



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| February 2026 |



ADEPT
Strategy & Public Relations



March 5, 2026

MEMORANDUM

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

This report contains an overview of ADEPT's recent professional marketing activities during February 2026 for the Key West Historic Seaport and the Key West Bight Marina. February marketing efforts focused on increasing visibility for spring events, supporting Historic Seaport tenants through promotion, and reinforcing the Key West Historic Seaport's position as the City's premier waterfront walking destination.

Public Relations / Media / Press Clippings

Newsletter/Email Communications



In February, we distributed our Historic Seaport newsletter/email blast to our database of contacts promoting and advertising the February 2026 Wreckers Cup Race Series and the 26th Annual Schooner Wharf Open Air Art & Music Affair. See below for sample screenshots of the newsletter/email blast.

2026 SCHOONER WHARF WRECKERS CUP RACE SERIES!



Ladies and Gentlemen: Start your sails!

The second race of the popular and much anticipated [Schooner Wharf Bar Wrecker's Cup Race Series](#) is set for Sunday, February 22!

Come meet fellow sailors, enjoy a fun day on the water and celebrate the "victor's spoils" with us. All entries qualify for a chance to win a \$400 Custom Made Helm Saddle courtesy of C Cushions out of Bacliff, Texas!

The Captains Meeting is held Saturday, February 21 at 7:00 p.m. at the Schooner Wharf Sail Loft with complimentary Pusser's Rum Punch and hors d'oeuvres from the Schooner Wharf Galley.

For more info, visit [Schooner Wharf](#) online or call 305-292-9520.

26th Annual Schooner Wharf Open Air Art & Music Affair!



Call To Artists!

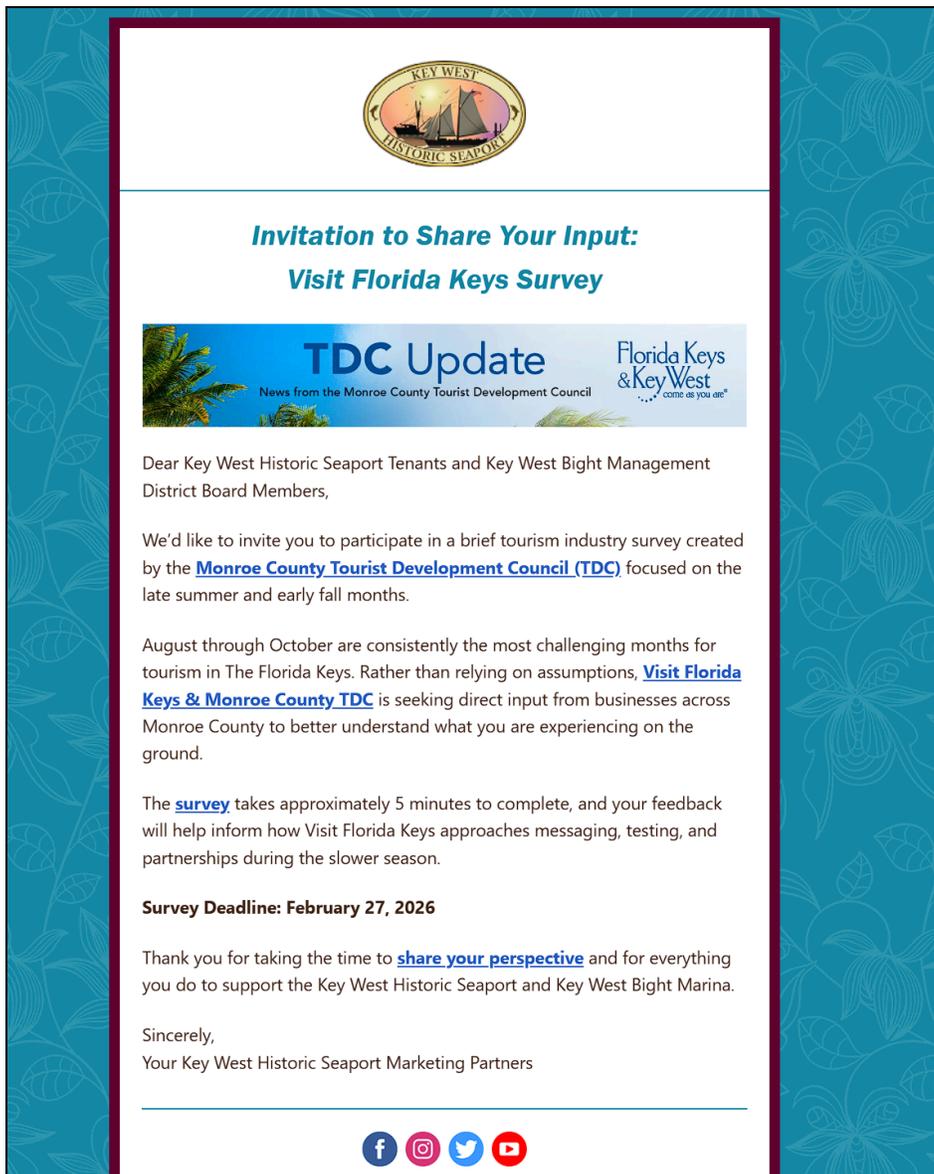
The 26th Annual Schooner Wharf Open Air Art & Music Affair is scheduled for Saturday, March 7, 2026.

Open to artists of all mediums, including, but not limited to, painting, printmaking, sculpture, drawing, carving, photography, and mixed media. All original artists are encouraged to apply. Space is limited!

For more info, visit [Schooner Wharf](#) online or stop in for a cold one, send an e-mail to swartaffair@yahoo.com, or call Capt. Carl at (305) 304-2275.

Promotion of Visit Florida Keys Survey

In February, our team drafted and distributed an email blast to Key West Historic Seaport tenants and the Bight Management District Board with a brief tourism industry survey created by the Monroe County Tourist Development Council (TDC). The survey focused on business conditions in the late summer and early fall months. By inviting Key West Historic Seaport tenants and Bight Board members to participate in the survey, we intended to highlight their experiences and ensure the Monroe County TDC hears directly from the source as they plan future marketing efforts. Please see below for a screenshot of the survey.





**Invitation to Share Your Input:
Visit Florida Keys Survey**



Dear Key West Historic Seaport Tenants and Key West Bight Management District Board Members,

We'd like to invite you to participate in a brief tourism industry survey created by the [Monroe County Tourist Development Council \(TDC\)](#) focused on the late summer and early fall months.

August through October are consistently the most challenging months for tourism in The Florida Keys. Rather than relying on assumptions, [Visit Florida Keys & Monroe County TDC](#) is seeking direct input from businesses across Monroe County to better understand what you are experiencing on the ground.

The [survey](#) takes approximately 5 minutes to complete, and your feedback will help inform how Visit Florida Keys approaches messaging, testing, and partnerships during the slower season.

Survey Deadline: February 27, 2026

Thank you for taking the time to [share your perspective](#) and for everything you do to support the Key West Historic Seaport and Key West Bight Marina.

Sincerely,
Your Key West Historic Seaport Marketing Partners



Media/Press Clippings



[JIMMY BUFFETT'S MUSICAL LEGACY TO CONTINUE AT SHRIMP BOAT SOUND](#) - Mandy Miles, Feb. 26, 2026

“Jimmy Buffett’s former recording studio at the Historic Seaport will continue as a recording studio, and will be enhanced with a museum, tours, private recording sessions, and photo opportunities. The boxy little windowless building that’s covered with stickers sits along Key West’s Harbor Walk, between Schooner Wharf Bar and the Conch Republic Seafood Co.”

['Bad Monkey' wraps season 2 in Key West](#) - Key West NewsWire, Feb. 24, 2026

“Locals were cast as extras, and several were hired as crew. They shot scenes at the Half Shell Bar and Restaurant at the Key West Historic Seaport and Don’s Place, Key West’s classic dive bar on Truman Avenue.”



[Where Art Meets the Afternoon Sea: Key West's Dual Canvases](#) - Lucy Komisar, TheKomisarScoop.com, Feb. 25, 2026



“The Sebago catamaran casts off from the Historic Seaport with the late afternoon crowd—those of us who understand that a Key West sunset requires a proper platform. The crew raises the sails by hand, the old way, and for a moment, the boat goes silent except for the snap of canvas catching wind.”



[Now is the time to escape to Key West](#) - Paradise Staff, Keys News, Feb. 5, 2026 - “Escape on the water: 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.”

[Where to Eat in Key West: 18 Best Restaurants You Can’t Miss](#) - Travel Makes Me Happy, Feb. 28, 2026 - “Why it’s one of the best Key West restaurants: Dockside favorite for fresh conch fritters and fun vibes. If you can’t decide where to eat, you can usually get a table here at the last minute- it’s huge! Must-try dish: Conch Fritters, Mahi Sandwich.”



[An "Around Key West" Photography Session Captures your Tropical Wedding Destination!](#) - Rachel E Ligon Photography, Feb. 9, 2026 - “Located in Key West’s historic



seaport, the marina can lend its many vessels as the setting for your photos! Especially if you two are nautical enthusiasts, the collection of sailboats and their towering masts makes for romantic, stunning photos, especially during sunset! We can also capture an intimate moment of you two sitting or walking together on the dock.”



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

Historic Walking Areas in Key West

Enter dates

Sort ▾ Map

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

Category types

Attractions

Tours

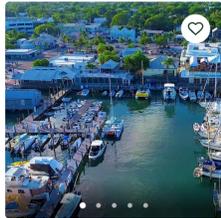
Day Trips

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

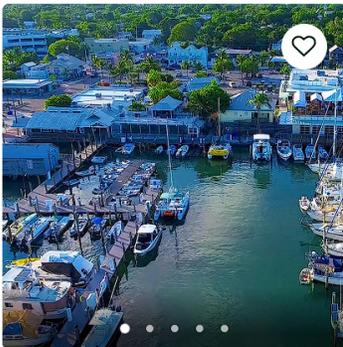
This is a great seaport. You can watch the boats, look at the water. We even saw a manatee here. There are many shops...

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

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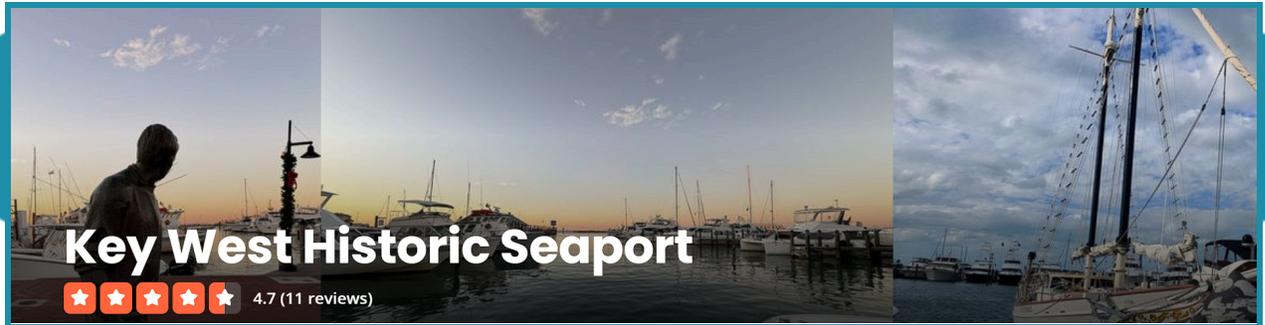
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See tours



Key West Historic Seaport Yelp

4.7/5 stars, Updated February 2026



Nicky S. Elite 26

Norfolk, VA

@ 25 📍 388 🗨️ 657

★ ★ ★ ★ ★ Jan 21, 2025

📷 3 photos

A great part of Key West to walk, shop, eat and take in the scenery. It's beautiful morning, afternoon and sunset!
Don't miss the charm of this area!



Recent Google Reviews

4.8 ★★★★★

375 reviews as of March 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.

 **Sylwester Puda**
2 reviews • 0 photos

★★★★★ 6 days ago **NEW**

[← Reply](#)

 **Sarah Jackson**
Local Guide • 20 reviews • 30 photos

★★★★★ 1 week ago **NEW**

[← Reply](#)

 **Daniele Benini (Dany B)**
Local Guide • 89 reviews • 602 photos

★★★★★ 2 weeks ago **NEW**

[← Reply](#)

 **elijah walker**
Local Guide • 13 reviews • 18 photos

★★★★★ 3 weeks ago **NEW**

[← Reply](#)

Social Media

February social media efforts focused on maintaining daily visibility while amplifying seasonal events and highlighting the Historic Seaport’s waterfront atmosphere. Content emphasized spring programming, tenant experiences, scenic harborwalk views, and other Historic Seaport activities to sustain audience engagement and reinforce brand identity.

Growth trends remained steady across platforms, reflecting continued audience interest and expanded digital reach.

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

Instagram Stats

Followers: 5,557 up from 5,479 (2/1/2026-2/28/2026)
Posts: 3,691

X (f.k.a. Twitter) Stats

Followers: 3,960 up from 3,903 (2/1/2026-2/28/2026)

Facebook Stats

Followers: 11,847 up from 11,813 (2/1/2026-2/28/2026)

YouTube

130 channel subscribers
160 total videos posted to the KWHS Channel



Social Media Growth - Statistics Over the Last 90 Days

Over the last 90 days, Instagram followers increased by 4.18% compared to the previous period. Over the past 90 days, our social media following increased by 4.18% compared to the previous period, reflecting steady growth in community engagement and expanded reach of our public communications.



During the same period, Facebook's net followers increased by 600% compared to the previous period, indicating improved performance in content publishing and distribution efforts.



Website Maintenance & Blog (Historic Seaport)

In February, we published two blog posts on the Key West Historic Seaport blog, with one positioning the Historic Seaport as a perfect waterfront spot for Valentine's Day, and the other blog post promoting two community events at the Key West Historic Seaport that celebrate maritime culture, art, and music in Key West:



Blog Post: [Ideas for a lovely Valentine's Day at the Key West Historic Seaport](#)

Blog Post #2: [Schooner Wharf Wreckers Cup Race Series + Open Air Art & Music Affair](#)

Website Maintenance & Blog (Bight Marina)



Blog Post: [Celebrate Valentine's Day 2026 at The Key West Bight Marina!](#)

This blog post is a guide to romantic activities and experiences to enjoy Valentine's Day 2026 in Key West, Florida, specifically around the Key West Historic Seaport and Bight Marina area.

Television Marketing & Advertising

Please see below for the Destination Television (KeyTV) February 2026 Affidavit and Total Spots for the KWHS television commercials and editorial spots:

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual Length	Type
Key West Historic Seaport, Past, Present, Future	1/26/2026	00:13:03	MO	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	1/26/2026	02:39:11	MO	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	1/26/2026	03:11:56	MO	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	1/26/2026	05:33:38	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/26/2026	06:15:31	MO	06-10	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	1/26/2026	07:16:22	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	1/26/2026	08:20:44	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/26/2026	08:48:14	MO	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	1/26/2026	09:50:51	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	1/26/2026	10:17:51	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	1/26/2026	10:32:52	MO	10-12	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	1/26/2026	10:57:26	MO	10-12	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	1/26/2026	15:27:45	MO	14-16	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	1/26/2026	15:47:51	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	1/27/2026	00:33:02	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/27/2026	01:40:04	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	1/27/2026	02:46:04	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	1/27/2026	03:46:13	TU	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	1/27/2026	04:34:55	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	1/27/2026	06:26:29	TU	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	1/27/2026	06:49:40	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	1/27/2026	06:53:36	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	1/27/2026	07:54:27	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/27/2026	08:22:35	TU	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	1/27/2026	09:16:04	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	1/27/2026	11:25:56	TU	10-12	:60	00:01:02	Paid

:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	156
Bonus spots:	156
VAP spots:	164
Total spots:	404



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

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