



City of Key West  
Key West Historic Seaport

# BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| August 2025 |



**ADEPT**  
Strategy & Public Relations



September 4, 2025

## MEMORANDUM

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

**FROM:** Dana Pollitt, Managing Partner, ADEPT

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

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

## Public Relations / Media / Press Clippings

## Newsletter/Email Communications

In August, we sent the KWHS "Monthly Catch" newsletter, featured below.





As summer winds down and the sun begins to set a little bit earlier, the great news is that it's the perfect time to experience all that the **Key West Historic Seaport** has to offer. Check out what's going on and the latest offerings in our *Monthly Catch* below!



Celebrate and honor Key West's Favorite Son this Labor Day Weekend with the *Just a Few Friends Key West Favorite Son Celebration* from August 29-September 1, 2025. This four-day island celebration honors Jimmy Buffett's legacy with live music, food, fun, and unforgettable experiences in Key West.

MAJOR FISH	MAJOR FISH	MAJOR FISH	MAJOR FISH	MAJOR FISH	MAJOR FISH
DATE 18	DATE 19	DATE 20	DATE 21	DATE 22	DATE 23
MAJOR FISH 18	MAJOR FISH 19	MAJOR FISH 20	MAJOR FISH 21	MAJOR FISH 22	MAJOR FISH 23
MAJOR FISH 18	MAJOR FISH 19	MAJOR FISH 20	MAJOR FISH 21	MAJOR FISH 22	MAJOR FISH 23
MAJOR FISH 18	MAJOR FISH 19	MAJOR FISH 20	MAJOR FISH 21	MAJOR FISH 22	MAJOR FISH 23
MAJOR FISH 18	MAJOR FISH 19	MAJOR FISH 20	MAJOR FISH 21	MAJOR FISH 22	MAJOR FISH 23

**Conch Republic Seafood Co.**  
Always Hits The Spot!



**Conch Republic Seafood Company** has exactly what you're looking for!

- Fresh Seafood ✓
- Cold Drinks ✓
- Waterfront View ✓

**Open daily** at 11:30 AM. Enjoy fresh dock-to-dish dining in the building

## Media/Press Clippings

# 11 Best Bars in Key West

By Nicole Lopez-Alvar | August 12, 2025

## MIAMI New Times®



A margarita at Schooner Wharf Bar in Key West's Historic Seaport

Photo by Nicole Lopez-Alvar

### **Schooner Wharf Bar**

202 William St., Key West

305-292-9520

[schoonerwharf.com](http://schoonerwharf.com)

Schooner Wharf Bar is a legendary slice of old Key West, perched right on the Historic Seaport where the island's spirit comes alive. Since 1984, this funky open-air spot, built on the site of the old Singleton Shrimp Factory, has drawn locals and visitors with fresh seafood, top-notch live music, and a laid-back vibe that's pure paradise. From breakfast on the bight to late-night drinks, it's a place where sailors, locals, tourists, and even pets mingle under the sea breeze. With its mix of history, flavor, and unforgettable characters, Schooner Wharf isn't just a bar; it's a Key West tradition. Pro tip: It's a great place to bring the family because it's not as rowdy as some of the others on this list. Plus, it has great sunset views. They also have nearly ten types of mojitos, fun shots, and signature cocktails like the "Schooner Breeze."

## Now is the time to escape to Key West

PARADISE STAFF

Aug 21, 2025



# Miami Herald

## How to get a Jimmy Buffett getaway if you're planning a trip to the Florida Keys

**By Howard Cohen | Updated August 8, 2025 9:45 AM**

"Just a Few Friends Walking Tour. The recording studio was once a shrimp storage cooler (hence its name) and sits in the Key West Historic Seaport near the shrimp docks between Schooner Wharf Bar and Conch Republic Seafood Company."

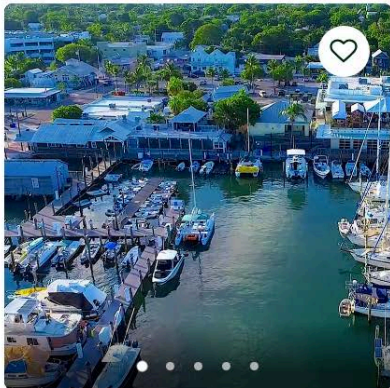


### Jimmy Buffett's 'Crazy Sista' and Musical Friends to Lead Aug. 31 Tribute Events in Key West

"Lucy Buffett, known as both LuLu and the "crazy sista" of the Buffett clan . . . will accept a proclamation from Key West city officials designating Jimmy Buffett Day on the island. Open to the public, the proclamation ceremony takes place outside the late singer's Shrimboat Sound recording studio in the Key West Historic Seaport."



### The Best Key West Sights & Historical Landmarks



#### 13. Key West Historic Seaport

4.6 ●●●●● (742)

Points of Interest & Landmarks • Historic Walking Areas



By SharonB231

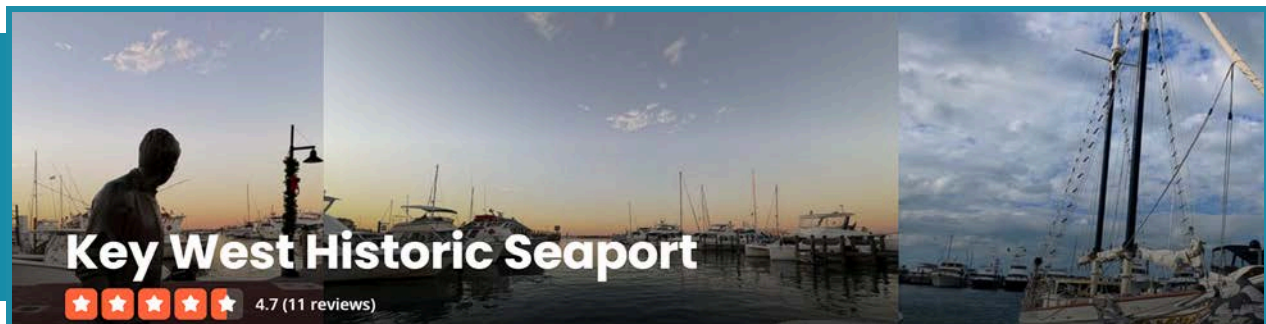
This is a great seaport. You can watch the boats, look at the water. We even saw a manatee here. There are many shops...

See tours

**#13** Key West Historic Seaport - Updated August 2025. We've increased our ranking from #14 to #13 over the past month, continuing our progress as we move toward our goal of being in the top 10.

### Key West Historic Seaport Yelp

4.7/5 stars, Updated August 2025





## Recent TripAdvisor Reviews



**Fabulous place to visit! Friendly people, fabulous restaurants, great boats to look at, plenty of tour/fishing boats to catch! G**

Jul 2024 • Family

A must visit location when in Key West, Fl.

The restaurants are plentiful, the boats are in abundance to see and if you fancy a fishing trip - the charterables abound! People are super friendly and will go out of their way to answer any question you might have. GetSome!!



**TravelingMama**

New York, NY • 420 contributions

👍 0 ...



**Beautiful boardwalk**

Mar 2024 • Family

Loved walking around the marina a long the boardwalk. Lots of beautiful boats, delicious restaurants, cute shops. Definitely a must see as a laid back activity



**Travel25346533585**

1,278 contributions

👍 0 ...



**Excellent Marina**

Jul 2024 • Couples

Each Vacation we hire at least one Boat Excursion that departs from this Marina. The Marina itself is friendly with place to eat, have a cold beer or both.

Written May 18, 2025

## Recent Google Reviews

4.8 ★★★★★



**Nuno Barata**

Local Guide • 71 reviews • 229 photos



1 week ago

NEW



**Key West Historic Seaport**

Owner

Just now

Thanks so much for your review! :-)



Edit



Delete



**Tom Barcia**

Local Guide • 54 reviews • 4 photos



2 weeks ago

NEW



**Key West Historic Seaport**

Owner

Just now

Thanks so much for your review! :-)



Edit



Delete



**David Smith**

Local Guide • 8 reviews • 5 photos



4 weeks ago

NEW



## Airport and Bus Terminal Advertising (Anderson Outdoor)

Our strategic advertising and marketing partners, Key West-based Anderson Outdoor Advertising, continue to support our marketing efforts with digital and static signs from the Airport, N. Roosevelt Blvd, and the Ferry Terminal at the Bight. Johnny Anderson, owner of Anderson Outdoor Advertising, provided these recent images from each of our KWHS advertising buy locations.







## Digital Media

We currently have an ad running in the USA TODAY TRAVEL, FLORIDA & SOUTHEAST Go Escape 2025- Digital Edition! Print copies are forthcoming. Publication includes distribution digitally and to Florida, Georgia, Kentucky, the Carolinas, the Gulf Coast, Tennessee, and More. Please see below for the cover of the latest edition. In addition to the media placement, we also receive tickets to upcoming events in Key West that we typically host contests for via the Key West Historic Seaport social media handles.





## Social Media

Throughout August, 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 continue to promote them throughout the summer months.

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

### Instagram Stats

Followers: 5,194 up from 5,186 (8/1/2025-9/3/2025)

Posts: 3,489

### X (Formerly known as Twitter) Stats

Followers: 3,830 up from 3,788 (8/1/2025-9/3/2025)

### Facebook Stats

Followers: 10,665 up from 10,656 (8/1/2025-9/3/2025)

### YouTube

125 channel subscribers

321 total videos posted to KWHS Channel

### TripAdvisor Stats

Key West Historic Seaport is Ranked **#13 Best Sights and Historical Landmarks** and

Ranked **#16 of 184 things to do in Key West**

## Website Maintenance & Blog (Historic Seaport)

In August, we published a blog post about how August is a great time to experience Key West's unique charm, with a guide to making the most of an August visit to Key West and the Key West Historic Seaport.

We also continue to communicate with tenants on getting their latest graphics, logos, and promotional items to add to their website pages on the Key West Historic Seaport website.



Blog Post: [Summer Serenity at the Key West Historic Seaport – August 2025](#)



## Website Maintenance & Blog (Bight Marina)



Blog Post: [August Adventures at Key West Bight Marina!](#)

In August, we published a blog post discussing why August is an excellent time to slow down, soak it all in, and enjoy the simple pleasures of island life in Key West and at the Key West Historic Seaport before settling into the fall and winter months.

In addition to our August blog post, we continue to complete website updates, such as changes in pricing, fees, and rules and procedures for use of the amenities at Key West Bight Marina, and ensure that website users are able to request a reservation and upload mandatory documents with ease.



## Television Marketing & Advertising

Finally, please see below for the Destination Television (KeyTV) August 2025 Affidavit and Total Spots for the KWHS two television commercials and two editorial spots:

Call Letters:

WCAY-CD

Advertiser:

Key West Historic Seaport

DMA:

Miami-Ft. Lauderdale, FL

Date:

9/1/2025

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: 7/28/2025 - 8/31/2025

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Visit the Key West Historic Seaport 2021	7/28/2025	03:17:58	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	7/28/2025	04:09:29	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	7/28/2025	04:34:14	MO	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	7/28/2025	05:25:19	MO	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	7/28/2025	06:07:56	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	7/28/2025	06:53:27	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	7/28/2025	07:18:35	MO	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	7/28/2025	07:50:56	MO	06-10	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	7/28/2025	09:20:11	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	7/28/2025	10:20:53	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	7/28/2025	10:56:03	MO	10-12	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	7/28/2025	11:15:41	MO	10-12	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	7/28/2025	14:14:51	MO	14-16	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	7/28/2025	15:49:36	MO	14-16	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	7/29/2025	01:24:22	TU	00-06	1:30	00:01:32	VAP
2022 Key West Historic Seaport Happenings	7/29/2025	03:08:25	TU	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	7/29/2025	03:36:50	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	7/29/2025	04:53:20	TU	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	7/29/2025	06:52:47	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	7/29/2025	07:25:20	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	7/29/2025	07:56:11	TU	06-10	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	7/29/2025	09:18:36	TU	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	7/29/2025	09:39:51	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	7/29/2025	10:14:48	TU	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	7/29/2025	10:43:00	TU	10-12	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	7/29/2025	14:33:10	TU	14-16	1:30	00:01:52	VAP

**DESTINATION  
NETWORK**

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

Page 1 of 15 9/1/2025 5:37:18 PM

:60 Paid spots: 105  
Paid spots: 105  
  
:60 Bonus spots: 189  
Bonus spots: 189  
  
VAP spots: 208

Total spots: 502