

5th  
AVENUE  
SOUTH

# Annual Report 2016





## *From the President - 2016*

I am excited to present the 2016 Annual Report for the Fifth Avenue South Business Improvement District (BID).

We once again look back with immense pride on another outstanding year for the Avenue. We continue to be blessed with a passionate executive director, generous volunteers, engaged board members and some of the best businesses in the City and in Collier County. Through their collective efforts we continue to enjoy a steady stream of national accolades and host some of the most popular events in the region.

Through the strong leadership of the BID Board and the steady, experienced leadership of Jim Smith as our new President, I am more confident than ever that we can build on our success.

It has been my privilege to serve as the BID President this past year. I am grateful for the honor to serve and know that the Avenue's best days are still ahead.

*Michael Wynn*

## *From the President - 2017*

I was born in Naples when it was still a very small town. I watched 5th Avenue grow from a collection of retail and office buildings into Naples' main street. I opened my own business there in 1968, so have had a front row seat to the Avenue's market dominance through the Seventies; its eventual decline in the Eighties as the population moved north; and, to its near demise in the early Nineties as it struggled like most downtowns across the country.

During the late Nineties into the first decade of the millennium, 5th Avenue began to reinvent itself with the guidance of a world renowned urban planner. Property owners made new investments redeveloping a strong main street of retail, office, hotel, arts venues, and residences. It became the place where natives and seasonal residents mixed with tourists in a welcomed setting. Still something was missing.

That changed in 2010 with the creation of the Business Improvement District. A combination of hard work by many volunteers coupled with professional management by a talented staff brought new vibrancy to the Avenue. Today, it truly is the real Naples experience; the place to live within the residential renaissance on and surrounding the Avenue; to work in its shops and restaurants, its banks, investment and other offices; and, of course to play.

5<sup>th</sup> Avenue has become recognized nationally by Trip Advisor™ and others as the Naples destination to dine, stroll, shop, and mingle with the locals.

As a property and business owner I take pride in my membership in the Fifth Avenue South Business Improvement District. As you review this report of our progress, I hope you will agree that we are making positive contributions to the City.

*Jim Smith*



## An Avenue in Motion

This past year, the Avenue continued to receive a stream of local, state and national accolades. These recognitions have validated our efforts and given strength to moving forward on several key initiatives in 2017.

In 2016, the BID was recognized by the Florida Redevelopment Association (FRA) as a redevelopment and management model for other Florida Communities.

This led to the BID hosting the FRA Regional Workshop in Naples in June showcasing the history, strategies and partnerships that have guided the Avenue's successes. Redevelopment and government professionals from across the state attended the daylong workshop and tour. We were honored to have Mayor Barnett offer the opening comments.



In August, BID Executive Director, Lise Sundrla, accepted an invitation to speak at the Florida State Main Street Conference in DeLand, FL on the mechanics of a successful Business Improvement District.

These recognitions would not be possible without the collective efforts of our staff, merchants, property owners, and volunteers; and our strong partnerships with local and state governments and civic organizations, to sustain and enhance the vitality of 5<sup>th</sup> Avenue South.

***"I have been so impressed by 5<sup>th</sup> Avenue South, the revitalization efforts, and the work of the BID, and continue to recognize it as a model for other Florida Communities."***

-- Carol Westmoreland, Executive Director  
Florida Redevelopment Association (FRA)



## Avenue of Excellence

Along with the recognition from the FRA, Naples and 5<sup>th</sup> Avenue South were once again on the list in 2016 with top rankings from Trip Advisor™, *USA Today*, *Coastal Living*, *Travel & Leisure*, and many more.

Trip Advisor™ continues to recognize 5<sup>th</sup> Avenue South as the #1 destination for shopping and dining in Naples as positive trip reviews pour in daily—*“Great place to spend a day or evening”* *“A part of the Naples Experience!”* *“Classic Naples”* *“Downtown Chic - Naples Rodeo Drive,”* *“The best part of Naples.”*

With the Avenue’s beauty, and the world class shopping, dining, entertainment, and lodging, there is no doubt that the renaissance will endure.

## Placemaking – programming the Avenue for success

In 2016, the BID Board moved forward with key elements of the placemaking strategy developed in 2015.

First among the initiatives is development of a signature entryway feature at 9<sup>th</sup> Street (US41) and 5<sup>th</sup> Avenue South. This project has progressed and is anticipated to move beyond the concept design phase in 2017.

Also in 2016, the BID initiated discussions with Council and city staff about the importance of preserving and enhancing the elements that give the Avenue its character and support its vitality. From quaint walkways, to charming benches, to overflowing flower pots, to colorful and eclectic art, these simple elements help to instill a sense of pride and a sense of place.

These initiatives will continue to be discussed and pursued in 2017.



## Promoting the Avenue

In 2016, the BID coordinated more than 40 marketing and promotional programs focusing on 5<sup>th</sup> Avenue South as the destination to live, work, shop, dine and play.

To support these initiatives, the BID dedicated almost \$100,000 in funds toward marketing and outreach for the Avenue. These funds were leveraged with \$170,000 in media sponsorship and partnership with Renda Broadcasting, *Naples Daily News*, *Naples Illustrated*, and *Life in Naples*.

### Print Media

Through collaborations and expanded marketing venues, we were able to expand our print marketing reach to more than 30 million in 2016. This included shared advertising programs with Gulfshore Playhouse, The Naples Players, Resident Club Card and Naples Art Association; and image and promotional advertising in *Naples Illustrated*, *Life in Naples*, the *Naples Visitor's Guide*; and *Downtown Destinations*.



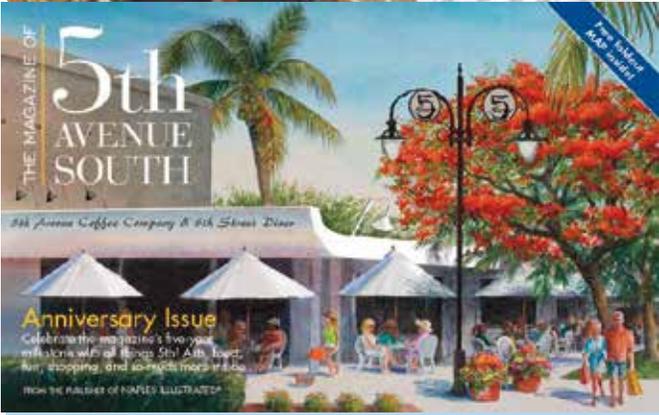
### Summer Promotions

Longer days, less traffic, warm summer breezes—and its summer in Naples.

5<sup>th</sup> Avenue South merchants roll out the red carpet during this timeframe to welcome locals and vacationers back to the Avenue with deals and specials. Winner of the 2014 Tourism Star Award, the You First on 5th promotion introduces the best of the Avenue in shopping, dining, art and theatre.

## Business Awareness

More than 222 businesses are located along 5<sup>th</sup> Avenue South, between 9<sup>th</sup> and 3<sup>rd</sup> Streets. To enhance the visitor experience, the BID provides a collective listing of businesses in three convenient vehicles—the 5<sup>th</sup> Avenue website at [fifthavenuesouth.com](http://fifthavenuesouth.com); the *5<sup>th</sup> Avenue Magazine & Directory*; and directory signage in the two public parking garages on 8<sup>th</sup> Street South.



## Showcasing the Avenue

The fifth edition of the *5<sup>th</sup> Avenue South Magazine* launched in November 2016. An original painting of the iconic 5<sup>th</sup> Avenue Coffee Company & 6<sup>th</sup> Street Diner by 5<sup>th</sup> Avenue artist Emily James graced the cover of this anniversary edition. Our popular feature, *Faces of 5<sup>th</sup>*, returns in this edition with one of the Avenue's many family owned businesses—Silver Eagle. A true family effort with Deborah and Craig Nelson, daughter Heather and son Ben, Silver Eagle celebrated their 20th Season on 5<sup>th</sup> in 2016.

80,000 of the magazines are printed and distributed by Palm Beach Media to SWFL lodging and travel sites. Additionally, the magazine is included as a pull-out in the November edition of *Naples Illustrated*.

## Outreach

In 2016, the BID was the recipient of a \$120,000 marketing grant from Google. Over a 12-month period the grant dedicates \$10,000 per month toward online marketing using keyword groups, ads, and campaigns designed to push users to the 5<sup>th</sup> Avenue website and ultimately to the businesses on 5<sup>th</sup> Avenue. Since the cycle kicked off in October 2016, the 5<sup>th</sup> Avenue website has received more than 500,000 impressions, contributing to the more than 150,000,000 people reached in 2016 through print and electronic media. Dining on 5<sup>th</sup> took the top billing with most Ad impressions.



## Growing Partners & Ambassadors



Naples is fortunate to have a number of tourism organizations to help in the promotion of the area’s businesses, sites and attractions. The SWFL Concierge Association is one of those organizations. The BID works with the Concierge Association throughout the year to provide promotional materials on the Avenue; information on new businesses and events; and opportunities for shopping tours, pub crawls, dine-a-rounds, and other activities that will serve their guests and promote the Avenue. Annually, the BID hosts a Concierge Night for the Association and the businesses along the Avenue.

*“A successful concierge creates a guest experience that is memorable. Having neighbors such as 5<sup>th</sup> Avenue South makes our job easy. There are wonderful shops, restaurants, and beautiful streets for people to stroll, shop and dine. 5<sup>th</sup> Avenue has a small town feel with first class amenities. We are so fortunate to have partners like the BID and the 5<sup>th</sup> Avenue merchants to help us create exceptional experiences for our guests.”*

– Norma Gershen, Ritz Carlton Golf Resort President, SWFL Concierge Assn.

### Saying Thank You

Over the years, the BID has been very successful at engaging sponsors and media partners to bolster our marketing and promotional efforts for the Avenue.

In 2016, with the support of the Google Ad Grant, the BID was able to say thank you to our major sponsors by providing a portion of the \$120,000 grant to showcase sponsor businesses and their support.



## ***Engaging the Community***

In 2016, the BID dedicated \$57,000, leveraged with \$48,000 in sponsorship and revenues, to support 12 events including Evenings on 5<sup>th</sup>; Halloween Spooktacular, Christmas Walk & Tree Lighting Ceremony; and TUBA Christmas.



We continued our successful partnership with the Rotary Club of Naples to bring Festival on 5<sup>th</sup>—an evening of fine wines, craft beers, entertainment and extraordinary foods from our 5<sup>th</sup> Avenue restaurants—to the Avenue in support of Rotary Charities.

A new partnership was created in 2016 with Young Life New Collier and the very successful Halloween Spooktacular. This partnership not only supported a worthy cause, but provided much needed man-power for our growing event.

BID events attracted thousands of residents, visitors and day-trippers to the Avenue and continued to exceed our expectations for attendance, good will and merchant support.



***“It was a pleasure to be the charity of choice for this year’s Halloween Spooktacular. It was a wonderful opportunity to spread the word about our mission and increase our brand awareness. We look forward to continued years of partnership opportunities that are a win/win for BID and Young Life New Collier.”***

***– Lori Fowler, YLCC Board Member  
Realtor, Coldwell Banker Previews International***

## ***Women of 5th***

Growing partners, volunteers and ambassadors is critical to sustaining our vibrant “main street.” Naples is never short on folks who want to be engaged whether it is on a committee, at a focus group session, or volunteering for an event. In 2015 and 2016, the BID partnered with Fidelity Investments to engage an important sector of 5<sup>th</sup> Avenue South—the working woman. With more than 200 professional women working along the Avenue, it seemed like a win-win to provide a networking occasion that could grow ambassadors as well as generate cross-promotional opportunities between businesses. From a Mad-Hatter Tea Party to Girls, Canvas & Wine, this successful initiative continues to bring new vitality and new opportunity for all involved.





## 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*

## Ex-Officio

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

**Lou Vlasho**, *Assistant Treasurer*

## 2017 Board of Directors

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**Jeff Wynn**, *Vice President; Committee liaison*

**Lou Vlasho**, *Sec-Treasurer; Co-Chair, Marketing Committee*

**Jerri Hoffmann**, *Marketing Committee; Avenue Enrichment Committee*

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

**David Gordley**, *Finance Committee*

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

## Staff

**Lise Sundrla**, *Executive Director*

# Thank you to our MAJOR Sponsors





**BUSINESS IMPROVEMENT DISTRICT**

Brand, promote and create awareness of the 5th Avenue South  
Business Improvement District to residents and visitors as the  
destination of choice to live, work, shop, dine and play.

649 5<sup>th</sup> Avenue South, Naples, FL 34102  
**239.692.8436 | [www.FifthAvenueSouth.com](http://www.FifthAvenueSouth.com)**

