



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| July 2025 |



ADEPT
Strategy & Public Relations



August 6, 2025

MEMORANDUM

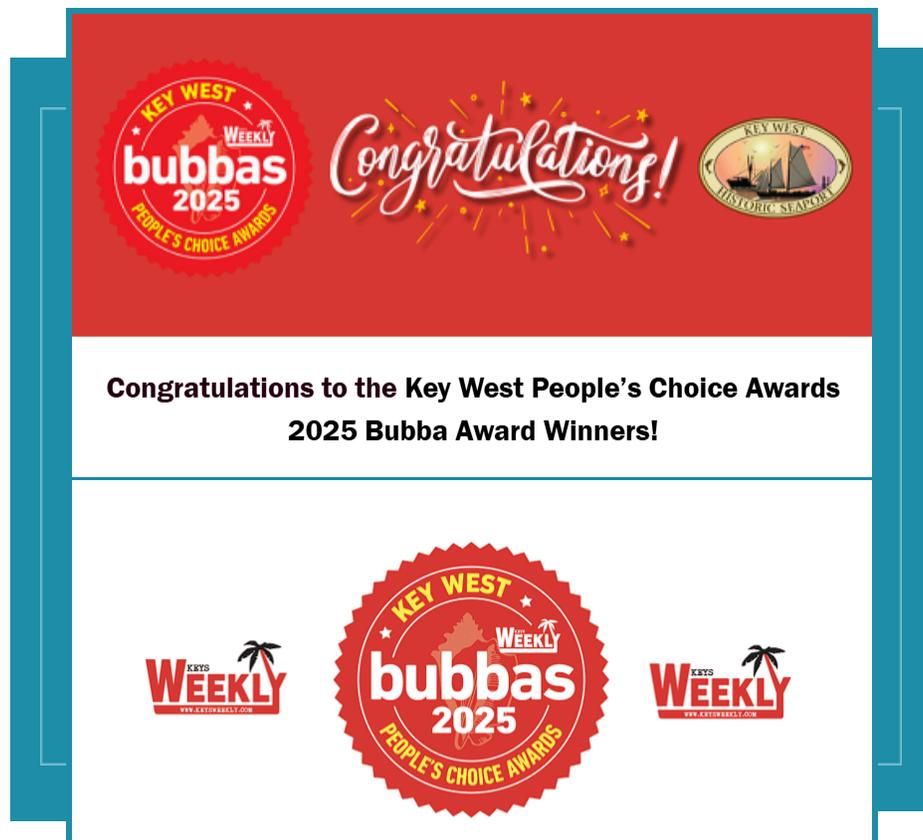
TO: Karen Olson, Deputy Director of Port & Marina Services
FROM: Dana Pollitt, Managing Partner, ADEPT
SUBJECT: *Key West Bight Mgmt. District Board, July 2025 Monthly Update, Key West Historic Seaport Marketing Services Contract*

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

Public Relations / Media / Press Clippings

Newsletter/Email Communications

In July, we sent the KWHS "Monthly Catch" newsletter and an email blast announcing and congratulating the winners of the Keys Weekly 2025 People's Choice Awards, which will be further discussed in the following section.



Correspondence with Conch Republic Seafood Company

In July, we continued our follow-up coordination with the Conch Republic Seafood Company marketing team. Their team informed us that they are still working through the new ownership transition and will notify us once they finalize any new marketing items so we can assist in promoting and sharing their information, along with the Key West Historic Seaport in general.

Conch Republic Independence Celebration <https://conchrepublic.com>

The KWHS/ADEPT marketing team maintains communication throughout the year with Conch Republic Celebration event organizers to coordinate the annual event. Through this ongoing communication, the event provides exposure and raises awareness of the celebration and the KWHS both during the event as well as throughout the year. We are looking forward to our continued cross collaboration to celebrate the 44th Anniversary Independence Celebration (1982-2026) taking place this upcoming year.



Source: <https://conchrepublic.com/>

Bubba Awards 2025

In July, Keys Weekly Magazine announced the winners of the 2025 People's Choice (Bubba) Awards, with the following Historic Seaport tenants winning a 2025 Bubba Award:

Best Beer Selection: The Waterfront Brewery

Best Raw Bar/Oysters: Half Shell Raw Bar

Best Happy Hour: Boat House Bar & Grill

Best Summer Camp: Reef Relief

Best Dive Shop: Captain's Corner Dive Center



Media/Press Clippings

The New York Times

[36 Hours in Key West: Things to Do and See](#) - *New York Times*, July 17, 2025 - "Paul and Evalena Worthington sailed into Key West on their boat, Schooner Defiance, on a stormy night in 1984. It was supposed to be a stop on the way to Australia, but instead they relocated and opened [Schooner Wharf Bar](#), an unpretentious outdoor bar and restaurant at the Historic Seaport that bills itself as 'the last little piece of Old Key West.'"

[What's new for summer 2025 in Florida Keys, Key West](#) - *TravelAgentCentral.com*, Jun. 10, 2025 - "Badges, tickets and hotel packages are available for the second annual Labor Day weekend "Just a Few Friends Key West" celebration Friday, August 29 through Monday, September 1. Events include the Cheeseburger Beach Battle & Tribute Concert at Southernmost Beach Resort; two Milagro Margarita Bar Strolls with two Duval Street and *Historic Seaport* routes ... and live concerts."

MIAMI New Times

[11 Best Seafood Restaurants in Key West](#) - *Miami New Times*, July 22, 2025 - "Thanks to its location right on the Historic Seaport where boats unload their daily catch, the seafood is undeniably fresh, and the views are spectacular." *Conch Republic Seafood Company, Half Shell Raw Bar, & B.O.'s Fish Wagon made the Miami New Times list of 11 Best Seafood Restaurants of Key West!*

[Stay Another Day in the Florida Keys & Key West](#) -

North Star Meetings Group, July 2025 - "Key West Historic Seaport – Key West - This walkable waterfront offers restaurants, bars, shops and people-watching just steps from the harbor. Great for a casual late afternoon unwind with a cocktail."





The Best Key West Sights & Historical Landmarks

#14 Key West Historic Seaport - Updated July 2025. This sets a milestone for the marketing efforts at the KWHS. We have been able to move the dial from top 20 to top 15 at #14. The next goal is top 10.



14. 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



Key West Historic Seaport Yelp

4.7/5 stars, Updated July 2025



Key West Historic Seaport

★ ★ ★ ★ ★ 4.7 (11 reviews)

The Ultimate Itinerary for a Day Trip to Key West - Destination Daydreamer, July 7, 2025 -

“Cuban Coffee Queen has multiple locations on the island, however, my favorite (and in my opinion the cutest) is their original location on Margaret Street near the Key West Historic Seaport. It’s an adorable walk-up stand right near the water and the side of the establishment has the infamous ‘Greetings From Key West’ mural.”



My Favorite Tours and Excursions in Key West (2025) - Hello Florida Keys, July 3, 2025 -

“Sunset Sail in Key West with Beverages Included - This sunset sail cruises with no more than 24 passengers. You’ll sail through the Key West Harbor and pass by the Key West Historic Seaport and Mallory Square while enjoying your beverage of choice and watching the sunset. Drinks include alcoholic options such as champagne, white wine, and beer and non-alcoholic options such as sodas.”

What to do in Key West for Couples - Key West Express, July 2, 2025 - “Whether you crave quiet intimate solitude for your romantic escape, on the



water adventures or arts & entertainment, Key West is the perfect place to satisfy your every desire. Start with a stroll along the Historic Seaport and Harbor Walk, offering glorious gulf views, dotted with sleek yachts, schooners, sailboats, tall ships and many more of all shapes and sizes.”

Recent Google Reviews

4.8 ★★★★★ (349 reviews)

 **Inna Sanyang**
Local Guide • 184 reviews • 533 photos

★★★★★ 5 weeks ago



 **Key West Historic Seaport**
Owner

1 week ago

Thank you so much for your review!!

 **Stacey Lowden**
Local Guide • 271 reviews • 47 photos

★★★★★ 7 days ago **NEW**



Such a beautiful place, but it's very hot and humid in July! Had a great time on the reef snorkeling!

 **Key West Historic Seaport**
Owner

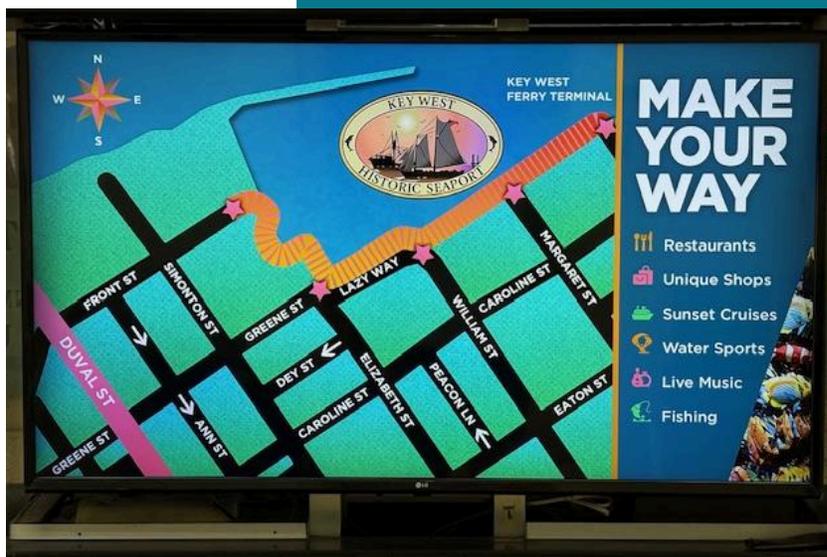
Just now

Thank you so much for your review!! We're glad you stayed cool in the water and had a great time on the reef snorkeling! Hope to see you again soon!

Airport and Bus 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.





Social Media

Throughout July, 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. Additionally, we shared more information on social media for the first few days of July while voting was still open in the 2025 Keys Weekly People’s Choice (Bubba) Awards. Finally, we announced the official Bubba winners on our accounts.

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

Instagram Stats

Followers: 5,186 up from 5,141 (7/1/2025-8/3/2025)
 Posts: 3,466

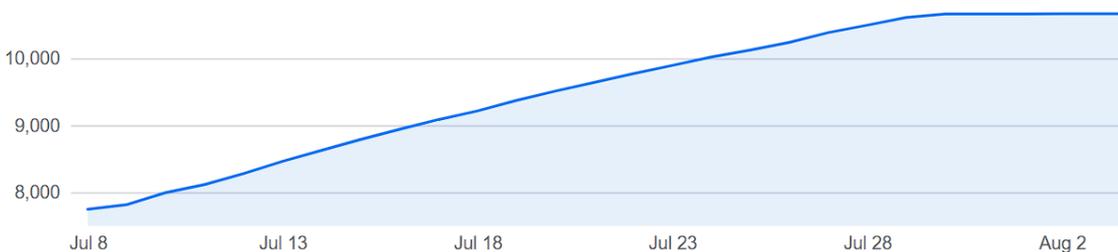
X (Formerly known as Twitter) Stats

Followers: 3,788 up from 3,739 (7/1/2025-8/3/2025)

Facebook Stats

Followers: 10,665 up from 7,726 (7/1/2025-8/3/2025) - *A new record for monthly followers added! In July, we strategically boosted individual posts to gain more traction and overall platform followers. This contributed to increased engagement and nearly 3,000 new followers on Facebook.*

10,665 Total followers ⓘ
 +37.7% from previous 28 days



YouTube

124 channel subscribers
 321 total videos posted to KWHS Channel

TripAdvisor Stats

Key West Historic Seaport is Ranked **#14 Best Sights and Historical Landmarks** and

Ranked **#16 of 183 things to do in Key West**

Website Maintenance & Blog (Historic Seaport)



In July, we published a blog post congratulating and promoting the nearly dozen tenants from the Key West Historic Seaport that were nominated and selected as finalists in the 2025 Keys Weekly People’s Choice Awards (Bubba Awards). 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.

Blog Post: [**Congratulations to Keys Weekly 2025 Bubba Award Finalists From Key West Historic Seaport!**](#)

Website Maintenance & Blog (Bight Marina)



Blog Post: [Five Tips for Summer Wellness in 2025 from Key West Bight Marina](#)

In July, we published a blog post discussing tips for summer wellness in Key West, Florida, particularly with the hotter temperatures and weather. In addition to the blog post, we continue to complete website updates, such as changes in pricing, fees, and rules and procedures for use of the amenities at Key West Bight Marina and ensure that website users are able to request a reservation and upload mandatory documents with ease.

Television Marketing & Advertising

Finally, please see below for the Destination Television (KeyTV) July 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:	8/1/2025			
	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: 6/30/2025 - 7/27/2025							
Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Visit the Key West Historic Seaport 2021	6/30/2025	00:50:09	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/30/2025	01:33:53	MO	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	6/30/2025	04:27:05	MO	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/30/2025	04:54:56	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/30/2025	06:30:17	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/30/2025	06:56:41	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/30/2025	07:23:04	MO	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	6/30/2025	07:46:48	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/30/2025	08:11:37	MO	06-10	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	6/30/2025	08:57:15	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/30/2025	10:12:04	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/30/2025	10:30:12	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/30/2025	11:21:40	MO	10-12	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	6/30/2025	11:52:56	MO	10-12	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	6/30/2025	14:45:21	MO	14-16	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/30/2025	15:38:05	MO	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	7/1/2025	01:26:48	TU	00-06	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	7/1/2025	03:05:35	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	7/1/2025	03:41:08	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	7/1/2025	04:26:58	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	7/1/2025	07:13:07	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	7/1/2025	07:50:12	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	7/1/2025	08:42:30	TU	06-10	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	7/1/2025	09:11:39	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	7/1/2025	09:50:37	TU	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	7/1/2025	10:07:36	TU	10-12	1:30	00:01:32	VAP



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:	146
Bonus spots:	146
VAP spots:	163
Total spots:	393