



City of Key West  
Key West Historic Seaport

**BIGHT MANAGEMENT BOARD  
MONTHLY MARKETING UPDATE**

Marketing Services Contract  
| March 2025 |



**ADEPT**  
Strategy & Public Relations



April 5, 2025

## MEMORANDUM

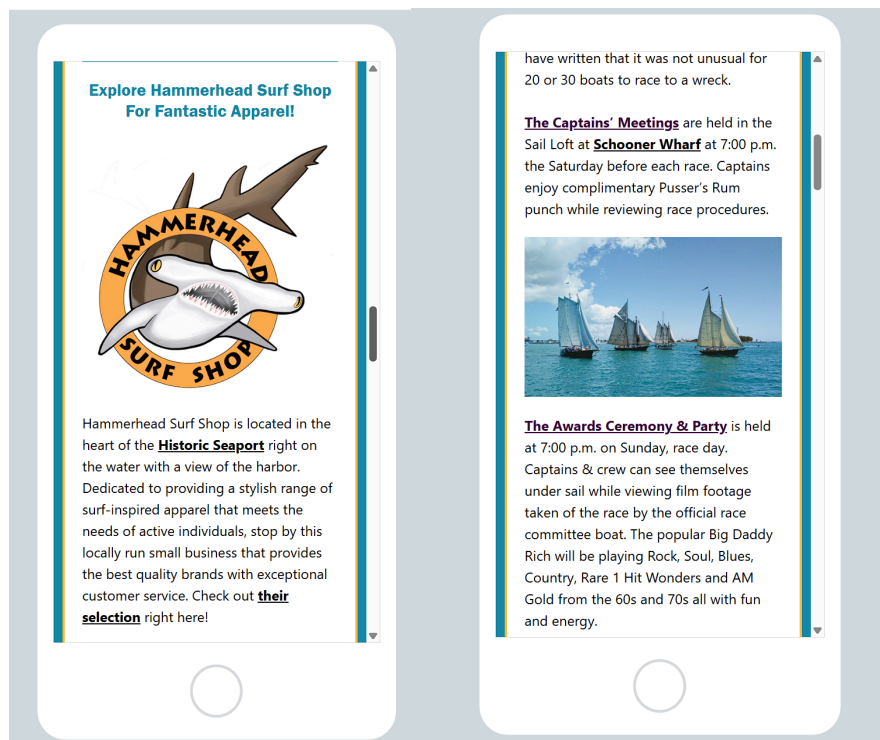
**TO:** Karen Olson, Deputy Director of Port & Marina Services  
**FROM:** Dana Pollitt, Managing Partner, ADEPT  
**SUBJECT:** ***Key West Bight Mgmt. District Board, March 2025 Monthly Update, Key West Historic Seaport Marketing Services Contract***

The following report contains an overview of ADEPT's recent professional marketing activities during March 2025 for the Key West Historic Seaport and the Key West Bight Marina.

## Public Relations / Media / Press Clippings

## Newsletter / Email Blast and Communications

In March, we sent our Key West Historic Seaport "Monthly Catch" newsletter/email blast announcing upcoming events hosted by Historic Seaport tenants as well as new tenant promotions and offerings. Please see below for a screenshot of the newsletter e-blast in mobile form.





## Media/Press Clippings

# FLAMINGO

### [Get Key-zee With These Three Guides to the Florida Keys](#)

- "If you're a foodie at heart, grab a spot with Key West Food Tours. The group offers options like The Hemingway Experience, and the Historic Seaport Food & Cultural Walking Tour, featuring fresh catch straight from local waters."

### [The 11 Best Key West Restaurants On The Water, According To A Floridian](#)

# Southern Living

- "No frills Florida seafood—much of it best served on the half shell and raw atop piles of ice—steals the show at this rustic restaurant in the Key West Historic Seaport. Pull up a seat at a picnic table at Half Shell Raw Bar and dig into oysters served raw or Rockefeller style, clams on the half shell and peel and eat Florida shrimp."



### [Key West travel: Quick trips for day trip or cruise stop](#)

- "Key West Historic Seaport Key West's old seaport is a gem: a waterfront harborwalk with shopping and dining in the middle of a marina that features fishing charters, sunset-sailing catamarans and tall ships. The 20-acre complex is a place to mix with locals and visitors and take in exceptional dockside views."

**Conch Republic Independence Celebration 2025** - “Experience ten unforgettable days



packed with family-friendly festivities, vibrant local culture, and adventures on land and sea in historic Key West. Start each day at the CRIC 2025 Welcome Center, located in the iconic Key West Historic Seaport, your hub for information and excitement throughout the event.

Set sail aboard stunning historic schooners, including Danger Charters’ Danger’s Prize, the elegant America 2.0, or the luxurious catamaran Argo Navis.”

**The 18 Best Key West Restaurants To Eat Your Way Through the Conch Republic** -

“Conch Republic Seafood Restaurant - “What makes the Conch Republic unique is that this restaurant sits in a former fish house and ice plant for shipping fresh seafood around the country. Befitting its roots, the Conch Republic has a local, laid-back vibe and is one of the best restaurants in Key West for no-frills, fresh seafood.”



**AVANTSTAY**



**The Best Shrimp in Key West - A Shrimp Lover’s Guide** - “Half Shell Raw Bar - Casual,

cool, and seafood galore, Half Shell Raw Bar is a local favorite in the historic seaport. Sunshine surrounds you as you dig into dishes like the Shrimp Louie Salad, loaded with hard-boiled eggs, avocado, tomatoes, and their signature dressing. It’s old-school fabulousness with Key West charm.”





[Stay at Historic Seaport | Key West's Nautical Hotspot Awaits](#) - “Nestled in Key West, the Historic Seaport – Old Town is a waterfront district rich in maritime history, nautical charm, and island energy.

Just a short walk from Duval Street, this lively area is home to bustling marinas, historic schooners, waterfront dining, and one-of-a-kind local shops.”

Just a short walk from Duval Street, this lively area is home to bustling marinas, historic schooners, waterfront dining, and one-of-a-kind local shops.”

[Half Shell Raw Bar" by GarryKrebsArt, a Florida digital artist](#)



▶▶ [Key West Florida - Historic Seaport bars & more!](#)

YouTube channel *Far Fiasco - Colleen and Gary - Travel and more* - March 7, 2025



▶▶ [Key West Historic Seaport Harbour - Duval Street walk](#)

YouTube channel *blessed4life* - March 14, 2025





▶▶ [Key West Harbor - Walking Tour](#)

YouTube Channel *Hurdy Gurdy Travel Podcast* - March 26, 2025



▶▶ [Key West Sunset Sail: Catamaran Adventure from Historic Seaport with Schooners](#)

YouTube Channel *Be Here* - March 31, 2025



▶▶ [Departing for Sunset: Sebago Marquesa Catamaran at Key West's Historic Seaport](#)

YouTube Channel *Be Here* - March 31, 2025



## Recent Google Reviews

4.8 ★★★★★ (331 reviews)



**Ryan Maciej**

Local Guide • 38 reviews • 1 photo

★★★★★ 3 weeks ago **NEW**

The beautiful waterfront views with colourful boats. We visited during the holidays and were treated to stunning lights and decorations all around. The area also has plenty of great restaurants to enjoy.





## Social Media

Throughout the month of March, ADEPT produced daily content for the Historic Seaport social media accounts and reached out to all Historic Seaport tenants requesting their latest deals, specials, and entertainment/event schedules so we could promote them throughout the month.

Please see below for updates for the following social media outlets:

### Instagram Stats

Followers: 4,953 up from 4,860  
(3/1/2025-4/3/2025)  
Posts: 3,339



### X (Formerly known as Twitter) Stats

Followers: 3,667 up from 3,624 (3/1/2025-4/3/2025)

### Facebook Stats

Followers: 7,711 up from 7,683 (3/1/2025-4/3/2025)  
Likes: 6,521 up from 6,147 (3/1/2025-4/3/2025)

### YouTube

118 channel subscribers  
318 total videos posted to KWHS Channel

### TripAdvisor Stats

Ranked #17 of 184 things to do in Key West

**Key West Historic Seaport** 📍

●●●●● 740 reviews • #17 of 184 things to do in Key West • Points of Interest & Landmarks • Historic Walking Areas • Piers & Boardwalks

## Website Maintenance & Blog (Historic Seaport)

In March, we published a blog post promoting the March 30 race in the 2025 Annual Schooner Wharf Wreckers Cup Race Series and how to enter and/or watch the race.



Blog Post: [Set Sail for the 2025 Schooner Wharf Bar Wrecker's Cup Race Series!](#)



**SCHOONER WHARF BAR**

**BAR-B-QUE!**

2025 ANNUAL **WRECKER'S RACE** CUP

BIG SCREEN VIDEO of the EXCITING RACE ACTION!

Lots of Booby to be had!

WRECKER'S RACE TEE SHIRTS

The RACE BEGINS SUNDAY, MARCH 30th at 1:00 PM

CAPTAINS' MEETING SATURDAY, March 29th, 7:00 PM in Schooner Wharf's Sail Loft

LIVE MUSIC by **JESSE & JILLIAN**

AWARDS CEREMONY & PARTY SUNDAY, RACE DAY at 7:00PM

*Pusser's Rum*

202 William Street · On the Historic Harborwalk  
305-292-9520 · Event Schedule: [SchoonerWharf.com](http://SchoonerWharf.com)



## Website Maintenance & Blog (Bight Marina)





Blog Post: [Set Sail for March 30 In The 2025 Schooner Wharf Bar Wreckers Cup Race Series!](#)

In March, we published a blog post further promoting and sharing the March 30 race in the 2025 Annual Schooner Wharf Wreckers Cup Race Series at the request of Schooner Wharf Bar. We also continued to perform maintenance and other updates on the Key West Bight Marina website to improve functionality and ease of use for those wishing to request reservations through our website and view marina rules and regulations.



# Television Marketing & Advertising

Finally, please see below for the KeyTV March 2025 Affidavit and Total Spots:

	<b>Call Letters:</b>	WCAY-CD	<b>Advertiser:</b>	Key West Historic Seaport			
	<b>DMA:</b>	Miami-Ft. Lauderdale, FL	<b>Date:</b>	4/1/2025			
	<b>Actual Contract Dates:</b>	12/30/2024 to 12/28/2025	<b>AE:</b>	Jessica Cranney			
	<b>Description:</b>	Key West Historic Seaport 2024-25	<b>Agency:</b>	ADEPT Strategy & Public Relations			
Date Range: 2/24/2025 - 3/30/2025							
Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual Length	Type
OOH By Land, Air or Sea 2019	2/24/2025	02:58:09	MO	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	2/24/2025	03:09:12	MO	00-06	1:30	00:01:52	VAP
Key West Historic Seaport, Past, Present, Future	2/24/2025	03:32:09	MO	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	2/24/2025	04:34:04	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/24/2025	06:49:00	MO	06-10	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	2/24/2025	07:15:39	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	2/24/2025	08:40:07	MO	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	2/24/2025	09:18:36	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	2/24/2025	09:57:40	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	2/24/2025	10:46:45	MO	10-12	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	2/24/2025	11:13:28	MO	10-12	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	2/24/2025	14:59:10	MO	14-16	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	2/24/2025	15:44:59	MO	14-16	1:30	00:01:52	VAP
Visit the Key West Historic Seaport 2021	2/25/2025	00:35:00	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	2/25/2025	02:09:14	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/25/2025	03:50:26	TU	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	2/25/2025	04:29:14	TU	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	2/25/2025	07:27:44	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/25/2025	07:55:01	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/25/2025	08:55:16	TU	06-10	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	2/25/2025	09:14:01	TU	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	2/25/2025	09:30:42	TU	06-10	:60	00:01:02	Bonus
							
Corporate Headquarters: 850.234.2773 • P. O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com							
Page 1 of 15    4/1/2025 3:11:43 PM							

:60 Paid spots:	105
Paid spots:	105
:60 Bonus spots:	164
Bonus spots:	164
VAP spots:	188
Total spots:	457