



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| June 2025 |



ADEPT
Strategy & Public Relations



July 2, 2025

MEMORANDUM

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

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

Public Relations / Media / Press Clippings

Communications and Cross-Promotion with Conch Republic Seafood Company

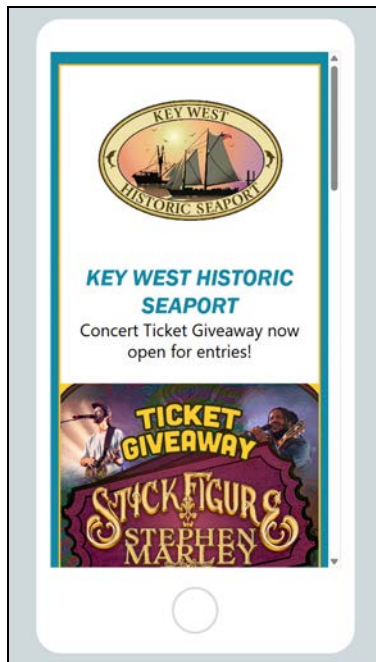


Following the June Bight Management Board Budget meeting, the Key West Historic Seaport Marketing team coordinated with Conch Republic Seafood Company staff to determine ways to cross-promote using web, social media, and other strategic communications, along with welcoming the new ownership at the restaurant. On June 26, Conch staff informed us that they would be meeting with new ownership and would touch base to see if they would like to be on our KWHS distribution list and to discuss potential marketing initiatives/projects going forward.

Newsletter/Email Communications

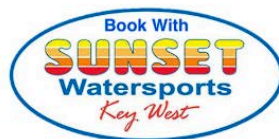
In June, we sent the KWHS "Monthly Catch" newsletter and an email blast announcing voting for the Keys Weekly 2025 People's Choice Awards, with nearly a dozen tenants from the Historic Seaport advancing to the final round of voting,





KEY WEST HISTORIC SEAPORT 2025 BUBBA AWARD FINALISTS

Click the logos & links below to be directed to the voting pages!



Concert Ticket Contest Giveaway

Last month, we created our newest Key West Historic Seaport concert ticket giveaway, which will officially launch in the second week of June, with the winner awarded two tickets to see Stick Figure & Stephen Marley in concert on July 5, 2025. KWHS shared information about the contest on KWHS social media platforms and in an e-mail blast to KWHS contacts. As you may recall, last year the highly popular American Reggae act appeared in Key West for a sold-out Concert at the Coffee Butler Amphitheater. The band is only making one stop in Southern Florida this year, so we wanted to give two lucky winners from Key West another shot at seeing the exciting group with Stephen Marley and The Hip Abduction. We will continue to monitor local Key West Concerts to promote future ticket giveaways and concerts promoting the Key West Historic Seaport.



Media/Press Clippings



[16 Food And Drinks You Have To Try in Key](#)

[West](#) - Jun. 26, 2025, *TastingTable.com* - "The Schooner Wharf Bar is part of the historic harbor walk along the Key West Historic Seaport. The open-air Schooner Wharf Bar is located right off the docks. Take a seat at the covered bar or wander through the dozens of tables on the patio, each with a colorful umbrella to shade you from the sun."

"You'll come across Half Shell Raw Bar as you walk along the Key West Historic Seaport, and it's one of the best happy hour spots on the island. The restaurant has an open-air feel to it thanks to the view of the pier from almost every table, but it also captures the saloon vibe with long picnic table seating, stickers everywhere, and license plates on the walls."



[Florida Keys Debut Revamped Airport and Resorts](#) -

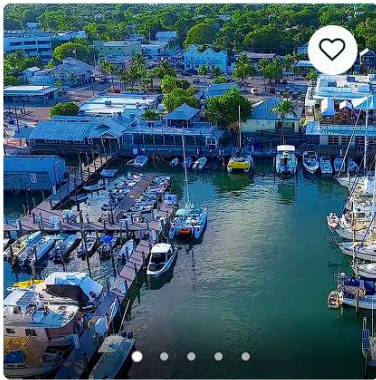
TravelAgentCentral.com, Jun. 10, 2025 - "Badges, tickets and hotel packages are available for the second annual Labor Day weekend "Just a Few Friends Key West" celebration Friday, August 29 through Monday, September 1. Events include the Cheeseburger Beach Battle & Tribute Concert at Southernmost Beach Resort; two Milagro Margarita Bar Strolls with two Duval Street and *Historic Seaport* routes; a Second

Line Memorial Procession through Old Town, ending at Truman Waterfront Park with a party in the park; a Coconut Telegraph Trolley Tour; and live concerts.”



The Best Key West Sights & Historical Landmarks

#14 Key West Historic Seaport - Updated June 2025. This sets a milestone for the marketing efforts at the KWHS. We have been able to move the dial from top 20 to top 15 at #14. The next goal is top 10.



14. Key West Historic Seaport

4.6 ●●●●● 742

Points of Interest & Landmarks • Historic Walking Areas

By SharonB231

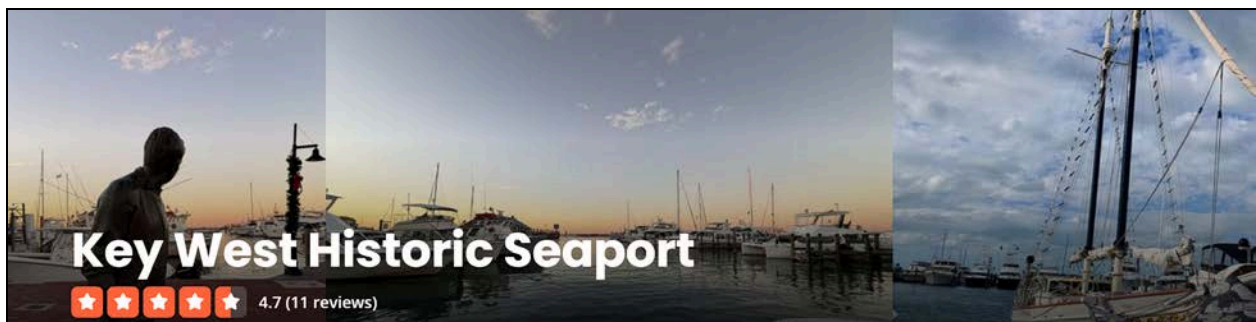
This is a great seaport. You can watch the boats, look at the water. We even saw a manatee here. There are many shops...

[See tours](#)



Key West Historic Seaport Yelp

4.7/5 stars, Updated June 2025



Things To Do In Key West | Activities | Opal Key Resort - “A short stroll from the resort, the Key West Historic Seaport is a lively stretch of boardwalk lined with open-air restaurants, eclectic shops, and boats bobbing in the harbor. Grab a drink and people-watch from a waterfront patio, browse nautical-themed boutiques, or simply take in the sights and sounds of a working marina steeped in local character. It’s one of the best places to soak in the island’s energy at your own pace.”

4 day itinerary for Key West - “Day 3: History and Culture - Explore the Key West Historic Seaport, where you can find charming shops, restaurants, and the Key West Aquarium. Take a tour of the aquarium to see various marine life.”



Where to Eat in Key West: 18 Best Restaurants You Can't Miss - “One of the best parts of visiting Key West is its walkability. All of the top restaurants in Key West featured in this guide are within walking distance of each other—especially if you’re staying near Old Town, Duval Street, or the Historic Seaport (and cruise port).

“Conch Republic Seafood Company 📍 631 Greene St - Why it’s one of the best Key West restaurants: Dockside favorite for fresh conch fritters and fun vibes. If you can’t decide where to eat you can usually get a table here at the last minute- it’s huge!

Key West In Summer – Beat The Heat With Our Tourist Survival Guide - *KeyWestBoatTrips.com, Jun. 28, 2025* - “Set Sail On A Dazzling Sunset Cruise - “If you think Key West sunsets are beautiful on land, they’re even more spectacular on the water. Sunset cruises typically depart from the Historic Seaport area,



so you can grab a quick drink or snack before your boat arrives.”

Florida Keys Debut Revamped Airport and Resorts - *Travel Agent Central, Jun. 10, 2025* -

“The Florida Keys & Key West is giving visitors even more reasons to plan a summer getaway with an upgraded airport, more new flights, renovated resorts, new attractions and activities, and innovative sustainability offerings.

Badges, tickets and hotel packages are available for the second annual Labor Day weekend “Just a Few Friends Key West” celebration Friday, August 29 through Monday, September 1. Events include the Cheeseburger Beach Battle & Tribute Concert at Southernmost Beach Resort; two Milagro Margarita Bar Strolls with two Duval Street and **Historic Seaport** routes; a Second Line Memorial Procession through Old Town, ending at Truman Waterfront Park with a party in the park; a Coconut Telegraph Trolley Tour; and live concerts. Activities include author events, sailing excursions, family-friendly activities, and more.”



Recent Google Reviews

4.8 ★★★★★ (345 reviews)



Samantha Deering

6 reviews • 0 photos



2 days ago

NEW

← Reply



Josh E.

Local Guide • 2504 reviews • 112 photos



3 days ago

NEW

We must look after our history!

← Reply



Silly Sailor

Local Guide • 126 reviews • 183 photos



2 weeks ago

NEW

← Reply



Jesse M

7 reviews • 4 photos



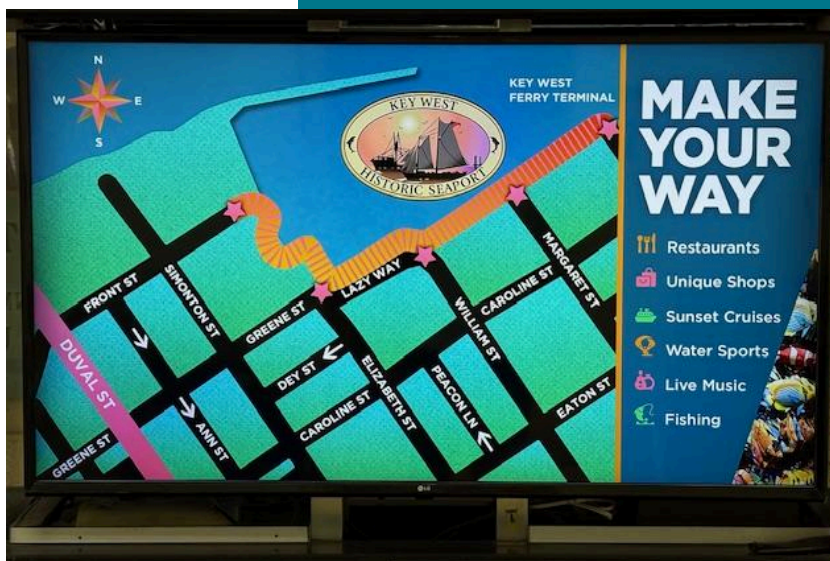
3 weeks ago

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.





Social Media

Throughout June, 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. Additionally, we heavily promoted and shared information on social media for casting votes for the various Historic Seaport tenant finalists in the 2025 Keys Weekly People's Choice (Bubba) Awards.

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

Instagram Stats

Followers: 5,141 up from 5,088 (6/1/2025-7/3/2025)
Posts: 3,426

X (Formerly known as Twitter) Stats

Followers: 3,739 up from 3,712 (6/1/2025-7/3/2025)

Facebook Stats

Followers: 7,726 up from 7,715 (6/1/2025-7/1/2025)


YouTube

123 channel subscribers
320 total videos posted to KWHS Channel

TripAdvisor Stats

Key West Historic Seaport Ranked **#14 Best Sights and Historical Landmarks** and
Ranked **#16 of 182 things to do in Key West**




Key West Historic Seaport •

4.6  (742 reviews) #16 of 182 things to do in Key West



2025 Bubba Awards

We were thrilled to see that so many KWHS tenants were once again voted as finalists for the Keys Weekly 2025 People's Choice Awards, including ***Half Shell Raw Bar, Cuban Coffee Queen, Boat House Bar & Grill, Conch Republic Seafood Company, Waterfront Brewery, Key West Bait & Tackle, Captain's Corner Dive Center, Lost Reef Adventures, Fury Watersports, Sunset Watersports, and Reef Relief.*** The KWHS marketing team has promoted this on social and via email newsletter to help bolster Numbers/Votes for KWHS tenants. **Please cast your votes now before the Sunday July 6 deadline!!!**















The **Bubbas People's Choice Awards** are back! Voting for the finalists opened on June 19 and **remains open through Sunday, July 6** at 11:59PM EST! And you can vote for many of your favorite Key West Historic Seaport finalists!

Vote once per day per category now through Sunday, July 6 at 11:59 PM EST!

KEY WEST HISTORIC SEAPORT 2025 BUBBA AWARD FINALISTS

Click the logos & links below to be directed to the voting pages!

Website Maintenance & Blog (Historic Seaport)



In June, we published a blog post exploring different things to do in Key West during the summer months, with a special focus on the offerings available at the Key West Historic Seaport from our Key West Historic Seaport tenants. 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: [Exploring The Magic of Summer at The Key West Historic Seaport](#)

Website Maintenance & Blog (Bight Marina)



Blog Post: [Summer Boating Tips from Key West Bight Marina!](#)

In June, we published a blog post discussing essential tips for boaters in order to have a safe and enjoyable boating experience this summer in Key West, Florida.

In addition to the 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) June 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:

7/1/2025

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: 5/26/2025 - 6/29/2025

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
2022 Key West Historic Seaport Happenings	5/26/2025	01:06:28	MO	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	5/26/2025	01:37:18	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	5/26/2025	04:21:42	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	5/26/2025	04:45:19	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	5/26/2025	06:43:38	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	5/26/2025	07:56:59	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	5/26/2025	08:36:05	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	5/26/2025	09:24:22	MO	06-10	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	5/26/2025	09:44:04	MO	06-10	1:30	00:01:52	VAP
Visit the Key West Historic Seaport 2021	5/26/2025	10:12:16	MO	10-12	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	5/26/2025	10:33:09	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	5/26/2025	11:20:49	MO	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	5/26/2025	14:48:17	MO	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	5/26/2025	15:19:31	MO	14-16	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	5/27/2025	00:37:24	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	5/27/2025	01:39:15	TU	00-06	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	5/27/2025	03:18:06	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	5/27/2025	04:12:48	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	5/27/2025	06:07:58	TU	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	5/27/2025	06:34:29	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	5/27/2025	07:16:26	TU	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	5/27/2025	07:36:53	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	5/27/2025	08:41:26	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	5/27/2025	10:49:23	TU	10-12	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	5/27/2025	11:54:06	TU	10-12	1:30	00:01:32	VAP

:60 Paid spots:	105
Paid spots:	105
:60 Bonus spots:	191
Bonus spots:	191
VAP spots:	208
Total spots:	504

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

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