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.
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 5th 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
Fifth Avenue South continues to break all records as we enter 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 Areas in the country; and most recently as among The Culture Trip’s Top 10 Things to Do in Naples!

The Culture Trip’s Top 10 Things to Do in Naples

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.

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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 5th Avenue Commercial on HGTV, Travel Channel and Food Network; and the launch of our 5th Avenue Commercial on Network television.
**All in the Brand!**


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
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 5th 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.


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.
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 5th Avenue businesses with the show of a Florida State ID or Avenue Club Card.

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.

“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
Fifth Avenue South is home to more than 200 businesses located between 9th Street and 3rd 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 5th; 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 5th to the Avenue. The summer program provided networking opportunities for more than 200 working women on 5th 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 5th events were very creative, organized, well attended, fun and well executed. It was a great opportunity to connect with other professional women working on 5th 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 5th events provided a wonderful opportunity to meet those neighbors and create a sense of camaraderie among the women and among the businesses on 5th”.

– Irene M. Gardella, Compliance and Corporate Administrator, Wasmer, Schroeder & Company
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“We are grateful to the 5th 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 5th Avenue Bid is an invaluable partner toward accomplishing this mission.”

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

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.

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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 5th Avenue South are the destination to live, work, shop, dine & play!

2015 Annual Report
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 5th Avenue South at 9th 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 9th and 5th.

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.

By June 2016, the program was an overwhelming success, with 1250 copies of the Doing Business Guide distributed to local businesses. The BID Office received numerous inquiries from business owners interested in learning more about the Avenue and its business climate.

An added benefit for property owners, businesses and residents was the BID’s Doing Business Guide. The Guide, distributed in hard copy and on line, provided valuable information on the Avenue’s history, demographics, economic climate, and business opportunities. The Guide included a map of the Avenue and a list of resources available to business owners. The BID also provided a list of local businesses and services, including restaurants, retail stores, and professional services.

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

“"The Ladies at the BID could not have been more helpful in the process of starting my new business on 5th 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 5th. 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 5th 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 5th 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.

Concierge Night & Evening on 5th
Thursday, November 12
6:00 p.m. to 9:30 p.m.
Opening Reception at
VERGINA RESTAURANT
700 5th Avenue South at 5:30 p.m. for tea

The 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 wine — and time to enjoy it all!

Please RSVP to
info@fifthavenuesouth.com or 239.692.8436

Timeless Charm, Downright Chic, Atop 5th Avenue South is an accessible and approachable shopping experience. Meticulous attention to design, fashion and luxury, combined with personalized service, makes the Avenue the destination for local and visiting shoppers. The Avenue is the ultimate shopping experience, with well-known brands and designers.
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
American Farms
Andersen Windows
Animal Specialty Hospital
ARMA Communications
Arthrex
Bayfront Inn
Beach Bugz
Bellini on 5th
Best of Everything
Bob FM 102.9
CapitalROCK Investments
Courtelis Company
Crawford Landscaping
Culinary Concepts
DeVoe Automotive
Engle Dentistry
Fidelity Investment
Gator Country 101.9FM
Hendricks Commercial Properties

IBERIA Bank
Inn on 5th
IMA Creative
JRL Design Studio
Life in Naples
Michael Corradi
Mix 104.7 FM
Naples Art Association
Naples Daily News
Naples Illustrated
Naples Players
Pucci and Catana
Luxury Pet Boutique
Regina’s Ice Cream
Resident Club Card (RCC)
Sunshine Ace Hardware
The Rotary Club of Naples
WGUF 98.9 FM
Wind in the Willows
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

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

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 Coury, 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

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

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

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.