

A man and a woman are standing on a brick sidewalk, smiling and looking at each other. The man is wearing a light blue polo shirt, dark jeans, a brown belt, and brown shoes. The woman is wearing a white strapless top and patterned pants. A small white dog is standing on its hind legs between them. The background is a blurred street scene with trees and buildings.

5th AVENUE SOUTH

Annual
Report
2017



FROM THE DESK OF THE

President

The 5th Avenue South Business Improvement District (BID) is pleased to present our 2017 Annual Report to the City Council and Staff. This past year has seen continued, beneficial growth on the Avenue, with new investments being made by both property owners and merchants. New businesses have opened, and one can feel the positive energy on the street. 5th Avenue's already existing, national reputation as the Naples destination for shopping and dining has not just been maintained but enhanced.

2017 will always be remembered as the year Hurricane Irma made direct landfall, damaging our Downtown and eroding sand from our critically valuable beaches. It was amazing and inspiring to see 5th Avenue merchants, property owners, and residential neighbors all come together at such a trying time. Throughout, and because of, this tragedy, we witnessed the strength, close bonds, and resiliency of our Greater 5th Avenue Community.

The BID underwent several changes during 2017. Lise Sundrla, our Executive Director since the BID's inception in 2010, stepped down to move closer to family. During her seven-year term with the BID, Lise executed a strong marketing plan, coordinated contributing efforts by merchants and volunteers, and grew the then newly formed BID into what it is today. We all will be forever grateful for Lise's dedicated commitment and valuable contributions.

Not wanting to lose momentum, the BID hired Bruce Barone Jr. as our new Executive Director. Bruce brings a wealth of marketing and media knowledge and experience to our organization. Being a long time Naples resident, Bruce is eager to build upon the BID's past successes and elevate the Avenue to new heights. In the first quarter of 2018, under Bruce's leadership, the BID refocused its social media plan and developed the new "Faces on 5th" video series, which features our merchants on the street, and implemented live video streaming during our events. These new marketing strategies reach a larger audience and promote all that 5th Avenue and Downtown have to offer.

We owe our successes this past year to the strong leadership and diligent work of 2017 BID President Jim Smith and our Board of Directors. The past year, once again, through marketing, events, and community outreach, successfully demonstrated the positive contributions that the BID can and does provide, not only to 5th Avenue, but to Downtown Naples as a whole. I am both honored to be taking over the role as President in 2018 and committed to keeping our established momentum moving forward.

Jeff Wynn
Board President
5th Avenue South BID



Mission STATEMENT

Brand and promote the 5th Avenue South Business Improvement District to residents and visitors as the destination of choice.

Board & Staff

2018 BOARD OF DIRECTORS

Jeff Wynn President

Jerrilyn Hoffmann Vice President

David Gordley Treasurer

Nancy Macdonald

Stefania Martin

Joseph McCabe

Christopher Shucart

STAFF

Bruce Barone, Jr. Executive Director

Chelsea Mooney Administrative Assistant

ADVISORY COMMITTEE

Jim Smith Immediate Past President

Lou Vlasho Ex-Officio

Michael Wynn Past President

Rob Castan Past Vice President

Skip Quillen Past President

2017 Highlights

STAFF

The 5th Avenue South BID experienced significant changes in terms of staff and board leadership in 2017. Executive Director, Lise Sundrli stepped-down after a successful six-year term and the BID welcomed Bruce Barone, Jr. as the new Executive Director in November 2017. In addition, the BID elected a new Board of Directors, with Jeff Wynn as President, Jerrilyn Hoffmann as Vice President and David Gordley as Treasurer.

MARKETING

Due to a change in the job description of the Executive Director, the BID historically outsourced a majority of the PR and media efforts to the BID's Marketing firm, IMA CREATIVE. IMA responsibilities include aspects of marketing, PR, and social media. Under the new leadership team, the BID has collaborated with IMA to return some of the responsibilities to the BID office under the purview of the new Executive Director and the BID marketing committee.

EVENTS

Due to changes in leadership and infrastructure, the event schedule was maintained and streamlined to be as effective as possible. Events like the Halloween Spooktacular and the 44th Annual Christmas Walk were major successes as they were two of the most attended events of the year, geared toward attracting children & families to the avenue. Major highlights from Christmas included a live nativity scene during the Christmas Walk, light show in Sugden Plaza and recognition of Tuba Christmas as an official "Tuba Holiday" by Mayor Bill Barnett.

The 5th Avenue South BID also developed new collaborative partnerships to produce high level branded entertainment to showcase the avenue, most notably with REntertainment to showcase the Martha Stewart Paradise Coast Wine & Food Experience. The event boasted celebrity chefs, unparalleled wine and cuisine from 5th Avenue restaurants and local craft beer. Further developing the mission of the BID to promote the avenue as its sole focus, this partnership event brought branding opportunities that included PR and marketing efforts with Gannett, USA Today & the Naples Daily News.



2017 Highlights

continued

AVENUE ENRICHMENT

The BID partnered with MotionLoft, an analytics agency that tracks pedestrian counts for Business Improvement and Downtown Districts across the country. Pedestrian sensors were implemented on the avenue, gathering trend data to understand how 5th Avenue South is used. Over the course of 2017 a baseline of data has been captured enabling the BID to be in a position in 2018 and beyond to identify emerging trends that can be utilized for strategic planning, used to advise property owners and merchants, and act as an attractive data set to encourage new business and innovation on the avenue.

In addition, The BID focused its efforts on the enrichment of the avenue by hiring C3 Gardens for the installation and maintenance of hanging baskets adorning the lampposts. Approximately 80 baskets are currently being cultivated and maintained throughout the course of the week.

Finally, the BID spent much of its advocacy efforts in 2017 on the development of the 4th & 4th parking garage. Time and energy were spent surveying local businesses, residents, restaurants and guests to 5th Avenue to ascertain the need for a new parking garage. Despite a vigorous campaign in defense of building the parking garage at 4th & 4th these efforts were met with opposition and were ultimately rejected.



2017 EVENTS

JANUARY

- 7-8 **New Year's Art Show**
Naples Art Association
- 8 **Naples Jazz Society**, Cambier Park
- 12 **Evening on 5th (BID)**
- 14 **Fine Art & Craft Show**, Cambier Park
- 15 **Naples Concert Band**, Cambier Park
- 16 **MLK, Jr. Day & Celebration Parade**
- 22 **Gulf Coast Big Band**, Cambier Park
- 23 **Naples Big Band**, Cambier Park
- 28 **Empty Bowls**, Cambier Park
- 28 **Chalk Art 2017**
- 29 **Music Makers Band**, Cambier Park

FEBRUARY

- 4 **Art in the Park**, Camber Park
- 5 **Naples Jazz Society**, Cambier Park
- 6 **Stardust Memories Big Band**
Cambier Park
- 9 **Evening on 5th (BID)**
- 11 **Fine Art & Craft Show**, Cambier Park
- 11 **Cars on 5th**
- 12 **Naples Concert Band**
- 13 **Naples Big Band**, Cambier Park
- 18 & 19 **Naples National Art Show**
Naples Art Association
- 25 **NAMI Walk**, Cambier Park
- 26 **Gulf Coast Big Band**, Cambier Park
- 27 **Stardust Memories Big Band**
Cambier Park
- 28 **Mardi Gras Evening on 5th (BID)**

MARCH

- 4 **Art in the Park**, Cambier Park
- 5 **Naples Concert Band**, Cambier Park
- 9 **Evening on 5th (BID)**
- 11 **Fine Art & Craft Show**, Cambier Park
- 11 **St. Patrick's Day Parade**
- 12 **Naples Jazz Society**, Cambier Park
- 13 **Stardust Memories Big Band**, Cambier Park
- 18 & 19 **Downtown Naples Art Show**
Naples Art Association
- 19 **Gulf Coast Big Band**, Cambier Park

MARCH *continued*

- 25 **AVOW Butterfly Release**, Cambier Park
- 25 **Annual Flea Market**, Naples Woman's Club
- 26 **Naples Big Band**, Cambier Park
- 27 **Stardust Memories Big Band**, Cambier Park

APRIL

- 1 **Art in the Park**, Cambier Park
- 2 **Naples Concert Band**, Cambier Park
- 8 **Fine Art & Craft Show**, Cambier Park
- 9 **Gulf Coast Big Band**, Cambier Park
- 10 **Naples Big Band**, Cambier Park
- 13 **Evening on 5th (BID)**
- 16 **Naples Jazz Society**, Cambier Park
- 21 **Flashback Four**, Norris Center
- 22 **Southern Express Band**, Norris Center

MAY

- 11 **Evening on 5th (BID)**
- 26-29 **Memorial Day Weekend Sidewalk Sales (BID)**

JULY

- 4 **Fourth of July Parade**
- 1-4 **Sidewalk Sales (BID)**
- 4 **Fireworks**

SEPTEMBER

- 1-4 **Labor Day Weekend Sidewalk Sales (BID)**

OCTOBER

- 12 **Evening on 5th (BID)**
- 31 **Halloween Spooktacular (BID)**

NOVEMBER

- 9 **Evening on 5th (BID)**
- 11 **Paradise Coast Food & Wine Experience**
- 25 **Small Business Saturday Sidewalk Sales (BID)**

DECEMBER

- 7 **Christmas Walk & Tree Lighting Ceremony**
- 12 **Christmas Parade**
- 14 **Tuba Christmas**
- 14 **Evening on 5th (BID)**

(BID) are 5th Avenue specific events



View **MARKETING 2017**

New photography was shot in May 2017 capturing a younger, more upbeat vibe allowing the BID to start targeting a younger demographic without moving away from our base audience. All print advertising was updated, both brand and event ads.

New MARKETING 2017



A digital Geo targeted campaign ran May through October with a keyword focus on local shopping and local restaurants, aimed to hitting the \$150,000 and above household income group. This was implemented to drive traffic to the website. Online and newsletter advertising through Naples Illustrated helped us reach their all-important followers and also were linked to the BID's website.

A more focused and targeted social media strategy was put in place, there wasn't any real base to build on so this was mainly all a fresh start. The activity focused on increasing brand consistency across platforms and with the posting schedule. The posts were almost entirely organic with very little paid advertising.

The goals for 2017 social media were as follows:

- Establish a voice and tone for the BID
- Improve relationships with merchants
- Increase reach and page growth

SPONSORS:



Good Times & GREAT MEMORIES AWAIT YOU!

Discover chic boutiques, mouthwatering menus, world class entertainment and much more, here on 5th Avenue. Shop, dine or do, you'll find it all – always on

5th AVENUE SOUTH

LOCALS, Rejoice!

July through October we're celebrating our year-round friends. Join us and discover why summer sizzles on

5th AVENUE SOUTH

LOOKING Ahead

The BID's three-pronged approach of traditional advertising, public relations and social media will continue as the backbone of the 2018 strategy. Print advertising will continue to maintain a focus on brand ads to support overall brand awareness.

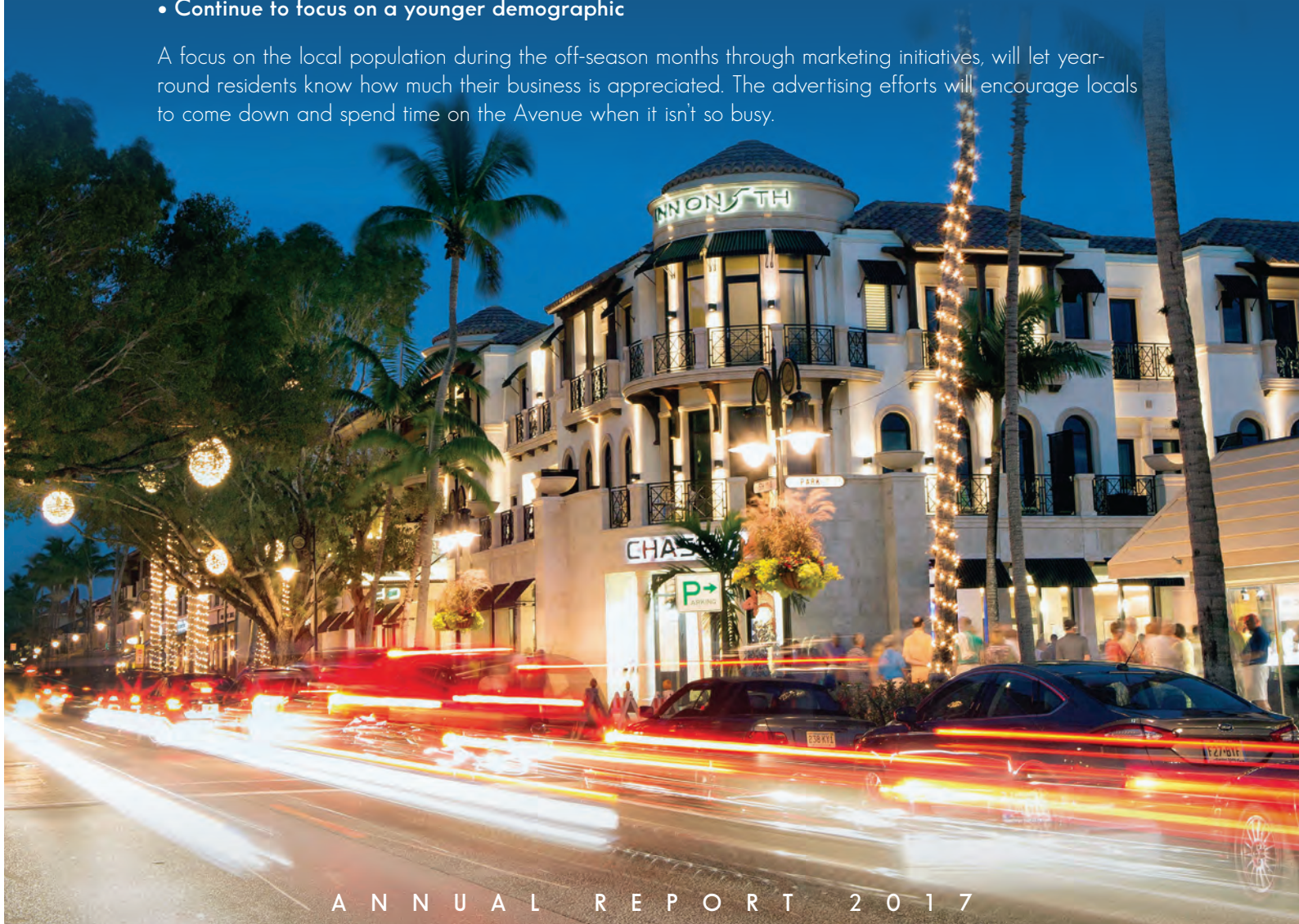
Public relations will also play an integral role – seeking opportunities to tell 5th's story with publications and other media outlets. Although local press is greatly beneficial to building brand awareness, 2018 will bring a more active pursuit of regional and national opportunities to help widen the target audience.

In the coming year, the plans with social media will expand on the foundation established in 2017. This will project a lifestyle of living, shopping, dining, and playing on the Avenue. This lifestyle should be attractive and inviting with a Florida flair.

These goals include:

- Increase followers on all platforms
- Create and promote more video
- Increase engagement and post comments
- Connect with local influencers to boost visibility
- Continue to focus on a younger demographic

A focus on the local population during the off-season months through marketing initiatives, will let year-round residents know how much their business is appreciated. The advertising efforts will encourage locals to come down and spend time on the Avenue when it isn't so busy.





B U S I N E S S I M P R O V E M E N T D I S T R I C T

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MORE THAN AN AVENUE. *A destination.*

