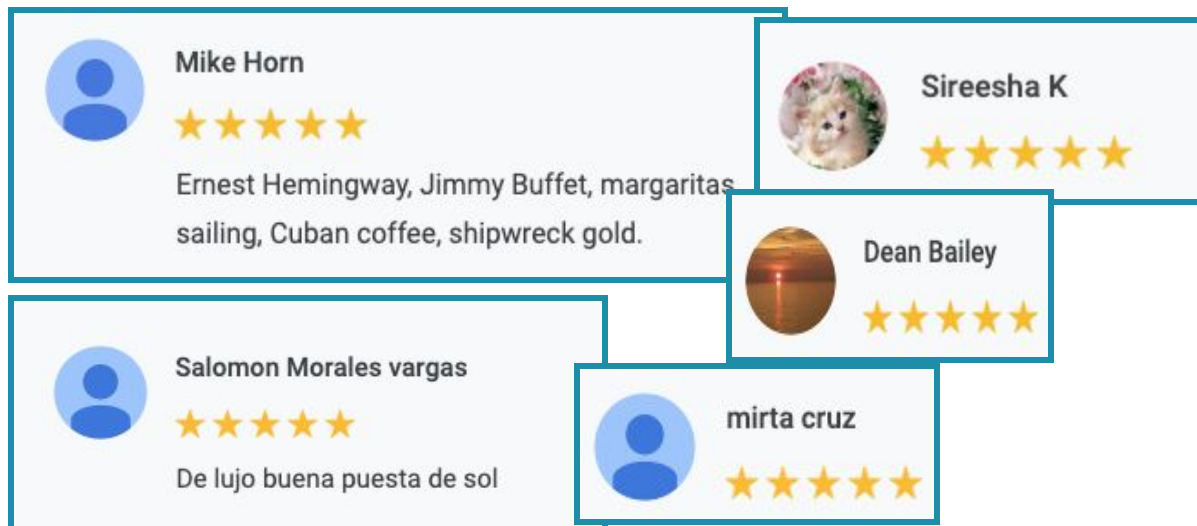
1. [keywestbightmarina.com](#)
2. [cocopluminn.com](#)
3. [linktr.ee](#)
4. [baidu.com](#)
5. [afterhourskeywest.com](#)
6. [marriott.com](#)
7. [theinnonfleming.com](#)
8. [us14.admin.mailchimp.com](#)
9. [bonafidecharters.com](#)
10. [travelandleisure.com](#)

### Search Terms:

1. /
2. /event/key-west-womanfest/
3. /general-information/
4. /things-to-do/food/
5. /events/
6. /things-to-do/
7. /event/bahama-village-goombay-festival1/
8. /event/fantasy-fest-in-tune-but-off-key-celebrating-40-years-of-fantasy/
9. /shopping/macs-sea-garden/
10. /things-to-do/shopping/



## GOOGLE REVIEWS



## WEBSITE MAINTENANCE & BLOG (BIGHT MARINA)

- Monthly Bight Marina September 2019 Blog
  - Key West Bight Marina -- 2019 Aquatic Guide
- Developed KWHS and KW Bight Marina Website Protocols (shared with City Staff)
- Fuel Pricing updates as they occur





## WEBSITE ANALYTICS (BIGHT MARINA)

Event name ▾	+ ↓ Event count	Total users
Totals	28,528 100% of total	3,710 100% of total
1 <a href="#">page_view</a>	19,226	3,704
2 <a href="#">session_start</a>	3,876	3,707
3 <a href="#">first_visit</a>	3,698	3,698
4 <a href="#">user_engagement</a>	1,340	501
5 <a href="#">scroll</a>	346	243
6 <a href="#">click</a>	42	35

Key West Bight Marina – Key West Bight Marina at Key West Historic Seaport

Dockage – Key West Bight Marina

Amenities – Key West Bight Marina

Reservations – Key West Bight Marina

Our Blog – Key West Bight Marina

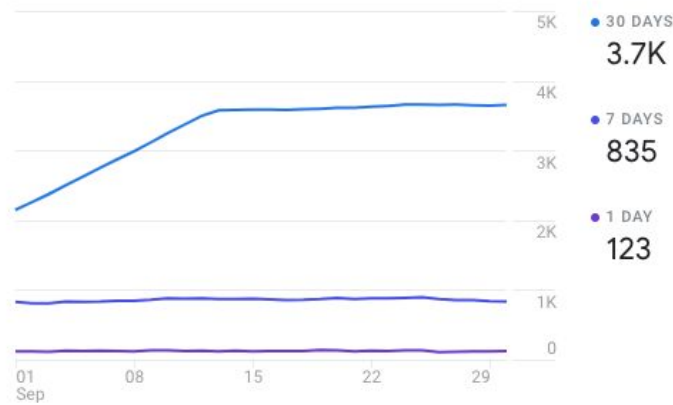
Choosing the Best Marine Rope – Key West Bight Marina

Key West Bight Marina | Hurricane Preparedness Guide – Key West Bight Marina

Bight Marina Frequently Asked Questions – Key West Bight Marina

Blog – Key West Bight Marina

User activity over time











# *Audience Summary*

## *Key West Historic Seaport*

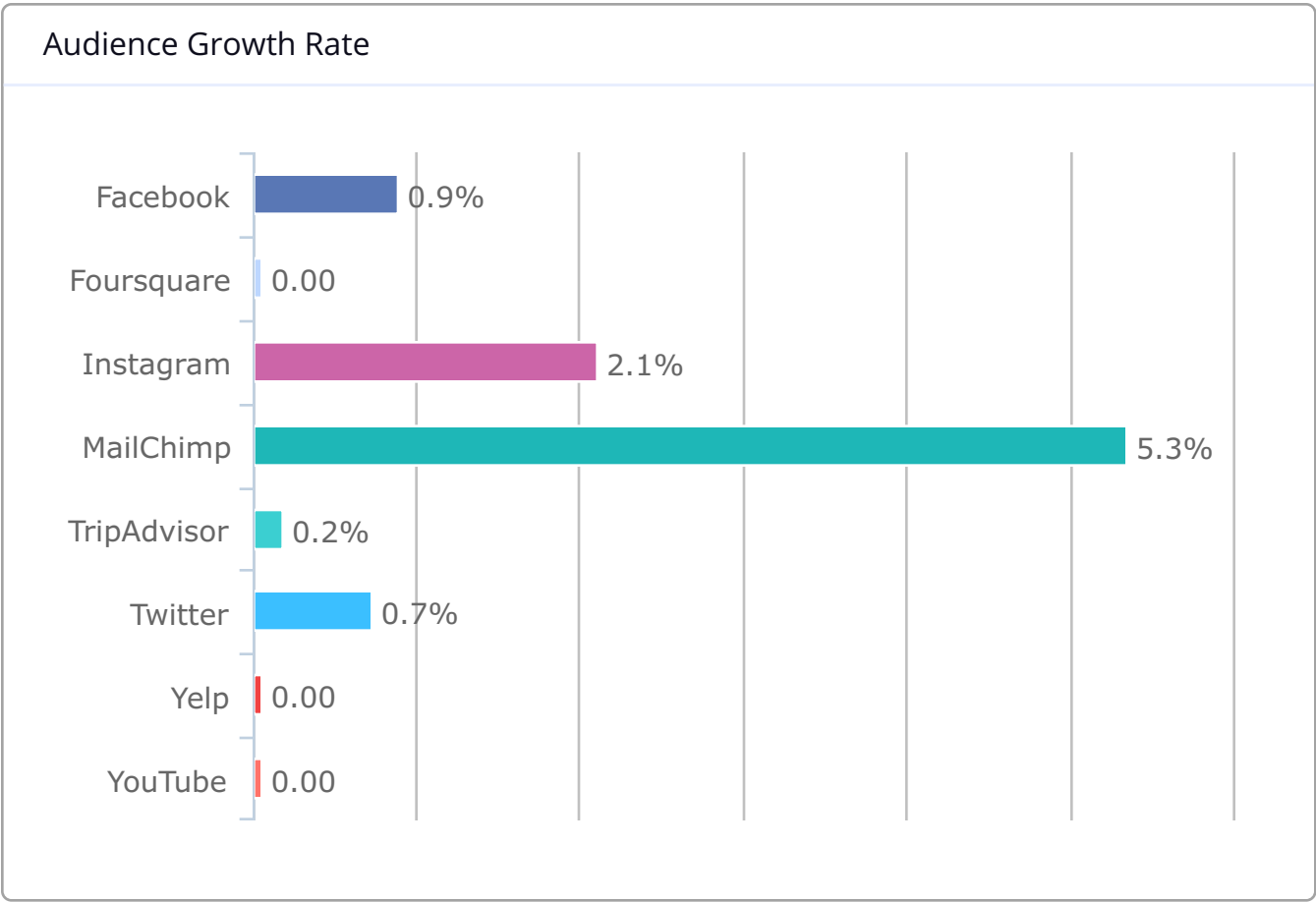
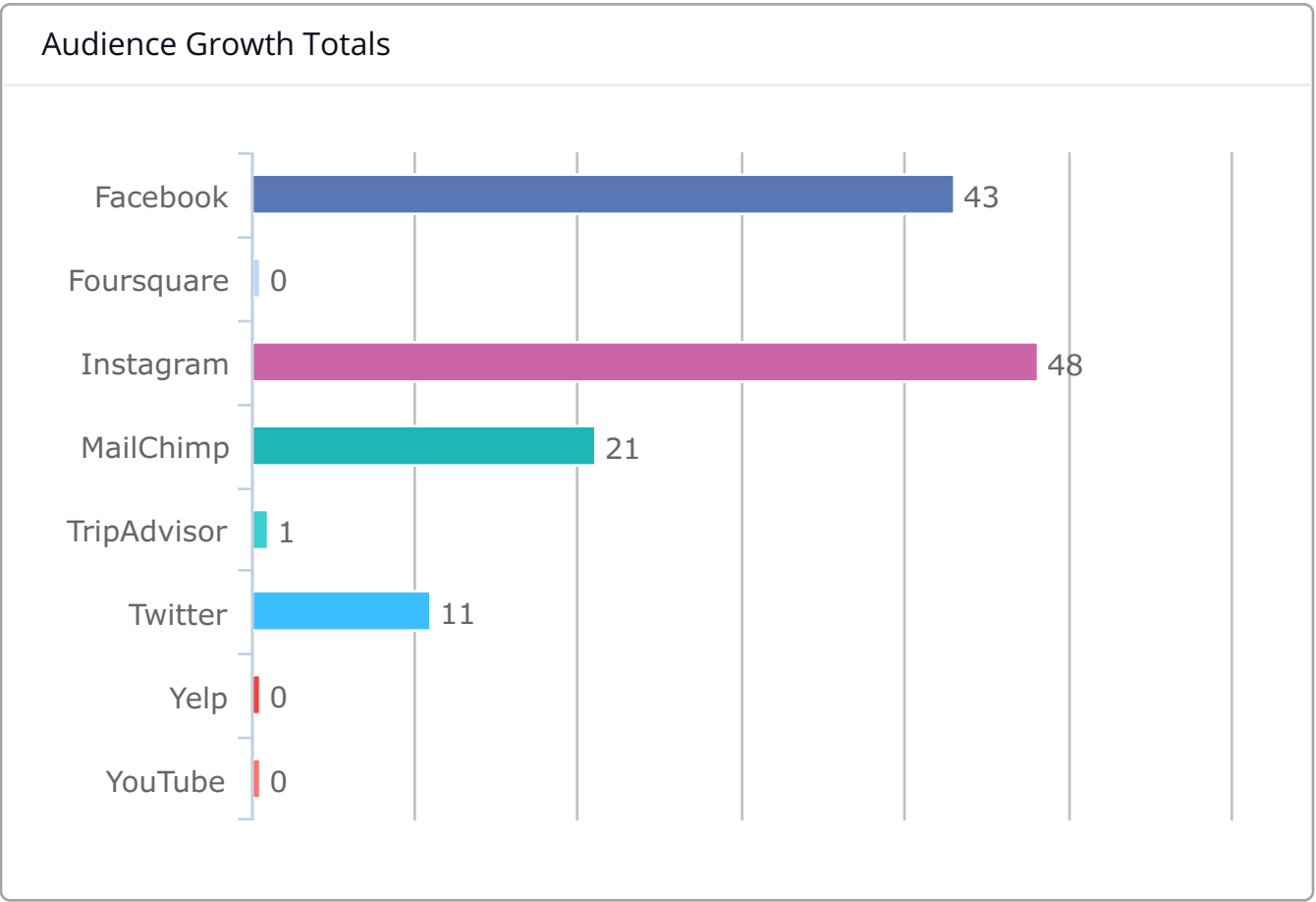
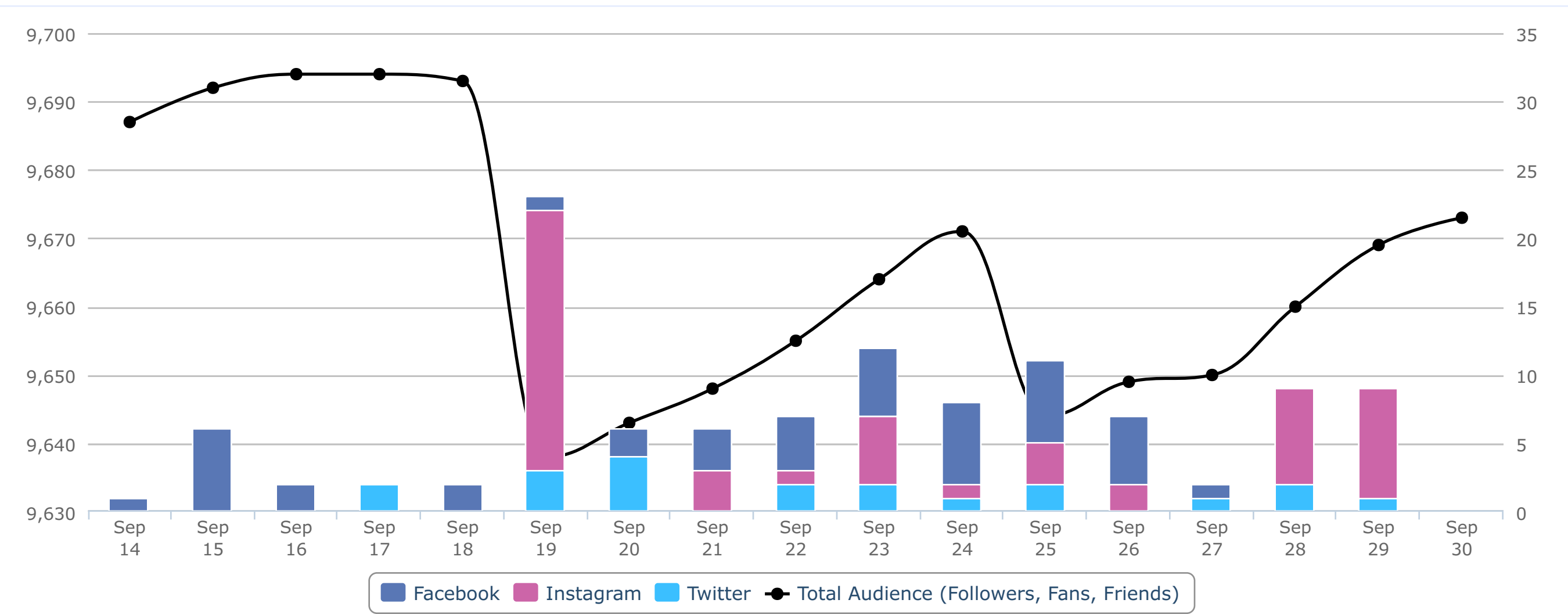
*September 14, 2019 - September 30, 2019*


*Cross Channel Report*

Audience Growth By Channel

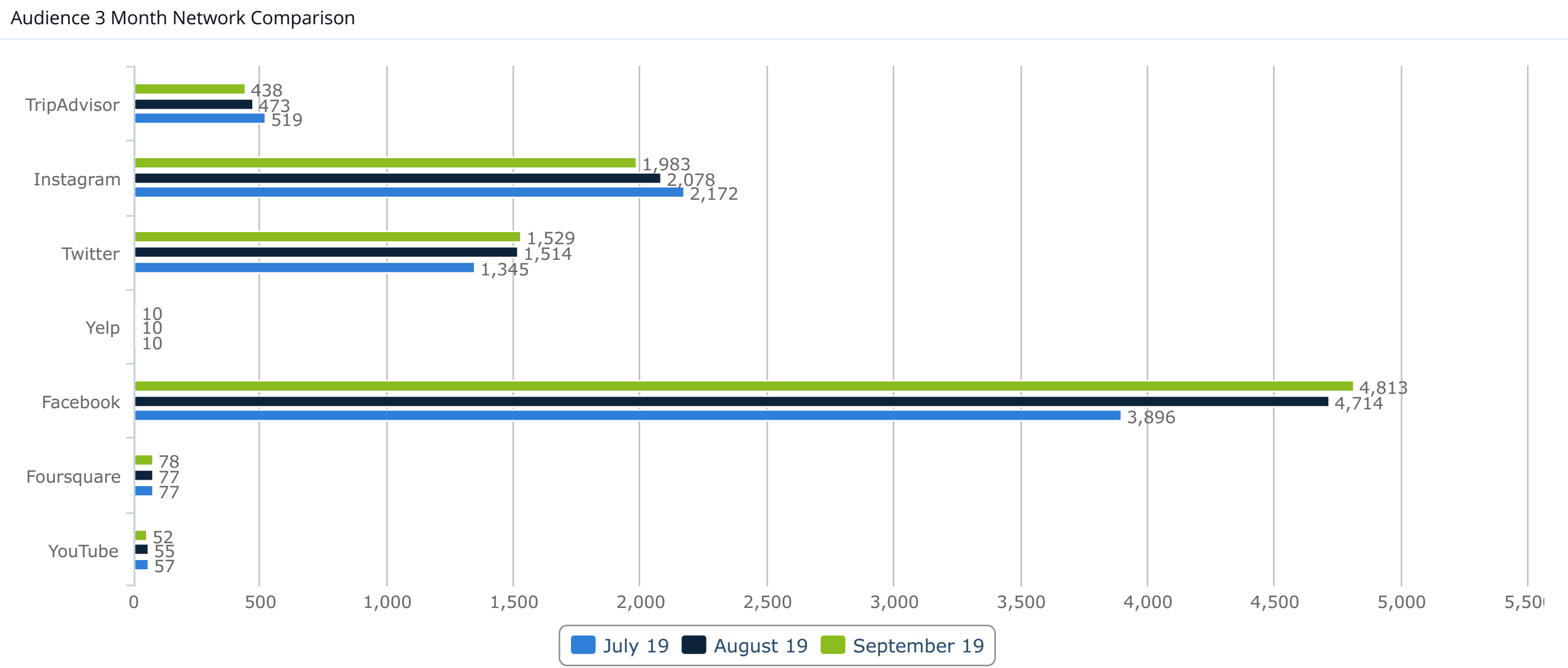
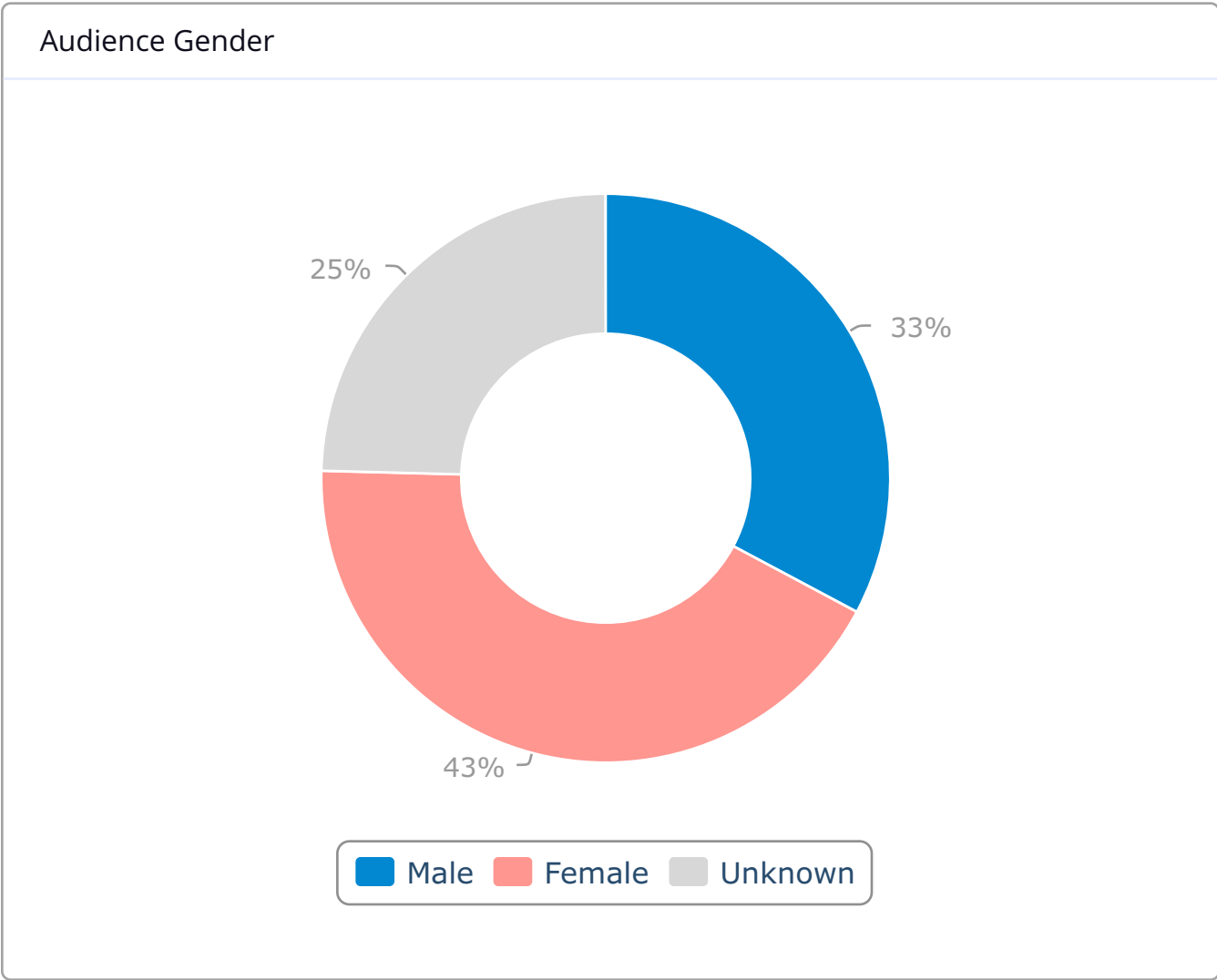
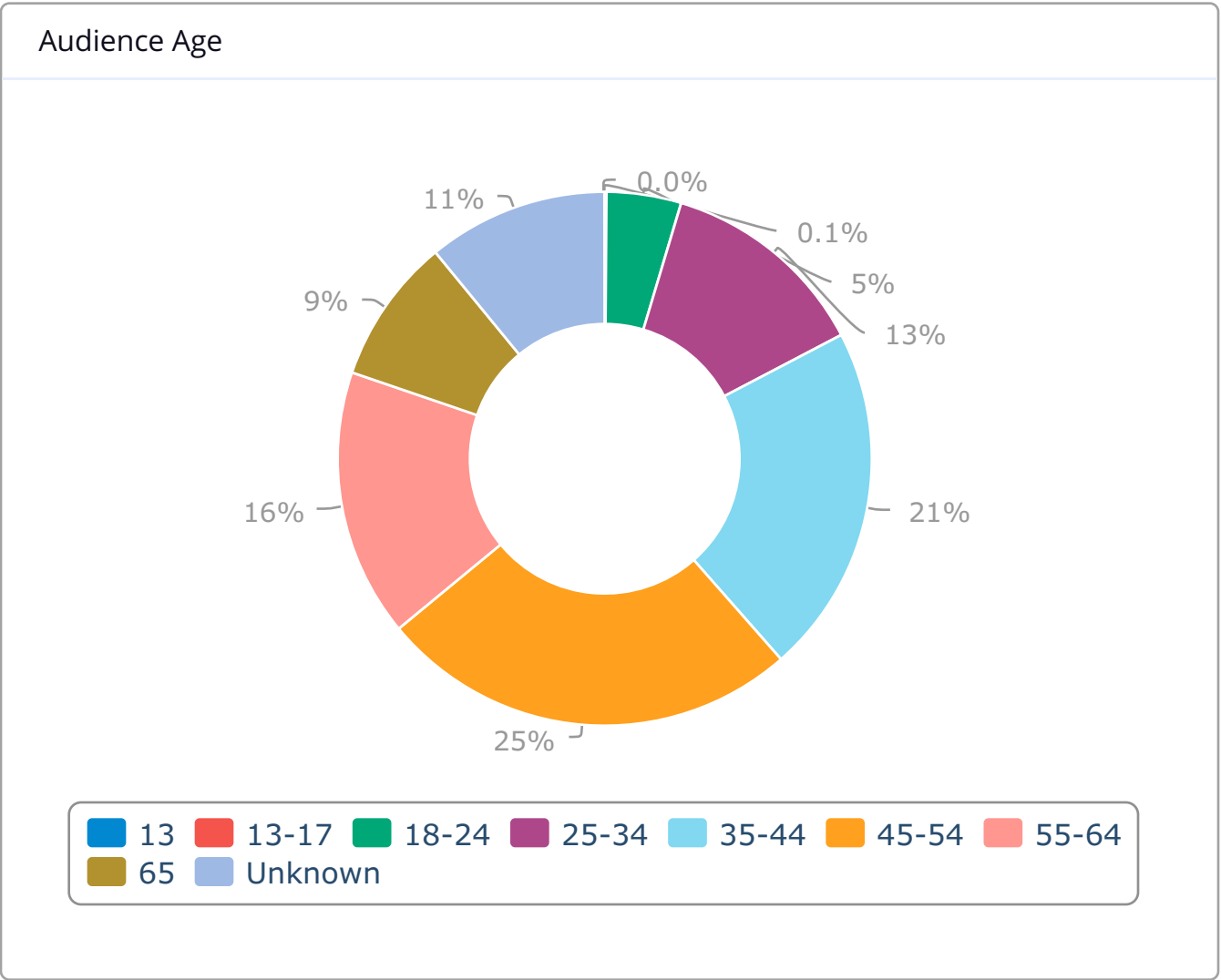
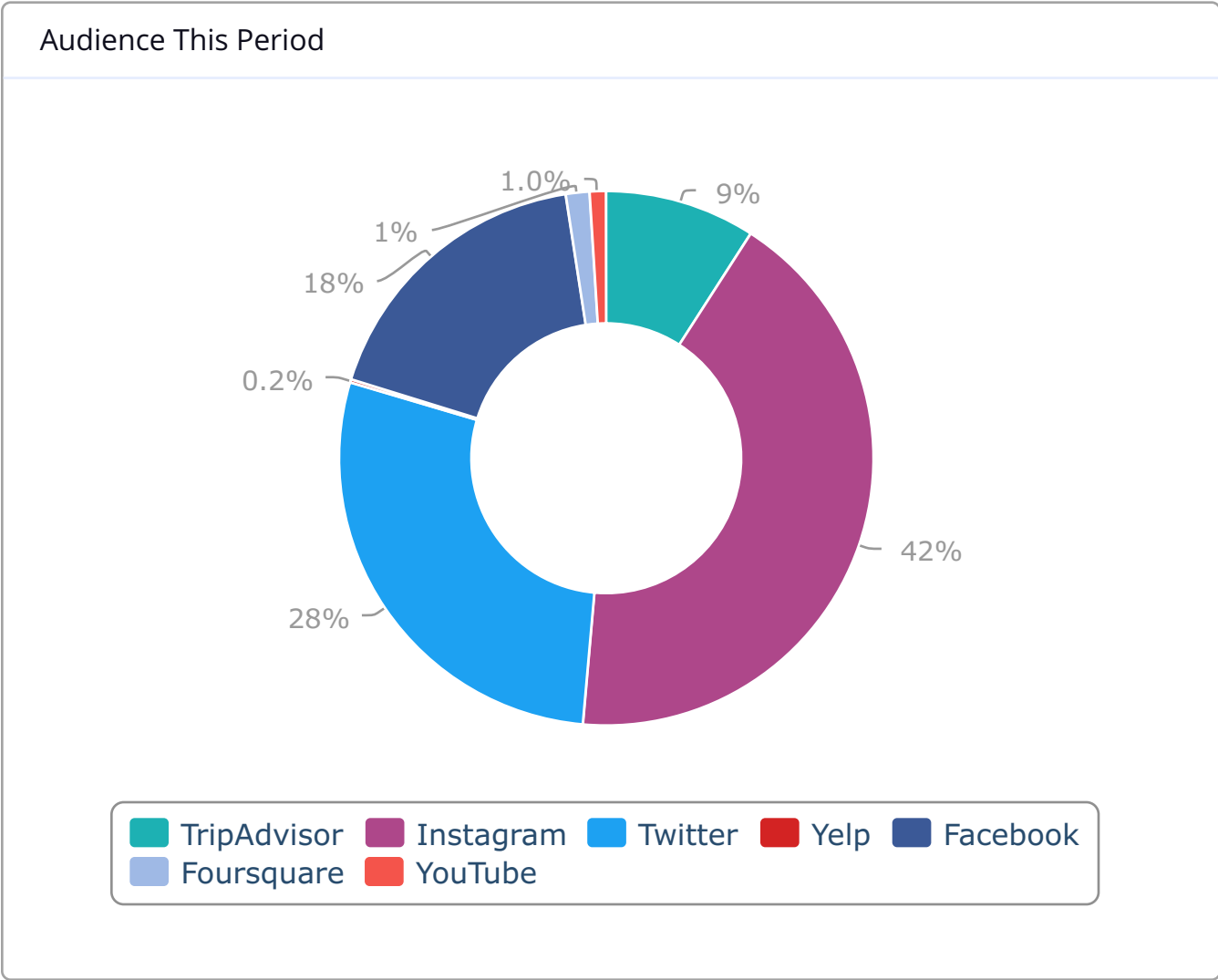
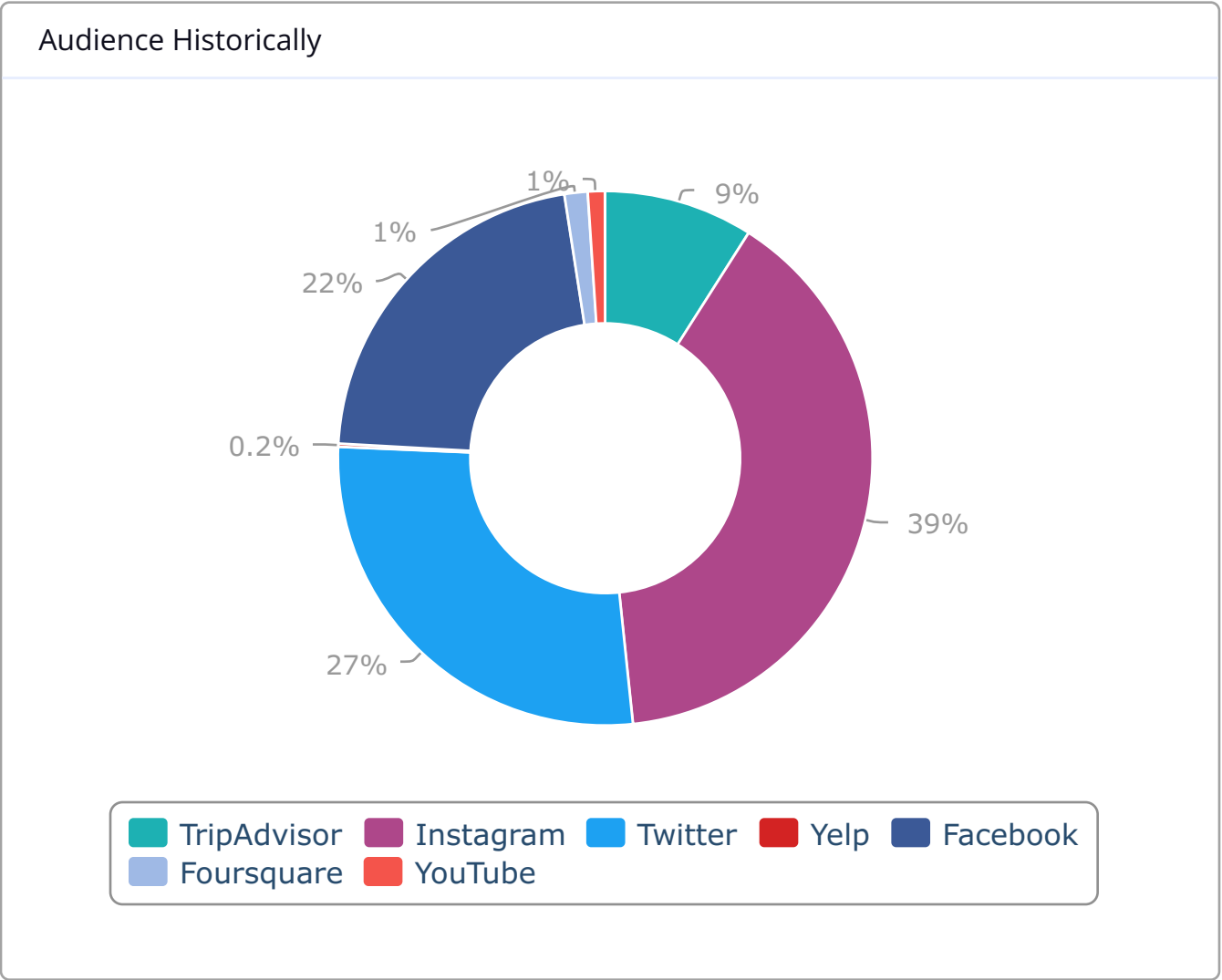
Channel	Audience Growth (Net)	Growth Rate	Total Audience
 Facebook	43	0.89%	4,858
 Foursquare	0	0%	78
 Instagram	48	2.11%	2,325
 MailChimp	21	5.34%	414
 TripAdvisor	1	0.19%	527
 Twitter	11	0.72%	1,539
 Yelp	0	0%	10
 YouTube	0	0%	60
	124	1.26%	9,811

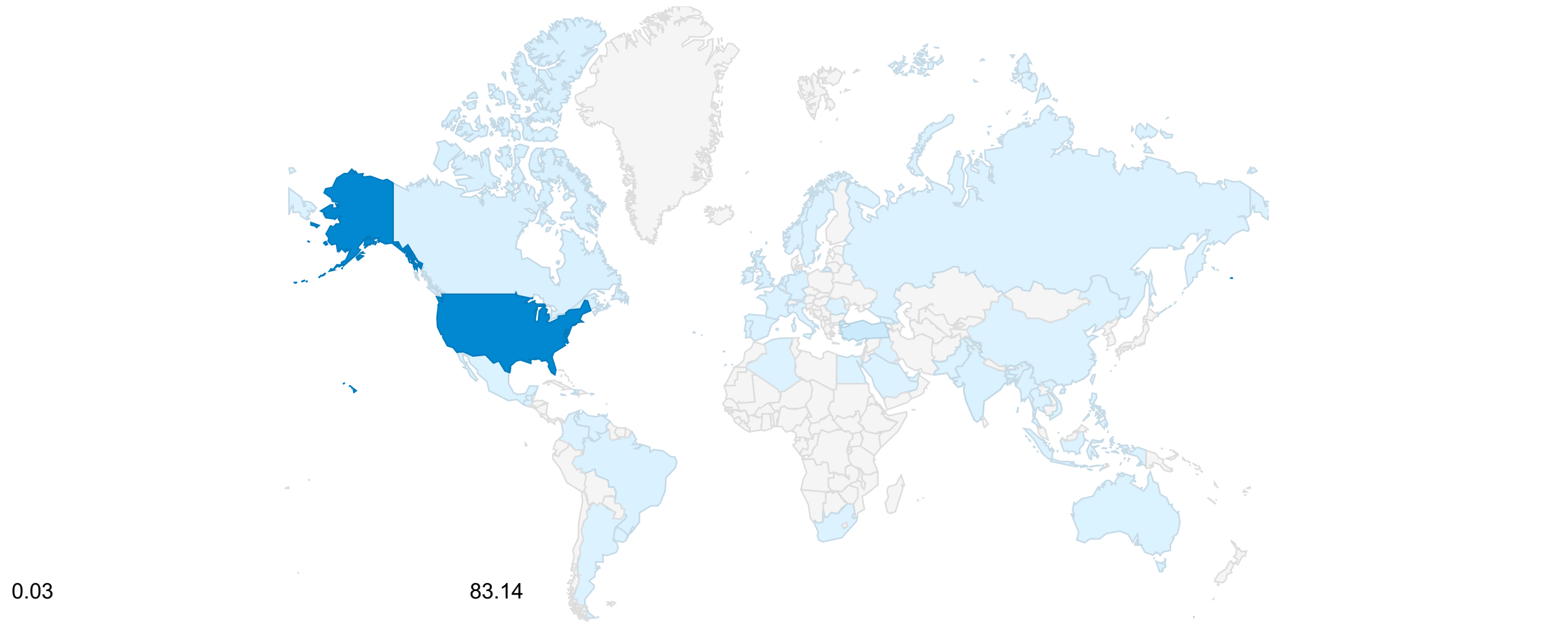
Audience Growth Over Time



 **Instagram** accounted for the most audience growth, with **48** new **followers** added. **MailChimp** was your fastest-growing channel, with **5.34%** **user** growth.







Country	Code	%
United States	US	83.14
Turkey	TR	6.68
United Kingdom	GB	1.29
Canada	CA	1.28
Brazil	BR	0.83
India	IN	0.75
Jamaica	JM	0.52
Germany	DE	0.51
Australia	AU	0.37
Mexico	MX	0.29
Italy	IT	0.22
Thailand	TH	0.2
Puerto Rico	PR	0.18
Bangladesh	BD	0.17
Spain	ES	0.15
United Arab Emirates	AE	0.15
Philippines	PH	0.14
France	FR	0.12
China	CN	0.11
Saint Lucia	LC	0.09
Uruguay	UY	0.09
Trinidad And Tobago	TT	0.09
Ireland	IE	0.09
Saudi Arabia	SA	0.09
Argentina	AR	0.08