

AND THE AVENUE!

2012 Annual Report



5th AVENUE SOUTH
Timeless Charm. Downtown Chic.

MISSION STATEMENT

Brand, promote and create awareness of the Fifth Avenue South Business Improvement District to residents and visitors as THE destination of choice to live, work, shop, dine and play.

“The Fifth Avenue South Business Improvement District is a perfect match for the owners/tenants and the future of the Avenue. Finally, we have everyone working in the best interests of the entire downtown business community, with a clear vision for the future!
Fifth Avenue South Rocks! Once again...

Thanks to Skip Quillen, Lou Vlasho and the many others who worked so hard and had the vision for a unified Fifth Avenue business district.” – **Michael K. Corradi,**
BID Property Owner

“As a business owner on Fifth Avenue, I wanted to thank the BID for the wonderful job you are doing to make our area thrive. Customer traffic on the street has been wonderful, our foreign visitors are back in force, and the locals enjoy and appreciate the many events and the enhanced beauty of the street. There is no other place I would rather be in business. It is nice to know, the street is in good hands, with its leadership in place moving forward.” – **Bob Baker, Jr.**
Bob Baker Shoes

“As an independent business owner, I appreciate the extensive effort the BID has made to market Fifth Avenue South as THE destination to shop, dine and work. The updated logo, website and marketing have paid off with increased traffic and sales. The response from our customers to the music, special events and improved landscaping has been extremely positive. With the continued direction and efforts of the BID, I believe Fifth Avenue South will continue to thrive as a highly celebrated destination. “ –
MaryLou Chronister, Gallery One

THE AVENUE IN

From the President, 2012

2012 was a landmark year for Fifth Avenue South and the Business Improvement District (BID). With the input and support from business owners, property owners, community residents, and civic and community leaders, we were able to accomplish and surpass our planned goals for the year.

Most notable for the year is the launch of the branding and marketing program targeted at attracting locals to rediscover Fifth Avenue South. Through our comprehensive print and electronic media platforms we were able to reach 3.6 million people. As a part of the launch of the marketing program, the BID Board made the strategic decision to increase the number of events coordinated during the year to reinforce the Avenue's position as *THE* destination to live, work, shop, dine and play. This along with our enhanced marketing proved advantageous attracting thousands of event goers and shoppers to the Avenue in 2012. From marketing and events, to enhanced lighting and landscaping, to tools for business and property development, the BID is making a positive impact on the district. It is important to note that these programs were achieved with very tight budgetary constraints.

As I step down from the role of President of the BID, I thank the Board, committees, volunteers and our talented staff for their commitment and support. I leave the Board and BID in good hands with incoming President Jim Smith, the 2013 Board of Directors and our executive director, Lise Sundrla.

In April, the BID's 2012 Financial Review, 2013 budget forecast and preliminary 2014 budget will be submitted to the City of Naples as required by our joint Agreement. Copies of the reports will be available by contacting the BID Office.

Lou Vlasho

From the President, 2013

As a Fifth Avenue property owner and a native of Naples, I've watched the evolution of the Avenue from its early days as the only destination in town for commerce, social gatherings and government, to its decline and then its rebirth in the 90s and the 2000s at the height of the economy, to its struggles with the downturn.

There is no doubt in my mind that the renaissance that Fifth Avenue South is experiencing today would not have been possible without the comprehensive and professionally managed efforts of the Business Improvement District (BID).

I offer my thanks and appreciation to Lou Vlasho for his leadership during the BID's first two years. I am honored to serve as President in 2013 and to work with our able staff, board, volunteers and community and civic leaders to not only continue but to strengthen the BID's efforts to reposition Fifth Avenue South to compete more effectively in the greater Naples market.

I invite you to review this report and to become a partner in the progress for Fifth Avenue South and the Business Improvement District.

Jim Smith

Marketing & Outreach

In the Fall of 2011, the BID Board established a marketing committee to guide the process of developing a marketing strategy and plan to reposition Fifth Avenue South and the Business Improvement District to compete more effectively in the greater Naples Market.

Input into the process was derived through a series of Block Meetings, focus and visioning sessions with BID business owners, property owners and residents; and through business and residential surveys and feedback from community focus sessions.

IMA Creative was retained to aid the committee in developing the marketing tools and integrating the 5th Avenue brand into all of the BID's program efforts.

In January 2012, the BID launched the new marketing plan with a two part strategy to engage locals to rediscover Fifth Avenue South; and to attract visitors to discover all that the Avenue has to offer.



The BID's Marketing Committee was recognized in May with the Outstanding Tourism Volunteer Award from the Naples, Marco Island, Everglades Convention & Visitors Bureau for development and implementation of the 5th Avenue Brand and Marketing Program.

“The Fifth Avenue South Brand and Marketing Strategy is not about getting the target market to choose Fifth Avenue South over the competition. It is about getting them to see Fifth Avenue South as *the* destination of choice to meet their needs.” –

Stefania Martin, Marketing Committee Chair, Bellini Ristorante on 5th.

Tying it all together

In January 2012, a new logo and tag line were introduced to create a unified image for 5th Avenue South and the district.

Businesses were encouraged to use the new logo and tag line on their websites, shopping bags, and marketing materials.



Daytimes. Nighttimes. Great Times.

AND THE AVENUE!

The marketing campaign launched with the theme *Daytimes. Nighttimes. Great Times.* reaching out to an audience of 3.6 million to promote all there is to do on Fifth! The BID dedicated \$97,000 to the campaign in 2011/2012. These funds were leveraged with \$100,000 in Radio advertising and \$20,000 in additional print advertising through BID media sponsors. BID advertisements appeared in the electronic and print mediums listed in the adjacent columns.

In addition to image and event advertising, the BID partnered with Renda Broadcasting to sponsor free radio promos for businesses in 2012 on Mix 104.7, BOB FM 102.9, Gator Country 101.9 and WGUF 98.9. Thirty businesses took advantage of this unique marketing opportunity.

Articles-Print & On-Line

Bonita & Estero Magazine
Florida Travel & Life
Florida Weekly
Gulfshore Life
Naples Illustrated
Life in Naples
Naples Daily News

Advertising - Electronic

Miami Herald - Online Travel
Sun Sentinel - Online Travel
Renda Broadcasting -Radio
PCTV - Hotel Television

Event Advertising - Print

Florida Weekly
Happening Magazine
Naples Daily News
Parent & Child Magazine

Image Advertising - Print

Downtown Brochure
Gates Magazine
Gulfshore Life
Life in Naples
Naples Illustrated
The Journal



The BID's branding and marketing efforts have "set the tone for an upscale desirable main street experience."—Gloria Kovacs, The Name Game.

5th Avenue Magazine

In November 2012, the BID launched the inaugural 5th Avenue Magazine. This annual publication includes a directory and map listing of businesses within the Fifth Avenue district, helpful articles, calendar of events, and advertisements from BID businesses.

The magazine launched as a pull out in Naples Illustrated to 20,000 residents. As of January 2012, 30,000 more had been distributed to SWF lodging, travel sites and businesses. A total of 80,000 will have been distributed before the 2013/14 magazine is released in November.



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On the Web

A new website design was launched in May 2012 featuring an enhanced business listing, events calendar, listing of available properties and spaces, resources for visitors, and tools and resources to aid business and property development.

The Site has proven to be a tremendous draw—attracting 10,000 to 15,000 visits per month!



“Having been a shop owner on Fifth Avenue South for over 15 years, I have seen attempts to organize businesses and property owners to be on the same page. It has been a struggle and frustrating at times. I felt when the BID came along they shared the vision of making “Fifth” the premiere shopping and destination of Naples. Through all of the hard work that the BID has done and continues to do, we are on the threshold of making that dream a reality. A *Very exciting time to be a shop owner on Fifth Avenue South!*” - Larry Liss, The Blue Mussel

Engaging Locals & Visitors



In January 2012, the BID launched the district's first comprehensive business directory brochure featuring a directional map and listing for Fifth Avenue South businesses. 50,000 of the brochures were printed and distributed in 2012 to more than 70 SWFL lodging and travel sites and area Realtors and businesses.

Six signs displaying the directory and map were placed in the two public parking garages on 8th Street, in the Downtown Visitor Center and, for a year, on the temporary construction wall at Park Street and Fifth Avenue South.

The Directory brochures and signage will be updated in 2013 and the BID is seeking funding support to create and install the first of several free standing directories within the district.

“The BID has been extremely helpful this past year assisting me in navigating the city’s permitting processes for my business. Not only is the BID providing a great resource to business and property owners, but the marketing and events are really paying off for Fifth Avenue South!” - Emil Atanassov, The Brick Coffee & Bar

Events & Promotions

In conjunction with the launch of the branding and marketing efforts in January 2012, the BID Board made a strategic decision to increase the number of events coordinated during the year to reinforce the Avenue’s position as *THE* destination in Naples to live, work, shop, dine and play.

During the year, the BID coordinated 34 Events, including 26 Evenings on 5th, three Street Festivals, five themed events—Mardi Gras, Concierge and Travel Host Night, ArtWalk, Tuba Christmas, and Resident Club Card (RCC) Night. In addition, the BID partnered with the Art Association, Chalk Art, the Stiletto Sprint and Ferrari Club to host sidewalk sales for BID businesses. The enhanced event schedule for 2012 responded to feedback received through BID block meetings, focus sessions and surveys.

It also provided the BID the opportunity to launch our branding and media program with a bang. The BID dedicated \$70,000 in BID funds to events in 2012. These funds were leveraged by \$43,000 in sponsorship and revenue funds to support the enhanced events schedule.



Photos courtesy of Naples Daily News



Avenue Enrichment

In 2011, the BID created the Avenue Enrichment Committee to work with businesses, property owners, the City and the Community Redevelopment Agency (CRA) in enhancing the district. Several key programs were initiated and/or continued in 2012:

- Purchase & installation of annual miniature white lights on 18 palms at the entries and center of Fifth Avenue, and installation of 75 seasonal lighted globes on 9 Oak and Tabebuia trees November through December. Cost to the BID for creation, installation and maintenance over a two-year period totals \$21,000.

- Launching of the Pilot Hanging Flower Basket Program on the 300 Block of 5th Avenue. The Pilot was launched to gauge support and interest from the City and community in continuing the project for all of Fifth Avenue South.
- Launching of quarterly Brokers/Agents luncheons to leverage efforts to market Fifth Avenue properties and spaces.
- Re-activation of the Restaurant Association under the BID to provide a vehicle for collaboration and addressing issues.

The Hanging Basket Program completed its pilot phase in February 2013. The BID was granted approval to relocate the baskets from the 300 Block pilot area to Fifth Avenue intersections at 3rd, 5th, 6th and 8th Streets through April 2013. The BID and City Staff will then assess the program for renewal in November.



The enhanced lighting program has created a festive atmosphere along Fifth Avenue South and encouraged pedestrian travel both east and west on the Avenue.

The BID will be returning to Council to request extension of the program into 2014 and beyond.



“We are very pleased and thankful for all the improvements the BID has made on Fifth Avenue South. The landscaping and lighting really add charm to the street. The quality of entertainment and events, along with the marketing efforts are excellent. ***Fifth Avenue South has a new vitality that can only be attributed to the hard work and efforts of the BID.*** Ultimately, this has translated to an increase in our traffic and an increase in our business!” – **Dona Walker, Manager, Regatta**

“We have enjoyed a record-breaking spring and I am quite sure that it is in large part due to the incredible energy that the BID has created downtown thanks to fantastic events, a beautiful marketing campaign and a fresh new vibe that attracts people of all ages both for nighttime and daytime activities. We are most grateful for everything the BID does for Downtown!” –

Kristen Coury, Founder & Producing Artistic Director, Gulfshore Playhouse

Partnerships - Events

Naples’ main street, Fifth Avenue South has long been a gathering spot for community events and programs.

Throughout the year community organizations coordinate events on 5th and in Cambier Park that attract thousands of locals and visitors. From the annual Ferrari Club of Naples Car Show, to the Naples Art Association’s Annual Art Fairs, to parades, to concerts in the Park, the community has found a home on Fifth Avenue South.

The BID is pleased to support all of these events through inclusion in advertising, coordination with 5th Avenue South businesses, and with permitting and organizational support.

We are fortunate to partner with several of these community organizations and events—RCC Nights, Concierge Nights, The Stiletto Sprint and the Chalk Art Festival—to offer additional support with event planning and coordination.

Partnerships - Programs

Fifth Avenue South flourishes today as the epi-center of Naples cultural, performing and applied arts. From the Naples Art Association and the von Liebig Center, to The Naples Players and the Sugden Community Theatre, to Gulfshore Playhouse, the Norris Center and Cambier Park, to the many eclectic galleries, shops and eateries, Fifth Avenue South is THE destination to live, work, shop, dine and play. We are excited to partner with the arts community to strengthen Fifth Avenue’s role as a destination and to grow arts awareness in the community. In 2013, the BID looks forward to continuing our partnership with the Naples Art Association toward pursuing a public art program for Fifth Avenue South and with Gulfshore Playhouse and The Naples Players to incorporate the performing arts into events.

“I am optimistic about the future of our beautiful “main street!” We are so fortunate to have the BID working for us and keeping the best interests of our “main street” in mind. I encourage all 5th Avenue businesses to become active with the BID. They are here to help you as they have helped me and my business!” – **Tim Willis, Petunia’s of Naples**

“The partnership between the BID and the Naples Art Association has created exciting new opportunities for marketing business and tourism in the downtown area. This synergy promotes greater visibility and awareness of Fifth Avenue South and the arts.” –
**Aimee Schlehr,
Executive Director
Naples Art Association**

“The Arts and the BID have certainly shown the benefit of working together. Those of us in the Arts are a major attraction while the quality and variety of the street and its many attractions are a draw. As a matter of fact, I think we complement each other.” –
**Jim Rideoutte,
Executive Director
The Naples Players**

“The partnership between the RCC and the BID has helped introduce our 10,000 resident members to the exciting changes happening on 5th Avenue South! From RCC Nights, to joint promotions, to volunteer opportunities for our members, the BID has proven that 5th Avenue South is THE destination to shop, dine and play in Naples!” –
**Amy Saad,
Co-founder
Resident Club Card (RCC)**

Board, Committees, Volunteers

2012 Board of Directors

Lou Vlasho, *President*

Stefania Martin, *Vice President & Marketing Committee Chair*

Rainer Filthaut, *Secretary-Treasurer*

Rod Castan, *Avenue Enrichment Committee Chair*

Phil McCabe, *Avenue Enrichment Committee*

Beth Ressler, *Events Committee*

Skip Quillen, *Finance Committee & Marketing Committee*

2013 Board of Directors

Jim Smith, *President*

Stefania Martin, *Vice President & Marketing Committee Chair*

Lou Vlasho, *Secretary-Treasurer & Finance Committee Chair*

Rod Castan, *Avenue Enrichment Committee Co-Chair*

Tom Graney, *Finance Committee*

Phil McCabe, *Avenue Enrichment Committee**

Chip Olson, *Avenue Enrichment Committee**

Skip Quillen, *Finance Committee & Marketing Committee*

**Denotes partial year service*

Staff

Lise Sundrla, *Executive Director*

Elle Young, *Program Assistant*

The efforts of the BID would not be possible without the many dedicated volunteers who have given of their time and talents. From our Board of Directors, to committee members, to community and business volunteers, the passion and commitment to enhancing, growing and sustaining a healthy, vibrant district is greatly appreciated!

Please read below for a list of our 2012 program committee members.

2012 Avenue Enrichment Committee

Rod Castan, *Chair; Courtelis Company*

James Knafo, *Vice Chair; JKnafo Architect*

MaryLou Chronister, *Gallery One*

Linda Drogue, *M-P Realty*

Phil McCabe, *Inn on Fifth**

Roger Reinke, *City of Naples*

John Ribes, *JRL Design*

2012 Marketing Committee

Stefania Martin, *Chair*

Cathy Christopher, *Inn on 5th**

Kristen Coury, *Gulfshore Playhouse*

Gloria Kovacs, *The Name Game*

Denyse Mesnik, *Property Owner; Beasley Broadcasting*

Lisa Swirda, *Naples Chamber of Commerce/Visitor Center**

Dylan Sanders, *Fidelity Investments**

Skip Quillen, *Culinary Concepts*

**Denotes partial year of service.*

2012 Events Committee

Gloria Kovacs, *Chair; The Name Game*

Kelly Capolino, *Keating*

Ken Dorian, *Uncle Louie G's*

Dan Demczak, *Café Lurcat*

Niki Felts, *Naples Global Advisors*

Bill Harding, *Prudential*

Jeannie Hautman, *Finials Foray*

Katelyn Kessler, *Peach Tree Designs*

Kevin May, *Prudential*

Chelsea Mooney, *Pucci and Catana*

Huguette Nelson, *Prudential*

Evita Reyes, *Inn on Fifth*

Jessica Romano, *Truluck's*

Gligor Tuperov, *Vergina*

Sal Tenaglia, *Regina's*

2012 Block Captains

Kelly Capolino, *Keating (800 Block)*

Jackie MacDonell, *Blue Mussel (700 Block)*

Chelsea Mooney, *Pucci and Catana (600 Block)*

Huguette Nelson, *Prudential, (600 Block)*

Rani Richardson, *Random Acts of Art (500 Block)**

Angelina Turra, *Old Naples Realty (400 Block)*

Bob Pine, *Lovejoy Antiques (300 Block)**

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*Special Thanks to our 2012
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Sponsors!*

Bob FM 102.9
Gator Country 101.9 FM
Mix 104.7 FM
98.9 WGUF FM
American Farms
Arthrex
Coastal Beverage
Courtelis Company
Crawford Landscaping
Culinary Concepts
DeVoe Automotive
Fidelity Investment
Gulfshore Life
Inn on 5th
Innovative Accounting Services
JJ Taylor Companies, Inc.
James Knafo, Architect
Remax Affinity
Life in Naples
Naples Daily News
Naples Harley Davidson
Naples Illustrated
Party Plus
Party Time Rentals
Pucci and Catana Pet Boutique
Regina's Ice Cream
Reinco, Inc.
Republic National
ReQuest
Resident Club Card (RCC)
Shamrock Bank
Southern Wine & Spirits
Sunshine Ace Hardware



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