



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| April 2025 |



ADEPT
Strategy & Public Relations



May 5, 2025

MEMORANDUM

TO: Karen Olson, Deputy Director of Port & Marina Services

FROM: Dana Pollitt, Managing Partner, ADEPT

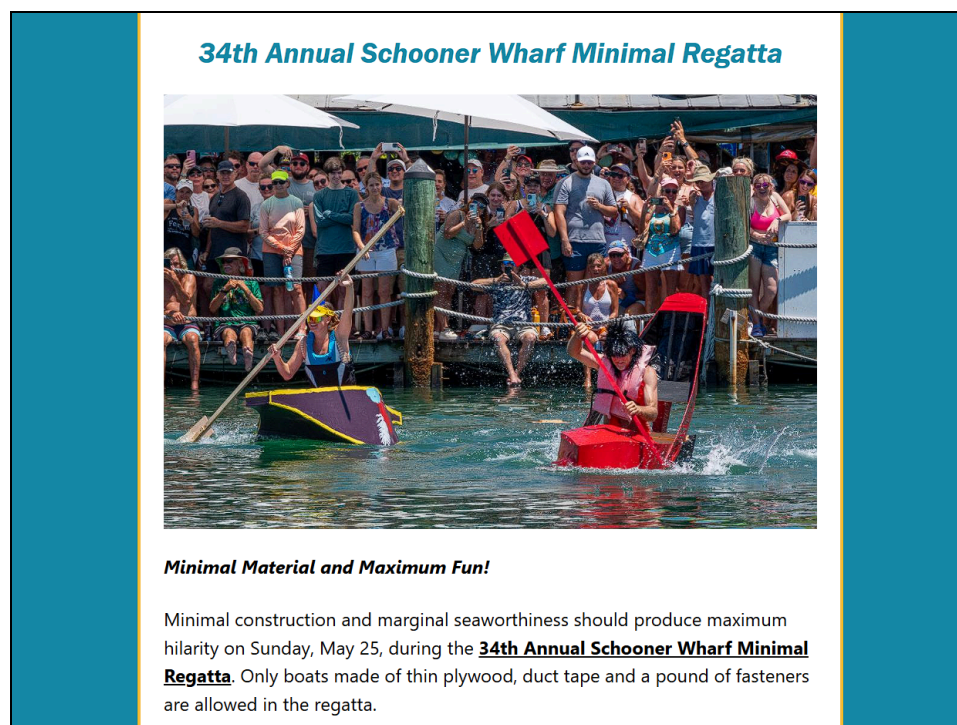
SUBJECT: ***Key West Bight Mgmt. District Board, April 2025 Monthly Update, Key West Historic Seaport Marketing Services Contract***

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

Public Relations / Media / Press Clippings

Newsletter / Email Blast and Communications

In April, 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.



Press Release

In April, we drafted and distributed a press release via our robust media monitoring and communications platform, Meltwater for Schooner Wharf Bar, to help spread the word about the upcoming 34th Annual Minimal Regatta. Please see below for a screenshot of a portion of the press release.



FOR IMMEDIATE RELEASE

Media Contact: Stephanie Rosendorf Diaz
ADEPT Strategy & Public Relations
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Minimal Material & Maximum Fun at the 34th Annual Schooner Wharf Minimal Regatta
Making a big splash with homemade vessels created out of plywood & duct tape!

KEY WEST, FL (Apr. 30, 2025) — The most hilarious high-seas hijinks in the Florida Keys returns on Sunday, May 25, 2025 at the 34th Annual Schooner Wharf Minimal Regatta, a fan-favorite event that turns Memorial Day Weekend into a showcase of ingenuity, hilarity, and not-so-seaworthy engineering.



The twist? Every vessel must be built using just one sheet of plywood, a roll of duct tape, and a pound of fasteners—no more, no less. The offbeat regatta attracts daredevils, creative crews, and onlookers ready for some good old-fashioned fun. Whether they float or flounder, teams compete for trophies in the following categories:

- Fastest Boat
- Most Creative Design
- Best Paint Job
- Best Costume
- Sportsmanship Award
- *The infamous Sinker Award!*

Media/Press Clippings

[One Day in Key West, Florida: Itinerary & Where to Go in 24 Hours](#) - *Treksplorer*, Apr. 2,



2025 - "Let's walk off our dinner with a walk around the Key West Historic Seaport. Stroll along the harborfront boardwalk, soaking in the beautiful Gulf views."

[Florida Keys Tourism Council Crafted in the Florida](#)

[Keys](#) - *Monroe County Tourist Development Council (TDC)*,

Apr. 5, 2025 - "The Waterfront Brewery in Key West's Historic Seaport offers American cuisine, homebrews — including the award-winning Key Lime Witness and Crazy Lady honey blonde ale — and a variety of other drafts from Florida breweries. The highly recognizable nautical-inspired space features a main bar, restaurant, game room and bar in the brewery and tasting room, as well as an upstairs deck."



[Travel to the Florida Keys and Key West](#) - *Monroe County TDC*, Apr. 5, 2025 - "Key West



Express operates high-speed passenger ferries from Ft. Myers Beach and Marco Island. The ferries dock at the Key West Bight Ferry Terminal in the heart of the Historic Seaport District with its many fine restaurants, bars and shops. Passengers can walk to Duval Street, the heart of old town Key West, in about 15 minutes."



[The Best Key West Sights & Historical Landmarks](#)

#14 Key West Historic Seaport - Updated April 2025

[Half Shell Raw Bar in Key West](#) - *Visit Florida, April*

2025 - "The Half Shell Raw Bar, with the Key West

Historic Seaport as a backdrop, continues to be one

of Key West's most popular and highly regarded waterfront restaurants, a true classic from Key West's past, serving the freshest seafood in a casual, inviting atmosphere."



[Taking the Boat to Dry Tortugas National Park from Key West](#) - *The Keys Explored, Apr. 29, 2025* -

"Pulling into Key West before sunset, you get to wrap up your day in the Historic Seaport with lots of

restaurant and beverage options, so it's a nice finish to the experience."



[Private Secret Food Tour of Key West](#) -

ByFood.com, Apr. 24, 2025 - "The Key West

Historic Seaport is a vibrant and bustling waterfront district located in Key West, Florida.

Steeped in history and charm, it serves as a gateway to the rich maritime heritage of the region while offering a wide range of attractions, activities, and amenities for visitors to enjoy."



[**Taste the Best Key Lime Pie in Key West!**](#) - *TartTales.com*, Apr. 24, 2025 -

"Historic Seaport Stroll - Find the Best Key Lime Pie! Walk around the historic Key West waterfront and taste the local Key Lime Pie favorites!"

[**9 Best Coffee Shops in Key West**](#) - *Vacation*

Homes of Key West, Apr. 30, 2025 - "With a motto like Drink more Cuban Coffee and Do Stupid Things Faster, you know Cuban Coffee Queen is a spot you're bound to love! The original Cuban Coffee Queen is in a little shack with a walk-up window at the Key West Historic Seaport. If you go, grab a selfie in front of the colorful Key West Postcard mural on the building."



[**The Ultimate 7-Day Florida Keys Road Trip Itinerary**](#) - *A*

Dangerous Business Travel Blog, Apr. 18, 2025 - "Another option for this evening is to book a sunset cruise. Several companies offer these, but I'd recommend going with Sebago Watersports. Sebago operates from the Historic Seaport in Key West, which is home to lots of good options for dinner. My pick would be Half Shell Raw Bar, which is a laid-back spot with waterside seating."

[**Restaurant Guru | Schooner Wharf Bar**](#) - *Restaurant Guru*, Apr. 3, 2025 - "If you happen to

be around Key West Historic Seaport, visit this bar. Try good tuna tataki, nacho chips and fried oysters. The chef at Schooner Wharf Bar cooks tasty key lime pie, fruitcake and coconut pie. Come here and order delicious draft beer, margaritas or Mojitos. It's time to degustate great lemonade, pineapple juice or coffee."

Recent Google Reviews

4.8 ★★★★★ (335 reviews)



LMM

Local Guide • 159 reviews • 1 photo

★★★★★ 3 days ago **NEW**



James Robbins

Local Guide • 161 reviews • 2100 photos

★★★★★ 5 days ago **NEW**



James Buchalski

Local Guide • 12 reviews • 0 photos

★★★★★ 2 weeks ago **NEW**

Social Media

Throughout the month of April, 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: 5,034 up from 4,953 (4/1/2025-5/3/2025)

Posts: 3,368

X (Formerly known as Twitter) Stats

Followers: 3,685 up from 3,667
(4/1/2025-5/3/2025)

Facebook Stats

Followers: 7,724 up from 7,711
(4/1/2025-5/3/2025)

TOTAL IMPRESSIONS
INCREASED BY

↑ **38.38%**

SINCE PREVIOUS PERIOD (27 FEB - 01 APR)

YouTube

119 channel subscribers

319 total videos posted to KWHS Channel

TripAdvisor Stats

Ranked #18 of 185 things to do in Key West

Key West Historic Seaport •

4.6 ●●●●● (741 reviews) • #18 of 185 things to do in Key West • Points of Interest & Landmarks

Website Maintenance & Blog (Historic Seaport)



In April, we published a blog post promoting the annual Conch Republic Independence Celebration, celebrating its 43rd year in 2025. Every April, the Key West community comes together to celebrate freedom with this 10-day extravaganza, and many events are hosted by our very own Key West Historic Seaport tenants. We also added additional events to our website calendar and tenant pages, as needed.

Blog Post: [Conch Republic Independence Celebration 2025 – Happy 43rd Anniversary!](#)

Website Maintenance & Blog (Bight Marina)



Blog Post: [Protecting Your Boat During Hurricane Season in Key West, Florida - 2025](#)

In April, we published a blog post exploring and discussing essential hurricane safety tips for boat owners to ensure their boats are secure in Key West during this year's 2025 hurricane season.

In addition to the blog post, we completed various website updates and changes, including the following:

- Dockage Page Layout: Consolidation into a single page layout
- Consent Section Update: We updated the consent section to include the Dockage Agreement.
- Rate Adjustments: We published the updated electricity rates (from \$0.22 per kWh to \$0.16 per kWh).
- Updated the rafting fee to reflect the current price of \$7.00 per foot.

Television Marketing & Advertising

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

Call Letters:

WCAY-CD

Advertiser:

Key West Historic
Seaport

DMA:

Miami-Ft. Lauderdale, FL

Date:

5/1/2025

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: 3/31/2025 - 4/27/2025

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Key West Historic Seaport, Past, Present, Future	3/31/2025	00:30:34	MO	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/31/2025	02:24:33	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	3/31/2025	03:52:22	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	3/31/2025	04:46:14	MO	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/31/2025	06:53:30	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/31/2025	08:09:31	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	3/31/2025	08:46:04	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	3/31/2025	09:12:20	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/31/2025	09:33:00	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/31/2025	10:22:15	MO	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/31/2025	10:59:26	MO	10-12	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	3/31/2025	11:22:00	MO	10-12	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	3/31/2025	14:34:53	MO	14-16	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/31/2025	15:47:21	MO	14-16	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	4/1/2025	00:35:24	TU	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	4/1/2025	02:32:11	TU	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	4/1/2025	03:19:39	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	4/1/2025	03:56:30	TU	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	4/1/2025	06:15:40	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	4/1/2025	06:53:56	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/1/2025	07:24:09	TU	06-10	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	4/1/2025	07:52:28	TU	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	4/1/2025	09:53:49	TU	06-10	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	4/1/2025	10:30:24	TU	10-12	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	4/1/2025	10:51:16	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/1/2025	14:24:25	TU	14-16	:60	00:01:02	Paid

:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	139
Bonus spots:	139
VAP spots:	158
Total spots:	381

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

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