



Serving the 41-10, Bayfront & Fifth Avenue area

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Quarterly Marketing Update

Over the past couple of months the Downtown Naples Association Staff has been working to promote members of the association to residents and visitors inside and outside Collier County. The following is a summary of the **NEW** marketing support being provided by the association.

NEW! Summer Promotion of Downtown: In an effort to drive more traffic to the Downtown area during the off season, we will be running a full page ad in Premier Homes & Magazines to promote the Downtown area.

NEW! Fall promotion of Downtown: In an effort to drive more traffic to the Downtown area, we will be running full page ads in Gulfshore Life during the months of October, November & December.

NEW! Marketing Support Materials: DNA has some photos available for use in your own marketing material. If you need an electronic image for Fifth Ave, etc., please contact Michele Klinowski at michele@napleschamber.org

NEW! DNA Guide additional distribution: The DNA guide is being distributed in both the visitor packet and relocation packet program available through the Greater Naples Chamber of Commerce in an effort to make visitors and future residents aware of the downtown area *before* they arrive in Naples.

NEW! Convention & Visitors Bureau: A DNA staff member is meeting with the Convention & Visitors Bureau on a quarterly basis. The Convention & Visitor Bureau's main focus is to promote the entire county. In the latest meeting the DNA recommended the CVB promote specific events such as the Art Festivals on Fifth or the Summer Boat Show in Bayfront. Several other attendees agreed with the DNA and encourage the CVB to follow our recommendation. By incorporating events in the downtown area into the CVB marketing campaign, visitors from outside of Collier County will head to the Downtown area to experience the event and visit the restaurants, stores, attractions and businesses.

NEW! Visitor Information Center: The Downtown Information Center is now open. On a daily basis visitors and residents stop in the information center looking for information on real estate, restaurants, retail, hotels, professional services and much more. When volunteers and staff make recommendations, they promote members of the Downtown Naples Association first. In addition, as a member please be sure you are taking advantage of the opportunity to display your brochures in the information center. There are also larger advertising opportunities available.

NEW! FREE Weblink on the Downtown Naples Association Website: There is no longer a charge to include a weblink on the Downtown Naples Association Website.

If you are not a member of the Downtown Naples Association and you would like to take advantage of the above marketing opportunities, please contact Lisa Swirda at 435-3742 or Lisa@DowntownNaplesAssociation.com.