



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| July 2026 |



ADEPT
Strategy & Public Relations



August 6, 2026

MEMORANDUM

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

FROM: Dana Pollitt, Managing Partner, ADEPT

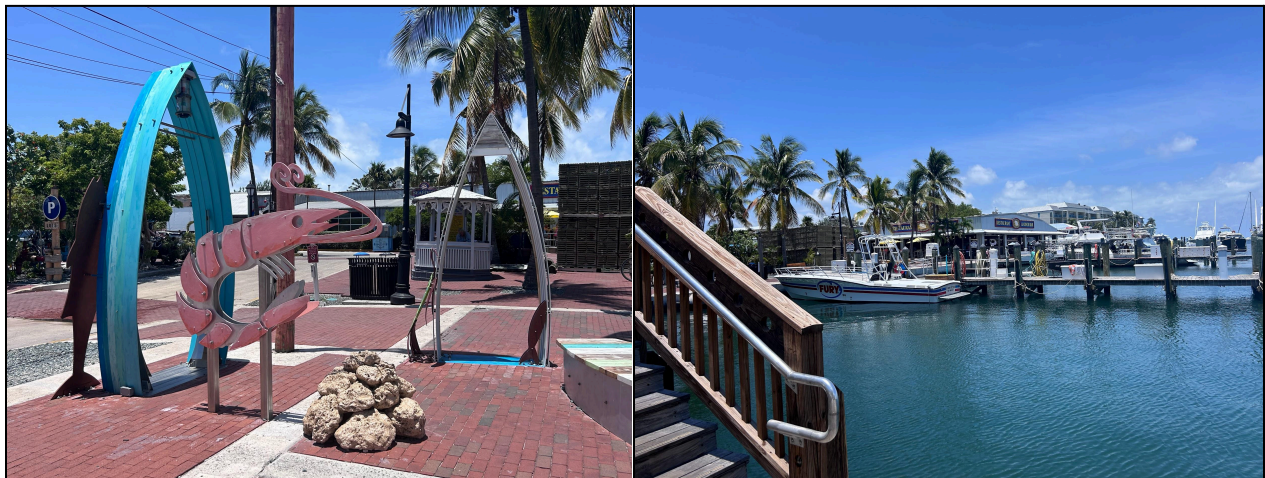
SUBJECT: *Key West Bight Mgmt. District Board, July 2026 Monthly Update, Key West Historic Seaport Marketing Services Contract*

This report contains information and updates on ADEPT's professional marketing activities in July 2026 for the Key West Historic Seaport and the Key West Bight Marina. We had a very productive month that culminated in a trip to the Key West Historic Seaport, as detailed in our report.

Public Relations / Media / Press Clippings

Newsletter/Email Communications

As mentioned above, in July, our team took a trip down to the Key West Historic Seaport to meet with staff, tenants, and take new photos, videos, and footage for use on the Key West Historic Seaport website, social media platforms and other marketing and communications material. Our meeting with staff was very productive and we look forward to continuing to produce fresh content throughout the year with our local boots on the ground.





Bubba Awards 2026

In July, we learned that multiple Key West Historic Seaport tenants were once again finalists for Keys Weekly People's Choice (Bubba) Awards. As of August 6, 2026, winners for the food & drink category have been announced, with three Historic Seaport tenants (so far) announced as [official winners](#)!

Best Raw Bar / Oysters

Winner - Half Shell Raw Bar



Best Happy Hour

Winner - Boat House Bar & Grill



Best Conch Chowder

Winner - Conch Republic Seafood Co.



Media/Press Clippings

[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."

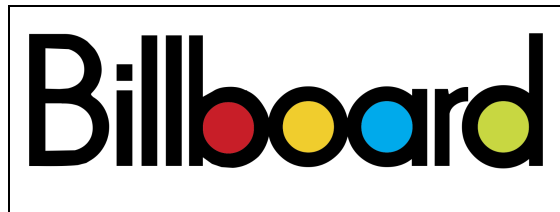
[Offbeat Ways to See Florida by Boat](#) - *By WorldAtlas, July 22, 2026* - "For a less crowded take on the ritual, though, I booked a sunset sailing cruise. Out on the open water, drink in



hand while enjoying a glorious sunset... life really doesn't get much better than that. Several operators run sunset sail excursions from the Historic Key West Seaport, covering a range of styles and budgets."

[Posthumous Jimmy Buffett Album to Include Songs 'That Have Never Been Out,' Says Coral](#)

[Reefer Band](#) - *By Gary Graff, Billboard News, July 20, 2026* - "Additional good news for Buffett fans was a recent decision in Key West to permit Buffett's Shrimp Boat Sound Studio in the Historic Seaport to operate as a tourist destination as well as a commercial recording studio. 'It's a little concrete block building where shrimp boats used to dump shrimp, that for some reason or another good things happen in,' says McAnally, who was in Key West on his birthday last week to help push the measure through."



[This Leaning Driftwood Shack In Key West Serves Some Of Florida's Best Conch](#)

Chowder- *By David Coleman, Fast Food Club, Aug. 5, 2026* - "Right in the heart of the Historic Seaport, at 801 Caroline St in Key West, Florida, sits a weathered little seafood outpost that goes by B.O.'s Fish Wagon. The name is a nod to the family behind it, and regulars love pointing out that their own last names sometimes match the sign out front."

FLORIDA

This Leaning Driftwood Shack In Key West Serves Some Of Florida's Best Conch Chowder

David Coleman • August 5, 2026 • 12 min read

 Follow us on Google



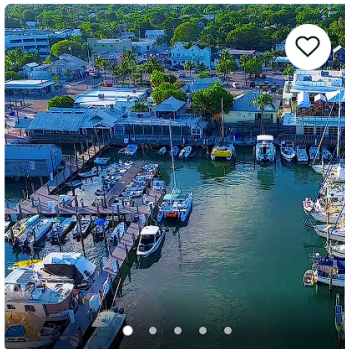
This Leaning Driftwood Shack In Key West Serves Some Of Florida's Best Conch Chowder



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 July 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](#)

Recent Review - Dated July 18, 2026

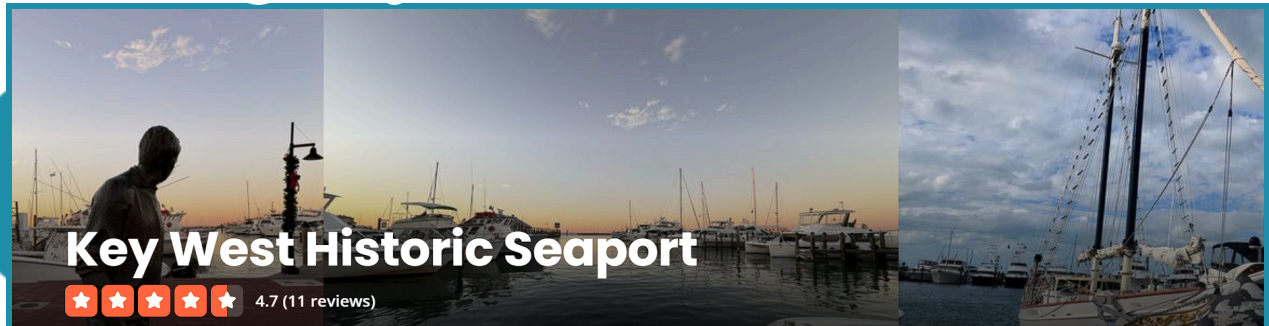


Great seaport in Key West!

Dec 2025

Beautiful and scenic seaport with lots of restaurants and shops!

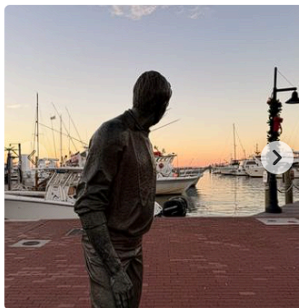
Written July 18, 2026



[Key West Historic Seaport Yelp](#)

4.7/5 stars, Updated Aug. 2026

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](#)

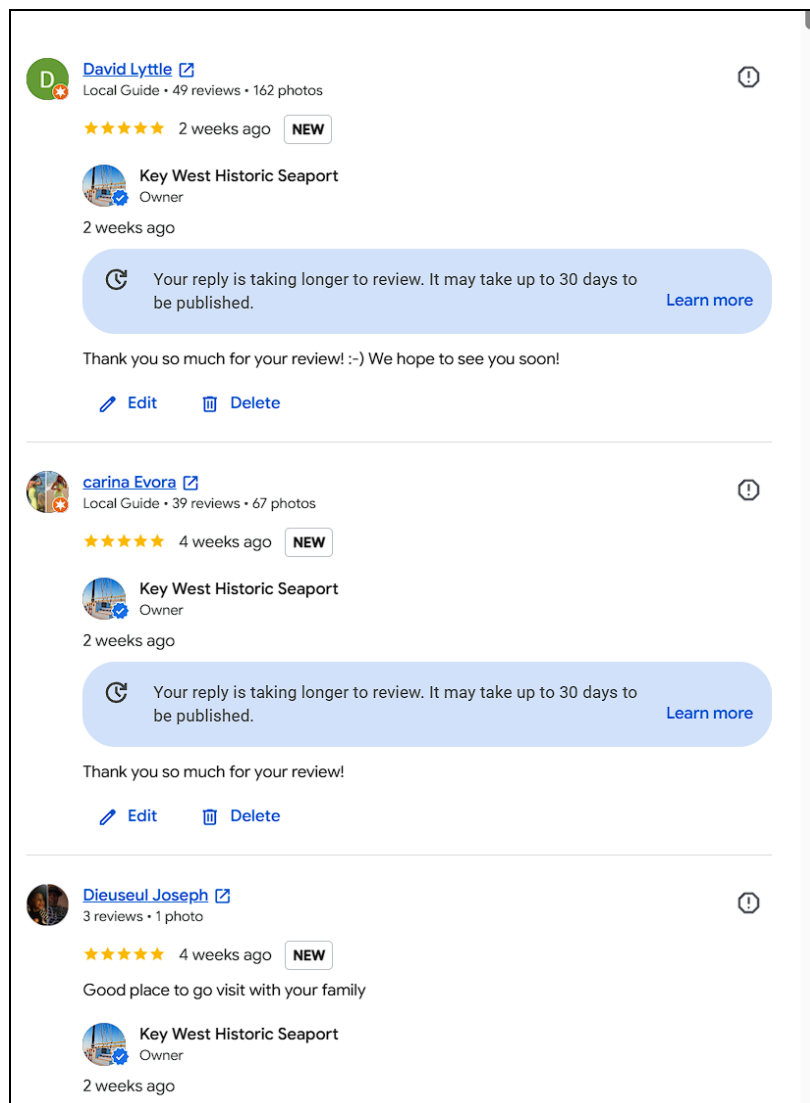
Local Flavor

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

Recent Google Reviews

398 reviews as of August 6, 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 below for a screenshot of the most recent reviews (all five stars).



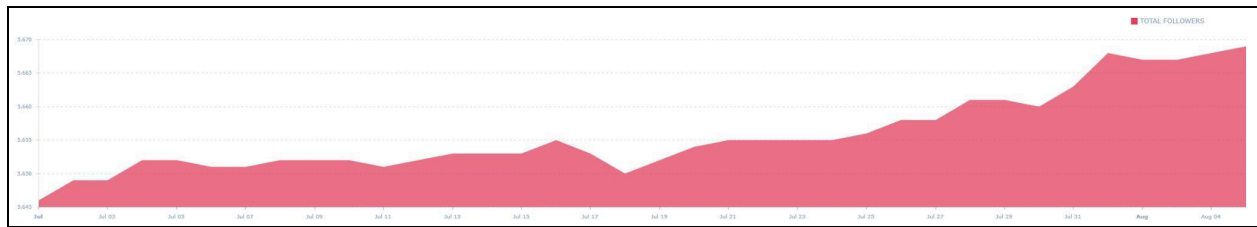
Social Media

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

Instagram Stats

Followers: 5,669 up from 5,651 (7/1/2026-8/6/2026)

Posts: 3,907



X (f.k.a. Twitter) Stats

Followers: 4,122 up from 4,055 (7/1/2026-8/6/2026)

Facebook Stats

Followers: 12,114 up from 12,065 (7/1/2026-8/6/2026)



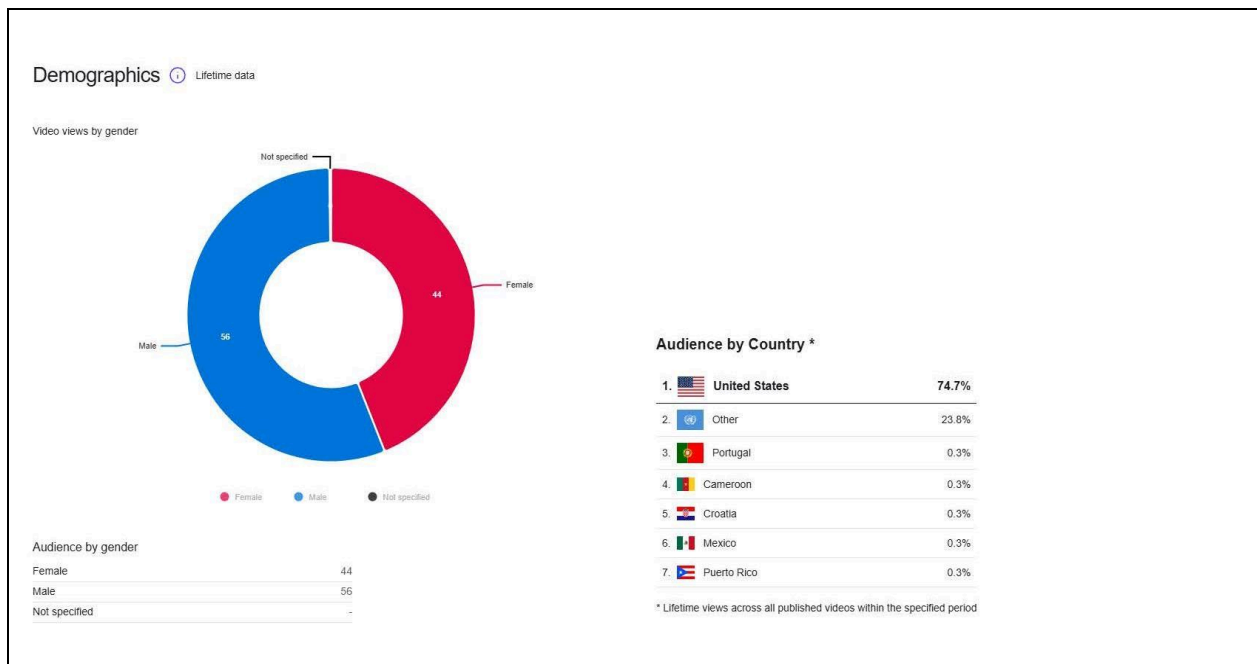
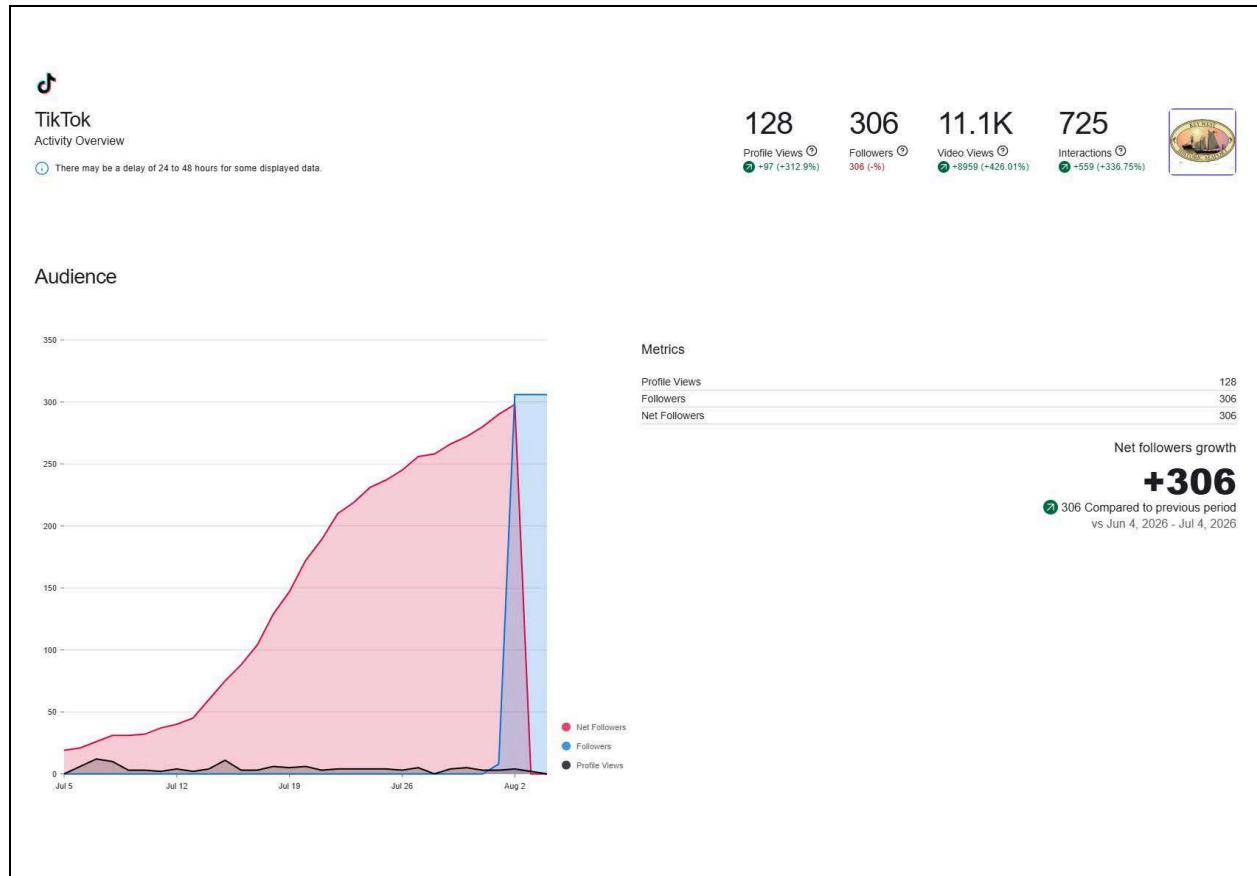
YouTube

132 channel subscribers

165 total videos posted to the KWHS Channel

TikTok

In July, we continued to create new content for the Key West Historic Seaport TikTok account, which we first created in June. Our objective in expanding our social media presence is to reach a wider audience in promoting the excellent offerings available at the Historic Seaport. Please see below and on the following pages for a sample of our latest metrics, showing consistent growth and engagement.



Website Maintenance & Blog (Historic Seaport)

In July, we 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).



Blog Post: [Congratulations to Keys Weekly 2026 Bubba Award Finalists From Key West Historic Seaport!](#)

We are also in the process of making ongoing updates to various tenant subpages on our Key West Historic Seaport website in order to market and advertise the latest and freshest photos, deals, and promotions at the different local shops, restaurants, businesses, and boating services offered year round. Please see below for a sample of recent photos taken on site that will be added to tenant subpages.



Website Maintenance & Blog (Bight Marina)

Our July blog post on the Key West Bight Marina website 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, and we continue to modify the list as directed.

Television Marketing & Advertising

Finally, please see below for the Destination Television (KeyTV) July 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:

8/1/2026

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: 6/29/2026 - 7/26/2026

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	6/29/2026	00:49:48	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	6/29/2026	01:34:07	MO	00-06	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	6/29/2026	02:26:33	MO	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	6/29/2026	04:30:03	MO	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	6/29/2026	06:40:14	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	6/29/2026	07:45:49	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/29/2026	08:48:07	MO	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	6/29/2026	09:40:24	MO	06-10	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	6/29/2026	10:08:21	MO	10-12	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/29/2026	10:39:14	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/29/2026	11:20:03	MO	10-12	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	6/29/2026	14:17:32	MO	14-16	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/29/2026	15:46:00	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/30/2026	00:47:21	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	6/30/2026	01:14:37	TU	00-06	1:30	00:03:17	VAP
2022 Key West Historic Seaport Happenings	6/30/2026	03:13:38	TU	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/30/2026	04:29:24	TU	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	6/30/2026	06:12:35	TU	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/30/2026	06:26:56	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/30/2026	07:15:37	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/30/2026	07:57:36	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/30/2026	08:20:00	TU	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	6/30/2026	08:48:52	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/30/2026	09:21:36	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/30/2026	10:29:23	TU	10-12	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	6/30/2026	14:40:52	TU	14-16	1:30	00:01:52	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:	162
Bonus spots:	162
VAP spots:	164
Total spots:	410