



City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| September 2025 |



**ADEPT**  
Strategy & Public Relations



October 3, 2025

## MEMORANDUM

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

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

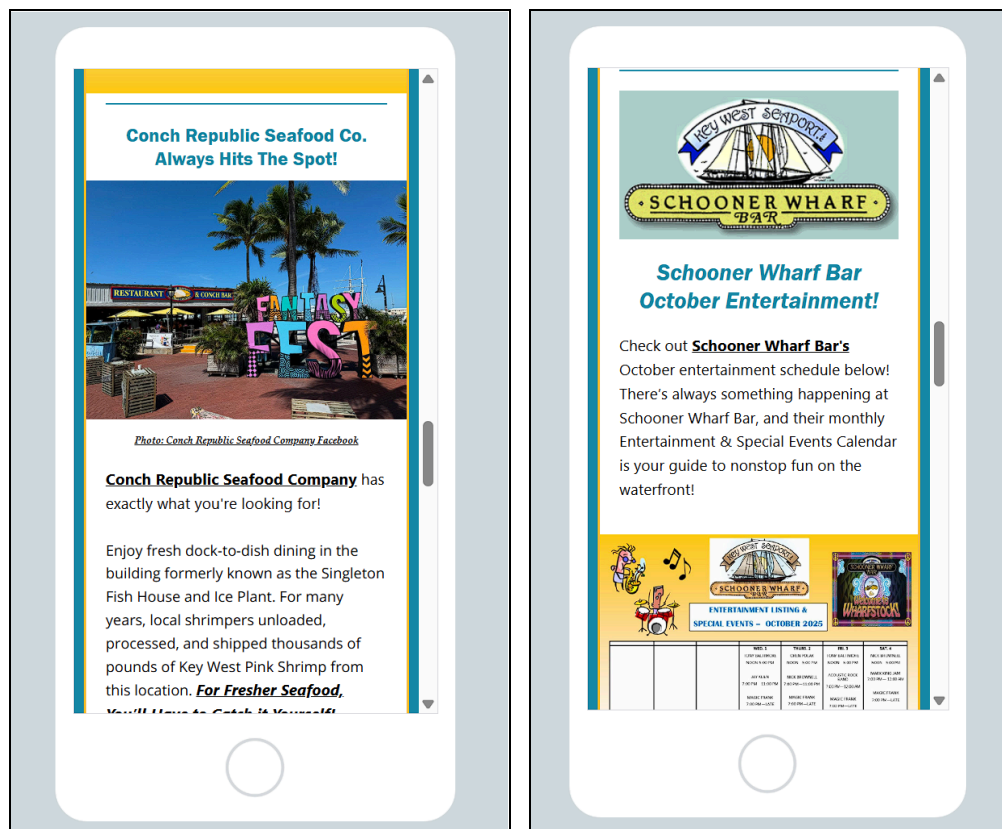
**SUBJECT:** *Key West Bight Mgmt. District Board, September 2025 Monthly Update, Key West Historic Seaport Marketing Services Contract*

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

## Public Relations / Media / Press Clippings

## Newsletter/Email Communications

In September, we sent the KWHS "Monthly Catch" newsletter, featured below.







### ***Fantasy Fest 2025 - Bedtime Stories & Magical Monsters***

Fantasy Fest is an annual 10-day party in paradise for grown-ups! This year, it takes place from October 17-26.

Join fun-loving revelers from around the globe bring their creativity and imaginations as they descend upon Key West each year in October for 10 days filled with costuming, parades, libations, and excitement! Visit their [website](#) for the [full schedule](#) and event details.



**PLUS: FANTASY FEST FURY WATER ADVENTURES DISCOUNT!**



Save 10% off all Fury trips & 15% Off Rentals with promo code FANTASY. Book Online or visit the nearest authorized Fury Sales Booth. \*Not valid with any other offer. One coupon per group. Blackouts and restrictions may apply. Limited Time Offer. Promotion valid 10/16/25 - 10/31/25.



### **Key West Historic Seaport** *Monthly Catch - Upcoming Events, Promotions & Specials!*

Welcome to the **Key West Historic Seaport** — your gateway to history, adventure, and unforgettable island experiences, especially as we head into October! Check out our latest Monthly Catch and "Fall into Adventure" in Key West all season long!

**Check out what's on tap at The Waterfront Brewery!**

*Winner of the 2025 Bubba Award for Best Beer Selection!*



Check out **what's on tap today** at **The Waterfront Brewery**, a Craft Brewery with a great beer selection, a full food menu, and the best views in Key West!

Find them at 201 William Street at the Key West Historic Seaport!

## Concert Ticket Contest Giveaway



As part of Key West Historic Seaport's advertising 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 we are coordinating with several KWHS retailers and restaurants to offer the winners prizes and dinner for two leading up to the concert that evening.





## Media/Press Clippings

[Now is the time to escape to Key West](#) - *Paradise Staff, Keys News, Sept. 18, 2025* -



"An unforgettable experience observing dolphins in the wild awaits passengers on Honest Eco's SQUID. A revolutionary lithium-ion hybrid electric charter boat, the unique vessel was built by biologist and environmentalist Capt. Billy Litmer, Honest Eco's founder. Departing from 231 Margaret St. in the Key West Historic Seaport, SQUID journeys to a realm of warm, shallow water where it's possible to witness the natural behaviors of Atlantic bottlenose dolphins — from socializing to feeding — in their ocean home."

[Key West Weekend Guide: A 2-Day Itinerary](#) - *Key West Cooking Show, Sept. 4, 2025* - "For those on the move, Cuban Coffee Queen offers a quick yet memorable start to the day. Located conveniently at the Key West Historic Seaport, this bustling spot serves up robust Cuban coffee and a variety of delicious pastries, perfect for fueling your adventures around the island. The vibrant murals and the friendly banter of the staff add a splash of local color, making it more than just a coffee stop but a place to soak in the local culture and energy."



[18 Great Things to Do in Key West, Florida](#) -

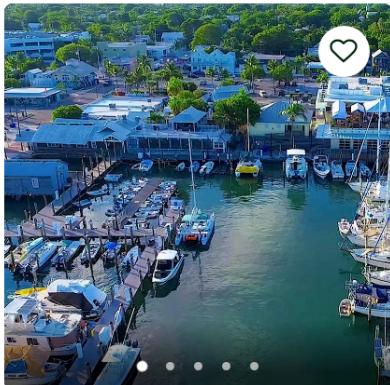
*Earth Trekkers, Sept. 24, 2025* - "Cuban Coffee Queen. We had one of our best meals at this outdoor food stand. Located near the Key West Historic Seaport, this small restaurant serves Cuban cuisine and the best coffee that I had in Key West."

### Parasailing over the Historic Key West Seaport -

*Viator, Sept. 26, 2025* - "Adventure seekers who've booked this trip will love soaring over the Key West Seaport. The experience is available for singles, doubles, and even triples so it's a fantastic activity for a group of friends or a family. You'll board a state-of-the-art boat, get briefed by the crew, and then fly over the city—free as a bird."



### The Best Key West Sights & Historical Landmarks



#### 13. 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

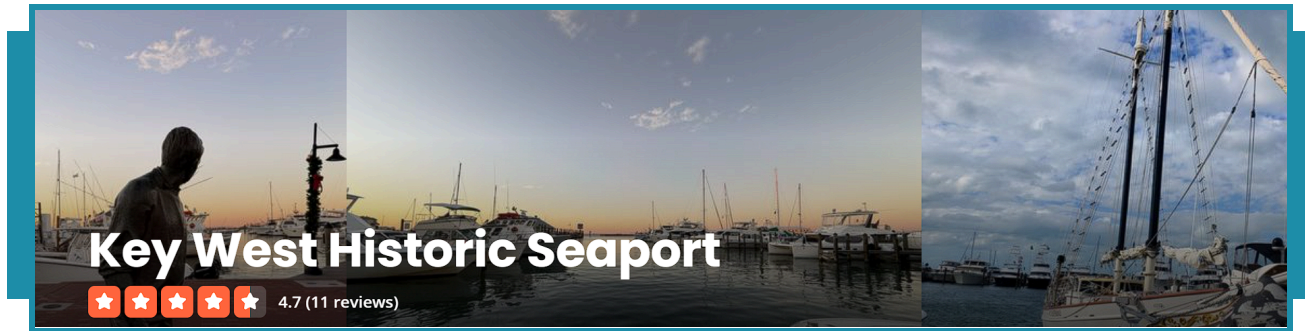
**#13** Key West Historic Seaport - Updated Sept. 2025. We've increased our ranking from #14 to #13 and continue our progress as we move toward our goal of being in the top 10.





[Key West Historic Seaport Yelp](#)

*4.7/5 stars, Updated Sept. 2025*



## Recent TripAdvisor Reviews

**Ricardo C**

Sao Paulo, SP • 1,608 contributions

👍 0 ...

**Point...**

Apr 2024 • Couples

Historic Seaport is one of the points of Key West's historic centre. Usually a lot of the things you do will be around here.

In addition to being a nice and full place all day and night, it is very beautiful. From here we left with the Captain's Corner to dive into the Vandenberg. In addition, the region has great restaurants, such as the Conch Republic Seafood Company which is a great request. Here you can also follow the arrival of boats with fish and see the Tarpons feeding on the remains next to the boats, not to mention the beautiful pelicans that inhabit the place....

[Read more](#) ▼

Automatically translated

Written February 14, 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.

**Loucious**

Miami, FL • 1,558 contributions

👍 0 ...

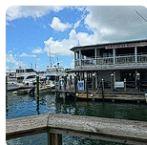


**Fabulous place to visit! Friendly people, fabulous restaurants, great boats to look at, plenty of tour/fishing boats to catch! G**

Jul 2024 • Family

A must visit location when in Key West, Fl.

The restaurants are plentiful, the boats are in abundance to see and if you fancy a fishing trip - the charterables abound! People are super friendly and will go out of their way to answer any question you might have. GetSome!!





## Recent Google Reviews

4.8 ★★★★★



**Rocco DeFranco**

Local Guide • 30 reviews • 0 photos



★★★★★ 1 week ago **NEW**

[← Reply](#)



**Piotr Treter**

Local Guide • 103 reviews • 832 photos



★★★★★ 1 week ago **NEW**

A beautiful place for a long walk. There are plenty of places worth stopping and taking photos, as it will be something to remember someday. I don't know if you can be in Key West and not visit this place 😊



[← Reply](#)



**Lorie Grimm**

Local Guide • 39 reviews • 8 photos



★★★★★ 3 weeks ago **NEW**

Stunningly beautiful especially at sunset and sunrise.

## 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.







## Additional Shots of Advertising





## Digital Media

We currently have an ad running in the USA TODAY TRAVEL, FLORIDA & SOUTHEAST Go Escape 2025- Digital Edition! Print copies are forthcoming. Publication includes distribution digitally and to Florida, Georgia, Kentucky, the Carolinas, the Gulf Coast, Tennessee, and More. Please see below for the cover of the latest edition. In addition to the media placement, we also receive tickets to upcoming events in Key West that we typically host contests for via the Key West Historic Seaport social media handles.



## Social Media

Throughout September, 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.

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

### Instagram Stats

Followers: 5,233 up from 5,194 (9/1/2025-10/3/2025)  
Posts: 3,521

### X (Formerly known as Twitter) Stats

Followers: 3,853 up from 3,830 (9/1/2025-10/3/2025)

### Facebook Stats

Followers: 10,677 up from 10,665 (9/1/2025-10/3/2025)

### YouTube

125 channel subscribers  
322 total videos posted to KWHS Channel

### TripAdvisor Stats

Key West Historic Seaport is Ranked **#13 Best Sights and Historical Landmarks** and  
Ranked **#16 of 184 things to do in Key West**

### Additional Key West Historic Seaport Social Media videos:

On Facebook: <https://www.facebook.com/reel/4195919330626603>

On Instagram: <https://www.instagram.com/p/DPMVtbjipIS>

On YouTube: <https://youtube.com/shorts/zF44-qlr5d0>

On TikTok: <https://www.tiktok.com/@keytvfloridakeys/video/7555541406685596942>

## Website Maintenance & Blog (Historic Seaport)



In September, we published a blog post about how September is a great time to experience Key West's unique charm, with a guide to making the most of a September visit to Key West and the Key West Historic Seaport.

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: [September Serenity at the Key West Historic Seaport](#)



## Website Maintenance & Blog (Bight Marina)



Blog Post: [September at Key West Bight Marina: Dock, Discover, and Unwind](#) 🌊☀️

In September, we published a blog post discussing why September is an excellent time to slow down, soak it all in, and enjoy the simple pleasures of island life in Key West and at the Key West Historic Seaport before the holiday season gears up and gets underway.

In addition to our September 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) September 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:

10/1/2025

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: 9/1/2025 - 9/28/2025

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Visit the Key West Historic Seaport 2021	9/1/2025	02:08:30	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/1/2025	03:10:59	MO	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	9/1/2025	04:39:17	MO	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	9/1/2025	05:23:24	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/1/2025	06:09:10	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/1/2025	06:32:16	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/1/2025	07:35:08	MO	06-10	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	9/1/2025	08:48:14	MO	06-10	1:30	00:01:32	VAP
Visit the Key West Historic Seaport 2021	9/1/2025	09:25:38	MO	06-10	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	9/1/2025	10:21:50	MO	10-12	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	9/1/2025	10:47:55	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/1/2025	11:15:27	MO	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/1/2025	14:45:50	MO	14-16	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	9/1/2025	15:32:18	MO	14-16	1:30	00:01:32	VAP
Visit the Key West Historic Seaport 2021	9/1/2025	15:40:33	MO	14-16	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	9/2/2025	00:08:00	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	9/2/2025	03:18:48	TU	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	9/2/2025	04:09:22	TU	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	9/2/2025	05:05:30	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/2/2025	07:15:16	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/2/2025	08:15:00	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/2/2025	08:58:55	TU	06-10	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	9/2/2025	09:07:24	TU	06-10	1:30	00:01:52	VAP
Key West Historic Seaport, Past, Present, Future	9/2/2025	09:23:23	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	9/2/2025	09:52:47	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/2/2025	10:09:05	TU	10-12	:60	00:01:02	Paid

:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	159
Bonus spots:	159
VAP spots:	170
Total spots:	413

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

Page 1 of 12 10/1/2025 9:25:23 AM