



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| February 2025 |



ADEPT
Strategy & Public Relations



March 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, February 2025 Monthly Update, Key West Historic Seaport Marketing Services Contract***

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

Public Relations / Media / Press Clippings

Public Relations

In February, the Key West Historic Seaport Marketing Team continued working on new communications initiatives and our list of specific tasks and action items, with the following media buys and new advertisements:

- Three LCD ads on all 3 screens in the arrival area of Key West Airport.
- One slot plus one bonus slot (space available) in a custom brochure rack located in the arrival area of Key West Airport.
- Ad at the permanent bus shelter located across from Popeye's Chicken on North Roosevelt just before Palm Avenue Bridge.
- Rack card/brochure distribution in 15 Key West high-traffic racks via Anderson Advertising and Key West's Finest.
- Print advertising in the OFF Duval Guide.
- Marketing of Key West Historic Seaport print collateral to hotels and inns.
- Key West Chamber of Commerce Annual Map and Visitor Guide.



Email Blast Communications

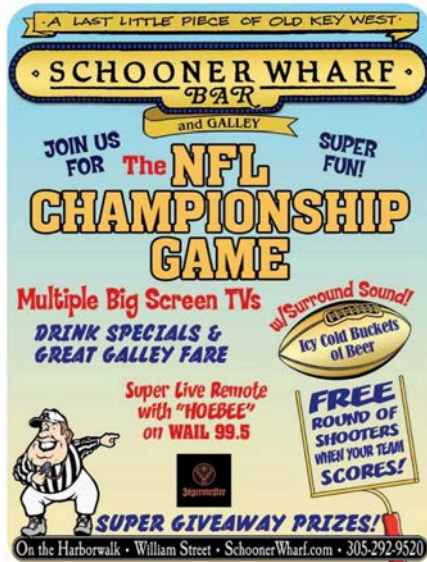
At the beginning of the month, we sent an email blast announcing upcoming events in February hosted by Key West Historic Seaport tenants as well as new tenant promotions and offerings.

Schooner Wharf Superbowl Tailgate Party



Sun, February 9 - The game's at 6:30PM, but the **entertainment** begins earlier!

Join your friends at **Schooner Wharf** for the 2025 Superbowl Tailgate Party! Featuring multiple TVs, Free Shooters, and a raffle! Hosted by **Key West** Emcee and Personality Hoebee.



2025 40th Annual Schooner Wharf Bar Wrecker's Cup Race Series



We hope you all enjoyed the first race of this year's **Schooner Wharf Bar Wrecker's Cup Race Series**! The other races in the series will be held: **Sunday, February 23 | Sunday, March 30 | Sunday, April 27**

The course is 7 miles from Key West Harbor to Sand Key, re-enacting the ancient wrecking tradition of Key West...a series of ruthless one way races to the reef to claim the booty. This all-in-fun race series recalls the tradition of the wreckers in the Key West of the 1800's.

This original nautical event is another creation of Schooner Wharf Bar owners, Evalena and Paul Worthington, and is enjoyed by visiting yachters, local private boats and Key West charter vessels. You don't need a boat of your own to participate, book passage and crew on one of the charter boats in the Wreckers' fleet.

Come join the fun! For more information, please call (305) 292-9520 or visit the **Schooner Wharf** website.

Media/Press Clippings

[Free West: 11 Free Things to Do in Key West, Florida](#) - "Key West is one of America's



most compact walking towns, but if you really want to be wheeled around, there's no better way to get around the island's Old Town than this free bus line. Hop on board at any of the numerous stops and you can cruise from fabled Mallory Square, past the Truman White House, the Key West lighthouse, and the historic seaport."

FLAMINGO [Get Key-ze With These Three Guides to the Florida Keys](#) - "WHAT TO DO: If you're a foodie at heart, grab a spot with Key West Food Tours. The group offers options like The Hemingway Experience, where you'll explore the island Papa-style, and the Historic Seaport Food & Cultural Walking Tour, featuring fresh catch straight from local waters."

[2025 Historic Seaport, Key West Travel Guide - February 2025](#)





[Contact Argo Navis Key west Sailing](#)

[Charters](#) - "All sailing charters leave from the Historic Seaport in Key West, Florida. You can find the boat at the end of Margaret Street, we are located on the right side of the pier. For check-in, just look for our booth at the end of the dock."

[Parasailing in Key West: an Airborne Adventure w/](#)

[Beautiful Views](#) - "Both Fury and Sunset Watersports do their tours from the Historic Seaport, aka Key West Bight Marina. This is on the north side of Key West where you'll also depart for tours with Key West Eco, Honest Eco or the Yankee Freedom out to Dry Tortugas National Park."



[A One-Day Trip to Key West from Miami - Fabulous Mom Life](#)

WALKING THROUGH THE HISTORIC SEAPORT



WALKING THROUGH THE HISTORIC SEAPORT WAS A BEAUTIFUL EXPERIENCE

I then made my way to the **Historic Seaport**, a picturesque area with a charming pier and several boat tours and snorkeling options. Although I didn't have time to join a tour, I enjoyed walking along the pier and soaking in the serene atmosphere. I also finished the leftover carrot cake (the portions at 'The Cafe' are generous!) on a bench facing the sea, making it the perfect snack spot!

Recent Google Reviews

4.8 ★★★★★ (330 reviews)



Gary Exline

Local Guide • 63 reviews • 17 photos



3 weeks ago

NEW

[Reply](#)



TN

Local Guide • 122 reviews • 800 photos



4 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 February, 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: 4,860 up from 4,805 (2/1/2025-3/3/2025)
Posts: 3,310

Facebook Stats

Followers: 7,710 up from 7,683 (2/1/2025-3/3/2025)
Likes: 6,147 up from 6,142 (2/1/2025-3/3/2025)



X (Formerly known as Twitter) Stats

Followers: 3,624 up from 3,604 (2/1/2025-3/3/2025)

YouTube

118 channel subscribers
317 total videos posted to KWHS Channel

TripAdvisor Stats

Ranked #17 of 184 things to do in Key West



Key West Historic Seaport Rack Cards

We have designed Key West Historic Seaport rack cards, which have been printed and shipped for display at the airport, ferry terminal, and in 15 high traffic racks throughout Key West.



Website Maintenance & Blog (Historic Seaport)

In February, we published a blog post highlighting the romantic experiences available at the Key West Historic Seaport during Valentine's Day with suggestions for those seeking a special Valentine's celebration.



Blog Post: [Anchored in Love: Valentine's Day Magic at The Key West Historic Seaport 2025](#)



Website Maintenance & Blog (Bight Marina)



Blog Post: [Celebrate Valentine's Day 2025 at The Key West Bight Marina!](#)

In February, we published a blog post about the various activities for a perfect Valentine's Day getaway that people can find at the Key West Historic Seaport through our various tenants. 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 February 2025 Affidavit and Total Spots:

Call Letters:

WCAY-CD

Advertiser:

Key West Historic

Seaport

DMA:

Miami-Ft. Lauderdale, FL

Date:

3/2/2025

Actual Contract Dates:

12/30/2024 to 12/28/2025

AE:

Jessica Cranney

Description:

Key West Historic Seaport 2024-25

Agency:

ADEPT Strategy & Public
Relations

Date Range: 1/27/2025 - 2/23/2025

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Key West Historic Seaport, Past, Present, Future	1/27/2025	00:25:55	MO	00-06	1:30	00:01:32	VAP
2022 Key West Historic Seaport Happenings	1/27/2025	01:42:31	MO	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	1/27/2025	05:25:45	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/27/2025	07:15:56	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/27/2025	07:36:47	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/27/2025	08:43:36	MO	06-10	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	1/27/2025	09:10:05	MO	06-10	1:30	00:01:32	VAP
2022 Key West Historic Seaport Happenings	1/27/2025	09:33:53	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	1/27/2025	10:18:10	MO	10-12	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	1/27/2025	10:43:10	MO	10-12	1:30	00:01:52	VAP
2022 Key West Historic Seaport Happenings	1/27/2025	14:23:46	MO	14-16	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	1/27/2025	14:46:03	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	1/28/2025	00:56:28	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/28/2025	01:45:07	TU	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	1/28/2025	03:12:26	TU	00-06	1:30	00:01:52	VAP
Visit the Key West Historic Seaport 2021	1/28/2025	03:34:21	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	1/28/2025	06:52:40	TU	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	1/28/2025	07:28:09	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	1/28/2025	07:53:08	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/28/2025	08:38:16	TU	06-10	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	1/28/2025	09:51:50	TU	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	1/28/2025	10:22:19	TU	10-12	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	1/28/2025	14:39:22	TU	14-16	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	1/28/2025	15:50:45	TU	14-16	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	1/29/2025	00:13:56	WE	00-06	1:30	00:01:32	VAP

Corporate Headquarters: 850.234.2773 • P. O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com

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:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	139
Bonus spots:	139
VAP spots:	155
Total spots:	378

**DESTINATION
NETWORK**

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