

YOU

AND THE AVENUE!

Annual Report 2014



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.

“Courtelis Company actively supports the Fifth Avenue South BID because we see results. Results in greater sales for our merchants, results in greater awareness of the jewel that is Fifth Avenue South, and results in a better appearance and quality of life for the entire downtown Naples community.”

**– Rod Castan, President
Leasing and Management Services
Courtelis Company**

“Fifth Avenue South is one of the most treasured assets in our community. It is the heart of Naples and a key element of the Naples brand. Sunshine Ace is a proud supporter of the street and the work that the Fifth Avenue South BID is doing to nurture this very important asset.”

**– Michael Wynn, President
Sunshine Ace Hardware**

“Fidelity Investments is excited to be a partner in the progress of Fifth Avenue South. Through program participation and event sponsorship, Fidelity has gained tremendous exposure to our local market while supporting the good works of the Fifth Avenue South Business Improvement District.”

**– Tom Graney, VP/Branch Manager
Fidelity Investments**

“IBERIABANK has been a partner and sponsor of the BID since its inception. It is a great way to support the downtown community and interact with other business owners. Collectively, we are able to promote Fifth Avenue South as a destination for locals and tourists and drive business to our area.”

**– Dennis d’Auvergne, VP/Branch Manager
IBERIABANK**

“The Resident Club Card is proud and excited to be a part of the vibrant vision for Fifth Avenue South. Our efforts continue to grow largely due to the partnership and continued promotion and enthusiastic support of the BID.”

**– Nancy Hurst
Resident Club Card (RCC)**

AND THE AVENUE!

“DeVoe Automotive Group has proudly sponsored Evening on 5th and the annual Christmas Walk & Tree Lighting Ceremony for over 15 years and every year we are excited to renew. Fifth Avenue South is a wonderful place for residents and visitors alike to get the genuine feeling of what Naples has to offer. We love being able to showcase our brands to so many people in such a diverse, intimate and elegant way that these events can offer any business. We are very honored to be part of this extraordinary community and the Fifth Avenue South Business Improvement District.”

**– Mark DeVoe, President/CEO
DeVoe Automotive Group**

From the President, 2014

I am pleased to present the 2014 Annual Report for the Fifth Avenue South Business Improvement District (BID). 2014 was a landmark year for Fifth Avenue South and the BID. The continued growth and success of the Avenue is the culmination of a lot of hard work by many people—first and foremost the businesses both new and old who have chosen to make Fifth Avenue South the best it can be; the volunteers who are giving of their time to serve on the BID's board and committees and to support our many programs and events; and the property owners who hold and guide the vision for the Avenue.

Most notable for the year is our efforts to attract locals and visitors to rediscover Fifth Avenue South. Through our comprehensive print and electronic media platforms we were able to reach 8.5 million people. Through our program efforts we coordinated 10 special events, continued and expanded promotions aimed specifically at reintroducing locals to the Avenue; and launched an exciting commercial image campaign on HGTV, Travel Channel, Food Network, and The Learning Channel. From marketing to events, to enhanced lighting and landscaping, to tools for business and property development, the BID is making a positive impact on the district.

In April, the BID's 2014 Audit, 2015 budget forecast and preliminary 2016 budget will be submitted to the City of Naples as required by our joint Agreement. 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 all in good hands with incoming President Stefania Martin, the 2015 Board of Directors, our executive director, Lise Sundrla, and program manager, Elle Young.

Best to all, Skip Quillen

From the President, 2015

Fifth Avenue South has come a long way since my family moved to Naples in 1994 and opened what was to become Bellini on 5th at 445 Fifth Avenue South in 1995. This year, as we celebrate 20 successful years on the Avenue, I am so proud of how far we have come growing from just a small main street to a vibrant, successful international and mixed use district and center of commerce and entertainment. Today, Fifth Avenue South is renowned as a leading destination for all our visitors!

As we enter the 5th year of the Fifth Avenue Business Improvement District, I am honored to serve as your President for 2015. Congratulations to the Board of Directors, our fabulous Executive Director and all merchants, property owners and friends of the Avenue who have contributed time and resources to ensure the success of our efforts. New businesses have opened and expanded, our downtown BID events have taken off with unbelievable energy, and the Avenue has never looked better.

I offer my thanks and appreciation to Skip Quillen for his leadership in 2014 and our present and past Board Members who have donated countless hours of service. I look forward to working 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.

Cheers to another successful year!
Stefania Martin

Repositioning the Avenue

Fifth Avenue South continues to break all records! As we enter into 2015 the Avenue has been recognized with a Certificate of Excellence from TripAdvisor® as among the top 2 destinations (Waterside Shops was the other) for shopping and fashion in Naples; and by *Travel & Leisure Magazine* as among the top 5 destinations in the country for the Holidays!

Naples Lives Here!

2014 brought the launch of an exciting new image and marketing program focusing on Fifth Avenue South as *THE* destination to live, work, shop, dine and play. **Naples Lives Here!** is the message.

To bring this message to life, the BID commissioned fresh new photography of the Avenue; and working with BID marketing firm IMA Creative, designed an exciting image campaign through print and electronic media.

Through collaborations and expanded marketing venues, we were able to grow our marketing reach to 8.5 million in 2014. This included shared advertising programs with Opera Naples, Gulfshore Playhouse, The Naples Players, Resident Club Card and Naples Art Association; a new partnership with ARMA Communication and Foodie Naples magnifying our social media reach; and the launch of our Fifth Avenue Commercial on HGTV, Travel Channel, The Learning Channel and Food Network.

In 2014, \$76,000 in BID funds were dedicated to marketing and outreach for the Avenue. These funds were leveraged with \$153,000 in media sponsorship and revenues including \$114,000 in Radio advertising through Renda Broadcasting, \$24,000 in additional print advertising through BID media sponsors Naples Daily News, Naples Illustrated and Life in Naples; \$5,000 in social media marketing through ARMA Communication, and \$10,000 in ad and magazine revenues.

These recognitions would not be possible without the collective efforts of the business and property owners and the BID in repositioning 5th Avenue South as *THE* destination to shop, dine, live, work and play.



“Through the broad spectrum of the BID’s efforts by way of marketing, events, media and physical enrichment, the Avenue has become truly an electric destination!”

- Sal Tenaglia, Regina’s Ice Cream

The third edition of the popular *5th Avenue Magazine* was published in November 2014 with a distribution of 85,000 to lodging, visitor and travel destinations throughout Southwest Florida. Always improving, this edition included an expanded and enhanced map noting area attractions. 12% of the magazine sales go to support the BID’s ongoing marketing efforts for the Avenue.



2014 brought several fun and innovative business promotions designed to attract locals to shop, dine, and play on Fifth!



In the late summer, the BID joined with the **Downtown Visitor Center** to launch a **complimentary umbrella program**. Through the program participating businesses purchase ads on the umbrella panels. The umbrellas are then offered for complimentary use at the businesses and Visitor Center. This fun program is continuing into 2015 as Fifth Avenue provides coverage from the elements for our treasured customers!

The Avenue Club - A friends of 5th Avenue program designed to give folks an opportunity to be a part of the progress of our “main street,” was also launched in late summer. Membership in the Club is \$50 annually and members receive a decal, membership card, monthly e-blast notifications and discounts on BID pay events, such as The Grape Escape Food, Wine and Craft Beer Festival in November, and discounts on BID Fifth Avenue merchandise. As an added benefit, the BID is partnering with the RCC Organization to provide RCC cards to Avenue Club Members.



Naples Plays Here!



Developing strategies to enhance Fifth Avenue South's appeal as a year round destination is a critical part of the BID's program efforts.

In 2014, the BID coordinated ten special events including seven Evenings on Fifth, two street festivals and the annual Tuba Christmas concert, attracting more than 100,000 folks to the Avenue.

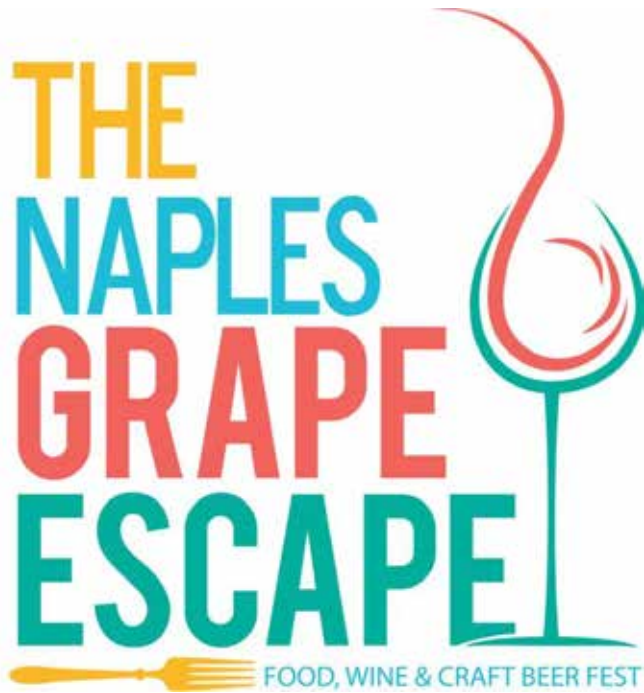
In its fourth year, the always popular Halloween Spooktacular exceeded all expectations attracting more than 18,000 folks— families and young and old— to experience trick-or-treating, haunted houses, costume contests, live music, and games and programs provided by area charitable organizations and partners!

Our traditional Evenings on 5th were themed to include Mardi Gras, Concierge & Activity Director Night, RCC Night and ArtWalks. Strong partnerships were formed with the Naples Art Association, Resident Club Card Organization, Visitor Information Center, and the SWFL Concierge Association and Activity Director's Association, to bring these themed events to the Avenue.

The annual Christmas Walk & Tree Lighting Ceremony continued to delight thousands with beautiful holiday decorations in the plaza and on the Avenue; and memorable performances by local school groups, dance troupes, choral groups, theatre troupes and more.

\$43,000 in BID funds were leveraged with \$28,000 in sponsorships and revenue funds to support these events in 2014. Holiday lighting in the Plaza was supported by \$5,500 in sponsorship funds and \$7,350 in BID funds.





2014 brought a new partner for Fifth Avenue South— *The Rotary Club of Naples*.

In Spring 2014, The Rotary Club of Naples approached the BID to join with them to bring their already popular Grapes & Apes event from the Naples Zoo to the Avenue. The ball started rolling quickly and in November 2014, the inaugural Naples Grape Escape Food, Wine and Craft Beer Fest launched featuring delicious tastings from 22 of the Avenue’s amazing restaurants, live entertainment, premiere wine and craft beer, fabulous drawings at Fifth Avenue merchants and more! This great event supports the Rotary Charities.

“Partnering with the BID and holding our annual wine event on Fifth Avenue is a win/win for both organizations and continues a long legacy linking Rotary and Fifth Avenue South that began with Charter Member Don Wynn’s grocery market on the Avenue.”

– Rich Ahrens, President, The Rotary Club of Naples

Enhancing the Visitor Experience!

Elevating and updating our tools and resources to engage visitors and locals is an ongoing process. In 2014, the BID updated the successful Fifth Avenue Business Directory Brochures, the directory maps in the two public garages on 8th Street; and the directory signage in the Visitor Information Center.

Additionally, events listings, promotions and program updates were distributed monthly to residents, businesses, and friends of Fifth through e-blasts, Facebook, print advertising, and press releases.

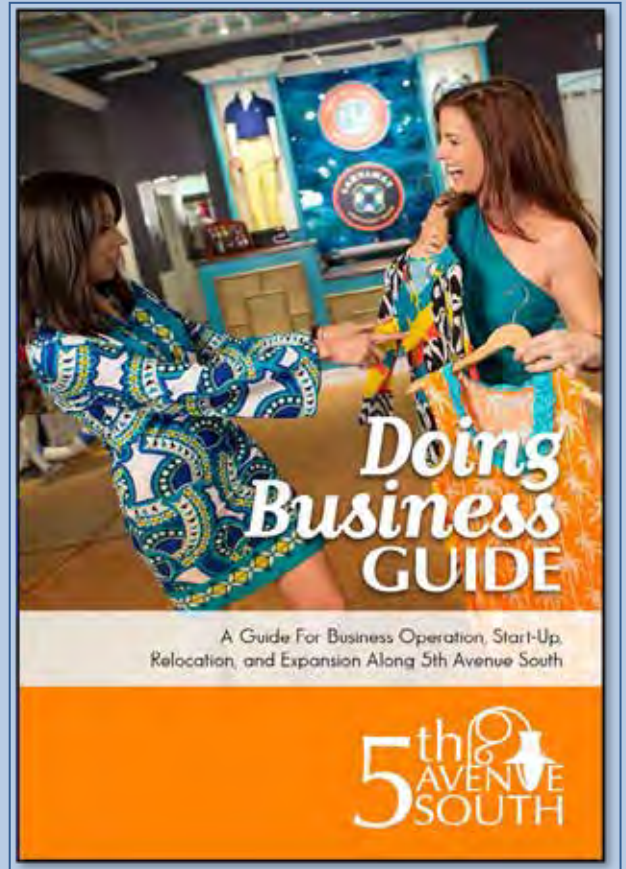


Naples Works Here!

Fifth Avenue South is not only a destination for locals to shop, dine and play, it's also a destination for businesses and citizens who want to work and live along our vibrant Avenue.

The BID provides a number of resources and tools to help folks find the perfect location for their business, to expand their business, or to start a business.

New in 2015 will be the launch of our *Doing Business Guide*. This guide is designed to assist folks interested in business start-up, relocation or expansion along Fifth Avenue South. Developed in 2014 with the assistance of Ashley Skalecki, a Masters in Public Administration candidate from FGCU, this helpful document will be available on-line and through hard copy. Partners in the effort include the City of Naples and the Greater Naples Chamber of Commerce.



The BID's website at www.fifthavenuesouth.com has become a one-stop shop for the Avenue offering a listing of existing businesses, a comprehensive calendar of events, a listing of available spaces and properties within the district, and links to business and property development tools and resources. The site receives 17,000 to 25,000 visits per month.

New in 2014 and 2015 is a listing of available residential opportunities along the Avenue and a listing of job openings at Fifth Avenue businesses.

The BID continues to proactively address and to respond to issues impacting the health and vitality of the Avenue.

In April, the BID launched the **1st Annual Real Estate & Broker Open House** along the Avenue. The event was designed to showcase available properties and spaces along the Avenue and to introduce the Avenue's residential and commercial Brokers to the community. The event was combined with an Evening on 5th and proved to be a grand success. Plans are underway for the 2015 event!



“Nineteen extremely successful years after we first opened our boutique on Fifth Avenue South and we can’t imagine our business anywhere else. We’ve seen a couple of associations come and go; the BID by FAR is the best! Communication, organization, fun events, advertising, marketing and more...they do it all! Opportunities are endless here on Fifth! We feel very lucky to be here. Thank you BID!”

- Stacie Carroll, Manager, Peach Tree Designs



The Hanging Basket and annual and seasonal decorative lighting programs continue to grow and to bring more vibrant colors, glow and texture to the Avenue drawing shoppers and diners to all six blocks. In 2014, both programs were expanded and continued at a cost of \$17,000 in BID funds.

Future goals include incrementally expanding the hanging basket program to include all lamp posts; and expanding the decorative lighting program to include as many palms as electric capacity will allow.

“Fifth Avenue offers a unique experience for guests to the downtown area— shopping dining, arts and culture and the beach. The BID has done a fantastic job in branding Fifth Avenue as the place Naples shops, dines and plays. The Naples Art Association believes that through a strong partnership with the BID we can continue to ensure the downtown area remains a thriving destination.”

- Aimee Schlehr CEO/Executive Director, Naples Art Association

Board, Committees, Volunteers & Sponsors

2014 Board of Directors

Skip Quillen, *President*

Stefania Martin, *Vice President & Chair, Marketing Committee*

Michael Wynn, *Sec-Treasurer*

Rod Castan, *Co-Chair, Avenue Enrichment Committee*

Michael Corradi, *Avenue Enrichment Committee*

Tom Graney, *Finance Committee*

Chip Olson, *Avenue Enrichment & Co-Chair, Public Art Subcommittee*

2015 Board of Directors

Stefania Martin, *President*

Michael Wynn, *Vice President & Co-Chair, Events Committee*

Michael Corradi, *Sec-Treasurer & Avenue Enrichment Committee*

Rod Castan, *Co-Chair, Avenue Enrichment Committee*

Tom Graney, *Finance Committee*

Nancy MacDonald, *Block Captain & Marketing Committee*

Chip Olson, *Avenue Enrichment & Property Owners Forum*

Ex-Officio

Jim Smith, *Co-Chair, Property Owners Forum*

Lou Vlasho, *Finance Committee*

Staff

Lise Sundrla, *Executive Director*

Elle Young, *Program Manager*

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 2014 program committee members and Block Captains.

Avenue Enrichment Committee

Rod Castan, *Co-Chair; Courtelis Company*

James Knafo, *Co-Chair; JKnafo Architect*

Michael Corradi, *852 5th Ave. S, LLC*

Linda Drogue, *M-P Realty*

Darlenn Ayan, *Ayan Dentistry*

Wafaa Assaad, *Minanis, Inc.*

Roger Reinke, *City of Naples*

John Ribes, *JRL Design*

Frank Rossum, *Gallery One*

Chip Olson, *Kova Commercial Realty*

Jeff D. Wynn, *Wynn Properties*

Marketing Committee

Stefania Martin, *Chair; Bellini on 5th*

Kristen Coury, *Gulfshore Playhouse*

Aimee Schlehr, *Naples Art Association*

Gloria Kovacs, *The Name Game*

Denyse Mesnik, *Beasley Broadcasting*

Lori Lou Waddell, *Visitor's Information Center*

Gail Webster, *IMA Marketing*

Public Art Committee

Aimee Schlehr, *Co-Chair; Naples Art Assn.*

Chip Olson, *Co-Chair; KOVA Commercial Realty*

Events Sub-Committee

Michael Wynn, *Co-Chair; Sunshine Ace Hardware*

Sal Tenaglia, *Co-Chair; Regina's Ice Cream*

Gloria Kovacs, *The Name Game*

Kelly Capolino, *Keating Associates*

Nikki Felts, *Naples Global Advisors*

Bill Harding, *Berkshire Hathaway*

Nancy Kerns, *Volunteer*

Chelsea Mooney, *Pucci and Catana*

Huguette Nelson, *Berkshire Hathaway*

Gligor Tuperov, *Vergina's*

Sheri Bilbrey, *Truluck's*

Industry Representatives

Gloria Kovacs, *Team Chair and Retail; The Name Game*

Erica Santiago, *Real Estate; Engel & Völkers*

Tom Graney, *Finance & Professional Office; Fidelity Investments*

Rick Rinella, *Restaurants; Truluck's*

James Knafo, *Design; JKnafo Architect*

Jeff Clapper, *Commercial Brokers; Courtelis*

Photo credits: Erik Kellar, Gary Jung, Glenn Christopher, Miguel Fernandez

“In just a few short years, the BID has made remarkable progress in enhancing the vitality of Fifth Avenue South— the Avenue is more alive, more vibrant than ever. Through a cohesive marketing and promotional program, creative events, and overall enhancement, they have ensured the continued success of the Avenue.”

- Wafaa Assaad, Minanis Inc.

Committees, continued

Property Owners Forum

Phil McCabe, *Inn on 5th; Co-Chair*

Jim Smith, *Re/Quest; Co-Chair*

Block Captains

Kelly Capolino, *Keating Associates; 800/900 Blocks*

Jackie MacDonell, *The Blue Mussel; 700 Block*

Aimee Carter, *Bank of America; 700 Block*

Chelsea Mooney, *Pucci and Catana; 600 Block*

Block Captains, *continued*

Huguette Nelson, *Berkshire Hathaway; 600 Block*

Nancy Zuccaro, *Fingernail Finesse; 600 Block*

Jody Robbins, *Florida Olive Oil; 500 Block*

Kelly Brewer, *Sunbelt Title; 400 Block*

Nancy Kerns, *Volunteer; 300 Block*

Rae Ann Enders, *Fidelity; 300 Block*

Thank you to our 2014 Sponsors

ABC 7	Fidelity Investments	Naples Players
American Farms	First Florida Integrity Bank	Party Plus Rentals
ARMA Communications	First Title & Abstract	Peach Tree Design
Arthrex	Gator Country 101.9FM	Pucci and Catana
Bayfront Inn	IBERIABANK	Regina’s Ice Cream
Bellini on 5th	Inn on 5 th	Resident Club Card (RCC)
Bob FM 102.9	James Knafo Architect	Sunshine Ace Hardware
Courtelis Company	JRL Design Studio	The Name Game
Crawford Landscaping	Life in Naples	The Rotary Club of Naples
Culinary Concepts	Mix 104.7 FM	Trimmers Holiday Decor
DeVoe Automotive	Naples Art Association	Wells Fargo
Edgewater Beach Hotel	Naples Daily News	WGUF 98.9 FM
	Naples Illustrated	Wind in the Willows



5th
AVENUE
SOUTH

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BUSINESS IMPROVEMENT DISTRICT

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