



City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| May 2026 |



**ADEPT**  
Strategy & Public Relations



June 4, 2026

## MEMORANDUM

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

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

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

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

## Public Relations / Media / Press Clippings


### Newsletter/Email Communications




In May, we spent extensive time marketing and promoting multiple Key West Historic Seaport annual events, including Schooner Wharf's Annual Minimal Regatta along with the 29th anniversary of Schooner Wharf's Comedy Magic Bar. We are also currently in the process of drafting our "Historic Seaport Summer Catch" e-newsletter, which will feature events, celebrations, and great locations to check out this summer season.



## Media/Press Clippings




AI Mode
All
Images
Videos
News
Shopping
Maps
More ▾
Tools ▾


 ABC7 WWSB

**Watch 'Maritime mayhem:' Key West's quirky Minimal Regatta**

KEY WEST, Fla. (WWSB) - Nearly two-dozen intrepid mariners took to the sea on Memorial Day for the 35th annual Minimal Regatta in Key West.

1 week ago





 keysnews.com

**Boater's Paradise**

Sensational colors in the sky and water attracted viewers Saturday evening at the Key West Historic Seaport. John Carroll/Keys Citizen...

3 weeks ago





 Travel And Tour World

**Marker Key West Harbor Resort Invites Guests to Honor Service and Wellness with Waterfront Runs, Social Gatherings and Exclusive Discounts for Veterans and First...**

The Marker Key West Harbor Resort, a premier 96-room waterfront destination in the vibrant Key West Historic Seaport, is preparing to welcome guests for its...

2 weeks ago




 Secret Miami

**9 best things to do around Miami this Memorial Day weekend**

Make the most of your long weekend with roaring fighter jets, water park thrills and complimentary pool access for military members.

4 weeks ago



**Key West Seaport: One of the best scenic walks in Key West** - Bonnie Gross, FL Rambler,



May 26, 2026 - "From picturesque schooners to hungry tarpon to historic exhibits to the best happy hour specials in town, the Key West Historic Seaport has plenty to offer a visitor . . . your entryway to dozens of nautical adventures, too, including at least 20 sunset cruises, kayak and boat rentals, snorkeling and scuba outings."

**A New Oyster Tradition Comes to Key West** - The Florida Keys and Key West, June 1, 2026 -

"The Half Shell Raw Bar offers a taste of old Key West that's hard to find anywhere else. Fresh oysters remain one of the biggest attractions. And now, a new chapter is being added to the story." On Saturday, November 14, 2026, the Historic Seaport will become the center of Florida's oyster-loving community as the inaugural Key West Oyster Fest makes its debut in front of Half Shell Raw Bar."



FEATURED

## MARITIME MAYHEM

The 35th annual Minimal Regatta took place Sunday outside Schooner Wharf Bar

Florida Keys News Bureau May 26, 2026

**Maritime Mayhem** - *“Now in its 35th year, the Minimal Regatta challenges teams to build a working vessel using only a single 4-by-8-foot sheet of plywood, two 8-foot two-by-fours, one roll of duct tape, a pound of fasteners and epoxy paint.”*



*“Cheering crowds lined the waterfront as captains and crews paddled, splashed and occasionally sank their way through the course in front of Schooner Wharf Bar. Some boats glided surprisingly well across the finish line. Others folded like lawn chairs before ever leaving the dock. A few made dramatic mid-race exits straight into the harbor.”*



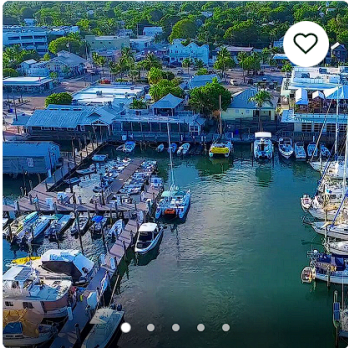


**The Key West Historic Seaport is currently ranked #1 on Tripadvisor for Best Historic Walking Area in the City of Key West!**

**The Best Key West Historic Walking Areas**

*#1 Key West Historic Seaport - Updated May 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

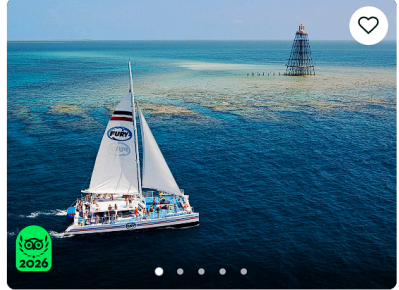
**Essential Key West**



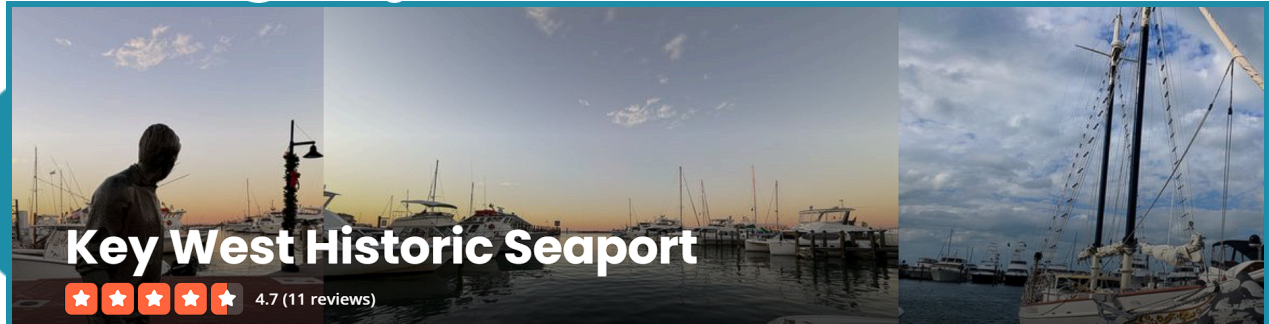
**Cuban Coffee Queen Waterfront**  
4.7 ●●●●● (3,000)



**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 May 2026


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

4.8 ★★★★★

## Recent Google Reviews

390 reviews as of June 4, 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 sample of recent reviews.




**Kerisa McCarn**  
Local Guide • 546 reviews • 521 photos

★★★★★ 4 weeks ago **NEW**

A must go and see, but most importantly, make sure you carve out enough time to investigate the history, ambiance and sheer beauty! And light shopping. I talked myself out of a few items and now I have to go back. The point is, linger a bit longer here! You will enjoy the journey!




 **Key West Historic Seaport**  
Owner

2 weeks ago

Thanks so much for your wonderful review! :) We're so thrilled you had such a great experience - hope to see you again soon!


[Edit](#) [Delete](#)

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**Cyndi Roof**  
Local Guide • 10 reviews • 0 photos


★★★★★ 4 weeks ago **NEW**

 **Key West Historic Seaport**  
Owner


4 weeks ago

Thanks so much for your review!

[Edit](#) [Delete](#)

 **Ines Better**  
Local Guide • 6 reviews • 0 photos

★★★★★ 3 weeks ago **NEW**


 **Key West Historic Seaport**  
Owner

2 weeks ago


Thanks so much!!! :-)

[Edit](#) [Delete](#)

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 **Magaly Navarro**  
Local Guide • 194 reviews • 798 photos

★★★★★ 4 weeks ago **NEW**


 **Key West Historic Seaport**  
Owner

2 weeks ago



Thanks so much!!! :-)

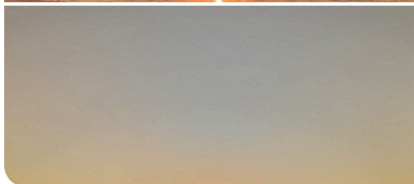
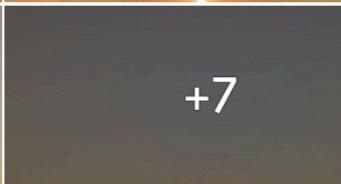
[Edit](#) [Delete](#)


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 **Phani Gowtham P.V**  
Local Guide • 25 reviews • 239 photos

★★★★★ 4 weeks ago **NEW**

  +7

 **Key West Historic Seaport**  
Owner

2 weeks ago

Thanks so much!!! :-)

[Edit](#) [Delete](#)

## Social Media

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

### Instagram Stats

Followers: 5,619\* down from 5,652 (5/1/2026-6/4/2026)

Posts: 3,821

*\*Instagram pages lost a significant number of followers between May 5 and May 6, 2026, due to a massive, platform-wide automated sweep, referred to on social media as the "Great Purge of 2026. This explains the small drop in followers.*

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

Followers: 4,055 up from 4,031 (5/1/2026-6/4/2026)

### Facebook Stats

Followers: 12,051 up from 11,958 (5/1/2026-6/4/2026)

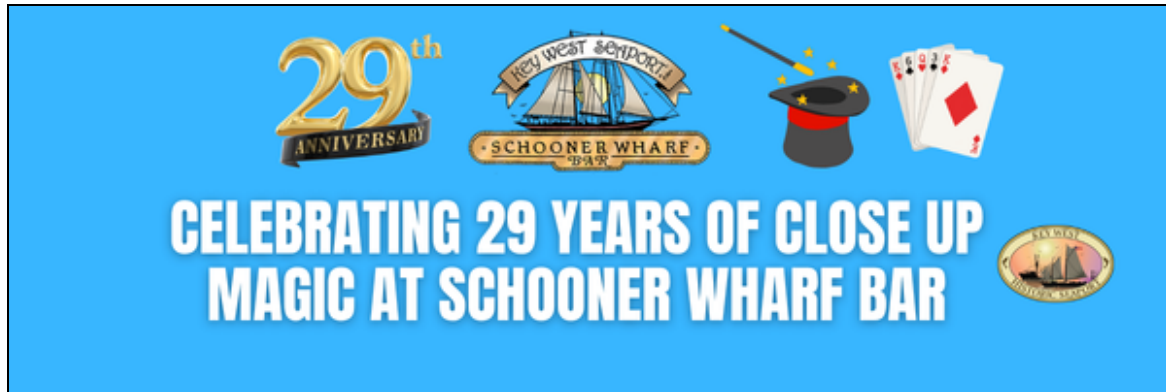


### YouTube

130 channel subscribers

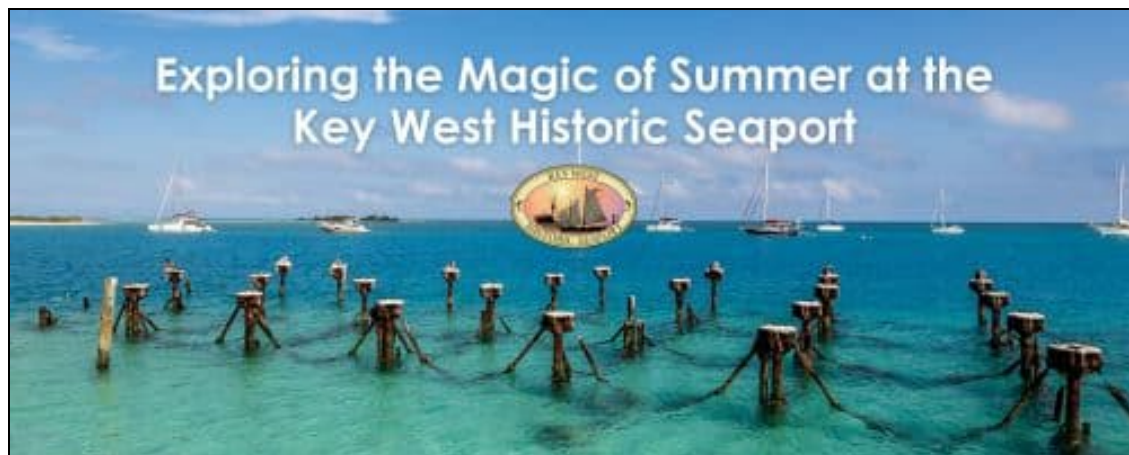
164 total videos posted to the KWHS Channel

## Website Maintenance & Blog (Historic Seaport)



In May, we published two blog posts on the Key West Historic Seaport website. The first post promoted Schooner Wharf's 29th anniversary celebration of their Comedy Magic Bar, and the second post explores the different things to do in Key West during the summer months.

Blog Post: [Celebrating 29 Years of Close Up Magic at Schooner Wharf Bar!](#)



Blog Post: [Exploring the Magic of Summer at the Key West Historic Seaport – 2026](#)

## Website Maintenance & Blog (Bight Marina)



Blog Post: [It's Time For The Schooner Wharf 2026 Minimal Regatta!](#)

Our May 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 added a link to a commercial waitlist to the Key West Bight Marina website.

# Television Marketing & Advertising

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

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	4/27/2026	01:45:15	MO	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	4/27/2026	03:27:20	MO	00-06	1:30	00:01:52	VAP
Visit the Key West Historic Seaport 2021	4/27/2026	04:55:36	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	4/27/2026	05:41:58	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	4/27/2026	06:19:39	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	4/27/2026	07:55:29	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/27/2026	08:57:01	MO	06-10	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	4/27/2026	09:27:25	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	4/27/2026	09:48:51	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/27/2026	10:32:44	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/27/2026	10:42:58	MO	10-12	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	4/27/2026	11:06:05	MO	10-12	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	4/27/2026	14:58:54	MO	14-16	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	4/27/2026	15:38:28	MO	14-16	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	4/28/2026	00:46:10	TU	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	4/28/2026	01:42:41	TU	00-06	1:30	00:01:52	VAP
Key West Historic Seaport, Past, Present, Future	4/28/2026	03:54:31	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	4/28/2026	05:05:18	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/28/2026	06:38:28	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/28/2026	06:51:50	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/28/2026	07:15:42	TU	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	4/28/2026	08:21:22	TU	06-10	1:30	00:01:32	VAP
2022 Key West Historic Seaport Happenings	4/28/2026	09:30:39	TU	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	4/28/2026	09:52:06	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/28/2026	10:25:35	TU	10-12	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	4/28/2026	14:27:23	TU	14-16	1:30	00:01:52	VAP

<b>DESTINATION NETWORK</b>	
Corporate Headquarters: 850.234.2773 • P. O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com	
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:60 Paid spots:	105
Paid spots:	105
:60 Bonus spots:	207
Bonus spots:	207
VAP spots:	221
Total spots:	533