



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| April 2026 |



ADEPT
Strategy & Public Relations



May 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, April 2026 Monthly Update, Key West Historic Seaport Marketing Services Contract*

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

Public Relations / Media / Press Clippings

Newsletter/Email Communications



In April, we distributed our Historic Seaport "Monthly Catch" newsletter/email blast to our database of contacts promoting the KWHS, Bight Marina and advertising the 44th Annual Conch Republic Independence Celebration, which featured multiple events including those hosted by KWHS's Schooner Wharf Bar at the Historic Seaport.



Media/Press Clippings

[Conch Republic Independence Days are here](#) - *Keys News, Apr. 16, 2026* -

“HEADQUARTERS AND WELCOME CENTER at the Key West Historic Seaport, foot of Elizabeth & Greene. Pick up a Celebration Pocket Guide, stock up on T-shirts, flags and souvenirs and purchase an official Conch Republic Passport and become a Conch-stituent. 10 a.m. to 9 p.m.”



[Turtle rescued](#) - *Keys News, April 23, 2026* - “Two members of the Key West Bight Marina team were instrumental in rescuing a distressed sea turtle. Joseph Serpa and Hunter Llera observed the animal, later named Marina, struggling in the Historic Seaport waterways and



immediately sprang into action. The men launched a skiff, responded to the location, and safely retrieved the turtle. They discovered the turtle was severely entangled in a fishing line, which had caused significant injury. They transported the turtle to the Dockmaster’s Office, where the Turtle Hospital was promptly contacted. The team was later advised that the turtle is now in good hands and will receive the necessary treatment and rehabilitation. “I want to personally commend Joseph and Hunter for their initiative, teamwork, and dedication to protecting our local marine life and waterways,” said Marina Supervisor Prince Rengiil.

The logo for keysnews.com features a stylized sun with rays above the text "keysnews.com". To the right of the text is the Florida Keys logo, which includes a palm tree and the words "FLORIDA KEYS".

19 Florida seafood spots where tourists gladly wait in line for the catch of the day -

David Coleman, Fast Food Club, Apr. 17, 2026 - "Schooner Wharf Bar sits right at the Historic Seaport in Key West, and the combination of salty air, live music, and fresh conch fritters creates an experience that feels genuinely irreplaceable. This is the kind of place that ends up in vacation journals. Conch chowder, fish dip, and grilled catch of the day keep the menu simple and honest. The crowd here is a colorful mix of sailors, tourists, and Key West regulars who all seem to agree that nowhere else in the Keys quite matches this atmosphere."



[Key West, Three Ways](#) - *By Paul Rubio and Daphne Nikolopoulos, Stuart Magazine, Apr. 30, 2026* - "For travelers drawn to the island's authentic charm, Key West Historic Inns offers five beautifully preserved properties that keep the past alive without sacrificing comfort. Each inn occupies a distinctive corner of Old Town, tucked along quiet residential streets yet within walking distance of Duval Street and the Historic Seaport. Shady gardens, wraparound porches, and vintage architectural details remind guests that this is the Key West of another time, carefully refreshed for today's traveler."



[Book boat tours from Key West Historic Seaport District](#) - *Key West Boat Tours, Apr. 26, 2026* - "Experience authentic maritime heritage with waterfront dining and working seaport atmosphere."



[Escape to Key West for nature, culture, more](#) - *Keys News, May 7, 2026* - “ A revolutionary



lithium-ion hybrid electric charter boat, the unique vessel was built by biologist and environmentalist Capt. Billy Litmer, Honest Eco’s founder. Departing from 231 Margaret St. in the Key West Historic Seaport, SQUID journeys to a realm of warm, shallow water where it’s possible to witness the natural behaviors of Atlantic bottlenose dolphins.”

[9 best things to do around Miami this Memorial Day weekend — from South Beach’s](#)

[Air & Sea Show to free national park entry](#) - *Bianca Markof, Secret Miami, May 7, 2026* -

“With a long weekend ahead, there are tons of lovely escapes to be made. Spend it down south at the Key West Historic Seaport for The Marker Key West Harbor Resort’s second annual Salute to Service Race Weekend on May 23 to 24. Dedicated to honoring military members, veterans, first responders, teachers and healthcare workers, the weekend features a Saturday Happy Hour Pool Party and a Sunday morning 5K run/walk that benefits the Key West Firefighters’ Hardship Fund.”



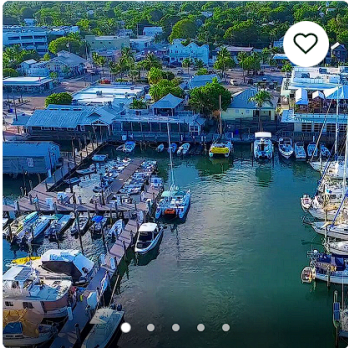


The Key West Historic Seaport is currently ranked #1 on Tripadvisor for Best Historic Walking Area in the City of Key West!

The Best Key West Historic Walking Areas

#1 Key West Historic Seaport - Updated April 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

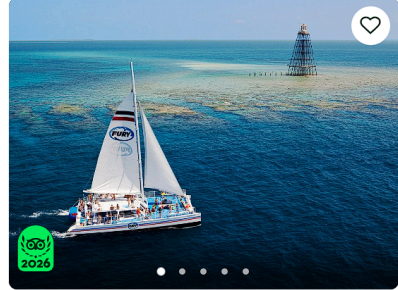
Essential Key West



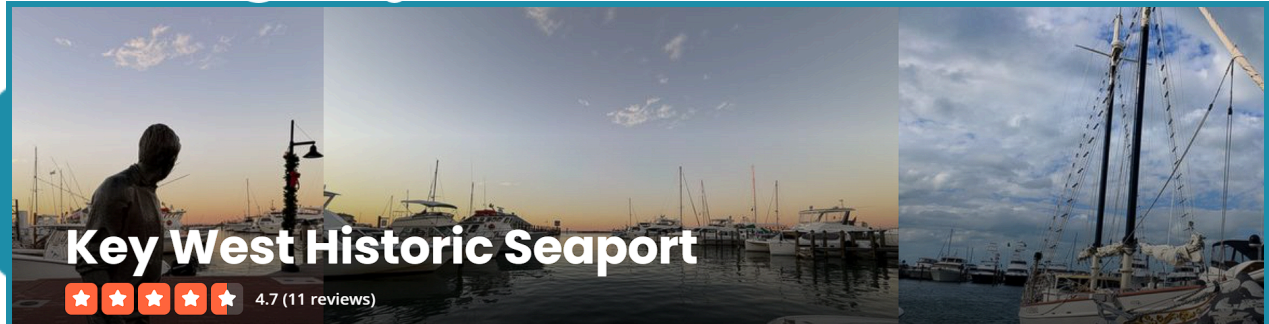
Cuban Coffee Queen Waterfront
4.7 ●●●●● (3,000)



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 April 2026

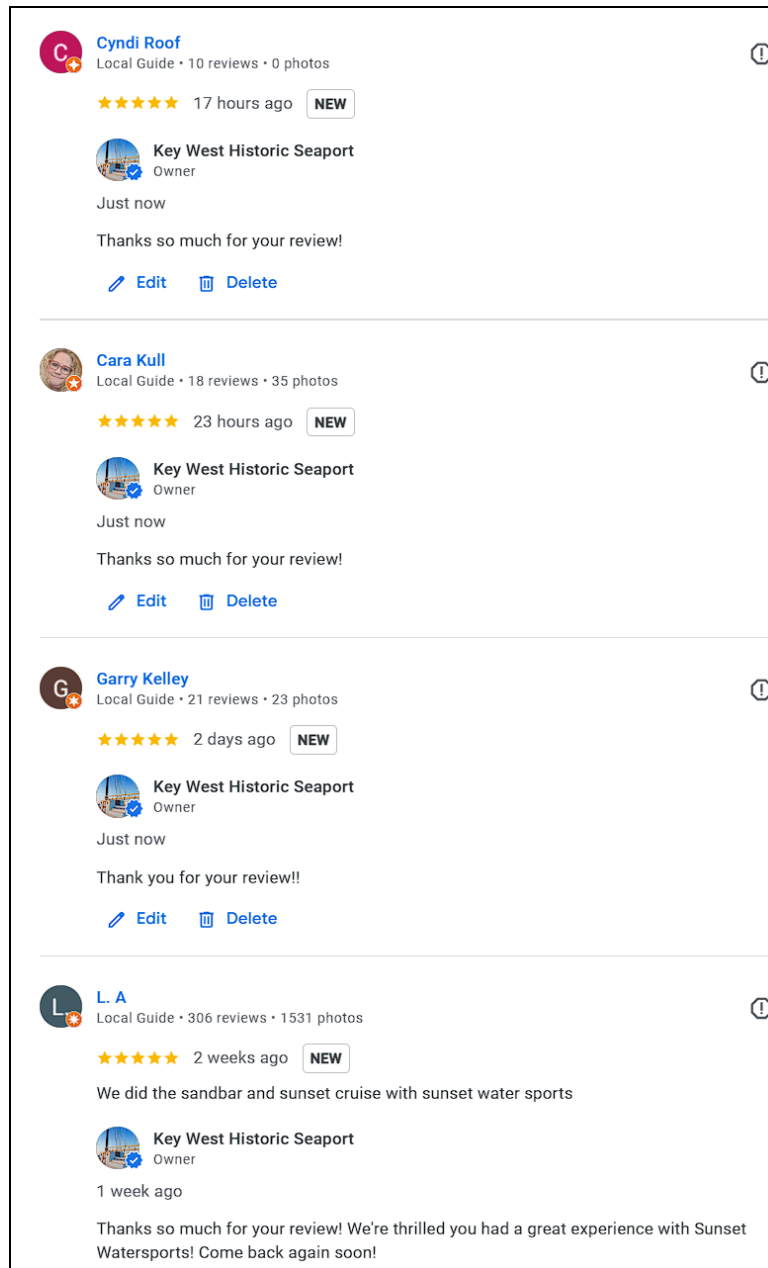
[Ranked #3 Best Local Flavor near Key West, Florida](#)

4.8 ★★★★★

Recent Google Reviews

383 reviews as of May 5, 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.



The screenshot displays four recent five-star reviews for Key West Historic Seaport. Each review includes the reviewer's name, profile picture, and a 'NEW' badge. The business name 'Key West Historic Seaport' and 'Owner' status are shown below each review, along with a 'Just now' timestamp and a thank-you message. 'Edit' and 'Delete' options are visible at the bottom of each review.

- Cyndi Roof** (Local Guide • 10 reviews • 0 photos) - 17 hours ago - 5 stars - NEW. Message: "Thanks so much for your review!"
- Cara Kull** (Local Guide • 18 reviews • 35 photos) - 23 hours ago - 5 stars - NEW. Message: "Thanks so much for your review!"
- Garry Kelley** (Local Guide • 21 reviews • 23 photos) - 2 days ago - 5 stars - NEW. Message: "Thank you for your review!!"
- L. A.** (Local Guide • 306 reviews • 1531 photos) - 2 weeks ago - 5 stars - NEW. Message: "We did the sandbar and sunset cruise with sunset water sports... Thanks so much for your review! We're thrilled you had a great experience with Sunset Watersports! Come back again soon!"

Social Media

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

Instagram Stats

Followers: 5,652 up from 5,601 (4/1/2026-5/4/2026)

Posts: 3,777



X (f.k.a. Twitter) Stats

Followers: 4,031 up from 3,985 (4/1/2026-5/4/2026)

Facebook Stats

Followers: 11,958 up from 11,876 (4/1/2026-5/4/2026)



YouTube

130 channel subscribers

163 total videos posted to the KWHS Channel

Website Maintenance & Blog (Historic Seaport)



In April, we published a blog post about the festivities, events, and significance of the 44th anniversary Conch Republic Independence Celebration, which took place April 17-26, 2026 and was sponsored in part by the Key West Historic Seaport.

Blog Post: [Conch Republic Independence Celebration 2026 – Happy 44th Anniversary!](#)

Website Maintenance & Blog (Bight Marina)



Blog Post: [Set Sail for April 26 In The Final 2026 Schooner Wharf Bar Wreckers Cup Race!](#)

Our April blog post on the Key West Bight Marina blog highlighted and promoted the final race of the 2026 Wreckers Cup Race Series hosted and organized by Schooner Wharf Bar.

Television Marketing & Advertising

Finally, please see below for the Destination Television (KeyTV) April 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	3/30/2026	00:37:45	MO	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	3/30/2026	01:17:46	MO	00-06	1:30	00:01:52	VAP
Key West Historic Seaport, Past, Present, Future	3/30/2026	03:55:57	MO	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/30/2026	04:34:15	MO	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	3/30/2026	06:46:14	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	3/30/2026	07:13:39	MO	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/30/2026	08:16:15	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/30/2026	08:47:55	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/30/2026	09:39:40	MO	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/30/2026	10:11:41	MO	10-12	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/30/2026	10:53:17	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/30/2026	11:50:59	MO	10-12	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/30/2026	14:39:26	MO	14-16	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/30/2026	15:20:32	MO	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	3/31/2026	00:40:47	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	3/31/2026	02:27:44	TU	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/31/2026	04:40:52	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/31/2026	05:38:09	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	3/31/2026	06:45:03	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	3/31/2026	07:16:22	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/31/2026	07:41:25	TU	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/31/2026	08:28:27	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/31/2026	08:45:35	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/31/2026	09:12:30	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/31/2026	10:50:29	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/31/2026	11:15:51	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:	149
Bonus spots:	149
VAP spots:	164
Total spots:	397