



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| June 2026 |



ADEPT
Strategy & Public Relations



July 7, 2026

MEMORANDUM

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

FROM: Dana Pollitt, Managing Partner, ADEPT

SUBJECT: *Key West Bight Mgmt. District Board, June 2026 Monthly Update,
Key West Historic Seaport Marketing Services Contract*

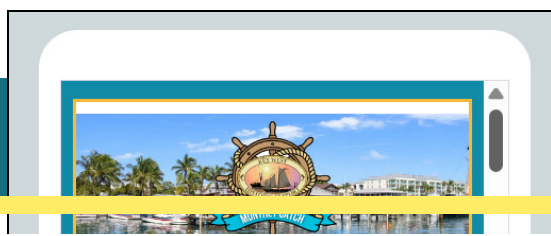
This report contains an overview of ADEPT's professional marketing activities in June 2026 for the Key West Historic Seaport and the Key West Bight Marina.

Public Relations / Media / Press Clippings

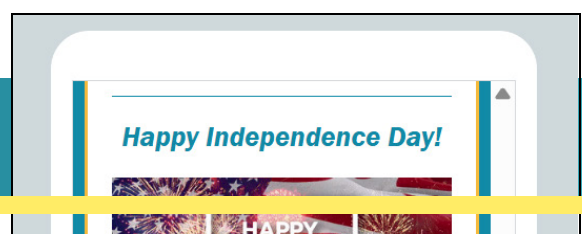
Newsletter/Email Communications



In June, we sent an email blast marketing and promoting the Key West Historic Seaport and the variety of activities and events for a memorable summer visit, such as the Fourth of July holiday weekend, The Key Lime Festival, and more. We also encouraged voting in the annual Bubba Awards, where we once again have multiple Key West Historic Seaport finalists!



District Board Update



Once done with the kayak tour they will serve food & open the bar. Guests can enjoy unlimited draft beer & wine as they relax on the beautiful sandbar.
Reserve your spots today!

It's Time to Vote for the Annual Bubba Awards!



It's time to **vote** in the 2026 Bubbas The Keys Weekly Newspapers Key West People's Choice Awards! Once again, many of our very own **Key West Historic Seaport** tenants have been nominated!

Vote **once daily** through Sunday, July 12 at noon and help celebrate the businesses, organizations and locals that make our island shine!

Media/Press Clippings

Marina[®] DOCK AGE

[Hilton Debuts Key West Resort & Marina](#)

- MDA Staff, July 3, 2026 - "The resort also offers a wide range of amenities, including six saltwater pools and curated recreational experiences such as complimentary paddleboarding, kayaking, bicycling, yoga

classes, lawn games, and poolside movie nights. Additional offerings include a fully equipped fitness center, complimentary shuttle service to Old Town with easy access to Duval Street, Mallory Square, and the Key West Historic Seaport."

[Where to Stay in Key West, Florida: 4 Best Areas](#)

[& Hotels](#) - Destinationless Travel, June 29, 2026 -

"Another fabulous mid-range option in Old Town is Island City House. This is a classic Key West-style home with hardwood floors, hammocks on the porch, and best of all, ***it's only a 2-minute walk away from the historic seaport!***"



[The Marker World Cup Watch Party on July 19](#) - Florida Weekly, July 2, 2026 - "Soccer fans can head to The Marker Key West Harbor Resort on Sunday, July 19, for a championship watch party and poolside celebration surrounding the tournament's 3 p.m. match. Set near Key West's Historic Seaport, the event offers a lively way to experience one of the summer's biggest sporting moments."



Hilton Expands Florida Keys Portfolio - *HospitalityNet, July 1, 2026* - "The resort also offers a wide range of amenities, including six saltwater pools and curated recreational experiences such as complimentary paddleboarding, kayaking, bicycling, yoga classes, lawn games, and poolside movie nights. Additional offerings include a fully equipped fitness center, complimentary shuttle service to Old Town with easy access to Duval Street, Mallory Square, and the Key West Historic Seaport."

Key West's Fury Sunset Sailing: Fun Catamaran

Trip with a Live Band - *The Keys Explored, June 22, 2026* - "Doing a sunset sail is fun and chill, and it has a bit of a sightseeing element to it. On the Fury Watersports sunset catamaran you'll leave from the Historic Seaport area and sail out to the bay. It's great people watching and kind of fun to photograph. You'll have the chance to spot dolphins and beautiful birds, so keep your camera ready for those too."



Things To Do In Key West: A Local's Guide (2026) - *Key West Food Guide* - 🗺️ Stroll Down The Historic Seaport - "One of my favorite ways to slow down in Key West is simply wandering through the Historic Seaport. There is always something happening. Fishing boats unloading their catch. Mega yachts parked beside tiny dinghies. Sailboats heading out for sunset. People lingering over drinks while live music drifts through the air."

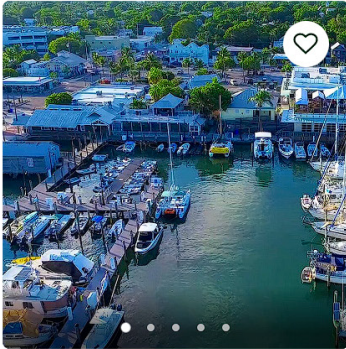


The Key West Historic Seaport is currently ranked #1 on Tripadvisor for Best Historic Walking Area in the City of Key West!

The Best Key West Historic Walking Areas

#1 Key West Historic Seaport - Updated June 2026





1. Key West Historic Seaport
4.6 (745)

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](#)

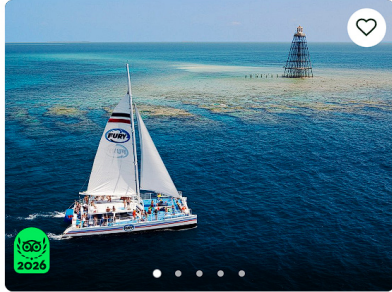
Essential Key West



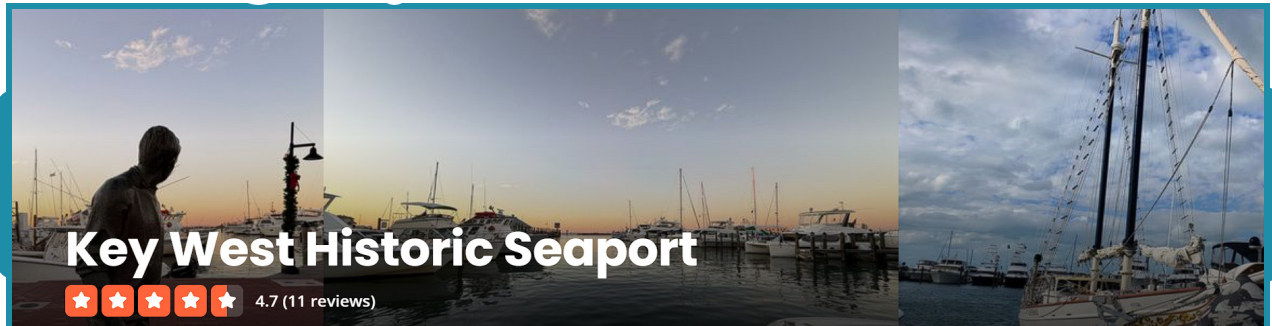
Cuban Coffee Queen Waterfront
4.7 (3,000)



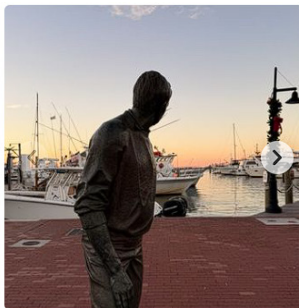
Conch Republic Seafood Company
4.2 (7,300)



Fury Water Adventures Key West
4.6 (13,747)



Best Local Flavor near Key West, FL



3. Key West Historic Seaport

★★★★★ 4.7 (11 reviews)

📍 Key West • **Open all day**

💬 "You could spend a few days just in this one spot. This is a great place to catch a boat, Sunset Cruise, a bite to eat, and drink or two. So many..." [more](#)

Local Flavor

[Key West Historic Seaport Yelp](#)

4.7/5 stars, Updated June 2026

[Ranked #3 Best Local Flavor near Key West, Florida](#)

Recent Google Reviews

395 reviews as of July 7, 2026

We continue to receive five-star reviews on a weekly basis, along with photos for many of the reviews that show the scenery and sights enjoyed by Historic Seaport guests. Please see the screenshot to the right for a sample of recent reviews.

4.8
★★★★★
(395 reviews)

Reply to reviews
Get more reviews

All
Replied
Unreplied

Newest


J. Sheets
Local Guide • 93 reviews • 17 photos

★★★★★
6 days ago
NEW

Fun place to hang out, explore and experience what old Key West seaport is. Tons of shops, restaurants and bars to chill in and grab some eats n drinks.

Reply


Santos BR
12 reviews • 1 photo

★★★★★
6 days ago
NEW

Reply


George Riad
1 review • 0 photos

★★★★★
1 week ago
NEW

Reply


T&D
Local Guide • 126 reviews • 26 photos

★★★★★
3 weeks ago
NEW

Love the Historic Harbor Walk! We always get to see a manatee there! Lots of shops and restaurants, such a fun place!

Reply


Maria
Local Guide • 124 reviews • 5 photos

★★★★★
4 weeks ago
NEW

Reply


Fe Fe
Local Guide • 6 reviews • 0 photos

★★★★★
5 weeks ago

Social Media

In June 2026, social media performance demonstrated further growth across key platforms, including follower growth on all platforms and increased engagement.

Instagram Stats

Followers: 5,651 up from 5,619 (6/1/2026-7/6/2026)

Posts: 3,868



X (f.k.a. Twitter) Stats

Followers: 4,093 up from 4,055 (6/1/2026-7/6/2026)

Facebook Stats

Followers: 12,065 up from 12,051 (6/1/2026-7/6/2026)



YouTube

130 channel subscribers

164 total videos posted to the KWHS Channel

TikTok

Last month, we created a TikTok account for the Key West Historic Seaport, where we've started creating new videos and posts in order to further reach a wider audience and especially those demographics known to be frequent, regular users of TikTok.

Website Maintenance & Blog (Historic Seaport)

In June, we published a blog post discussing five great ways to experience everything the Key West Historic Seaport has to offer, with particular attention to special summer offerings and experiences.

Blog Post: [Five Ways to Enjoy June at the Key West Historic Seaport](#)



We also recently published a blog post advertising and promoting voting for the finalists from the Key West Historic Seaport in this year's Keys Weekly People's Choice Awards (Bubba Awards).



Website Maintenance & Blog (Bight Marina)

Our June blog posts on the Key West Bight Marina website marketed and promoted the 2026 Minimal Regatta hosted and organized by Schooner Wharf, as well as provided essential tips to ensure boaters have a safe and enjoyable boating experience this summer.



Blog Post: [Summer Boating Tips from Key West Bight Marina!](#)

In addition to blog posts, we edited the link to a commercial waitlist that we had recently posted to the Key West Bight Marina website.

Television Marketing & Advertising

Finally, please see below for the Destination Television (KeyTV) June 2026 Affidavit and Total Spots for the KWHS television commercials and editorial spots:

Call Letters:

WCAY-CD

Advertiser:

Key West Historic
Seaport

DMA:

Miami-Ft. Lauderdale, FL

Date:

7/1/2026

Actual Contract Dates:

12/29/2025 to 12/27/2026

AE:

Jessica Cranney

Description:

Key West Historic Seaport 2026

Agency:

ADEPT Strategy & Public
Relations

Date Range: 6/1/2026 - 6/28/2026

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	6/1/2026	00:11:27	MO	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	6/1/2026	01:38:37	MO	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/1/2026	03:21:18	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	6/1/2026	04:54:32	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/1/2026	06:55:36	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/1/2026	07:41:38	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	6/1/2026	08:21:47	MO	06-10	1:30	00:03:17	VAP
2022 Key West Historic Seaport Happenings	6/1/2026	09:29:57	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/1/2026	10:53:24	MO	10-12	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	6/1/2026	11:17:52	MO	10-12	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/1/2026	11:58:46	MO	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/1/2026	14:30:53	MO	14-16	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	6/1/2026	14:57:17	MO	14-16	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/2/2026	00:46:25	TU	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	6/2/2026	02:23:01	TU	00-06	1:30	00:01:52	VAP
Key West Historic Seaport, Past, Present, Future	6/2/2026	04:08:02	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	6/2/2026	05:43:01	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/2/2026	06:38:29	TU	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	6/2/2026	06:57:10	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	6/2/2026	07:40:39	TU	06-10	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	6/2/2026	08:49:50	TU	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/2/2026	08:53:04	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/2/2026	09:25:03	TU	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	6/2/2026	10:20:58	TU	10-12	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	6/2/2026	10:45:04	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/2/2026	11:09:37	TU	10-12	:60	00:01:02	Bonus

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: 166
Bonus spots: 166

VAP spots: 171

Total spots: 421