

# YOU

AND THE AVENUE!

Annual Report 2013

5<sup>th</sup> 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.

*“Take care of your heart and the rest of the body will be vibrant; 5<sup>th</sup> Avenue South is the heart of our community and, thanks to the BID, it is very well taken care of!”*

*Night and day international and domestic tourists intermingle with each other and Collier residents creating a density, chemistry, and energy unlike any other. The Greater Naples Chamber of Commerce’s Visitor Information Center welcomes thousands of guests each month and the Chamber’s partnership with the BID continues to grow. More than 30 restaurants, cafés and coffee shops as well as dozens of businesses line the Avenue all saying, “Naples is open for business 24/7.” We’re proud of our downtown and it shows!”*

**– John Cox,  
President & CEO,  
Greater Naples Chamber  
of Commerce**

*“Over the past couple of years, I have been amazed how Fifth Avenue South has become so much more vibrant and popular as a destination. Everything seems to have gotten so much better, including more enjoyable events, better communications and livelier marketing efforts. It is also apparent that local residents are participating at a higher level in all that the heart of our city has to offer.*

*Congratulations to the many people in BID who have made our downtown so great. And, a special thank you to Lise Sundrila whose tireless energy and tremendous talents keeps everything and everybody hopping to make 5<sup>th</sup> Avenue South the preferred place to shop, dine and do business.”*

**– John Tobin, President  
Old Naples Association**

*Report photography by Erik Kellar and Bob Raymond.*

**AND THE AVENUE!**

## *From the President, 2013*

2013 was another outstanding year for the BID, building on the strong foundation laid during our first two years of operation.

Our active committees tackled several items critical to the health and vitality of Fifth Avenue South, including Parking, Special Events and Live Entertainment. As a result of these efforts, the Avenue enjoyed another successful year welcoming residents and visitors.

Through our marketing efforts we were able to reach 5.6 million people; coordinate 11 special events, and launch several new promotions geared specifically at reintroducing locals to the Avenue.

While enjoying these successes, the BID had to deal with tight financial constraints. In August, the BID won approval from the City to increase the assessment from 2.0 mills to 2.5 mills, providing funds necessary for future years. All is well.

The BID's 2013 Audit, 2014 budget forecast, and preliminary 2015 budget will be submitted to the City in April, 2014 as required by our joint agreement.

As I step down, I thank the Board, committees, volunteers and our talented staff for their commitment and support. I leave the BID in good hands.

*Jim Smith*

## *From the President, 2014*

Great things are happening on Naples' Main Street... Fifth Avenue South!

It's the culmination of a lot of hard work, by a lot of people... it's teamwork, it's dedication and it's unselfishly putting aside the desires of the individual to uphold the vision of a collective street.

As we enter our 4<sup>th</sup> year of the Fifth Avenue Business Improvement District I am honored to help our team as your President. Special thanks to the one and only Jim Smith who as past president laid the golden foundation and to Lise Sundrla who's ever positive, energetic and uncompromising quest to make Fifth Avenue South better keeps us all focused on a better tomorrow.

To the board and its new members, and to the Fifth Avenue South business and property owners, 2014 promises to be a year of challenges and opportunities, together we will continue in our quest to highlight and expand the endless possibilities of Southwest Florida's number one destination of choice!

*Skip Quillen*

# 5<sup>th</sup> Avenue South - #1 Shopping & Dining Area!

In January 2014, TripAdvisor®, the world's largest travel site, recognized Fifth Avenue South as the #1 Shopping and Dining Destination on its list of 71 Naples-area attractions.

The business development, marketing and events programs initiated by the Fifth Avenue South Business Improvement District (BID), coupled with significant investment from business and property owners, and the uptick in the economy, have contributed to the exciting renaissance along the Avenue.

In February 2014, the *Naples Daily News* headlined an article on the renaissance with "Electric Avenue—Fifth Avenue South."

The BID is continuing to work with marketing firm IMA Creative to develop and launch new marketing and program initiatives in 2014 to grow and sustain this momentum.



## Keeping the Image Fresh

2013 brought several new and innovative business promotions designed to attract locals to shop, dine, and play on Fifth!

In June, the BID launched YOU FIRST On 5<sup>th</sup>. This new promotion targeted locals by providing discounts and specials with the show of a Florida Drivers License at participating businesses. Forty-six businesses participated in the four month promotion.

In August, a new advertising opportunity was launched for BID businesses on the Fifth Avenue South Website homepage and calendar page. The website reaches 17,000 to 23,000 folks monthly providing a tremendous marketing tool. Also in 2013, the BID launched a Friday Facebook Give-a-Way program to provide businesses even more opportunity to outreach to potential shoppers.

# Targeted Outreach

2013 brought marketing and outreach with several new publications and organizations. The BID's marketing efforts reached more than 5.6 million locals, visitors and prospective visitors promoting all there is to do on Fifth!

Building on the successful 2012 theme—Daytimes. Nighttimes. Great Times., Image advertising continued in *Naples Illustrated*, the *Downtown Brochure*, *Life in Naples* and on Paradise Coast TV.

New in 2013 were *The Gates Magazine*, *Concierge Image* and a partnership with Gulfshore Playhouse promoting Fifth Avenue South in theatre programs while Playhouse advertising was included in the *5<sup>th</sup> Avenue Magazine*.

\$50,000 in BID funds were dedicated to marketing and outreach in 2013. These funds were leveraged with \$114,000 in Radio advertising and \$13,000 in additional print advertising through BID media sponsors Renda Broadcasting, *Naples Daily News* and *Life in Naples*.

### Articles-Print & On-Line

- Florida Weekly
- Gulfshore Life
- Naples Illustrated
- Life in Naples
- Naples Daily News

### Advertising - Electronic

- Renda Broadcasting -Radio
- PCTV - Hotel Television

### Event Advertising - Print

- Happenings Magazine
- Naples Daily News

### Image Advertising – Print

- Downtown Brochure
- Gates Magazine
- Entrée Magazine
- Concierge Magazine
- Life in Naples
- Naples Illustrated
- Gulfshore Playhouse- program



The 2<sup>nd</sup> edition of the popular *5<sup>th</sup> Avenue Magazine* was published in November 2013—first as a pull-out in 20,000 *Naples Illustrated Magazine*, and continuing with total distribution of 85,000 to lodging, visitor and travel destinations throughout South West Florida.

This magazine, along with the YOU FIRST on 5<sup>th</sup> Campaign, launched in Summer 2013, introduced a new color scheme and creative use of the Fifth Avenue South lamp posts in the design.



## Fifth Avenue South – *THE* Destination



*"Having recently celebrated our 25th Anniversary on the Avenue, I can look back over that span of time and reflect upon so much that has brought us to where we are today. Never before have so many people been working together to create the positive energy that Fifth Avenue South generates as a premiere destination. In terms of leadership, management and participation it's the best we've ever been!"*

– Sal Tenaglio, Regina's Ice Cream



Creating opportunities for the community to gather and to experience all that Fifth Avenue South has to offer is an important part of ensuring that the Avenue, our treasured side streets, and Cambier Park, continues to be THE destination of choice to live, work, shop, dine and play.

In 2013, the BID coordinated nine Evenings on 5<sup>th</sup> and two street festivals attracting more than 84,000 folks to the Avenue.

Back by popular demand, the BID continued two signature events—Halloween Spooktacular and the annual Christmas Walk & Tree Lighting Ceremony. Evenings on 5<sup>th</sup> were themed to include Mardi Gras, Wine Tours, Concierge Night, Pink is Power, RCC Night and ArtWalk.

We appreciate our many partners who helped bring these themed events to the Avenue - Naples Art Association, Resident Club Card (RCC), Garden of Hope & Courage, Susan G. Komen SWFL, and the SWFL Concierge Association. Special thanks and recognition are given to the many sponsors who provided monetary and in-kind support. *A list of sponsors can be found on page 9 of this report.*

In 2013, \$43,000 in BID funds were leveraged with \$28,000 in sponsorship and revenue funds to support our many events.

*“The GFWC Naples Woman’s Club is excited to be a part of the vibrant 5<sup>th</sup> Avenue South district. With our location in the heart of the district, we have benefitted greatly from the efforts of the BID. It is our hope that the recent improvements to the exterior of our 63 year-old property will contribute to the success of your laudable efforts.”*

- **Lee Kraus, President  
Naples Woman’s Club**

*“I have seen a lot of positive changes on 5<sup>th</sup> Avenue South since I opened my shop 4 years ago. There is a marked difference in street activity and attitude towards the Avenue. The creation of the Fifth Avenue South Business Improvement District is a big part of that change. The BID developed a forum for gathering the businesses together, identifying needs, and implementing an organized strategy to address those needs in a very short period.”*

- **Marilyn Hellman,  
Marilyn’s Distinctive European  
Fashions**

# Avenue Basics

2013 was a phenomenal year for business and property development along Fifth Avenue South, as twenty-four new businesses opened including boutique retail, restaurant and professional offices and services. In addition, four existing businesses were able to expand to adjacent space or to new locations on the Avenue.

This unprecedented growth, fueled by the BID's comprehensive marketing, events and program activities, investments by business and property owners, and the uptick in the economy, has created a renewed vitality along the Avenue.

To help sustain this vibrancy, the BID oversees a number of programs:

- Comprehensive Marketing and Events programs
- Hanging Flower Basket Program
- Annual and Seasonal Decorative Light Program
- Free WIFI for Avenue Visitors/Shoppers
- Business Development Programs
  - Business Counseling & Resources
  - Available Properties/Space Listing
  - Business marketing and promotional programs
  - PR Assistance with openings, in-store events, etc
  - Business networking/communications

In 2014, the BID will be launching an Architectural Review effort to assist business and property owners with meeting the guidelines for improving their properties.



*“As former residents and now business owners on 5<sup>th</sup> Avenue South, our family has been fortunate to experience firsthand how much innovation, organization and planning goes into every single day creating a manicured, well balanced street for visitors and locals alike. This attention to detail led us to feel confident in relocating our main office to Fifth Avenue South. Since relocating our business, we have seen how the hard work of the BID has transformed this wonderful downtown area to a thriving and exciting avenue. We love Naples to live and work and we share the motivation in preserving its charm. We are proud to be a part of this successful avenue, making it an exceptional spot to grow a business.”*

**- Christian Galt, Galt Insurance**



*“One year ago, Silver Eagle Gallery was in search of a larger space after 18 years of doing business on 5<sup>th</sup> Avenue South. It made good business sense to look at all of the available retail centers in Naples. It soon became obvious that 5<sup>th</sup> Avenue South was the most desirable retail area in the entire city. We were convinced the impact of the BID, the dedication and creativity of its executive director, Lise Sundrila, and the involvement of the surrounding community and businesses are the reason this street is a stellar location. We are thrilled to have found a new space just blocks from our previous one. This season has been a record breaker for our business. The night life on 5<sup>th</sup> Avenue South brings a wonderful clientele to the area. Customers love coming to the Avenue and return over and over again to our restaurants, art shows, parades and other events. This is truly “the” place to be. We look forward to many more years as part of 5<sup>th</sup> Avenue South’s booming business district!”*

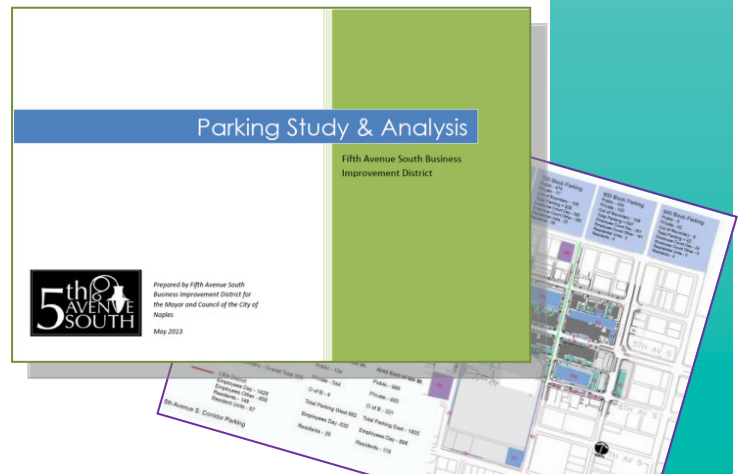
**- Deborah Nelson,  
Silver Eagle Gallery**

The BID serves a number of vital roles in sustaining the health and vitality of the Fifth Avenue South district. One important role is as liaison for the business and property owners with the City of Naples.

In February, in response to a desire from constituents and Government Officials to understand parking conditions along Fifth Avenue South, the BID conducted a comprehensive survey of parking within and immediately adjacent to the district. As a part of the process, business and property owners were polled regarding parking needs and concerns. The resulting report and accompanying recommendations were instrumental in averting decisions that could negatively impact businesses and customers.

The BID took on several other critical initiatives in 2013 including proposed changes to the City’s Special Events Ordinance and Live Entertainment Ordinances. Through the involvement of businesses throughout the downtown community, a positive outcome was reached.

Through our Board, committees and business community, we will continue to stay on top of issues that impact the health and vitality of Fifth Avenue South.



# Board, Committees, Volunteers & Sponsors

## 2013 Board of Directors

**Jim Smith**, *President*

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

**Lou Vlasho**, *Sec-Treasurer*

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

**Chip Olson**, *Avenue Enrichment & Co-chair, Property Owners Forum*

**Tom Graney**, *Finance Committee*

**Skip Quillen**, *Marketing & Finance Committees*

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## 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 & Property Owners Forum*

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## Staff

**Lise Sundrila**, *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 2013 program committee members and Block Captains.

### Avenue Enrichment Committee

**Rod Castan**, *Co-Chair;*  
*Courtelis Company*

**James Knafo**, *Co-Chair;*  
*JKnafo Architect*

**Michael Corradi**,  
*852 5<sup>th</sup> Ave. S, LLC*

**Linda Drogue**, *M-P Realty*

**Roger Reinke**, *City of Naples*

**John Ribes**, *JRL Design*

**Frank Rossum**, *Gallery One*

**Chip Olson**, *Colonial Realty*

**Jeff D. Wynn**, *Wynn Properties*

### Marketing Committee

**Stefania Martin**, *Chair;*  
*Bellini on 5<sup>th</sup>*

**Kristen Coury**, *Gulfshore Playhouse*

**Gloria Kovacs**, *The Name Game*

**Denyse Mesnik**, *Beasley Broadcasting*

**Nancy Kerns**, *Downtown Visitor Center\**

**Skip Quillen**, *Culinary Concepts*

**Gail Webster**, *IMA Marketing*

*\*Denotes partial year service.*

### Events Sub-Committee

**Gloria Kovacs**, *Chair;*  
*The Name Game*

**Kelly Capolino**, *Keating Associates*

**Niki Felts**, *Naples Global Advisors*

**Bill Harding**, *Berkshire Hathaway*

**Nancy Kerns**, *Volunteer*

**Chelsea Moony**, *Pucci and Catana*

**Huguette Nelson**, *Berkshire Hathaway*

**Gligor Tuperov**, *Vergina*

**Sal Tenaglia**, *Regina's Ice Cream*

### Restaurant Committee

**Rick Rinella**, *Chair;*  
*Truluck's*

### Property Owners Forum

**Phil McCabe**, *Co-Chair;*  
*Inn on 5<sup>th</sup>*

**Chip Olson**, *Co-Chair;*  
*Colonial Realty*

### Block Captains

**Kelly Capolino**, *800 Block*

**Jackie MacDonell**, *700 Block*

**Chelsea Moony**, *600 Block*

**Huguette Nelson**, *600 Block*

**Jody Robbins**, *500 Block*

**Angelina Turra**, *400 Block*

**Bob Pine**, *300 Block\**

Please join us in thanking the many sponsors – both in-kind and monetary –whose support has been instrumental in furthering the BID’s programmatic efforts in 2013. THANK YOU!

- |                        |                               |
|------------------------|-------------------------------|
| American Farms         | Kilwin’s                      |
| Arabesque              | Life in Naples                |
| Arthrex                | Mix 104.7 FM                  |
| Bayfront Inn           | M-P Realty/Reinco             |
| Bob FM 102.9           | Naples Daily News             |
| Chops City Grill       | Naples Illustrated            |
| Coastal Beverage       | Naples Square                 |
| Colonial Square Realty | Native Visions Galleries      |
| Courtelis Company      | Party Time Rentals            |
| Crawford Landscaping   | Pazzo!                        |
| DeVoe Automotive       | Pucci and Catana Pet Boutique |
| Entrée Magazine        | Regina’s Ice Cream            |
| Fidelity Investment    | Republic National             |
| Gator Country 101.9FM  | ReQuest                       |
| IBERIA Bank            | Resident Club Card (RCC)      |
| Inn on 5 <sup>th</sup> | Shamrock Bank                 |
| James Knafo, Architect | Southern Wine & Spirits       |
| JRL Design Studio      | WGUF 98.9 FM                  |
| JJ Taylor              | Yabba Island Grill            |

*“The Fifth Avenue South business district today is a jewel for which we all should be most grateful. The BID has played a significant role in ensuring the vibrancy of this important district while advancing the interests of both the business and property owners. Their continued success is of benefit to us all.”*

**– Jeff Wynn, President, Wynn Companies**



**5th AVENUE SOUTH**

*Timeless Charm. Downtown Chic.*

**BUSINESS IMPROVEMENT DISTRICT**

649 Fifth Avenue South

Naples, FL 34102

239.692.8436

[www.FifthAvenueSouth.com](http://www.FifthAvenueSouth.com)