



# *naples* LIVES HERE!

**Annual Report 2015**

## 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.



AND THE AVENUE!

## *From the President, 2015*

I am pleased to present the 2015 Annual Report for the Fifth Avenue South Business Improvement District (BID). 2015 was another landmark year for the Avenue and the BID. I entered my role as President this year with the primary objective to build on the tremendous success of our first four years by continuing to reinforce our Mission and to grow opportunities for collaboration among the board, the property owners, business owners, City of Naples and community. My family has been a business owner on this Avenue for over 20 years, and in that time, I have never seen more participation, communication and camaraderie among the business owners as there is today.

When the BID was formed in late 2010, our primary goal was to reposition 5<sup>th</sup> Avenue South as *The* destination of choice to live, work, shop, dine and play. I am pleased to report that we not only have met that goal, we have far exceeded our expectations.

As I step down from the role as President of the BID, I thank our Board, committees, volunteers and talented staff for their commitment, passion and support. I know that I leave the BID in good hands!

*Stefania Martin*

## *From the President, 2016*

This past year, we saw the Fifth Avenue South brand reach new heights through the collective efforts of our staff, merchants, property owners and volunteers. The steady stream of local and national accolades reinforces the significant progress that continues to be made.

We take great pride in knowing the business district's success is the result of having committed partners on the Avenue and strong collaboration with the City of Naples. Those partnerships are the key to sustaining our momentum. It is exciting to see the continued investment on the Avenue as well as welcoming new businesses that complement our diverse mix of shopping, dining and services.

I am particularly grateful for the substantial time, talent and treasure that Stefania Martin has invested with the BID during her tenure as President in 2015. I look forward to building on the momentum she has created as together we make Fifth Avenue the best place to shop, dine and play.

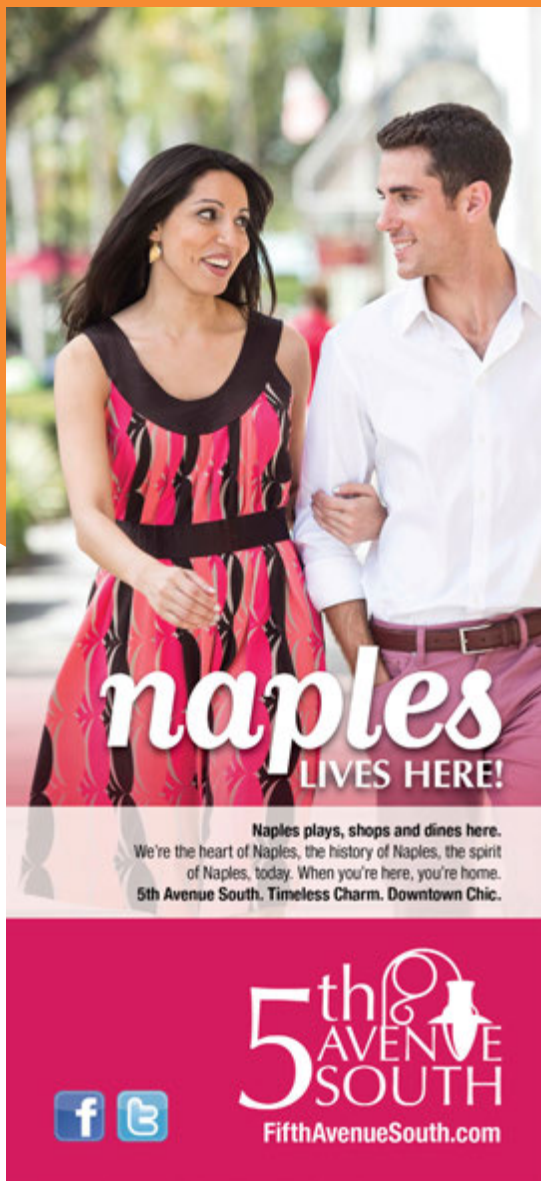
Wishing you all a prosperous and successful year!

*Michael Wynn*

## Naples Lives Here!

2015 continued the very successful Naples Lives Here! Campaign and marketing program focusing on Fifth Avenue South as *The* destination to live, work, shop, dine and play.

In 2015, \$108,000 in BID funds was dedicated to marketing and outreach for the Avenue. These funds were leveraged with more than \$170,000 in media sponsorship through partnership with Renda Broadcasting, *Naples Daily News*, *Life in Naples*, *Naples Illustrated*, and ARMA Communication.



Through collaborations and expanded marketing venues, we were able to expand our print marketing reach to more than 10.5 million in 2015. And, with the expansion of our electronic media we were able to reach more than 157,000,000. This included shared advertising programs with Gulfshore Playhouse, The Naples Players, Resident Club Card and Naples Art Association; a new partnership with ARMA Communication magnifying our social media reach; the continuation of our 5<sup>th</sup> Avenue Commercial on HGTV, Travel Channel and Food Network; and the launch of our 5<sup>th</sup> Avenue Commercial on Network television.



## All in the Brand!

The 4<sup>th</sup> edition of the 5<sup>th</sup> Avenue Magazine launched in November 2015 with a reinvigorated look, focus and map. The cover featured long-time 5<sup>th</sup> Avenue merchants - father and son - Bob and Robbie Baker of Bob Baker Shoes. The magazine feature story recognized *Faces of 5<sup>th</sup>*— families in business on the Avenue.

An expanded map and added area attractions made this already popular publication even more attractive.



## On the Move!

Fifth Avenue South continues to break all records as we enter into 2016 - with another Certificate of Excellence awarded by TripAdvisor™ as the top destination for shopping and fashion in Naples; as among *USA Today's* Top 2 destinations in the country for Al Fresco dining; as among *Coastal Living Magazine's* Best Beach Towns in the country for the holidays; as among *USA Today's* Top 10 Shopping Area's in the country; and most recently as among The Culture Trip's Top 10 Things to Do in Naples!



*“The Fifth Avenue South Business Improvement District has helped maintain and grow the positive experiences offered on one of the world’s greatest streets. Their staff has been a tremendous resource now and prior to our property purchase on the Avenue. We look forward to working with staff and our neighbors toward the continued positive growth of the BID.”*

– David Luebke, Vice President, Hendricks Commercial Properties

## Naples Plays Here!

2015 brought thousands of residents, visitors and day-trippers to the Avenue for our traditional events.

The Halloween Spooktacular far exceeded any expectations with some 30,000 in attendance for this family fun event featuring costume contests, live bands, haunted houses, spooky movies and more. This event would not be possible without our many sponsors and the many charitable organizations who participate each year.

Our traditional Evenings on 5<sup>th</sup> were themed to include Mardi Gras, Concierge 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.

Special thanks to our Top Event Sponsors in 2015 - *Renda Broadcasting, Naples Daily News, DeVoe Automotive and Andersen Windows.*



*"Nothing brings more joy and people to 5<sup>th</sup> Avenue as the events organized by the BID. Supporting the BID and the events they hold is not only a great way to increase traffic to our business; it is also a great way to give back to the community."*

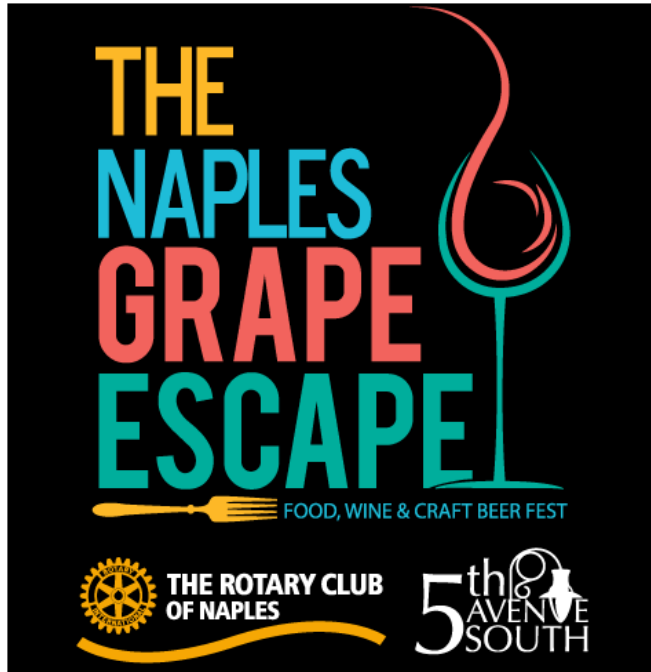
*- Christina Bent, Best of Everything*

The annual Christmas Walk & Tree Lighting Ceremony was the victim of a torrential downpour this year, but the ceremony continued and delighted thousands with the beautiful holiday decorations in the plaza and on the Avenue. Even with the rain, the performances by local school groups, dance troupes and choral groups left lasting memories!

Special thanks to our top Holiday Events and Decoration sponsors for 2015 - *Best of Everything* and *Sunshine Ace Hardware.*

\$49,000 in BID funds were leveraged with \$42,000 in sponsorship and revenue funds to support 12 BID events in 2015.

## Rediscovering the Avenue



2015 brought the second Annual Grape Escape Food, Wine & Craft Beer Festival featuring taste temptations from 22 Avenue Restaurants; more than 50 wine and craft beer choices; live music; a raffle and auction.

A partnership with the Rotary Club of Naples, the event supports the many Rotary Charities while also supporting marketing and events along the Avenue.

Operating a business in a Seasonal community can be difficult. Creating opportunities to encourage year round patronage of the businesses along the Avenue is a constant focus of the BID. In 2014, the BID introduced You First on 5th as a way to engage locals to rediscover the Avenue. Recipient of the *Tourism Star Award* for Most Innovative Promotion, this annual program provides Summer discounts at more than 60 5<sup>th</sup> Avenue businesses with the show of a Florida State ID or Avenue Club Card.



*"We have been so happy with the efforts of the BID this year in supporting 5th Avenue businesses. Concierge Night and the Grape Escape were fantastic events and proved to be great resources for building clientele."*

– Melissa Kaplan, Provident Jewelry

## Naples Works Here!

Fifth Avenue South is home to more than 200 businesses located between 9<sup>th</sup> Street and 3<sup>rd</sup> Street South. These businesses support more than 1400 employees. In 2015, the BID offered several programs and workshops to engage the employees and businesses along the Avenue – Women of 5<sup>th</sup>; Blue Zones Project; and the Marketing and Media Workshop.

### The Working Woman on 5th



In 2015, the BID partnered with Fidelity Investments to bring Women on 5<sup>th</sup> to the Avenue. The summer program provided networking opportunities for more than 200 working women on 5<sup>th</sup> through creative social and educational events such as Cocktails on Canvas; Relax, Unwind, It's Spa Time; The Art of the Italian Aperitivo, Girls just Wanna have Funds; and more.



*"The Women of 5<sup>th</sup> events were very creative, organized, well attended, fun and well executed. It was a great opportunity to connect with other professional women working on 5<sup>th</sup> Avenue. With all the pressures and responsibilities of today's working women we often get caught in our routines and don't take the time to meet our neighbor across the street. The Women of 5<sup>th</sup> events provided a wonderful opportunity to meet those neighbors and create a sense of camaraderie among the women and among the businesses on 5<sup>th</sup>".*

– Irene M. Gardella, Compliance and Corporate Administrator, Wasmer, Schroeder & Company



## Toward a Healthier Community



In 2015, the BID began a working partnership with the Blue Zones™ Project and Naples Community Hospital. Executive Director, Lise Sundrla was named Co-Chair of the Restaurant Committee and a member of the Leadership Team. In July, a workshop was held at The von Liebig Art Center to engage downtown restaurants about how making simple changes can boost health and productivity in the community.

## Making the Grade

In 2015, Naples, Florida, and the nearby communities of Marco Island and Immokalee topped the Gallup-Healthways State of American Well-Being Community Rankings list making Naples the happiest and healthiest city in the US!

The report measures how residents of 190 U.S. cities feel about their physical health, social ties, financial security, community and sense of purpose.

More reasons that Naples and 5<sup>th</sup> Avenue South are the destination to live, work, shop, dine & play!



*"We are grateful to the 5<sup>th</sup> Avenue BID for their enthusiasm to make the healthy choice an easier choice for restaurant patrons. The mission of the Blue Zones™ project is to increase economic vitality and improve well-being within our community; the 5<sup>th</sup> Avenue Bid is an invaluable partner toward accomplishing this mission."*

– Deb Milsap, Executive Director, Blue Zones Project, SW Florida

## Preserving a Sense of Place



In September of 2015, the BID Board and committees participated in a day long Retreat to discuss ways to preserve and enhance the visitor experience on the Avenue. The premise of the Retreat discussion was recognizing that public places play a key role in building community and instilling a sense of pride and a sense of place.

The result was a comprehensive report outlining placemaking strategies to be used as a guide for the BID and public officials in planning and programming improvements and activities along the Avenue.

The full report was presented to City Council in November 2015. Copies are available for review from the BID Office.

### Programming Public Space

A dynamic, strategic approach to community development and economic revitalization, placemaking capitalizes on a community's strengths and unique features, by creating a variety of uses that bring people and places together.

This can be accomplished through special events, outdoor dining, passive parks such as Menefee and Merrihue Parks, strategically placed benches, and public art initiatives. The goal is to create opportunities for people to gather and socialize.



### Branding the Avenue

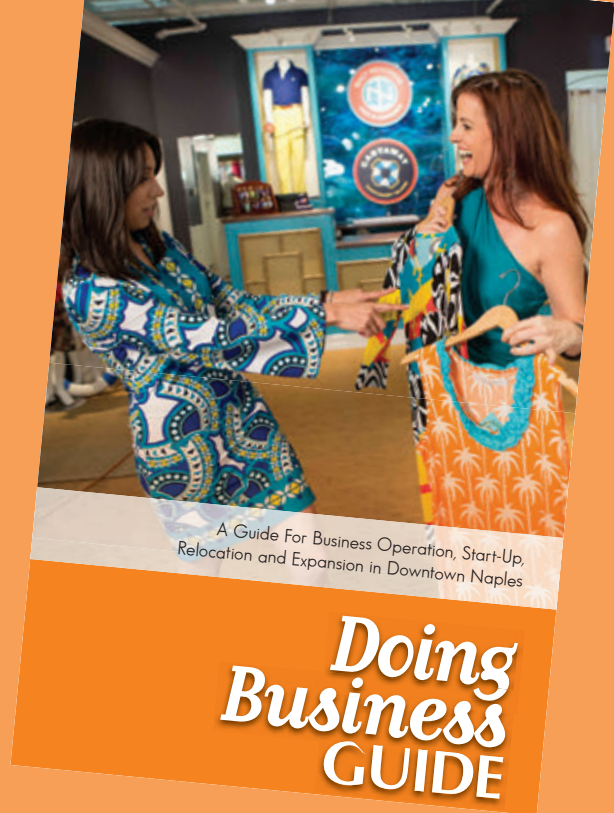


In 2015, the BID participated in the City's process to develop a Wayfinding Program for downtown Naples. With this initiative in mind the BID coordinated a workshop with City Staff to discuss ways of improving the entryway onto 5<sup>th</sup> Avenue South at 9<sup>th</sup> Street. In October, the BID commissioned John Ribes, JRL Design to develop preliminary concept designs for an exciting new entryway feature to replace the existing signage in the median at 9<sup>th</sup> and 5<sup>th</sup>.

The goal is to create a new signature design for the Avenue that is in keeping with the branding and marketing efforts and is representative of the vibrancy of the Avenue.

## Providing Tools to Grow and Retain Business

An integral part of ensuring a healthy, vibrant downtown district is to provide the tools and resources necessary to the business and property owners that will aid in their success. In 2015, the BID introduced the *Doing Business Guide* - a resource for business operation, start-up, expansion and relocation. Supported financially through a partnership with the Greater Naples Chamber of Commerce and the City of Naples, this one-stop guide is available in hard copy and on line at the BID Office, Chamber of Commerce, City Planning Offices and Small Business Development Center-FGCU.



Annually, the BID, property owners and 5<sup>th</sup> Avenue Realtors host an open house to provide an opportunity for folks to learn about business and residential opportunities along the Avenue. This fun evening is combined with Evening on 5<sup>th</sup> creating an enjoyable experience of dining, shopping, strolling and opportunity seeking along the Avenue!

Through our strong web presence we are able to link prospective entrepreneurs to opportunities for business development relocation and expansion; and link visitors and residents to opportunities for residential living along the Avenue.

To aid 5<sup>th</sup> Avenue businesses with securing employees, the BID also maintains a job listing on the 5<sup>th</sup> Avenue website.



*"The Ladies at the BID could not have been more helpful in the process of starting my new business on 5<sup>th</sup> Avenue. Their direction aided me in every step of the way making the entire process easy and enjoyable. Thank you so much Lise and Elle!!!"*

- Dan Maurer, Shea's at Lansdowne Street

## Providing Resources

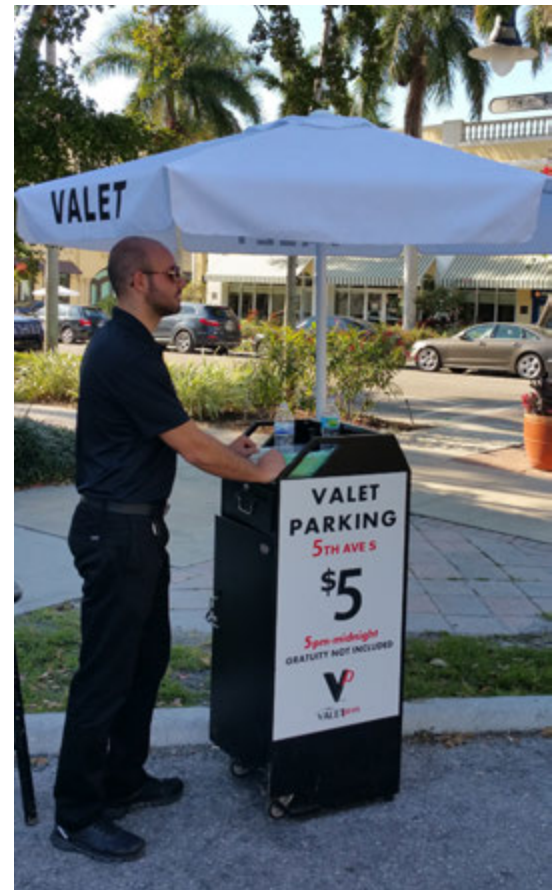
### Lights for Bikes



In April 2015, the BID joined with the Naples Pathways Coalition to bring bike lights to more than 100 restaurant employees along the Avenue. This initiative was at no cost to the workers and provided a useful tool to workers who travel by bicycle in the evenings to and from work on 5<sup>th</sup>. The initiative was so well received that we hope to bring it back in 2016.

### Enhancing the experience

During Season, the BID provides Valet Services to ease parking congestion and enhance convenience for visitors and residents enjoying evenings on 5<sup>th</sup> or special events. Valet Service is provided 7 days a week, starting a 5p.m. for \$5, November through May. During the 2014-2015 Season, the program successfully parked more than 20,000 cars alleviating stress on the Avenue's limited parking facilities.



*“Working with the Business Improvement District (BID) is fantastic. Whether it concerns general questions, exchanging ideas for the enrichment of 5<sup>th</sup> Avenue or getting to know prospective tenants, BID is always a helpful partner and resource!”*

*– Clemens Wirschke, Sr.*

Annually, the BID coordinates more than 40 business promotions from shopping and dining tours, to concierge events, to sidewalk sales, to media collaborations, to charity partnerships, and more to enhance business productivity through the year.

Encouraging the community to shop locally is critical to supporting our local economy. Each November, the BID partners with the Greater Naples Chamber of Commerce and the City of Naples to proclaim Small Business Saturday in Naples and to encourage folks to shop small & shop locally year round.

# 2015

## 5TH AVENUE SOUTH

### Business Promotional & Development Resources

The BID offers a number of marketing and business development tools and resources to assist 5th Avenue South business and property owners. These programs are in addition to the comprehensive image and Avenue. Please read below for ways that the BID can assist you!

**PRINT MEDIA & PROMOTIONS**

**5<sup>th</sup> Avenue Magazine - Fee**  
Annually, the BID produces the 5<sup>th</sup> Avenue Magazine in conjunction with Naples Illustrated. The magazine includes a full business directory listing, expanded map of the downtown area, fun historic trivia, articles on the Avenue, listing of area attractions and events. 85,000 are distributed to SWFL lodging, travel sites and businesses. This annual publication is a fundraiser for the BID providing funds to support our marketing efforts for the Avenue.  
Rate sheets can be obtained from the BID office. **Deadline for securing space in the 2015/16 edition is August 1, 2015.** To Secure space contact: Alison Whalen: 239.961.1980 or by email to: Alison.Whalen@NaplesIllustrated.com

**5<sup>th</sup> Avenue Business Directory - NC**  
Annually, the BID publishes a directory brochure of businesses within the BID District. 50,000 are distributed to SWFL lodging, travel sites and businesses. Along with the Brochure, the BID sponsors directory signage in both downtown garages and at the Visitor Center.

**Co-op Advertising - Fee**  
The BID periodically offers co-op advertising opportunities in partnership with area media. Print, television and radio co-op advertising opportunities are available. Please contact the BID office for details.

**Website Advertising - Fee**  
The 5<sup>th</sup> Avenue South website attracts 17,000 to 25,000 visitors a month. Advertising space is available on both the Homepage and the Calendar page. Six rotating spaces are available on the Homepage; and 12 rotating spaces are available on the Calendar Page.  
• Home Page: \$500 for 12 months  
• Calendar Page: \$350 for 12 months  
• Business can provide camera ready ad per specifications, or the BID can create ad for additional cost of \$45.  
Contact the BID for availability of space and details.

**Facebook Features & Give-a-Ways**  
The BID is partnering with Arma Communications, an internet marketing company, to provide a number of opportunities to showcase your business through social media. In 2015, we will be offering a variety of themed promotions where we can feature your business through in-store videos, give a ways and more! If you are interested, please contact the BID office. And, don't forget to send your in-store events, specials, and updates to [milo@fifthavenuesouth.com](mailto:milo@fifthavenuesouth.com) regularly.

**Monthly Calendar EBLAST - NC**  
Monthly, the BID sends out a calendar of events/activities happening on 5<sup>th</sup>. The calendar is emailed to 3000+ SWFL residents. Great FREE PR for you to promote store openings, exhibits, in store events, trunk shows, etc. Listings are due by the middle of the preceding month.

**5<sup>th</sup> Avenue Website Business Directory - NC**  
Businesses located within the BID District are encouraged to take advantage of listing on the 5th Avenue South website directory. A form for listing is available through the BID Office.

## SHOP SMALL, SHOP 5th

### SMALL BUSINESS SATURDAY

# November 28



## YOU ARE INVITED

### Concierge Night & Evening on 5<sup>th</sup>

#### Thursday, November 12

6:00 p.m. to 9:30 p.m.

Opening Reception at  
**VERGINA RESTAURANT**  
700 5th Avenue South @ 6:00 p.m. for instructions!

This year's event has been designed just for you to showcase the best that the Avenue has to offer – from music to food to fashion to art – and time to enjoy it all!

Please RSVP to  
[info@fifthavenuesouth.com](mailto:info@fifthavenuesouth.com) or 239.961.1980






**5th & AVENUE SOUTH**  
Timeless Charm, Downtown Chic.  
[www.fifthavenuesouth.com](http://www.fifthavenuesouth.com)

## Marketing & MEDIA Mix 2015

### Wednesday, July 15, 2015


#### 12 noon – 1:30 pm

#### The von Liebig Art Center

##### 585 Park Street

Please RSVP by July 13 to [info@fifthavenuesouth.com](mailto:info@fifthavenuesouth.com)

The merchants of 5th Avenue South are invited to join representatives from Comcast, Renda and Naples Daily News for a "Lunch & Learn" panel discussion. Don't miss this great opportunity to ask questions, network with media representatives, learn about valuable marketing opportunities, and enjoy a light lunch.



# Board, Committees, Volunteers & Sponsors

## 2015 Board of Directors

**Stefania Martin**, *President*

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

**Michael Corradi**, *Sec-Treasurer*

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

**Nancy MacDonald**, *Block Captain & Marketing Committee*

**Tom Graney**, *Finance Committee*

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

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## 2016 Board of Directors

**Michael Wynn**, *President*

**Rod Castan**, *Vice President & Co-Chair, Avenue Enrichment Committee*

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

**Stefania Martin**, *Immediate Past President & Marketing Committee*

**Nancy MacDonald**, *Chair, Block Captain Committee & Marketing Committee*

**David Gordley**, *Co-Chair, Marketing Committee; Finance Committee*

**Amber Ramsey**, *Co-Chair, Events Committee*

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## Ex-Officio

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

**Lou Vlasho**, *Assistant Treasurer*

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## 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 2015 sponsors, program committee members and Block Captains.

## Sponsors

Please join us in thanking the many sponsors – both in-kind and monetary – whose support has been instrumental in furthering the BID’s event, media & programmatic efforts in 2015. THANK YOU!

ABC7	IBERIA Bank
American Farms	Inn on 5th
Andersen Windows	IMA Creative
Animal Specialty Hospital	JRL Design Studio
ARMA Communications	Life in Naples
Arthrex	Michael Corradi
Bayfront Inn	Mix 104.7 FM
Beach Bugz	Naples Art Association
Bellini on 5th	Naples Daily News
Best of Everything	Naples Illustrated
Bob FM 102.9	Naples Players
CapitalROCK Investments	Pucci and Catana Luxury Pet Boutique
Courtelis Company	Regina’s Ice Cream
Crawford Landscaping	Resident Club Card (RCC)
Culinary Concepts	Sunshine Ace Hardware
DeVoe Automotive	The Rotary Club of Naples
Engle Dentistry	WGUF 98.9 FM
Fidelity Investment	Wind in the Willows
Gator Country 101.9FM	
Hendricks Commercial Properties	

# Committees

## Avenue Enrichment Committee

Rod Castan, *Co-Chair; Courtelis Company*  
James Knafo, *Co-Chair; James Knafo Architect*  
Michael Corradi, *852 5th Ave. S, LLC*  
Linda Drogue, *M-P Realty*  
Wafaa Assaad, *Minanis, Inc.*  
Roger Reinke, *City of Naples*  
John Ribes, *JRL Design*  
Chip Olson, *KOVA Realty*  
Jeff D. Wynn, *Wynn Properties*

## Marketing Committee

Stefania Martin, *Co-Chair, Bellini on 5th*  
Aimee Schlehr, *Co-Chair, Naples Art Association*  
Nancy MacDonald, *Coldwell Banker*  
Jen Chin, *Culinary Concepts*  
Kristen Cury, *Gulfshore Playhouse*  
Gloria Kovacs, *The Name Game*  
Lorraine Badessa, *JBL Financial Services, LLC*  
Denyse Mesnik, *Beasley Broadcasting*  
Erica Santiago, *Engel Völkers*  
Lori Lou Waddell, *Visitor's Information Center*  
Gail Webster, *IMA Marketing*

## Events Sub-Committee

Michael Wynn, *Co-Chair; Sunshine Ace Hardware*  
Sal Tenaglio, *Co-Chair; Regina's Ice Cream*  
Gloria Kovacs, *The Name Game*  
Kelly Capolino, *Keating Associates*  
Bill Harding, *Berkshire Hathaway HomeServices Florida*  
Nancy Kerns, *Volunteer*  
Chelsea Mooney, *Pucci and Catana Luxury Pet Boutique*  
Huguette Nelson, *Berkshire Hathaway HomeServices Florida*  
Gligor Tuperov, *Vergina's*

## Public Art Committee

Aimee Schlehr, *Co-Chair, Naples Art Association*  
Chip Olson, *Co-Chair, KOVA*  
Darlenn Ayan, *Ayan Dentistry*  
Terri Fernandez, *Courtelis Company*  
James Knafo, *James Knafo Architect, Inc*  
John Ribes, *JRL Design Studios*

## Restaurant Committee

Rick Rinella, *Chair, Truluck's*

## Brokers Forum

Jeff Clapper, *Chair, Commercial Brokers; Courtelis Company*

## Property Owners Forum

Phil McCabe, *Co-Chair; Inn on 5th*  
Jim Smith, *Co-Chair, 793 5th*

## Block Captains

Kelly Capolino, *Chair; Keating Associate, 800 Block \**  
Jackie MacDonell, *The Blue Mussel, 700 Block*  
Aimee Carter, *Bank of America, 700 Block*  
Chelsea Mooney, *Pucci and Catana Luxury Pet Boutique, 600 Block*  
Huguette Nelson, *Berkshire Hathaway HomeServices Florida, 600 Block*  
Kelly Brewer, *Sunbelt Title, 500 Block*  
Nancy MacDonald, *Coldwell Banker, 500 Block*  
Nancy Kerns, *Volunteer, 400 Block*  
Lauren Wahlfeld, *Stern Agee Financial, 300 Block*  
Rob Costanza, *TD Bank, 300 Block*

\*Denotes partial year service.



## BUSINESS IMPROVEMENT DISTRICT

5<sup>th</sup> AVENUE SOUTH

649 Fifth Avenue South, Naples, FL 34102  
239.692.8436 | [www.FifthAvenueSouth.com](http://www.FifthAvenueSouth.com)

