



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| October 2025 |



ADEPT
Strategy & Public Relations



November 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, October 2025 Monthly Update, Key West Historic Seaport Marketing Services Contract***

As we kick off the holiday season, the Key West Historic Seaport marketing team has launched marketing efforts for the Bight Before Christmas and the lighting of the Harbor Walk of Lights, and the variety of holiday celebrations and activities that follow. To that end, this report contains an overview of ADEPT's recent professional marketing activities during October 2025 for the Key West Historic Seaport and the Key West Bight Marina, as well as our efforts that are already underway for marketing the upcoming holiday season activities.

Public Relations / Media / Press Clippings

Newsletter/Email Communications

We recently sent out our monthly newsletter announcing upcoming events, including the lighting of the Harbor Walk of Lights on November 26 and the variety of holiday celebrations and events that follow throughout the month of December and through New Year's.



Concert Ticket Contest Giveaway



As part of Key West Historic Seaport's advertising partnership with USA TODAY TRAVEL, FLORIDA & SOUTHEAST Go Escape 2025, we have selected the upcoming Key West Coffee Butler Amphitheater Concert Ticket Contest Giveaway for Jimmy Buffett's Coral Reefer Band taking place on Friday, January 16, 2026. Two lucky guests will be selected to attend the concert, and we are coordinating with several KWHS retailers and restaurants to offer the winners prizes and dinner for two leading up to the concert that evening.



FREE **TICKET GIVEAWAY**

KEEP THE PARTY GOING
A TRIBUTE TO
JIMMY BUFFETT
FEATURING
Jimmy Buffett's
CORAL REEFER BAND
IN CONCERT

2 TICKETS

MAC MCANALLY • ROBERT GREENIDGE • PETER MAYER • JIM MAYER • ROGER CUTH
DOYLE GRISHAM • JOHN LOVELL • ERIC DARKEN • MICK UTLEY • NADIRAH SHAKOOR
TINA GULLICKSON • SCOTTY EMERICK • WILL KIMBROUGH

FRIDAY, JANUARY 16 | COFFEE BUTLER AMPHITHEATER

TO ENTER: **TAG** **LIKE** **SHARE**
3 OF YOUR FRIENDS THIS POST ON INSTAGRAM ON YOUR INSTAGRAM STORY

FIND THE POST ON IG: **INSTAGRAM.COM/HISTORICSEAPORT**

MORE EVENT INFO: **JIMMYBUFFETT.COM/KEEP-THE-PARTY-GOING**

Media/Press Clippings



Key West Unlocked: Your Ultimate Guide to the Island - Sara Sandman, *Fora Travel*, Oct. 11, 2025 - "B.O.'s Fish Wagon: For a classic Key West seafood shack experience, head to B.O.'s. You'll find picnic tables, an eclectic mix of license plates, fishing gear, and signs hung around the shack. The cracked conch is excellent, and on Fridays, you will join locals for live music and jam sessions."

Turtle Cannery Museum - *Atlas Obscura*, Nov. 1, 2025 - "Located in the bustling Key West Historic Seaport, this small museum tells the story of the city's once-thriving turtle industry. The Turtle Cannery Museum is located within the Key West Historic Seaport and is free to visit. It's a small stop but worth exploring for its unique glimpse into the island's past. The surrounding seaport area offers plenty to do."



Holiday Fest Calendar - Key West Inns - *AllEvents.in* - "Key West Harbor Walk of Lights at the Historic Seaport. Revel in an enchanting wonderland of light-bedecked palm trees, Christmas trees, ships, shops, restaurants and watering holes, dazzlingly decorated for the holiday season from Lazy Way Lane at the Green Street Plaza to the Ferry Terminal at Grinnell Street."

[Annual Schooner Wharf Bar Lighted Boat](#)

[Parade](#) - *Key West Tourist*, Oct. 20, 2025 - "The 34th Annual Schooner Wharf Bar Lighted Boat Parade returns to Key West Harbor for a night of pure island magic. This beloved nautical holiday tradition transforms the seaport into a glowing wonderland of color, creativity, and community. Locals and visitors gather along the waterfront to enjoy one of Key West's most anticipated seasonal events, where boats of all sizes shimmer beneath the tropical night sky."



[10 free things to do in Key West: Fun but budget friendly](#) - *Florida Rambler*, Nov. 1,

2025 - "One of the most scenic strolls in Key West — and a top freebie — is the harborwalk along the Key West Historic Seaport. From picturesque schooners to

interesting shops to the best happy hour specials in town, the Key West Seaport has plenty to offer a visitor."

[Key West Christmas - 9 Magical Ways To Celebrate In](#)

[Paradise](#) - *KeyWestPaddle.com*, Oct. 27, 2025 - "If you're visiting Key West during Christmas, don't miss the Holiday Classic Car Show. It's a festive favorite that blends vintage style with island charm. Held at the Historic Seaport, this free event features cars from every era, all decked out in holiday flair. From candy cane stripes to palm tree garlands, the creativity is pure Florida Keys."



Key West Sunset Sail with Open Bar, Live Music and Hors D'oeuvres - AAA, October 2025

- "Land's End Sunset Sail - An Exceptional Key West Sunset: Sail past historic landmarks and watch stunning views of the sunset over the Historic Seaport, Mallory Square, & Sunset Key. Luxurious Catamaran: This vessel boasts over 2,300 Sq. Ft. of Deck Space and has two restrooms on board with plenty of seating."



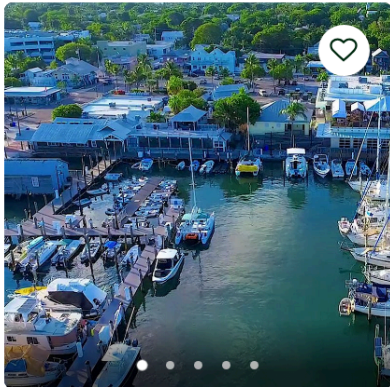
Fall in Key West: Festivals, Sunsets, and Sailing Adventures with Restless Native

Charters - News Channel Nebraska Northeast, Oct. 26, 2025 - "Restless Native Charters is a private luxury sailing adventure outfitter. Fleet includes Lagoon 42 Aria and Fountaine Pajot Zodiac. Operating out of the Historic Seaport in Key West, the company delivers curated experiences — from sunset sails and festival charters to multi-day voyages across the Florida Keys and Bahamas."





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...

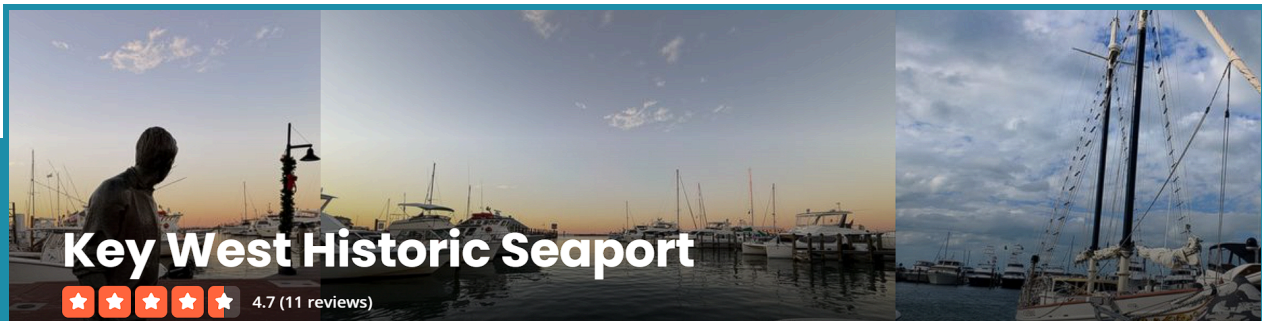
See tours

#14 Key West Historic Seaport - Updated Oct. 2025.



Key West Historic Seaport Yelp

4.7/5 stars, Updated Oct. 2025



Recent Google Reviews

4.8 ★★★★★



Osvaldo Valdenegro Olguín

Local Guide • 593 reviews • 7131 photos



1 week ago

NEW

Muy bonito realmente tiene mucho que ofrecer en cuanto a historia.

← Reply



Paul Jones

Local Guide • 12 reviews • 8 photos



3 weeks ago

NEW

← Reply



M S

Local Guide • 114 reviews • 601 photos



3 weeks ago

NEW

Airport, Bus Stop and Ferry 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. With the upcoming holiday season, we will be running our holiday ads in rotation at the airport and ferry terminal.



Additional Shots of Advertising

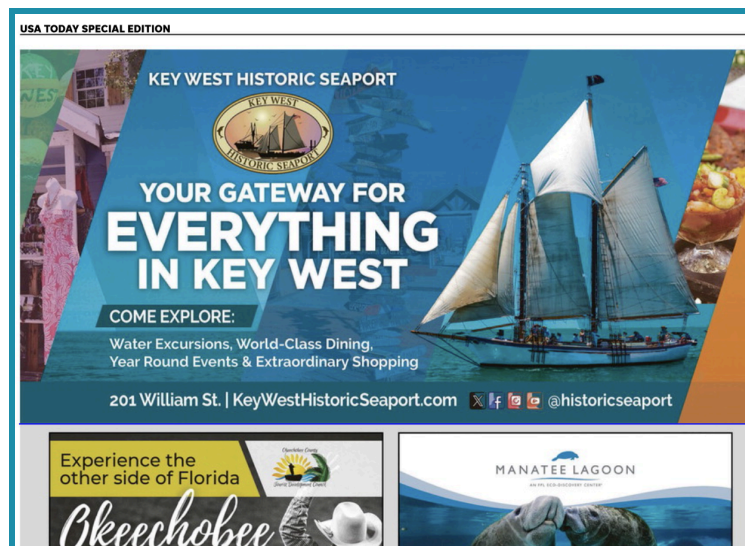


Digital Media

We currently have an ad running in the USA TODAY TRAVEL, FLORIDA & SOUTHEAST Go Escape 2025-Digital Edition! Publication includes digital distribution 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 often use in contests and giveaways for the Key West Historic Seaport

purposes.

for marketing



Social Media

Throughout October, 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: 5,261 up from 5,233 (10/1/2025-11/4/2025)
Posts: 3,560

X (Formerly known as Twitter) Stats

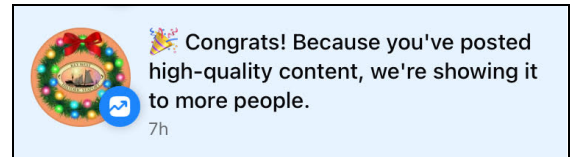
Followers: 3,879 up from 3,853 (10/1/2025-11/4/2025)

Facebook Stats

Followers: 10,859 up from 10,667 (10/1/2025-11/4/2025)

YouTube

127 channel subscribers
323 total videos posted to KWHS Channel



Website Maintenance & Blog (Historic Seaport)



In October, we published a blog post about our upcoming Key West Coffee Butler Amphitheater Concert Ticket Contest Giveaway for Jimmy Buffett's Coral Reefer Band taking place on Friday, January 16, 2026. Two lucky guests will be selected to attend the concert, and we are coordinating with several KWHS retailers and restaurants to offer the winners prizes and dinner for two leading up to the concert that evening.



Blog Post: [Key West Historic Seaport Giveaway - Jimmy Buffett's Coral Reefer Band Keepin' the Party Going](#)

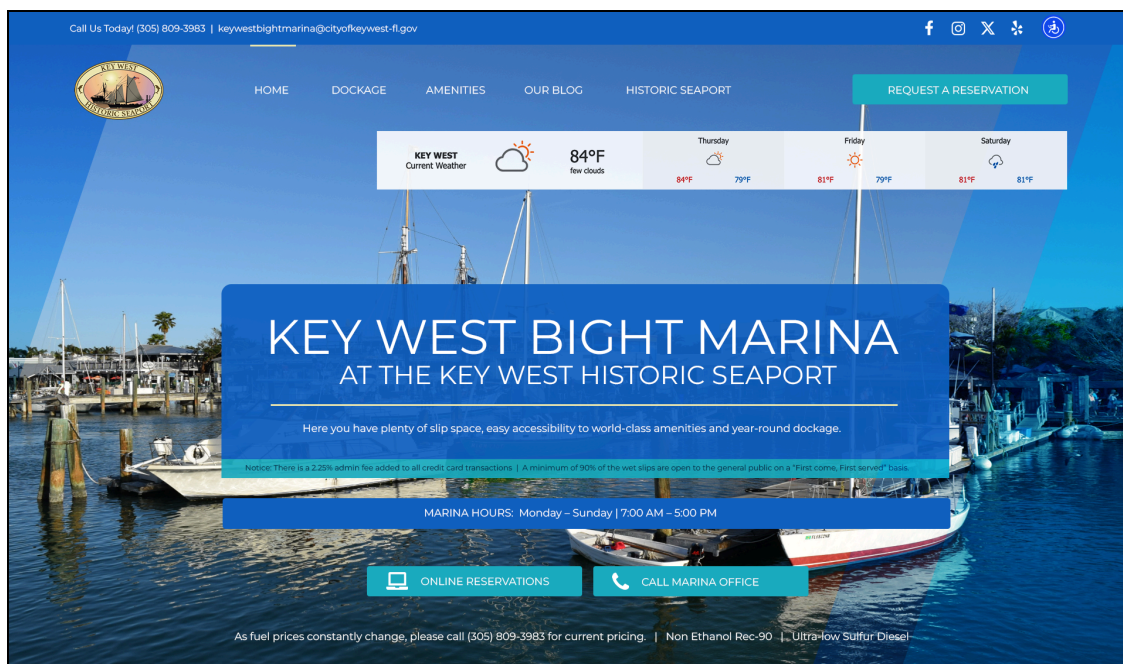
We also continue to communicate with tenants on getting their latest graphics, logos, and promotional items to add to their website pages on the Key West Historic Seaport website. Most recently, we've begun updating the website home page with holiday graphics to celebrate the upcoming holiday season and promote the Lighting of the Harbor Walk of Lights and other Bight Before Christmas festivities at the Key West Historic Seaport.

Website Maintenance & Blog (Bight Marina)



Blog Post: [October at Key West Bight Marina: Fall Fun, Fishing & Festivities!](#)

Last month, we published a blog post discussing why October is one of the best months to visit the Key West Historic Seaport and Key West Bight Marina. We also made substantial updates to the website with additional information, pricing, and rule changes. We are also working on redesigning and revamping the website to make it more visually appealing and user friendly for prospective visitors and those looking for more information. Please see the below mock-up



Television Marketing & Advertising

We have initiated our holiday television pieces for rotation from now until January 10, 2026. Finally, please see below for the Destination Television (KeyTV) October 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:	11/3/2025
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: 9/29/2025 - 10/26/2025

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	9/29/2025	00:42:13	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/29/2025	01:57:43	MO	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	9/29/2025	03:51:37	MO	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	9/29/2025	04:51:19	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/29/2025	05:10:36	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/29/2025	06:30:37	MO	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	9/29/2025	07:18:27	MO	06-10	1:30	00:03:17	VAP
2022 Key West Historic Seaport Happenings	9/29/2025	07:55:07	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	9/29/2025	08:16:00	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/29/2025	08:46:28	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/29/2025	09:12:03	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/29/2025	10:36:46	MO	10-12	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/29/2025	10:56:59	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/29/2025	11:57:57	MO	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/29/2025	14:21:24	MO	14-16	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	9/29/2025	14:47:32	MO	14-16	1:30	00:01:52	VAP
Visit the Key West Historic Seaport 2021	9/29/2025	15:24:57	MO	14-16	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/30/2025	01:41:37	TU	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	9/30/2025	02:46:40	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	9/30/2025	03:20:45	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/30/2025	05:36:07	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/30/2025	06:09:30	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/30/2025	06:35:46	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/30/2025	07:40:00	TU	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/30/2025	08:39:45	TU	06-10	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	9/30/2025	09:38:00	TU	06-10	1:30	00:01:32	VAP

:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	169
Bonus spots:	169
VAP spots:	166
Total spots:	419

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

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