



City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| December 2025 |



**ADEPT**  
Strategy & Public Relations



January 8, 2026

## MEMORANDUM

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

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

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

This report contains an overview of ADEPT's recent professional marketing activities during December 2025 for the Key West Historic Seaport and the Key West Bight Marina, including our wide variety of marketing efforts promoting the Bight Before Christmas celebrations and activities hosted and coordinated by the Key West Historic Seaport and/or its tenants.

## Public Relations / Media / Press Clippings

Throughout December, the KWHS marketing team shared the wide variety of photos, videos, and reels that we captured at the Historic Seaport from the kickoff of the "Bight Before Christmas Lighting of the Harbor Walk of Lights that took place to kick off the season.



## Newsletter/Email Communications

In December, we drafted and sent an email blast to our database of contacts with the rescheduling of the Schooner Wharf Bar & Galley and Absolut Vodka Lighted Boat Parade as well as a list of additional events throughout the month of December that were part of the "Bight Before Christmas" annual holiday festivities. Please see below for a sample snippet of the e-blast.





**34th Annual Schooner Wharf Bar & Galley/Absolut  
Vodka Lighted Boat Parade RESCHEDULED to  
SUNDAY, DECEMBER 14!**

Due to inclement weather, including expected lightning, the 34th Annual Schooner Wharf Bar & Galley/Absolut Vodka Lighted Boat Parade will now be held on **Sunday, Dec. 14 at 8PM**. We look forward to seeing boats of all sizes, dinghies, kayaks, ships, and schooners in this Key West maritime parade!

**RESCHEDULED TO SUNDAY, DECEMBER 14!**

**SCHOONER WHARF BAR & GALLEY  
and ABSOLUT VODKA**

*Enter Your Boat Now!*

*Part of "Key West Bight Before Christmas Celebration"*

 **LIGHTED  
BOAT PARADE** 



**BOATLOAD of PRIZES & Free Raffle!**  
**6PM: BVMP House of Pan Steel Band and  
Cayo Ritmo Band from 8PM to Midnight**

## 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 winner for Jimmy Buffett's Coral Reefer Band taking place on Friday, January 16, 2026. A lucky guest named Kim Tarvin Gentry was randomly selected. We will be sharing photos and images of her with her guest from the concert, as well as at the Key West Historic Seaport, before/after the concert.



# Kim Tarvin Gentry

654 friends



## Media/Press Clippings



[Schooner Wharf Bar Lighted Boat Parade in Key West postponed until Sunday](#) - Keys News, Dec. 13, 2025 - "The annual Schooner Wharf Bar Lighted Boat Parade, originally scheduled for today (Saturday, Dec.,13), has been postponed until tomorrow (Sunday, December 14) due to potential inclement weather. The 34th annual boat parade will now take place on Sunday at 8 p.m. at the Key West Historic Seaport."

# TRAVEL+ LEISURE

[The Florida Keys Is an Unexpectedly Festive Destination During the Holidays—Here's How to Plan a Visit](#) - Evie Carrick, *Travel + Leisure*, Dec. 7, 2025 - "The annual Key West

Holiday Fest is packed with events, but a favorite is the Harbor Walk of Lights at the Historic Seaport. The centerpiece of the "Bight" before Christmas celebration (the name plays on the Bight, or bay, of Key West), the walk stretches along the waterfront between Elizabeth and Grinnell streets. With thousands of twinkling lights draped around palm trees, street lights, and boats, it's Florida's take on the traditional Christmas light drive, but subs in fresh sea air for the car heating system. This year, the illuminations are switched on the evening of November 26, with the lighting of signature trees featuring fishing buoys and lobster traps."





### **DECK THE HULLS: LIGHTED BOATS CRUISE**

**PAST KEY WEST & STOCK ISLAND** - *Keys Weekly*, Dec. 18, 2025 - "The 34th annual Schooner Wharf Bar Lighted Boat Parade was postponed a day due to nasty weather, but the Dec. 14 spectacle shined with dozens of entries, from tiny kayaks to majestic schooners."

### **Where the Holidays Set Sail: Boat Parades of the Florida Keys**

- *Monroe County TDC*, Dec. 2025 - "Decorated dinghies, fishing craft, sailing vessels and classic tall ships light up the Key West Historic Seaport and harbor areas during the 34th annual Schooner Wharf Bar Lighted Boat Parade. Spectators can view the dozens of creatively bedecked vessels from the parade's headquarters at Schooner Wharf."



### **New Year's Eve Drops, Festivities and Fireworks to Dazzle Florida Keys Revelers**

- *Monroe County TDC*, Dec. 2025 - "In the Key West Historic Seaport, New Year's Eve merriment is centered around the Schooner Wharf Bar, celebrating the island's colorful seafaring heritage with "Rigging in the New Year" festivities. Just before midnight, a "pirate wench" is lowered from the top of a majestic tall ship's mast, completing her descent as the clock strikes midnight and cannons boom to welcome 2026."



**HOLLY JOLLY CHRISTMAS** - Rob O'Neal/Keys

*Citizen, Dec. 24, 2025* - "Holiday revelers aboard a Conch Tour Train pass by the Historic Seaport which is lit up for the annual 'Harbor Walk of Lights.' The festive décor will remain through mid January."

**HELLO 2026** - Rob O'Neal, Keys Citizen, Jan. 3, 2026 -


"Raeann Sleith descends from the 80-foot mast of the Schooner America 2.0 at midnight New Year's Eve during the annual Schooner Wharf Bar's 'Lowering of the Pirate Wench' at the Historic Seaport."





## Recent Tripadvisor Reviews





**Kelly V**  
Charlton, NY • 566 contributions




0

★★★★★

**Gorgeous During the Holidays**

Dec 2025 • Family


We walked through here several times to see all of the lights, music and excitement. Many restaurants and shops to stop at. Just a beautiful experience.

Written December 30, 2025

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

---



**Kassandra F**  
11 contributions









0

★★★★★

**Nice Christmas walk**

Dec 2025 • Family

Nice little area to walk around. Christmas decor was wonderful. Peaceful and fun. Good for families and couples. Restaurants around as well.

Written December 13, 2025

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

The  
Key

Best

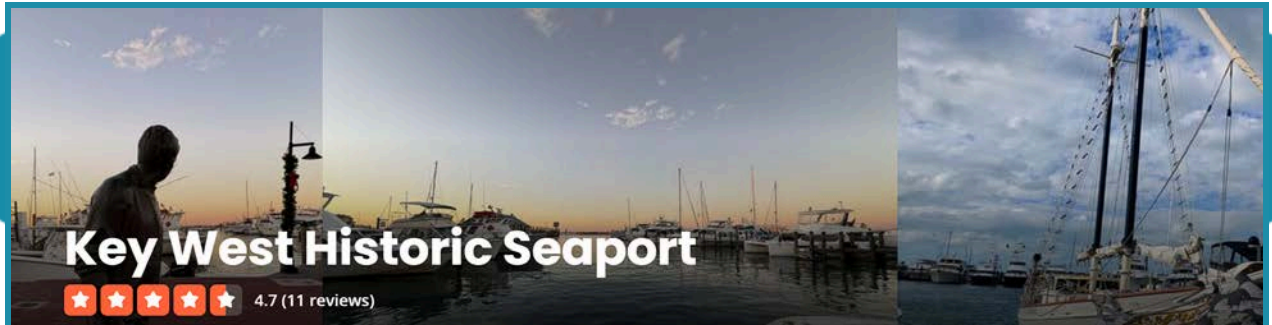
## West Sights & Historical Landmarks

**#14** *Key West Historic Seaport - Updated January 2026*



### [Key West Historic Seaport Yelp](#)

4.7/5 stars, Updated January 2026



**Nicky S.** Elite 26

Norfolk, VA

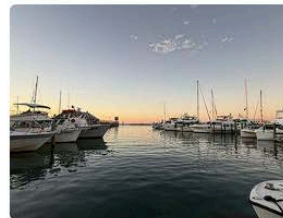
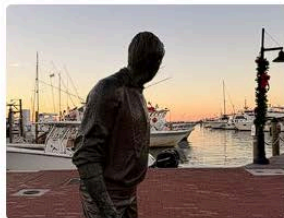
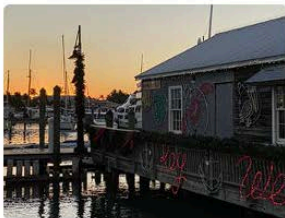
@ 25 ⭐ 388 📷 657



Jan 21, 2025

📷 3 photos


A great part of Key West to walk, shop, eat and take in the scenery. It's beautiful morning, afternoon and sunset!  
Don't miss the charm of this area!




## Recent Google Reviews



370 reviews as of January 8, 2026

4.8 ★★★★★

**Logan Streit**  
Local Guide • 177 reviews • 147 photos


 1 week ago **NEW**


My wife and I came here and loved it. It has a lot of cool boats especially the old pirate ships ones too. We took a tour off this seaport and enjoyed the atmosphere.







[← Reply](#)

---

**Karl Morris**  
Local Guide • 14 reviews • 36 photos

 2 weeks ago **NEW**







**Jeffrey Muller**

Local Guide • 239 reviews • 521 photos



2 weeks ago

**NEW**

Xmas lights are amazing at the seaport



← Reply



**Joe Minuti**

Local Guide • 648 reviews • 2585 photos



3 weeks ago

**NEW**

Lots of restaurants, dock space, boats and a view. Public restrooms too!



## Digital Media

The Key West Historic Seaport Google responsive display ads Campaign for Christmas and New Year Holidays ran throughout December.

December Responsive Display ad stats:

IMPRESSIONS: 509,552

CLICKS: 1,719

CONVERSIONS: 5,734

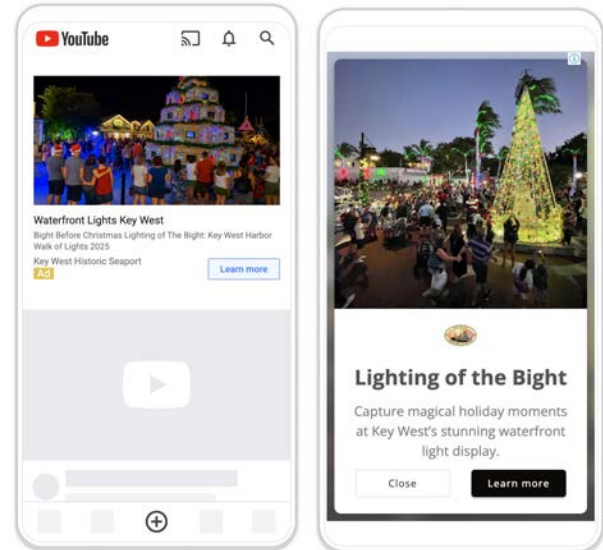
Conversions are defined as store visits and people who looked up directions to get there.

The breakdown of these is as follows:

Directions requested- 322

Visits to Seaport after viewing ad- 5,409

Phone calls- 3



## Social Media

Throughout December, ADEPT produced daily content for the Historic Seaport social media accounts with a specific emphasis on marketing the variety of holiday events and celebrations taking place at the Key West Historic Seaport throughout the month of December into the New Year.

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

### Instagram Stats

Followers: 5,405 up from 5,332 (12/1/2025-1/7/2026)

Posts: 3,636

### X (f.k.a. Twitter) Stats

Followers: 3,903 up from 3,885 (12/1/2025-1/7/2025)

### Facebook Stats

Followers: 11,768 up from 11,476 (12/1/2025-1/7/2025)

### YouTube

130 channel subscribers

325 total videos posted to KWHS Channel

### *Facebook page views in December*



### *Instagram audience growth through December*



NUMBER OF NET  
FOLLOWS INCREASED BY

↑ **128.03%**

SINCE PREVIOUS PERIOD (09 NOV - 08 DEC)



### ***Facebook monthly follower growth***

The image below represents a few recent Key West Historic Seaport social media posts and reflects each's views and reach.

#### **Top content**



Sat Dec 13, 2:02pm

**81,217**

Views



Sat Jan 3, 10:50am

**45,038**

Views



Wed Dec 17, 9:57am

**22,538**

Views



Tue Dec 9, 10:16am

**17,676**

Views



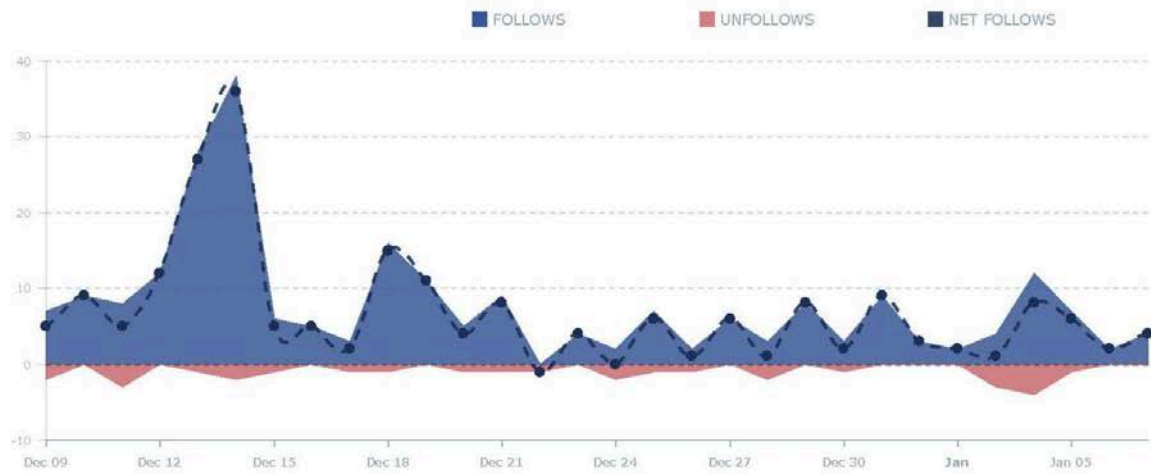
Sat Dec 13, 6:04pm

**15,452**

Views

## Page Audience Growth - Key West Historic Seaport

FOLLOWS BREAKDOWN BY DAY



### PAGE AUDIENCE GROWTH METRICS

Follows	235
Unfollows	-29
<b>Net follows</b>	<b>206</b>
<b>Total Followers</b>	<b>11,767</b>

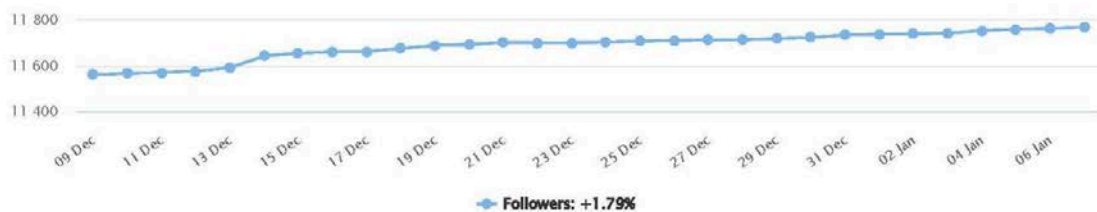
NUMBER OF NET  
FOLLOWS INCREASED BY

**↑ 128.03%**

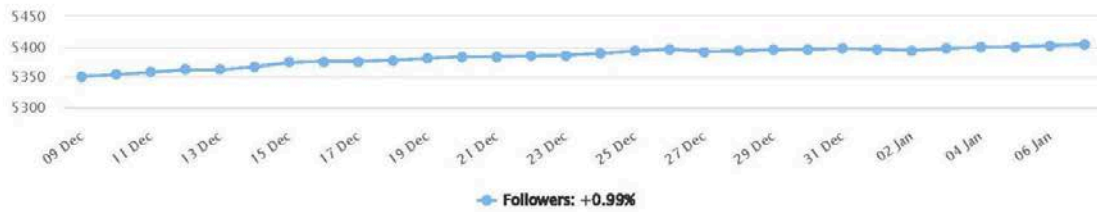
SINCE PREVIOUS PERIOD (09 NOV - 08 DEC)



### Page followers - Key West Historic Seaport



### Followers - Key West Historic Seaport (historicseaport)



### Audience growth - Key West Historic Seaport (historicseaport)

AUDIENCE GROWTH BY DAY



### FOLLOWER METRICS

<b>Total Followers</b>	<b>5,404</b>
Followers Gained	53
Total You Follow	1,655
People You Followed	6

YOUR FOLLOWERS  
INCREASED BY

↑ **0.99%**

SINCE PREVIOUS PERIOD (09 NOV - 08 DEC)





## Website Maintenance & Blog (Historic Seaport)



In December, we published a blog post highlighting the Cheryl Cates Memorial Foundation and its connection to the Key West holiday season. The post explained the foundation's mission to support children and families in need throughout Monroe County and promoted the Cheryl Cates Toy Drive, which launched alongside the lighting of the Key West Historic Seaport's Harbor Walk of Lights. The blog post reinforced community involvement, charitable giving, and the festive spirit at the Historic Seaport.

Blog Post: [The Cheryl Cates Memorial Foundation and The Key West Holiday Season](#)

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.

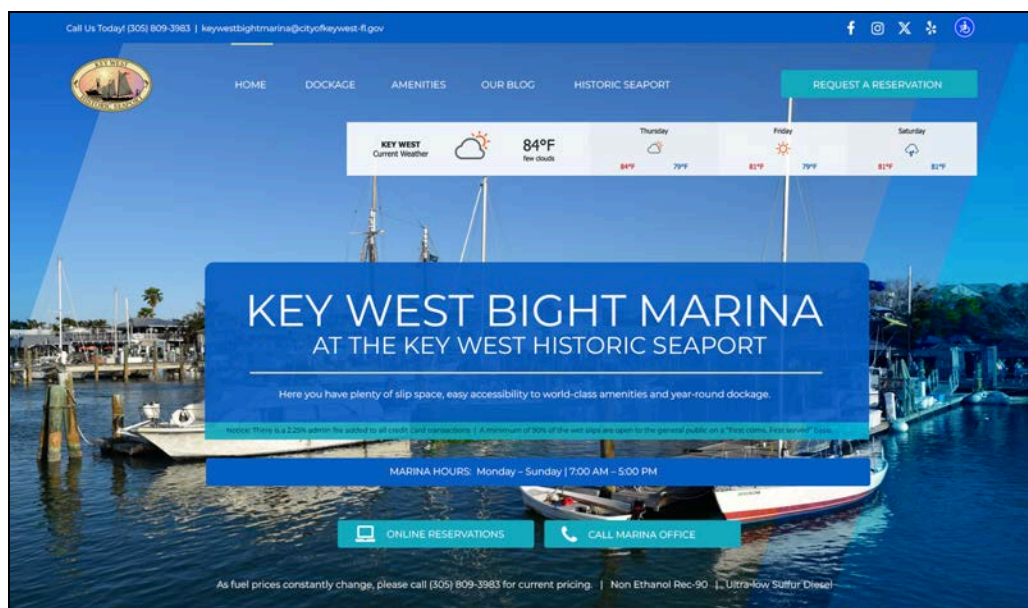


## Website Maintenance & Blog (Bight Marina)



Blog Post: [The Cheryl Cates Memorial Foundation and The Key West Holiday Season](#)

Last month, we also published a blog post about the Cheryl Cates Memorial Foundation on the Key West Bight Marina blog. Like the Historic Seaport post, it explained the foundation's mission to support children and families in need throughout Monroe County and promoted the Cheryl Cates Toy Drive, which launched alongside the lighting of the Harbor Walk of Lights. We also continue to work with City Staff on ongoing site updates, including a refreshed look and feel. Please see the draft below of the home page, which will be up and running very soon.



## Television Marketing & Advertising

In addition to our editorial spots and multiple commercials, our holiday television pieces for rotation will remain up through January 10, 2026. See below for the Destination Television (KeyTV) December 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:

1/1/2026

Actual Contract Dates:

12/30/2024 to 12/28/2025

AE:

Jessica Crannney

Description:

Key West Historic Seaport 2024-25

Agency:

ADEPT Strategy & Public Relations

Date Range: 12/1/2025 - 12/28/2025

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	12/1/2025	01:21:54	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	12/1/2025	02:21:59	MO	00-06	1:30	00:03:17	VAP
2022 Key West Historic Seaport Happenings	12/1/2025	03:43:30	MO	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	12/1/2025	04:55:29	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	12/1/2025	06:51:29	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	12/1/2025	07:52:35	MO	06-10	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	12/1/2025	08:53:14	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	12/1/2025	09:24:30	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	12/1/2025	09:49:13	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	12/1/2025	10:57:31	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	12/1/2025	11:17:33	MO	10-12	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	12/1/2025	11:55:55	MO	10-12	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	12/1/2025	14:35:50	MO	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	12/1/2025	15:47:47	MO	14-16	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	12/2/2025	00:18:49	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	12/2/2025	01:08:49	TU	00-06	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	12/2/2025	02:09:43	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	12/2/2025	03:31:39	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	12/2/2025	06:56:41	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	12/2/2025	07:44:23	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	12/2/2025	08:10:11	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	12/2/2025	08:29:16	TU	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	12/2/2025	08:52:31	TU	06-10	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	12/2/2025	09:15:45	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	12/2/2025	09:57:55	TU	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	12/2/2025	10:14:39	TU	10-12	1:30	00:01:32	VAP

**DESTINATION  
NETWORK**

Corporate Headquarters: 810 324 2773 • P.O. Box 9156, Panama City Beach, FL 32417 • destinationnetwork.com

Page 1 of 13 1/1/2026 10:05:49 AM

**DESTINATION  
NETWORK**

Corporate Headquarters: 850.734.7773 • P.O. Box 9156, Panama City Beach, FL 32417 • [destinationnetwork.com](http://destinationnetwork.com)

Page 1 of 13 1/1/2026 10:05:49 AM

:60 Paid spots: 84  
Paid spots: 84

:60 Bonus spots: 169  
Bonus spots: 169

VAP spots: 168

Total spots: 421