

AND THE AVENUE!

2011 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.

Greetings:

It is with tremendous pleasure that I present the 2011 Annual Report for the Fifth Avenue South Business Improvement District, Inc. (BID).

2011 has been a whirlwind year for the BID from creation, to organization, to strategic planning, to execution. This report can only highlight the many accomplishments of the past year. But, as you will see, a lot has been accomplished in a short amount of time. Hiring of our Executive Director, Lise Sundrla, in June of 2011 exceeded our expectations. Her experience, enthusiasm, ability to work with people, planning skills, and the passion she has for the BID has enabled us to achieve the significant results reported in this first Annual Report!

Highlights from 2011 include:

- Designation as a 501 c 3 not for profit organization
- Engagement of BID business owners, property owners and citizens through focus sessions, block meetings and surveys
- Development of a comprehensive brand and marketing strategy
- Execution of 14 special events
- Establishment of 3 working committees and a Block Captain program, and
- Ongoing outreach and communication with BID property owners, business owners, community partners, City officials and citizens.

I am pleased to report that 100% of the assessment for 2010-2011 was collected, totaling \$281,500. In addition to the assessment, we had several sponsorships along with fees charged for events that offset some of our events expense. The CPA audited 2011 financials list \$311,131 of revenue and expenditures of \$295,188, resulting in a balance of \$15,943 which was carried forward to 2012. Copies of the Audit Report are available by contacting the BID office.

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

Lou Vlasho



“Over the past several months, I have seen marked change in Fifth Avenue South and the business improvement district. It’s vibrant, alive and exciting. The enhanced events and marketing campaign are truly making a difference and bringing many new patrons to the street and the new directory brochure provides needed information for tourists and locals about businesses, restaurants and professional services in the district. As a property owner and business owner I am pleased with the work the BID is doing and the positive impact on the district.”—

Wafaa Assaad, Minanis, Inc.

“In just over a year, the Fifth Avenue BID has made remarkable progress in branding the street as “THE” destination for shopping and dining in Naples. We can take immense pride in this season’s record event attendance, creative and effective marketing campaign, as well as the collaborative leadership style of BID Executive Director Lise Sundrla. Through the BID, I am confident that Fifth Avenue will continue to live up to its reputation as the destination with ‘timeless charm and downtown chic.’”—

Michael Wynn, Wynn Companies

“We would like you to know that we are very pleased with the positive impact the BID is having on Fifth Avenue, from the extra events, the communications with the tenants and owners, as well as the “globe” lighting, directories, Fifth Avenue logo, and plans for hanging baskets.” —

Dr. Michael Meftah,

Linda Drogue,

M-P Realty LLC & Reinco, Inc.

Creating a Brand



"To effectively do its job, the Marketing Committee needed input from BID property and business owners, BID partner organizations, and City Officials, as well as from the Bid's adjacent residents and those within the greater Naples community."
Jim Smith,
 2011 Marketing Committee Chair

THE TASK. The BID Board of Directors identified development of a brand and marketing strategy as the primary program goal for 2011. To guide this effort, the Board established a Marketing Committee chaired by BID board member and property owner Jim Smith. The committee consisted of business owners, property owners and cultural partners—Cathy Christopher, Inn on Fifth; Denyse Mesnik, Beasley Broadcast Group and BID property owner; Lisa Swirda, Downtown Naples Visitor Center/Chamber of Commerce; Kristen Coury, Gulfshore Playhouse; and Stefania Martin, Bellini on Fifth and co-chair of the committee.

The committee was tasked with guiding the process to position Fifth Avenue South and the business improvement district through brand and marketing to compete more effectively in the greater Naples market.

THE PROCESS. IMA Creative was engaged in October 2011 to work with the committee in development of the brand and marketing strategy.

A series of visioning sessions and block meetings were held engaging BID business owners, property owners and residents to provide input into the branding process, to identify issues and concerns impacting the district, and to brain storm ideas and solutions to enhance the Fifth Avenue South experience.

To further outreach, the committee developed and distributed business and residential surveys through the monthly email calendar, neighborhood organizations and civic associations.

The feedback and input received through the visioning sessions, block meetings and in response to the surveys is providing critical information to guide BID program goals and committee activities—events, marketing, avenue enhancement and program development.



Launching the Brand



THE BRAND. The new brand and marketing plan for Fifth Avenue South Business Improvement District launched in January 2012 introducing a new logo, tag line and marketing image for the district.

The comprehensive marketing plan engages print and electronic media with both image and events advertising coupled with an enhanced events schedule.

To jump start the campaign, the board has committed more than \$90,000 of the 2011 and 2012 budgets towards implementation of the media and marketing plan in 2012. IMA Creative has been retained to provide graphic design, media placement and public relations services.

A quarterly review has been put in place to ensure the effectiveness of the campaign and to make adjustments as necessary.



"Impressed! Delighted! And, excited! Thank you to all."
 —Bob Baker, Jr., Bob Baker Shoes

BUYING into the BRAND. To communicate a consistent brand for the district, the new logo, ads, posters and flyers are provided to business owners for use in their own marketing. Additionally, PR assistance is provided to businesses through the BID marketing consultant to promote store events. Businesses are encouraged to use the logo and tag line in their marketing, on their websites, facebook pages and on their shopping bags. Additionally, they are encouraged to distribute the brochures, posters and flyers to their customers.

"The changes on Fifth Avenue have been amazing! The additional lighting and the enhanced live music have created a lot of positive energy with both customers and employees. The creative marketing has played a large role in increased traffic,"—
Dona Walker, Regatta

"Congratulations and thank you for your tireless efforts in placing 5th Avenue firmly back onto the map, and into the public eye again. The increase of visitors to our 5th Avenue gallery is very marked and your weekly events have been a tremendous success." —
Ross Parker & Nicola Bunnett,
 Native Visions Gallery

"Just wanted to let you know what a fantastic job you and your team are doing to promote 5th Avenue this year. I've been on 5th for 11 years and have never seen it promoted like this or the constant crowds that pour in. It seems busier than ever! Thank you for all of your hard work and vision for the street."—
Jennifer Hane, Weekends

Addressing Avenue Needs



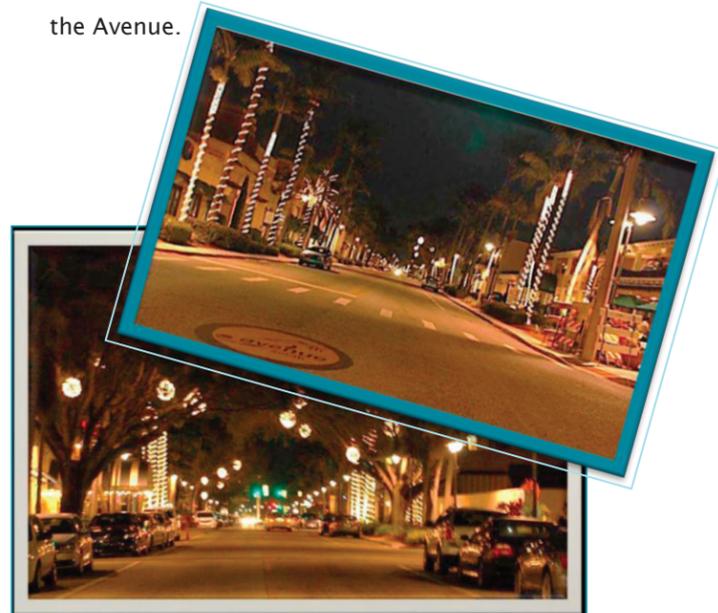
BUSINESS DIRECTORY. Feedback received through the various visioning sessions and survey responses spurred the development of a new marketing tool for the district—a directory and map listing businesses and cultural amenities. The directory which has been designed by Sunbelt is launching in three phases—phase 1: A directory brochure which was introduced in January 2012; phase 2: Directory panels which have been approved for installation in the two public parking garages on 8th Street; and phase 3 which consists of the potential placement of free standing signs in key locations within the district to display the directory map and a calendar of events.

AVENUE ENRICHMENT. In the Fall of 2011, the BID established an Avenue Enrichment Committee to interface with property owners, business owners, the City and the CRA in improving and enhancing the physical appearance of the district and in providing tools to aid in business and property development.

The committee was co-chaired by board members Rod Castan, Courtelis Company, and Phil McCabe, Inn on Fifth and BID property owner. Members of the committee include Marylou Chronister, Gallery One, Linda Droque, M-P Realty and Reinco; James Knafo, Architect; John Ribes, Landscape Architect; and Roger Reinke, Assistant City Manager. The committee’s plan of work was derived from the feedback received from the visioning sessions, block meetings and survey responses.

The lighting exceeded all expectations bringing vitality to the district and drawing pedestrian traffic along all 6 blocks of Fifth Avenue South.

ENHANCING LIGHTING & VITALITY. In November the committee tackled their first initiative—enhanced lighting. With City Council approval, 75 lighted spheres were hung in the oak and Tabebuia trees (November - April 2012) along Fifth Avenue South. Additionally, miniature white lights were approved year-round and wrapped around 18 large palms throughout the Avenue.



Developing the Tools

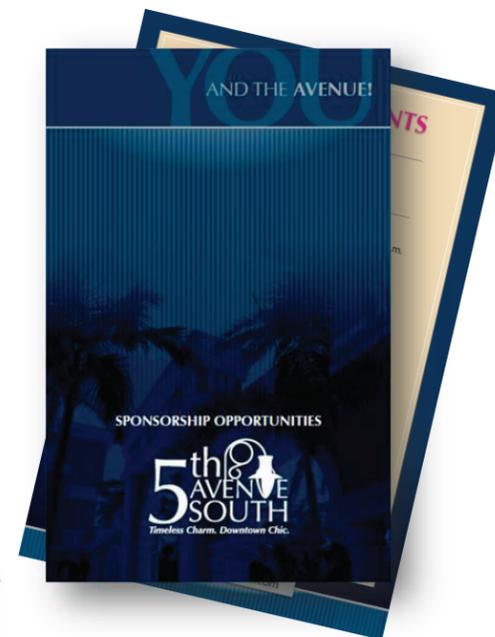


AN ENHANCED WEB PRESENCE. A critical component of the new brand and marketing program is enhancing the BID’s web presence. Not only will this open a more effective doorway to Fifth Avenue South, but it will give us the opportunity to provide needed resources and tools to help with business start-up and expansion and property development.

Local web company Exploritech was selected to develop the new site which has an anticipated launch date in late May. The new site will include an enhanced business listing, events calendar, listing of available properties and spaces in the district, and links to tools and resources.

LEVERAGING BID FUNDS. To supplement the funds received through the assessment and to grow BID events, the Board of Directors were fortunate to secure DeVoe Automotive, IBERIA Bank and Beasley Broadcasting Group as sponsors for the 2011 Spooktacular Halloween Festival, the 37th Annual Christmas Walk and Tree Lighting Ceremony and holiday Evenings on Fifth.

In 2012, the board is stepping up the sponsorship efforts through a full sponsorship package and outreach.



*“In the fifteen years we have been in business on 5th Avenue South, I have never seen efforts so organized and focused. This Season has been one of our best on record and I attribute the BID with that success. There is a buzz on the street, and it is apparent to our customers. Thank you BID!!!”—
Stacie Carroll,
Peach Tree Designs*

Engaging the Community

ENHANCING EVENTS. A vital component of the marketing strategy for the Business Improvement District is coordination of events and promotional activities to enrich the shopping, dining and cultural experiences for locals and visitors to Fifth Avenue South.

The BID Events Committee is charged with carrying out this important task. Chairing the Committee is long-time BID business owner, Gloria Kovacs, owner of The Name Game. Members of the committee in 2011 included Gary Bogan, Royalty & Hollywood Jewelry; Kelly Capolino, Keating Associates; Ken and Angela Dorian, Uncle Louie G's; Dan Demczak, Café & Bar Lurcat; Scott Dixon, Finials Foray; Kevin May, Prudential; Margie McGlenn, Huguette Nelson, Prudential; Evita Reyes, Inn on Fifth; Dylan Sanders, Fidelity Investments; Sal Tenaglia, Regina's Ice Cream; Gligor Tuperov, Vergina; and Claudette Willis, Petunia's.

Throughout the visioning process business owners, property owners and residents identified Evenings on Fifth, the Christmas Walk, art shows and car shows as the top event draws to the Avenue. A desire for more family oriented events and more music events was also expressed.

Embracing this charge, the BID enhanced and expanded dates for Evenings on Fifth, turned a small Trick or Treat event into a spectacular Spooktacular Halloween Festival, expanded and enhanced the Christmas Walk, Tree Lighting and holiday events, and partnered with the Garden of Hope and Courage and the Susan G. Komen Foundation to grow the annual Stiletto Sprint with the PINK IS POWER Ladies Night Out event!

To assist with event coordination and outreach and communication, the board named 6 Block Captains to assist the BID office. Block Captains in 2011 included:

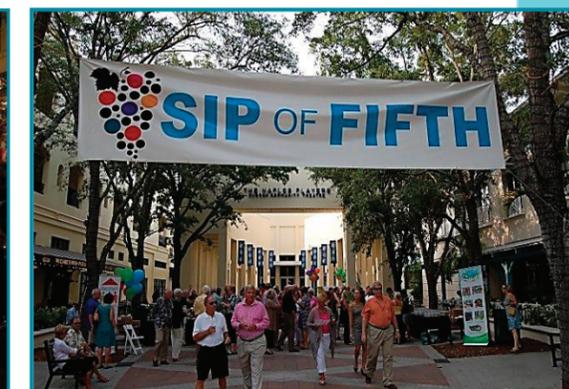
- 300 Block: Bob Pine, Lovejoy Antiques
- 400 Block: Angelina Turra, Ristorante d'Angeli
- 500 Block: Rani Richardson, Random Acts of Art
- 600 Block: Huguette Nelson/Kevin May, Prudential
- 700 Block: Jackie Macdonell, Blue Mussel
- 800/900 Block: Claudette Willis, Petunias and Scott Dixon Finials Foray.

Between May 2011 and December 31, 2011, the BID coordinated and hosted 14 events bringing thousands of families, visitors and locals to enjoy Fifth Avenue South!



Artists Juan Diaz (Gallery One) and Joan "Popo" Flanigan (Julie's on Fifth) during ArtWALK on Fifth!

"The Stiletto Sprint, in conjunction with the BID's Pink is Power event, has grown to be a successful fundraiser in the effort to raise awareness about breast cancer. The 3rd annual Stiletto Sprint & Pink is Power promises to surpass all expectations thanks to our amazing partnership with the Fifth Avenue South Business Improvement District!"—
Miriam Ross, Susan G. Komen, Southwest Florida and Amy Lane, Garden of Hope and Courage



Photos courtesy of Naples Daily News

"We are seven month residents and have for about 8 years enjoyed going to Evening on Fifth, but we must say that the last two months have been more fun than ever! It is really a great way to pull people together and promote Fifth Avenue."—
Carolyn Metzger, Resident



Getting Started

THE BID. The Fifth Avenue South Business Improvement District was established in December 2010 to stabilize and improve commercial property through promotion, management, marketing, administrative and other similar activities.

An interim Board of Directors was put in place to handle matters until the formal election which was held in March 2011 in conjunction with the first Annual Meeting of the property owners. Seven representatives were formally elected at that time to serve as the Board of Directors for the Business Improvement District.

Officers were also elected at that time and included Lou Vlasho as President, Phil McCabe as Vice President and Skip Quillen as Secretary-Treasurer. Initial efforts were directed towards establishing a not-for-profit organization, securing office space and furnishings, engaging an interim Project Manager, preparation and submission of tax documents, and launching the process for a full time Executive Director. In June, Lise Sundrla joined the BID as Executive Director.

The BID's second Annual Meeting was held in December 2011. The 2012 Board was elected. Officers were elected following the Annual Meeting.

STRATEGIC PLANNING. In July and August 2011, the board participated in a strategic planning process to establish a vision and mission statement for the BID and to formalize goals and strategies into a plan of work for the remainder of the year and into 2012. Top initiatives for 2011 included developing a brand and marketing strategy, engaging BID property owners, businesses and the greater community, growing and enhancing events, and developing programs and partnerships to enhance the physical image of the district.

Three committees were established to guide the primary initiatives—Marketing, Events, and Avenue Enrichment. Block Captains were appointed to assist with outreach and communication.

Top initiatives for 2012 include

- Implementation of the brand and marketing campaign—logo, tag line, website update, media plan and enhanced events schedule.
- Pursuing creation of a WIFI Zone for Fifth Avenue South,
- Launching of a comprehensive fundraising campaign to help grow events and program initiatives,
- Development and implementation of a toolbox of development resources for private property,
- Development and implementation of initiatives to enhance landscaping at entries and along Fifth Avenue South, and
- Development and implementation of free-standing directory/calendar signage.

“In less than six months, the BID has totally transformed Fifth Avenue into an amazing Naples destination venue known for exclusive fine dining, fashionable shopping and exuberant entertainment.

As a local resident and co-founder of the RCC, it's very exciting to share in the enthusiasm and vibrancy exuding from every corner of the street.

Congratulations to the BID for its commitment to an extraordinary Downtown destination combined with an incredibly lively and prosperous business district!”—

***Nancy Hurst,
Coquina Sands Association Board***

2011 Board of Directors

Lou Vlasho, President

Phil McCabe, Vice President

Skip Quillen, Sec-Treasurer

Rod Castan, Co-Chair, Avenue Enrichment Committee

Jim Smith, Chair, Marketing Committee

Stefania Martin, Vice Chair, Marketing Committee

Beth Ressler, Events Committee

2012 Board of Directors

Lou Vlasho, President

Stefania Martin, Vice President & Chair, Marketing Committee

Rainer Filthaut, Sec-Treasurer & Chair, Finance Committee

Rod Castan, Chair, Avenue Enrichment Committee

Phil McCabe, Avenue Enrichment Committee

Skip Quillen, Marketing Committee & Finance Committee

Beth Ressler, Avenue Enrichment Committee

Staff

Lise Sundrla, Executive Director



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BUSINESS IMPROVEMENT DISTRICT

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