



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| March 2026 |



ADEPT
Strategy & Public Relations



April 3, 2026

MEMORANDUM

TO: Karen Olson, Deputy Director of Port & Marina Services
FROM: Dana Pollitt, Managing Partner, ADEPT
SUBJECT: *Key West Bight Mgmt. District Board, March 2026 Monthly Update, Key West Historic Seaport Marketing Services Contract*

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

Public Relations / Media / Press Clippings

Newsletter/Email Communications



In March, we distributed our Historic Seaport newsletter/email blast to our database of contacts promoting and advertising the upcoming Conch Republic Independence Celebration as well as other tenant events. See below for sample screenshots of the newsletter/email blast.

It's Fun FOR ALL And ALL For FUN!
Calling Conch Republic Patriots, Pirates and Partiers – [Declare Your FUN-dependence!](#)


Head to Key West's [44th Annual Republic Independence Celebration 2026](#). Conch Republic Days 2026 celebrates Key West's One Human Family and the diversity of its Constituents dedicated to bringing H

Greetings from the [Key West Historic Seaport!](#) Check out these special events and celebratory occasions that are "docking" soon at the Key West Historic Seaport & Key West Bight Marina!

Annual Schooner Wharf Bar Wrecker's Cup Race Series - March 29, 2026!

Stormfront is a high-energy, crowd-first party machine built on bulletproof classics. The set leans hard into late-70s through 90s radio gold—danceable rock, pop, funk, and new-wave staples that people already know the words to—with just enough grit and swagger to keep it from feeling like a jukebox.

Media/Press Clippings


 keynews.com

Historic schooner to receive slip at Key West Bight

The wait is nearly over for the historic schooner When and If. The vessel will receive a slip at the Key West Historic Seaport around April 5,...

3 weeks ago



 Miami New Times

12 Best Bars in Key West

The 12 best bars in Key West, Florida, are Hog's Breath Saloon, Sloppy Joe's, Schooner Wharf, Green Parrot, Irish Kevin's, and Capt. Tony's.

1 week ago




 Travel And Tour World

Key West Historic Inns Elevates Luxury Travel with SLH Membership, Offering Authentic Island Experiences

Key West Historic Inns joins Small Luxury Hotels of the World, enhancing the guest experience with unique, intimate stays in Key West's Old Town.

2 weeks ago




 keynews.com

Spring break crowds boost Keys' economy

Spring Break 2026 is bringing strong crowds to Key West and the Florida Keys, with businesses reporting brisk activity and police noting a calm season so...

2 weeks ago



 Instinct Magazine

Why Key West Pride 2026 Should Be on Your Calendar

Each June, the island paradise of Key West transforms into one of the most joyful LGBTQ+ celebrations in the country. During Key West Pride, rainbow flags.

20 hours ago



 WorldAtlas

9 Most Scenic Drives in Florida

See nine scenic Florida drives, from the Florida Keys Scenic Highway to the Everglades, with beaches, wetlands, wildlife, and small-town stops along the...

4 days ago



 Travel And Tour World

Exclusive Travel Perks in South Florida Hilton Honors Points Now Valid at Key West's Historic Inns, Plus Marriott Bonvoy's New Miami Beach Gem!

Discover new ways to redeem Hilton Honors and Marriott Bonvoy points in Key West and Miami Beach, including boutique historic inns and the new UNFRAMED...

2 weeks ago



 <https://www.thetraveler.org/>

Key West Tops March Ranking of America's Most Romantic Cities

A new March analysis places Key West ahead of Sedona, Denver, Chicago and other major U.S. destinations for couples seeking romantic stays and fair-value...

4 days ago



[The Most Colorful Coastal Town in Florida](#)

[That Feels Like a Dream](#) - *By Aria Moore,*

[UnearthVoyage.com](#), Mar. 29, 2026 - "Snorkeling trips depart regularly from the historic seaport, taking visitors out to shallow reef sections where brain coral, sea fans, and parrotfish are visible just below the surface. For certified divers, deeper sites offer encounters with sea turtles, spotted eagle rays, and nurse sharks resting on the sandy bottom."



Captain Seth Salzman said he met Thursday with Ports and Marina Services Director Steve McAlearney and was told the schooner will be assigned a slip near the end of E Dock. The Key West Bight Management District Board that oversees the Historic Seaport met Wednesday afternoon during which the board considered how historic and working vessels should be accommodated at the marina.



[12 Best Bars in Key West](#) - *Miami New Times,* March 26, 2026 - "Schooner Wharf Bar is a legendary slice of old Key West, perched right on the Historic Seaport where the island's spirit comes alive."

the traveler

[Key West Tops March Ranking of America’s Most Romantic Cities](#) - *By William R. Martin, The Traveler, Mar. 29, 2026* - “Key West’s rise in the March ranking is closely tied to its unusually high density of hotels and resort rooms relative to its size. Industry filings and hotel portfolio disclosures show that major brands operate multiple full-service properties on the island. This combination increases the number of rooms available within a short distance of Duval Street, the Historic Seaport and popular sunset viewpoints.”

[Why Key West Pride 2026 Should Be on Your Calendar](#) - *By Isabella I, Instinct Magazine* - “Perched between Mallory Square and the Historic Seaport, Ocean Key delivers front-row views of some of the island’s most famous sunsets. While not specifically a gay resort, its laid-back luxury and unbeatable location make it a favorite among LGBTQ+ visitors exploring Key West during Pride week.”



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

Historic Walking Areas in Key West

Enter dates Sort

← All things to do 2 results sorted by traveler favorites [Clear all filters](#)

Category types

Attractions

Tours

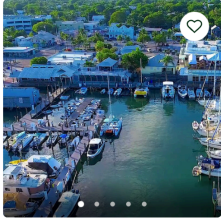
Day Trips

Outdoor Activities

Concerts & Shows

Food & Drink

[Show more](#)



1. Key West Historic Seaport

4.6 ●●●●● (745)

Points of Interest & Landmarks • Historic Walking Areas

By SharonB231

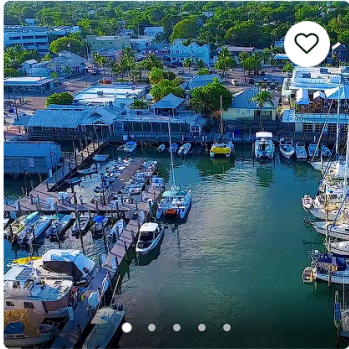
This is a great seaport. You can watch the boats, look at the water. We even saw a manatee here. There are many shops...

See tours

The Best Key West Historic Walking Areas

#1 Key West Historic Seaport - Updated Feb. 2026





1. Key West Historic Seaport

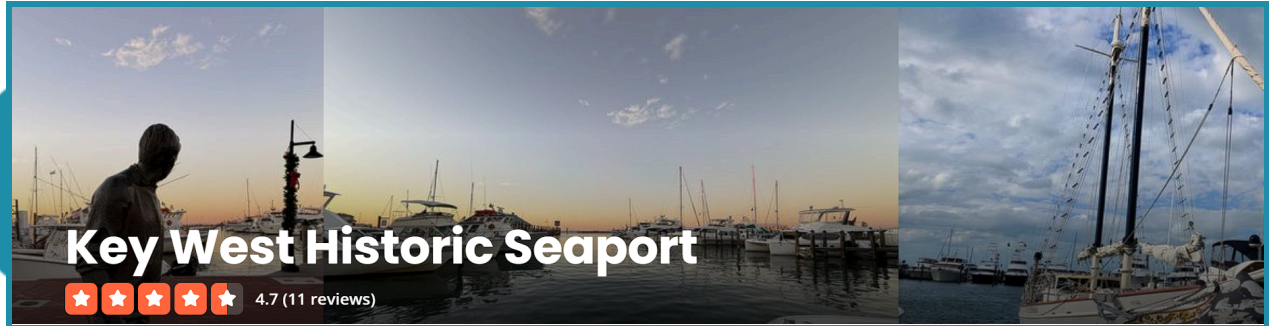
4.6 ●●●●● (745)

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...

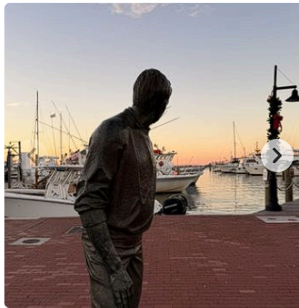
See tours



[Key West Historic Seaport Yelp](#)

4.7/5 stars, Updated March 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


4.8 ★★★★★

379 reviews as of April 3, 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.

 **Joellen Brassfield**
0 reviews · 0 photos


★★★★★ 3 days ago **NEW**

 **Key West Historic Seaport**
Owner

2 days ago


Thank you so much for your review!!


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

 **Tammy Mueller**
Local Guide · 151 reviews · 73 photos

★★★★★ 1 week ago **NEW**

Amazing sunset dinner cruise




 **Key West Historic Seaport**
Owner

2 days ago

Thanks so much for your review! We're so glad you had an amazing sunset dinner cruise!

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

 **Eileen Mamudoski**
Local Guide · 105 reviews · 197 photos

★★★★★ 2 weeks ago **NEW**

Beautiful but needs an Ice cream shop!

Social Media

In March 2026, social media performance demonstrated significant growth across key platforms. Instagram engagement increased by 45.65% month-over-month, reflecting improved audience interaction driven by content. Additionally, Facebook impressions rose by 39.34% compared to February, indicating further growth in reach and visibility. These results highlight the effectiveness of ongoing marketing efforts.

Instagram Stats

Followers: 5,601 up from 5,557 (3/1/2026-4/3/2026)

Posts: 3,732



X (f.k.a. Twitter) Stats

Followers: 3,985 up from 3,960 (3/1/2026-4/3/2026)

Facebook Stats

Followers: 11,876 up from 11,847 (3/1/2026-4/3/2026)

YouTube

130 channel subscribers

162 total videos posted to the KWHS Channel



Website Maintenance & Blog (Historic Seaport)

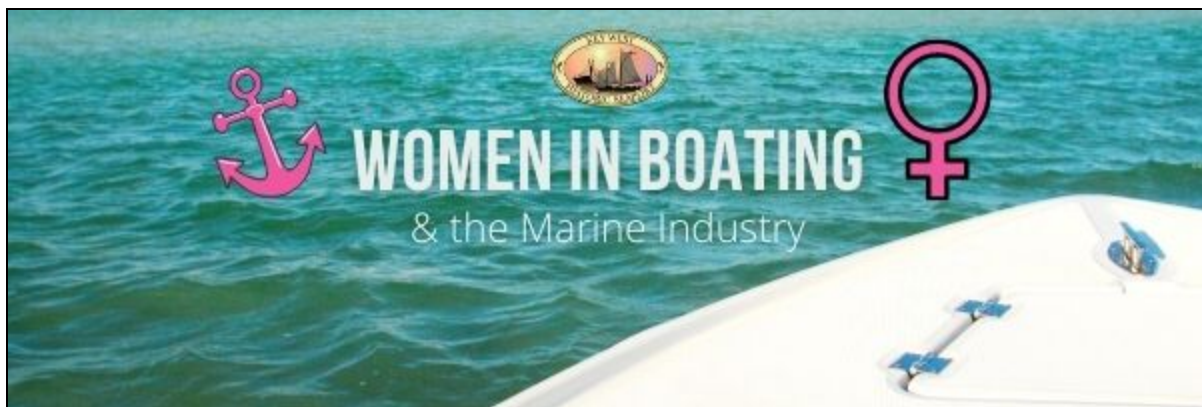


In March, we published a blog post on the Key West Historic Seaport website promoting the Historic Seaport as a premier destination for St. Patrick's Day celebrations, emphasizing a lively, celebratory waterfront experience.



Blog Post: [Raise Your Glass: St. Patrick's Day 2026 at the Key West Historic Seaport](#)

Website Maintenance & Blog (Bight Marina)




Blog Post: [Women Making Waves in the Boating and Marine Industry for Women's History Month Gallery](#)

This blog post highlights Women's History Month by celebrating the growing impact of women in the boating and marine industry.

Television Marketing & Advertising

Finally, please see below for the Destination Television (KeyTV) March 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:	4/1/2026			
	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: 2/23/2026 - 3/29/2026							
Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
2022 Key West Historic Seaport Happenings	2/23/2026	00:29:57	MO	00-06	1:30	00:01:52	VAP
Key West Historic Seaport, Past, Present, Future	2/23/2026	02:10:28	MO	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	2/23/2026	03:56:52	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/23/2026	04:39:27	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/23/2026	07:30:51	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/23/2026	07:57:58	MO	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	2/23/2026	08:14:40	MO	06-10	1:30	00:01:32	VAP
2022 Key West Historic Seaport Happenings	2/23/2026	08:48:27	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	2/23/2026	09:44:39	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	2/23/2026	10:07:47	MO	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/23/2026	10:33:17	MO	10-12	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	2/23/2026	11:13:19	MO	10-12	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	2/23/2026	14:49:57	MO	14-16	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	2/23/2026	15:19:35	MO	14-16	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	2/24/2026	01:29:31	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/24/2026	02:47:04	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	2/24/2026	03:19:24	TU	00-06	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	2/24/2026	04:40:18	TU	00-06	1:30	00:01:32	VAP
Visit the Key West Historic Seaport 2021	2/24/2026	06:29:48	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	2/24/2026	07:33:39	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	2/24/2026	07:47:25	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/24/2026	08:27:27	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/24/2026	08:36:53	TU	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	2/24/2026	08:52:00	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	2/24/2026	09:18:09	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/24/2026	10:26:12	TU	10-12	:60	00:01:02	Paid

:60 Paid spots:	105
Paid spots:	105
:60 Bonus spots:	197
1:30 Bonus spots:	2
Bonus spots:	199
VAP spots:	204
Total spots:	508



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