



City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| November 2025 |



**ADEPT**  
Strategy & Public Relations



December 3, 2025

## MEMORANDUM

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

This report contains an overview of ADEPT's recent professional marketing activities during November 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 and the 2025 Harbor Walk of Lights and various celebrations and activities.

## Public Relations / Media / Press Clippings

During November, the KWHS marketing team was in Key West at the Historic Seaport on multiple occasions over multiple days, capturing footage, imagery, interviewing tenants and visitors, and assisting the [KeyWestChristmas.org](https://www.keywestchristmas.org) team on logistics and outreach, as well as setting up content for the latest digital and Google ads campaigns.

## Newsletter/Email Communications

This month, we collaborated with Mr. Tom Stroh, the Bight Preservation Board, and [KeyWestChristmas.org](https://www.keywestchristmas.org) to create and distribute our annual Holiday press release on the Meltwater Distribution and Tracking Platform, promoting the 20th Annual Lighting of the Harbor Walk of Lights to kick off the 2025 Key West Bight Before Christmas and holiday season. We distributed this press release to thousands of contacts, including relevant travel/tourism/hospitality journalists and reporters, in addition to our local and regional contact database. Please see below on the following pages for a screenshot of the press release.



The following is a snippet/sample of travel reporters who read and clicked on a the press release link provided within the Holiday press release:

Name ↓	Sources	Location
The Boston Globe - Washin...	—	Washington, D.C., Washingt...
The Boston Globe	—	Boston, Massachusetts, Unit...
Scott Fais	Funworld	Orlando, Florida, United Stat...
Paul Guzzo	Tampa Bay Times	St. Petersburg, Florida, Unit...
Miguelangel Piñero	KUVN-TV - Univision Dallas	Miami, Florida, United States
Kyle Lander	Sports Illustrated	United States
Joey Flechas	The Boston Globe	Boston, Massachusetts, Unit...
Jenise Fernandez	WPLG-TV Local 10	Pembroke Park, Florida, Uni...
Erica Corsano	Citizen Femme	Miami, Florida, United States
Devonta Davis	Tampa Bay Business Journal	Tampa, Florida, United States





**FOR IMMEDIATE RELEASE**

November 25, 2025

Media Contact: Stephanie Rosendorf Diaz

Phone: (954) 232-3595

Email: [stephanie@adept.co](mailto:stephanie@adept.co)

**Key West Celebrates 20th Annual Harbor Walk of Lights at Historic Seaport**  
*Community celebration features the Fishing Buoy Tree, Lobster Trap Tree, toy drive kickoff, and special tribute to Jimmy Buffett*

**KEY WEST, FL** — The Key West Historic Seaport will shine brighter than ever as the community celebrates the 20th Annual Key West Harbor Walk of Lights, the signature event of the island's "Bight Before Christmas" Holiday Celebration. The festive displays, honoring the *Maritime History of Key West*, will illuminate the waterfront through mid-January.



**Opening Night** — Wednesday, November 26  
(Free Event)

**FIRST LIGHTING** — Greene & Elizabeth Street Plaza

- **Lights On:** 6:00 p.m.
- **Holiday Music:** Begins 5:00 p.m.
- **Feature:** 20-foot *Fishing Buoy Tree*

The evening also marks the kickoff of the **Cheryl Cates Toy Drive**. Guests may bring a new toy or purchase one onsite from Imagination Station for donation. Children will receive complimentary gift bags from the holiday elves, and **Santa and Mrs. Claus** will hand out additional surprises.

A special lighting display will honor **Jimmy Buffett** near his waterfront recording studio, sending love and remembrance to the Buffett family from the heart of Key West.



**SECOND LIGHTING** — Margaret Street Plaza (Old Lands End Village)

- **Lights On:** 7:00 p.m.
- **Holiday Music:** Begins 6:00 p.m.
- **Feature:** Original *Key West Lobster Trap Tree*



Santa and the elves will return with treats for the kids and the announcement of this year's "**Crystal Cates Christmas Giveaway**" & **Computer Program**. More than **\$10,000** was contributed by generous local donors, enabling the distribution of **32 kid-friendly computers** to students from Poinciana, Gerald Adams, and Horace O' Bryant Middle School.

**Community Partners & Acknowledgments**

The event is made possible through the support of longtime sponsors including: **Key West Express, Half Shell Raw Bar, Boat House Bar & Grill, Lost Reef Adventures, Schooner Appledore, Schooner America 2.0, Schooner Wharf Bar, and Catamaran Echo.**

Additional thanks to:

- The dedicated team of holiday elves
- The Lodging Association
- **All Animal Clinic**, sponsor of the December 4 "Pet Pictures with Santa" fundraiser benefiting the Boys & Girls Club
- **Tom Stroh**, original creator of the Harbor Walk of Lights
- **Mike Donovan**, donation program creator and coordinator
- **Karen Olson (Key West Ports)** and the **Key West Bight Management District Board** for two decades of unwavering support. For the full holiday schedule of waterfront and island-wide events, visit [KeyWestChristmas.org](http://KeyWestChristmas.org).

###

About Key West Historic Seaport - The Key West Historic Seaport is a twenty-acre facility that has become the go-to destination for those wishing to experience a blend of the old with the new Key West. Key West Historic Seaport is located along the beautiful Harbor Walk waterfront at the ends of Front Street, Greene Street, Elizabeth Street, William Street, Margaret Street & Grinnell Street.

## 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 the winner will be announced on December 15, 2025.



## Media/Press Clippings



### [Florida Keys and Key West Unwrap Festive](#)

#### [Celebrations](#) - "Holiday Lobster Trap Tree Lighting:

November 26 - Honor Key West's deep maritime heritage during the Holiday Lobster Trap Tree Lighting at the Historic Seaport. Decorated with twinkling lights, garland, red ribbons, and 45 lobster traps, this unique Christmas tree has become a beloved tradition in the destination."

### MOMMY POPPINS

Mommy Poppins is a family activity website that helps people find things to do with kids.

### [Thanksgiving Day Weekend 2025 in Miami:](#)

#### [Holiday Lights, Turkey Trots, and More Great](#)

#### [Things To Do](#) - *MommyPoppins.com* - "Kick off the

holidays island-style at the Key West Harbor Walk of Lights. The Key West Historic Seaport glows with dazzling light displays, festive music, and nautical cheer. Wander along the waterfront as boats, palm trees, and historic landmarks shine in colorful lights reflecting off the water. It's one of the most magical ways to celebrate the season in paradise—and it's completely FREE."

### [Turtle Cannery Museum](#) - *Atlas Obscura*, Nov. 2025 -

"Located in the bustling Key West Historic Seaport, this small museum tells the story of the city's once-thriving turtle industry, from corralling and slaughtering to the canning of sea turtle meat.



### [What's Happening in the Florida Keys for the Holidays and](#)

#### [New Years](#) - *Travel Pulse*, Nov. 25, 2025 - "Holiday Lobster Trap

Tree Lighting (November 26) as Key West's historic maritime heritage is honored during this event at the Historic Seaport with twinkling lights, garland, red ribbons and 45 lobster traps."





### [Key West Harbor Walk of Lights at the Historic](#)

[Seaport](#) - *Monroe County TDC, Nov. 30, 2025* - "Official lighting of the Key West Harbor Walk of Lights November 26 @ 6:00 pm - Experience the magic of Key West Holiday Fest! Enjoy festive lights, parades, historic inn tours, holiday markets, and unique island celebrations. Perfect for leisure travelers seeking sun, fun, and seasonal cheer in the beautiful Florida Keys. Don't miss this unforgettable event!"

# KONK Life

### [A Month of Holiday](#) [Enchantment in Key](#) [West, Florida, U.S.A.](#) -

*Konk Life, Nov. 22, 2025* -

"Highlights include the lighting of the breathtaking Walk of Lights at the Historic Seaport, parades on land and sea, festive tours of historic inns, music and theater happenings, holiday markets, train and trolley sightseeing tours through twinkling neighborhoods, and multiple uniquely Key West New Year's Eve celebrations."

### [LIST: Holiday Boat Parades in Florida 2025](#) - *WFLA News*

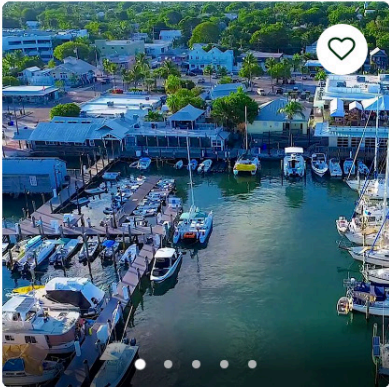
*Channel 8 (Tampa, FL), Nov. 25, 2025* - "Key West Schooner Wharf Bar Lighted Boat Parade - Festivities begin at 6 p.m. at Schooner Wharf - Parade begins at 8 p.m. at Key West Bight Marina at the Historic Seaport. Boats are encouraged to be decorated to score bragging rights and prizes."







## The Best Key West Sights & Historical Landmarks



**13. Key West Historic Seaport**

4.6 ●●●●● (742)

Points of Interest & Landmarks • Historic Walking Areas

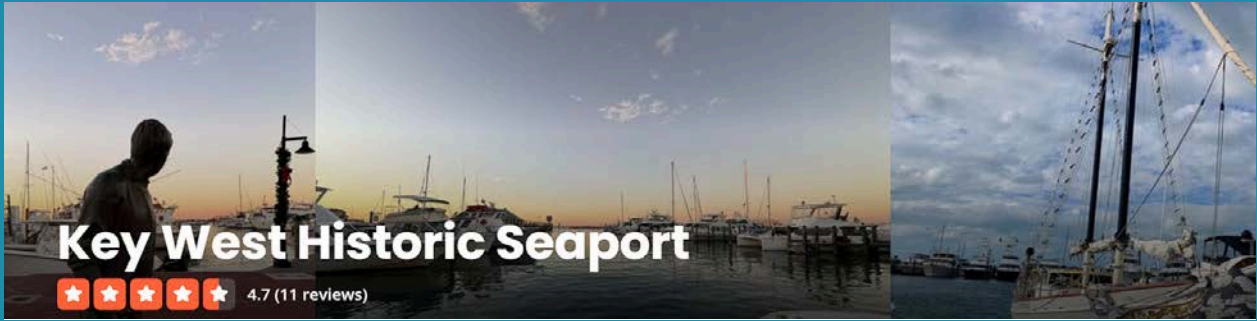
[See tours](#)

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...

*#14 Key West Historic Seaport - Updated November 2025*





**Key West Historic Seaport**

★ ★ ★ ★ ★ 4.7 (11 reviews)

## Key West Historic Seaport Yelp

*4.7/5 stars, Updated November 2025*



## Recent Google Reviews

4.8 ★★★★★



**Beachygirl Jen**

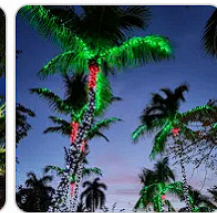
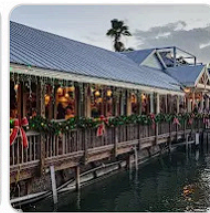
Local Guide · 187 reviews · 227 photos



3 days ago

NEW

Water views, beautiful boats & yachts, restaurants and people watching. We spend hours here enjoying & decompressing. The City decorates beautifully each year for Christmas as do the local shoppes & eateries. The Historic Seaport is a must visit.



Hover to react



Key West Historic Seaport (Owner)

just now

Thank you so much for your lovely review and also for posting those incredible photos!!! We're so glad you had a great time! Happy holidays :-)



**Cheryl Clemens**

Local Guide · 228 reviews · 384 photos



2 weeks ago

NEW



Key West Historic Seaport (Owner)

2 weeks ago

Thank you so much for your review!! :)



**Kevin Peters**

Local Guide · 81 reviews · 400 photos



2 weeks ago

NEW

Thanks, had a great time

## Digital Media

In addition to the current ad running in the USA TODAY TRAVEL, FLORIDA & SOUTHEAST Go Escape 2025-Digital Edition, we are launching our Christmas and New Year Holidays Google Ad Campaign with new creative and messaging to be run throughout the season. We are running responsive display ads.

### Campaign Types:

#### Google Display

- Targeting Monroe, Miami-Dade, Collier, Lee, Broward Counties
  - Set as a cost/impression awareness campaign
  - Goal is impressions
- Anticipated impressions: 100,000+

#### Google Performance Max Campaign

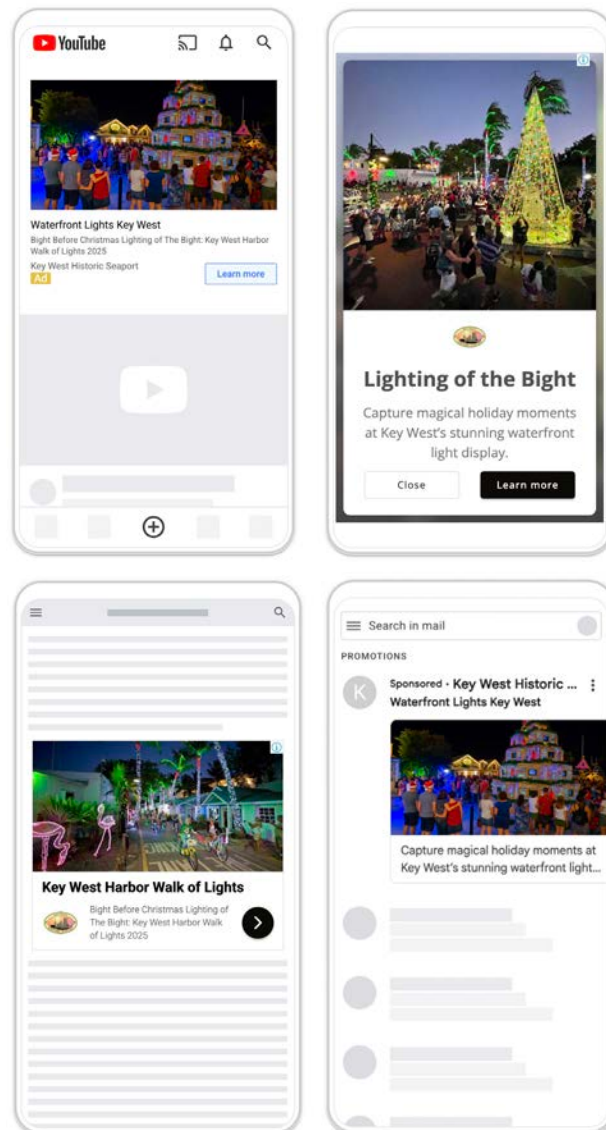
- Mixes different media formats and serves on Google Display, YouTube, Maps, Gmail
  - Also awareness
  - Focuses on Key West geo
- Anticipated impressions: 100,000+

Most creative is set for responsive mode, which uses AI to combine elements (images, headlines, descriptions) into various combinations based on performance factors like engagement. Samples:

#### MAP PROJECT-

Updating Seaport Google Business profile to expand tracking of visitors resulting from campaigns. This will let us measure foot traffic to any Seaport business versus just the office. Changes designation from "marina" to "attraction" with sub categories for marina, restaurant, shopping, museums, attractions, etc.

This will also be updated for Apple Maps, Waze and other navigation systems that feed referring sites such as Yelp.



The following is the creative developed by our team for the Holiday Digital Ad Campaign.





## Social Media

Throughout November, ADEPT produced daily content for the Historic Seaport social media accounts with a specific emphasis on marketing the 2025 Harbor Walk of Lights, The Bight Before Christmas, and the various celebrations and festivities taking place throughout the entire Holiday season through the New Year into mid-January.

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

### Instagram Stats

Followers: 5,332 up from 5,261 (11/1/2025-12/2/2025)

Posts: 3,601

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

Followers: 3,885 up from 3,879 (11/1/2025-12/2/2025)

### Facebook Stats

Followers: 11,476 up from 10,859 (11/1/2025-12/2/2025)

### YouTube

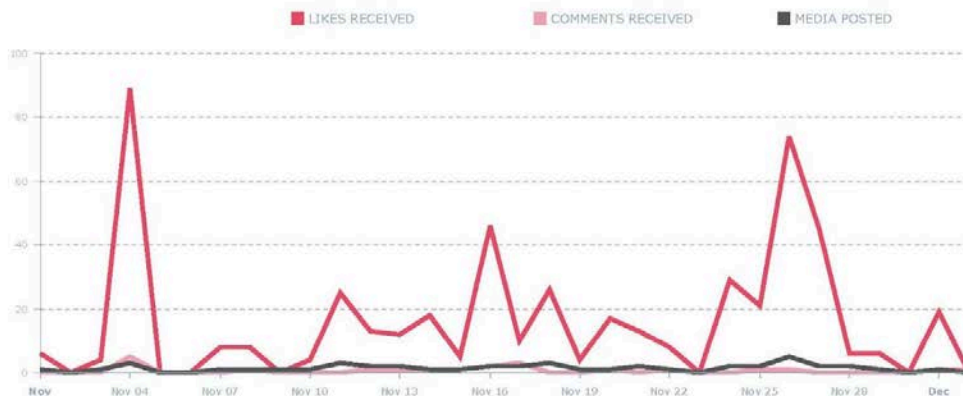
130 channel subscribers

324 total videos posted to KWHS Channel



## Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



### ENGAGEMENT METRICS

Likes Received	516
Comments Received (All Posts)	21
Comments Received (Posts This Period)	23.0
Posts Sent	45

TOTAL ENGAGEMENTS  
INCREASED BY

↑ **133.33%**

SINCE PREVIOUS PERIOD (30 SEP - 31 OCT)



## Facebook Activity Overview (Nov 01, 2025 - Dec 02, 2025)



POST  
IMPRESSIONS

**450,484**



PAGE  
REACH

**720,231**



POST  
ENGAGEMENT

**28,394**






PAGE  
FOLLOWERS

**11,476**



In addition to the aforementioned social media analytics, we are providing a detailed report from our social media management system and scheduling platform, "Sendible". This will be provided as an attachment for your review. Our annual partnership with **Key West Finest** and the **Off Duval Guide** has allowed us to tap into their robust network of followers and contributors to support our daily, weekly, and monthly social media efforts. Key West Finest boasts a broad reach of more than 263,000 followers on Facebook and over 19,000 followers on Instagram. Our annual partnership with Key West Finest also provides our KWHS rack cards in their distribution program at 15 high traffic locations accross town.

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

▶ Active • Dec 3			
	<b>Post engagements</b> Calling Captain Claus! The 34th Annual @[100064789988225:2048:Schooner...	<b>169</b> Views	<b>160</b> Reach
▶ Active • Nov 27 • Created by Stephanie Rosendorf Diaz			
	<b>Video views</b> Schooner America 2.0 returning to the harbor at the Key West Historic Seapor...	<b>62,963</b> Views	<b>37,745</b> Reach
▶ Active • Nov 26			
	<b>Visits</b> Incredible shops, eateries, water sports activities & events year round at Key...	<b>8,148</b> Views	<b>5,124</b> Reach



## Harbor Walk of Lights Interviews For Social Media

At this year's lighting of the Harbor Walk of Lights, our team interviewed multiple Historic Seaport guests (including those below from Minnesota and Virginia) and Key West locals who were in attendance for the lighting ceremony. Please see below for a sample of screenshots of those interviews, which we posted live leading up to and following both lighting ceremonies.



## Cheryl Cates Memorial Toy Drive

The Lighting of the Harbor Walk of Lights also served as the kickoff to the Cheryl Cates Memorial Toy Drive, and our team was present to take photos while toys were dropped off at various Key West Historic Seaport locations both before and during the kick off of the toy drive.



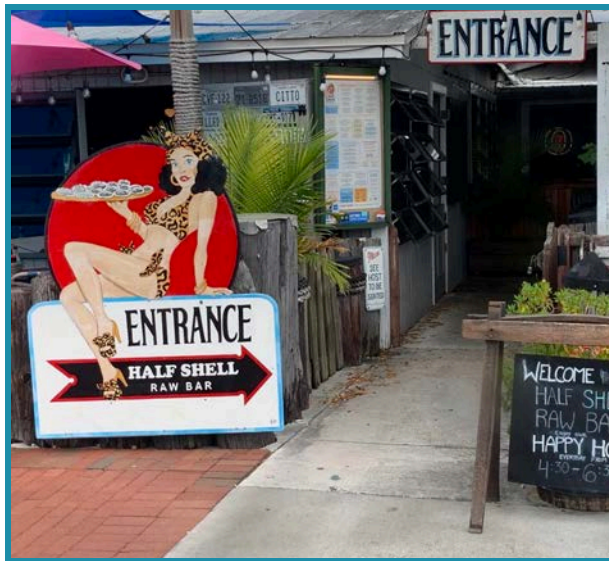


## Early November Visit to the Key West Historic Seaport

In addition to kicking off the 2025 Bight Before Christmas and the Harbor Walk of lights, the Historic Seaport Marketing team visited the Historic Seaport and Bight Marina in the beginning of November. We were able to take pictures and videos across the Historic Seaport of various tenant locations and tenant offerings. This content can be used to share on social media, highlighting the various shops, restaurants, water sports activities, and great backdrops for those looking to sightsee and take in all the KWHS has to offer. Please see below for a sample of the content captured for future use, taken during our multiple visits in November.







## Website Maintenance & Blog (Historic Seaport)



In November, we published a blog post about the holiday season being just around the corner and how there's no better place to experience it than at the Key West Historic Seaport. The waterfront will once again sparkle with thousands of twinkling lights, festive décor, and that unmistakable island cheer during the annual Lighting of the Harbor Walk of Lights, which kicks off the variety of Bight Before Christmas celebrations starting from Thanksgiving and lasting all the way through the new year!

Blog Post: [2025 Bight Before Christmas Festivities at Key West Historic Seaport Are Just Around The Corner!](#)

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.

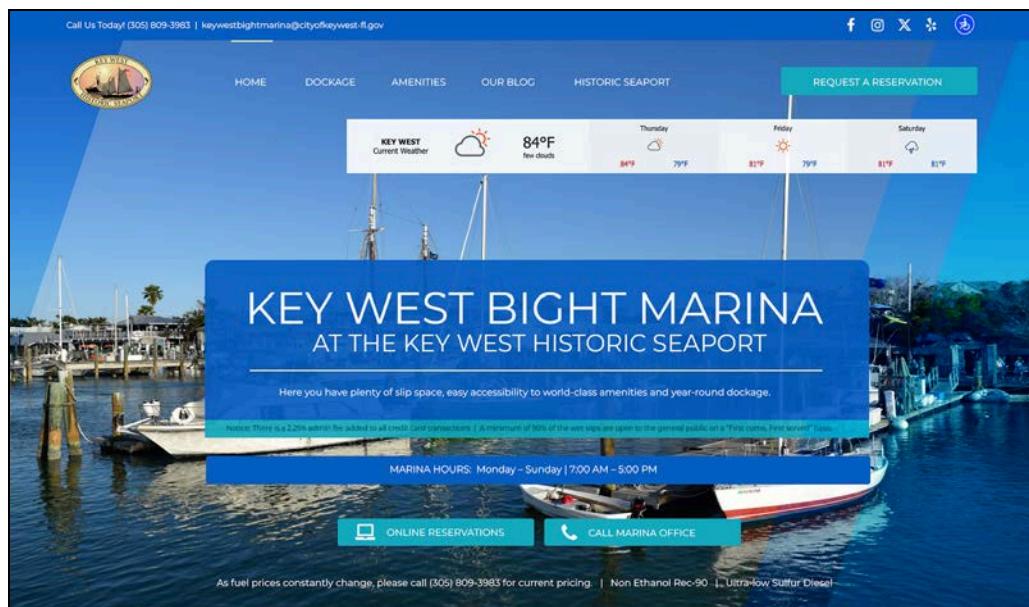


## Website Maintenance & Blog (Bight Marina)



Blog Post: [2025 Bight Before Christmas Festivities at Key West Historic Seaport Are Just Around The Corner!](#)

Last month, we published a blog post discussing the upcoming holiday festivities taking place at Key West Historic Seaport and Bight Marina beginning November 26 and lasting through the new year! Along with making additional technical updates to the website, we continually work with City Staff to provide Marina updates on the site. We have begun updating the site with a refresh. Please see the draft below of the home page, which will be up and running in the coming weeks.



## Television Marketing & Advertising

In addition to our editorial spots and multiple commercials, we have initiated our holiday television pieces for rotation starting in November through January 10, 2026. See below for the Destination Television (KeyTV) November 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:

12/1/2025

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: 10/27/2025 - 11/30/2025

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	10/27/2025	00:46:07	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/27/2025	02:35:29	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/27/2025	02:57:50	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	10/27/2025	03:49:33	MO	00-06	1:30	00:03:17	VAP
2022 Key West Historic Seaport Happenings	10/27/2025	04:44:07	MO	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	10/27/2025	06:49:24	MO	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	10/27/2025	07:19:20	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	10/27/2025	07:41:43	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/27/2025	08:32:43	MO	06-10	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	10/27/2025	09:25:32	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	10/27/2025	09:50:12	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	10/27/2025	10:30:19	MO	10-12	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	10/27/2025	10:46:06	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	10/27/2025	11:26:45	MO	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/27/2025	14:25:33	MO	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	10/27/2025	15:42:30	MO	14-16	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	10/28/2025	00:50:44	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	10/28/2025	02:49:36	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/28/2025	03:37:25	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	10/28/2025	04:47:57	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	10/28/2025	06:38:41	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/28/2025	08:07:01	TU	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	10/28/2025	08:13:26	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	10/28/2025	08:19:17	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	10/28/2025	08:44:39	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/28/2025	09:10:56	TU	06-10	:60	00:01:02	Bonus

**DESTINATION  
NETWORK**

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

Page 1 of 15 12/1/2025 8:21:35 AM

:60 Paid spots:	105
Paid spots:	105
:60 Bonus spots:	204
Bonus spots:	204
VAP spots:	208
Total spots:	517

**DESTINATION  
NETWORK**

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

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