



August 7, 2025

Michael Knowles, Chairman
Key West Bight Management District Board
City of Key West
1300 White Street
Key West, FL 33040
michael.knowles@hilton.com

Dear Chairman Knowles and Members of the Bight Management District Board:

I write to you with a brief recap of this year's Annual Conch Republic Independence Celebration, which took place from April 18-27, 2025, in Key West, Florida. Following last year's request for funding for the 43rd Annual Conch Republic Independence Celebration, and with this year's potential sponsorship from the Key West Bight Management District Board, ADEPT is pleased to report that the event was a great success and that our partnership with the festival has grown stronger than ever, with multiple tenants expressing their support and interest in the Celebration and continued partnership.

Once again, the Key West Historic Seaport was home to the celebrations' official merchandise booth and welcome center, and the Conch Republic Days Official Kick-off Party & Conch Shell Blowing Contest. In addition to the kick-off and other official Conch Republic events held at Schooner Wharf Bar and the Historic Seaport, event organizers promoted special sailing trips offered by other Historic Seaport tenants, including Jolly II Rover, Fury, among others. Both organizations worked together to cross-promote the Celebration and the Key West Historic Seaport. Thousands of Key West Historic Seaport Trifold Brochures were distributed by the Festival, while ADEPT promoted via KWHS social media and newsletter email blasts.

We maintain communication and coordinate with the event organizers throughout the year, as well as receive exposure via the conchrepublic.com website main page, which provides our logo and event info. during the event as well as throughout the year. Accordingly, ADEPT sees this as a wonderful working relationship that provided great benefit to not just the Key West Historic Seaport and Key West Bight Marina tenants, but also the City of Key West as a whole.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Dana Pollitt', written over a light blue circular background.

Dana Pollitt
Managing Partner
ADEPT Strategy and Public Relations

cc: Bight Management District Board Members, Steven P. McAlearney, Karen Olson, and Jim Gilleran