



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| May 2025 |



ADEPT
Strategy & Public Relations



June 4, 2025

MEMORANDUM

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

FROM: Dana Pollitt, Managing Partner, ADEPT

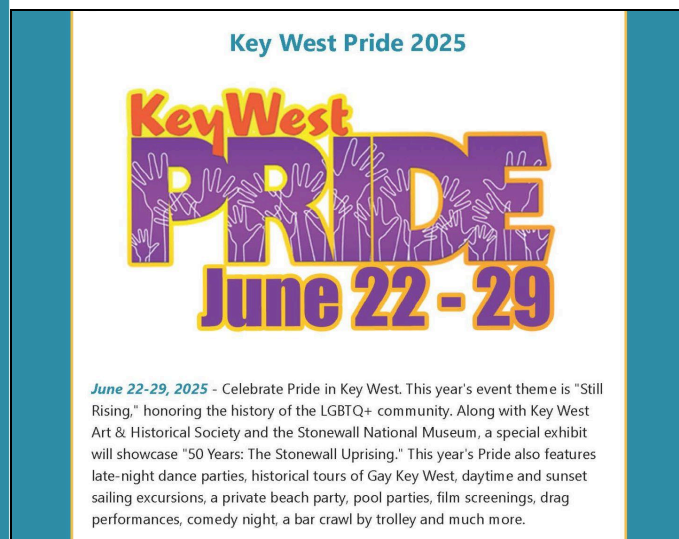
SUBJECT: ***Key West Bight Mgmt. District Board, May 2025 Monthly Update, Key West Historic Seaport Marketing Services Contract***

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

Public Relations / Media / Press Clippings

Newsletter / Email Blast and Communications

In May, 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.



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 to be awarded two tickets to see Stick Figure & Stephen Marley in concert on July 5, 2025.



Media/Press Clippings



Sun, Sea & Saluting our Service Members - Visit Florida Keys, May 16, 2025 - "Sink Or Swim in Key West: Minimal Regatta - Big laughs, bold costumes, themed designs, a barbecue feast, and live music? Yes, please. The Annual Schooner Wharf Minimal Regatta has it all. And the Key West Historic Seaport is the place to be to cheer on the tenacious teams as they race their handmade boats crafted from plywood, 2x4s, and duct tape."

Free Things To Do in Key West - HelloFloridaKeys, May 12, 2025 - "Walk Around the Key West Historic Seaport - I absolutely love the Key West Historic Seaport. It's totally free to walk around, but I love to grab a coffee from Cuban Coffee Queen here before I walk around. Bonus free activity: the Cuban Coffee Queen is where the famous Welcome to Key West painting is!"



25 Unique Things to Do in Key West for the Ultimate Island Getaway - Sunset Watersports, May 29, 2025 - "Take a Sunset Cruise from the Historic Seaport - Sunsets are a big deal here. Catch a front-row view from a sunset cruise and toast the day with live music and unlimited drinks."



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

#14 Key West Historic Seaport - Updated April 2025



[Key West In July – 7 Exciting Activities](#)

[For An Unforgettable Summer](#) - Key West

Boat Trips, May 26, 2025 - "Catch The Setting Sun In Key West In July - With so many fun things happening in Key West in July, it's important to take a moment to savor the season. While hurricane season can be an intrusion, it also brings some

pretty amazing skies with it! Here are some of the best places to stop to catch an incredible sunset: Key West Historic Seaport – Stroll along the waterfront, watch boats come and go, and enjoy waterfront dining as the sun sets."

[Planning Your Boating In Key West - What To Pack And What Awaits You](#)

- [KeyWestPaddle.com](#), May 1, 2025 -

Many local bait shops also disperse licenses. When you fish on a chartered boat in Key West, the captain's license covers you, so you can relax and enjoy



the experience without worrying about permits. Most fishing charters set off from the lively Key West Historic Seaport, a hub of activity and the perfect starting point for your adventure."

Recent Google Reviews

4.8 ★★★★★ (335 reviews)



JoJo W

Local Guide • 25 reviews • 159 photos



4 weeks ago

NEW

We went here 1st as soon as we got to keywest it was a good place to start. This is where a lot of watersports activities took place. We took our sunset cruise from here



+7



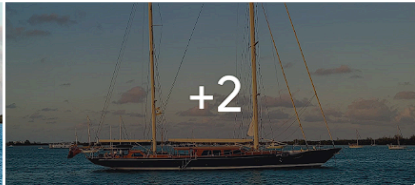
Ted Katsoulis

Local Guide • 27 reviews • 357 photos



4 weeks ago

NEW



+2

Social Media

Throughout the month of May, 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: 5,088 up from 5,034 (5/1/2025-6/3/2025)

Posts: 3,401

X (Formerly known as Twitter) Stats

Followers: 3,712 up from 3,685
(5/1/2025-6/3/2025)

Facebook Stats

Followers: 7,734 up from 7,721
(5/1/2025-6/3/2025)

YouTube

121 channel subscribers

320 total videos posted to KWHS Channel

TripAdvisor Stats

Ranked #18 of 185 things to do in Key West

TOTAL IMPRESSIONS
INCREASED BY

↑ **274.22%**

SINCE PREVIOUS PERIOD (28 MAR - 01 MAY)

TOTAL ENGAGEMENTS
INCREASED BY

↑ **32.95%**

SINCE PREVIOUS PERIOD

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 May, we published a blog post promoting the 28th anniversary celebration on Thursday, May 15th at Schooner Wharf to celebrate 28 years of their very own Comedy Magic Bar featuring Frank Everhart! Frank was on hand, with friends from far and near, along with a collection of special guests armed with Magic, Stories, and Songs to commemorate a quarter century of legendary Magical entertainment!

Blog Post: [Celebrating 28 Years of Close Up Magic at Schooner Wharf Bar on May 15th!](#)

Website Maintenance & Blog (Bight Marina)



Blog Post: [Minimal Material & Maximum Fun at the 34th Annual Schooner Wharf Minimal Regatta](#)

In May, we published a blog post advertising and promoting the 34th Annual Schooner Wharf Minimal Regatta on May 25, 2025, a fan-favorite event that turns Memorial Day Weekend into a showcase of ingenuity, hilarity, and not-so-seaworthy engineering.

In addition to the blog post, we completed various website updates and changes as well as general maintenance to ensure full functionality and ease of use, including the insurance and registration modifications for those requesting a reservation at Key West Bight Marina.

Television Marketing & Advertising

Finally, please see below for the Destination Television (KeyTV) May 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: 6/1/2025
 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: 4/28/2025 - 5/25/2025

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
2022 Key West Historic Seaport Happenings	4/28/2025	01:35:34	MO	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	4/28/2025	02:21:01	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/28/2025	04:58:29	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	4/28/2025	05:26:41	MO	00-06	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	4/28/2025	07:26:52	MO	06-10	1:30	00:03:17	VAP
2022 Key West Historic Seaport Happenings	4/28/2025	07:54:37	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	4/28/2025	08:53:29	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/28/2025	09:15:13	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/28/2025	09:41:08	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/28/2025	10:17:01	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/28/2025	11:24:15	MO	10-12	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	4/28/2025	14:45:37	MO	14-16	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	4/28/2025	15:09:52	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/29/2025	00:20:09	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	4/29/2025	02:32:20	TU	00-06	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	4/29/2025	05:17:31	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	4/29/2025	05:45:16	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/29/2025	06:42:47	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/29/2025	07:22:25	TU	06-10	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	4/29/2025	07:54:05	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	4/29/2025	08:36:31	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/29/2025	08:52:53	TU	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	4/29/2025	09:18:03	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	4/29/2025	09:38:45	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/29/2025	10:53:07	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/29/2025	14:47:56	TU	14-16	:60	00:01:02	Paid



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: 152
 Bonus spots: 152

 VAP spots: 160

 Total spots: 396