



# ANNUAL REPORT 2018



BUSINESS IMPROVEMENT DISTRICT





## MISSION STATEMENT

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

## 2018 BOARD OF DIRECTORS FIFTH AVENUE BUSINESS IMPROVEMENT DISTRICT

Jeff Wynn, President

Jerrilyn Hoffmann, Vice President

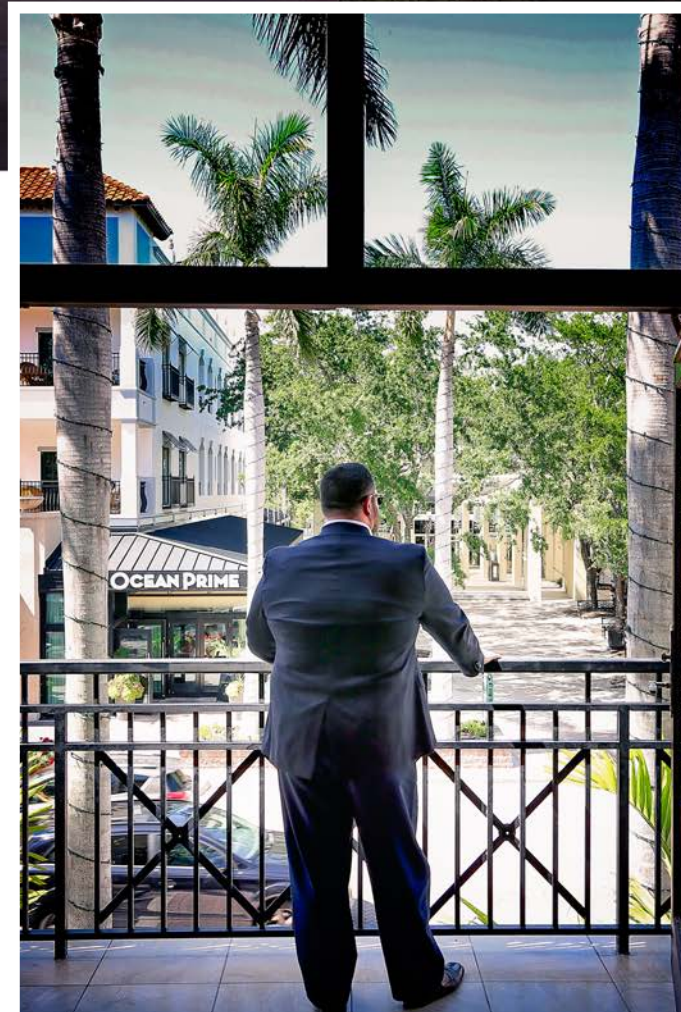
David Gordley, Secretary/Treasurer

Christopher Shucart

Joseph McCabe

Nancy MacDonald

Bruce Barone, Jr., Executive Director





# FROM THE DESK OF THE PRESIDENT

The Fifth Avenue South Business Improvement District (BID) is pleased to present our 2018 Annual Report to Naples City Council and Staff. It has been another year of growth on the Avenue, with new restaurants and businesses being opened and property owners making capital investments to update or redevelop their property.

In 2018, The BID was able to accomplish a vast majority of the goals that were set by our Board of Directors. With strong leadership from our Executive Director Bruce Barone Jr., the BID concentrated its resources on digital marketing and social media. The BID produced its own content to be shared on Fifth Avenue's many different digital media outlets.

"Faces of 5th" is a way to highlight our different merchants on the street and give local residents a chance to know about property owners who have made large investments on the Avenue. Also in 2018, the BID partnered with a new marketing firm, Wilson Creative Group, to help accomplish our goals of having Fifth Avenue South be known and recognized nationally as the Naples Destination.

Another important achievement was to upgrade our BID events, including the return of "Evening's on 5th" every month. It was also wonderful to see the children's enjoyment of an Ice skating rink in the middle of the street at our Christmas Walk and to have Naples residents dancing in Sugden Plaza at our BID sponsored concert. Fifth Avenue South is the City of Naples' traditional main street and a place we want all annual and seasonal residents to call their own.


As the BID enters its 9th year, I am honored to serve a second year as BID President, with the opportunity to build on past years' successes and continue the positive contributions the BID provides to 5th Avenue South and Downtown Naples, as a whole.

Thank you, again this year, to City Council and Staff for being strong partners and supporters of the Fifth Avenue Business Improvement District.

Jeff Wynn | President  
Board of Directors  
5th Avenue South Business Improvement District





A photograph of a man and a woman standing on a balcony, looking out over a street in Naples. The man is wearing a white suit and the woman is wearing a black dress. They are both smiling and holding glasses of wine. The balcony has a white railing and a black metal fence. In the background, there are trees and a street with cars.

2018 was a remarkable year for the 5th Avenue Business Improvement District (BID).

The BID Board of Directors endorsed the unique vision of the BID's new executive director Bruce Barone Jr., to define "who and what are we?" in a way that Fifth Avenue's phenomenal past history is preserved and blended with its current vibrant urban energy.

Fifth Avenue South has served as Naples' Main Street for a century. Keeping it that way requires an innovative approach.

# ELECTRIC AVENUE

## THE GOAL

ELEVATE THE BRAND BY STRESSING ITS CLASSIC PAST AND ITS FERVENT FUTURE





To that end, the BID set out to highlight its historic and natural assets, including its evolutionary development, sheer beauty and the magnificent Gulf of Mexico at the Avenue's end. The first question asked was how do we get to know our neighbors and how do they get to know the multitude of businesses along the Avenue. It was agreed that a campaign highlighting the "Faces of Fifth," showing real people experiencing what Fifth has to offer, and real business people reflecting on why they loved doing business on Fifth, was a winning and creative approach.



# PRIMARY OBJECTIVES



## **BUILD**

brand affinity by repositioning 5th Avenue South as a luxury travel destination for both national and international travelers



## **ELEVATE**

5th Avenue South as a premiere dining and shopping experience



## **CREATE**

top-of-mind awareness among local and seasonal residents



## **CREATE**

a cohesive community of merchants, businesses and committees to increase support of 5th Avenue South



# STRATEGIES

- Implement aggressive marketing/public relations plan to reinforce brand and create awareness
- Redefine customer engagement as more emotional and experiential by sharing memories and encouraging the desire to create your own through social media platforms
- Develop authentic and distinctive episodic storytelling that generates a positive impact on 5th Avenue South
- Collaborate with luxury travel and tourism event organizers, vendors, loyal industry partners, CVBs, airlines, tour operators and others to identify and benefit from planned and unplanned promotion opportunities

You have a *remarkable* Main Street by any standard.

*Andrés Duany*  
Architect & Urban Planner



# 2018 MARKETING CAMPAIGN

The BID's Board of Directors supported an expanded marketing effort, recommended by the Executive Director, that included a number of key decisions and initiatives:

## ***The City of Naples Historic Main Street Since 1923***

Showcase the history of Fifth Avenue South in combination with modern brand development. A **new logo was unveiled** that incorporates a modern feel with a salute to the first commercial building established on Fifth Avenue in 1923.



Implementing cutting-edge new media across all digital platforms: **Facebook, Twitter** and especially **Instagram.**

Building the 5th Avenue brand portfolio by developing all digital platforms that highlight the unique businesses and personalities of 5th Avenue to create lifestyle branding content.

Creation of a comprehensive digital library including photography, drone footage, media, radio and documentation of Avenue events to support marketing efforts.





The results of these actions made a huge difference in elevating the brand, creating awareness and increasing website visits, event participation and traffic on Fifth. The following are a few highlights from a marketing campaign that included social and digital media, as well as more traditional advertising and public relations.



## SOCIAL MEDIA

Social media engagement exploded across all platforms most notably:



### FACEBOOK

increased from 3k to more than 5k followers



### INSTAGRAM

increased following and engagement from 1K to more than 8.5k





FACES OF

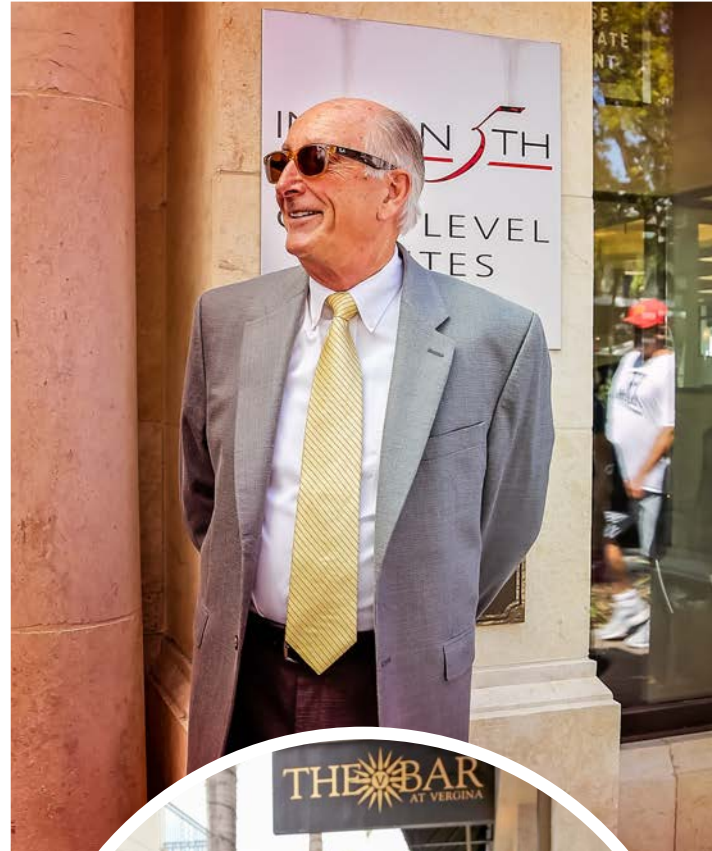


Jarred Kaplan  
MANAGING PARTNER  
PROVIDENT JEWELERS

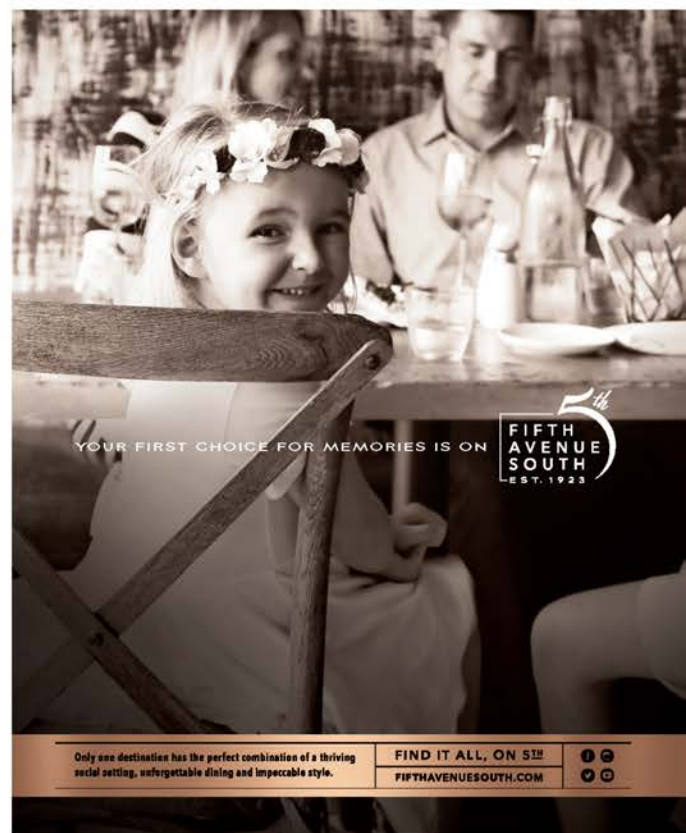
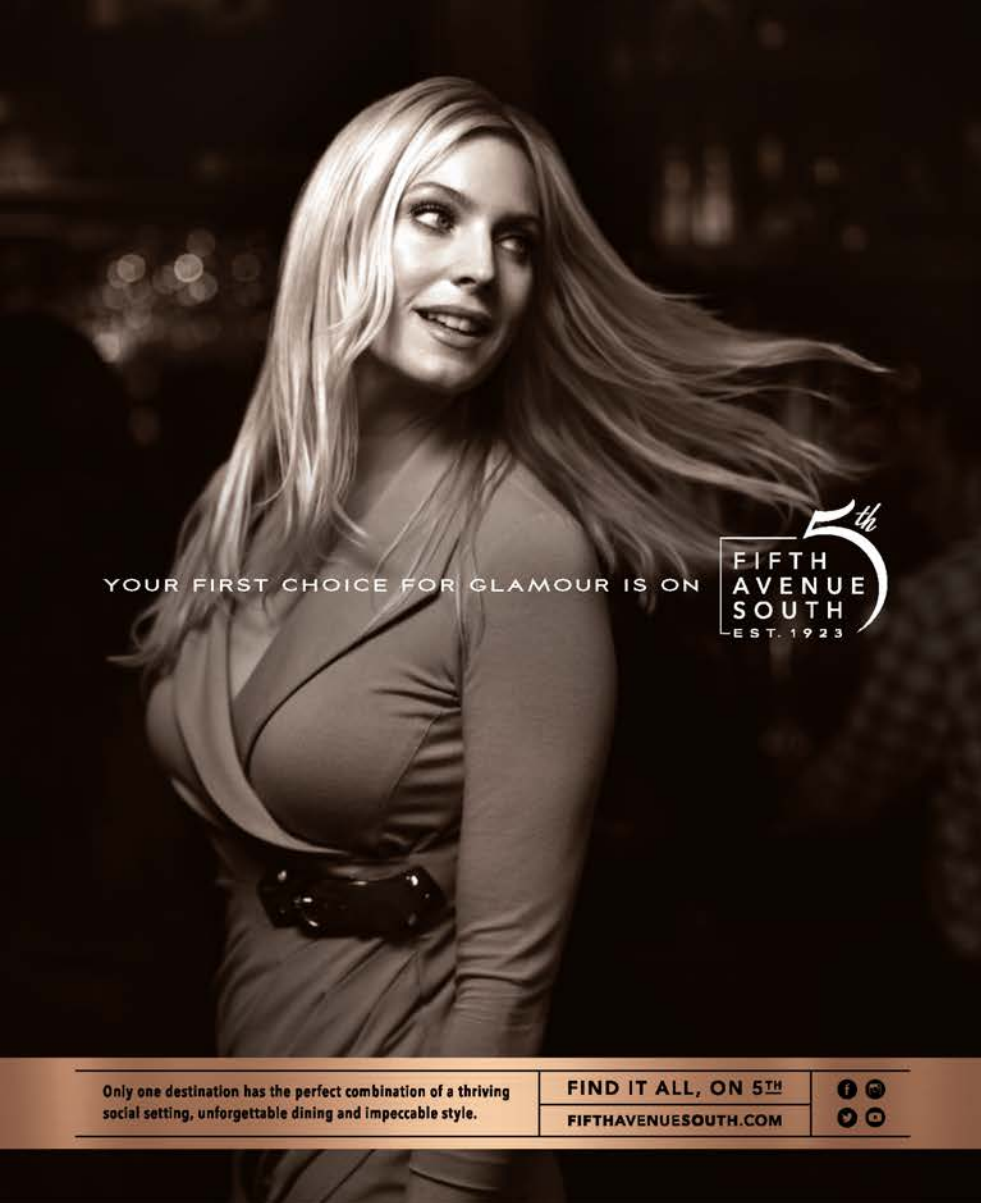
Meet Jarred

## DIGITAL MEDIA

- The development of *lifestyle and influencer marketing strategies* have become the most popular vehicle for showcasing the people, personalities and places of 5th Avenue with an **increase of more than 50% of visits** to the BID website and CTR's to BID social media platforms such a Youtube and Instagram.
- **Faces of Fifth** is disseminated through a partnership with **Collier Visitors Bureau** via CVB's platforms to its own constituents
- The BID website has transformed into an innovative **mobile friendly platform** that is a comprehensive resource showcasing all aspects of the BID's portfolio, including media, events, and all original branded content.







## ADVERTISING

- A new advertising campaign **“FIND IT ALL, ON 5TH”** ran on all BID digital platforms and appeared in high end lifestyle magazines including **Gulfshore Life**, **Naples Illustrated** and **Life in Naples**.
- A partnership with **USA Today** and the **Naples Daily News** resulted in free advertising and feature articles for the second annual **USA Today Martha Stewart Wine and Food Experience**, including a focus on Fifth Avenue chefs, restaurants and businesses.



## PUBLIC RELATIONS

- While 2018 saw dozens of articles and announcements about people or events on Fifth, feature articles in **Gulfshore Business**, the **Business Observer**, **Florida Weekly** and the **Naples Daily News** covered some of the major faces, businesses and issues of the Avenue, providing readers with important perspectives about the future of Fifth and its role in fueling the local economy.
- We formed a new relationship with the **NaplesNext IDEAS FESTIVAL**, which features nationally recognized thought leaders, putting us at the table with other national and local event partners including the **James Beard Foundation**, **The V Foundation**, **The Everglades Foundation**, **NCEF Winter Wine Festival**, **Artis-Naples**, and **Gulfshore Life**.





- **Jeff Wynn**, President of Wynn Properties Inc. and the 2018 Fifth Avenue South BID president, and **Bruce Barone Jr.**, Executive Director of the BID were named **Gulfshore Business' 2018 40 under 40**, which is an annual salute to Southwest Florida's brightest entrepreneurs, executives, and young professionals under 40 years old.
- The BID welcomed a number of notable new and returning businesses to Fifth, including:

**Nicklaus Children's Resource Center**

**Kurnik Law**

**Pazzo! Cucina Italiana** – *major renovation*

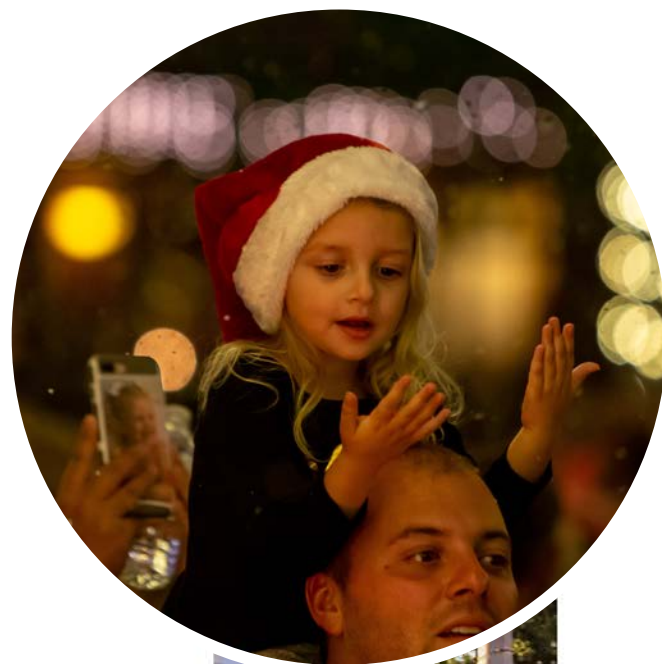
**La Pescheria**

**La Trattoria**

**Truluck's** – *major renovation*

**Bakes & Kropp** – Interior Design & Cabinetry

**Residences at 5th & 5th** – boasting the highest sold residential unit on 5th Avenue at *\$3.65 million*





# THE NAPLES LAYERS FOR THE COMMUNITY

## AVENUE ENRICHMENT EVENTS

The BID expanded its avenue enrichment efforts by sponsoring unparalleled events in 2018 that elevated the Fifth Avenue brand on a national and regional scale. Partnerships with organizations like USA Today in promoting the Martha Stewart Wine & Food Experience in Cambier Park helped bring awareness and visitors to Fifth far beyond Greater Naples. A partnership with the Ferrari Club of America's Naples Chapter continues to thrive as Cars on Fifth 2019 is viewed as one of the most prestigious car shows in the country.

In response to BID surveys of merchants and city residents, the addition of music and entertainment in Sugden Plaza was a clear **winner**.

Major BID events & partnerships in 218 included:

October 27th - **USA Today & Martha Stewart Wine & Food Experience** with celebrity chef and restaurateur **Scott Conant**

October 31st - **8th Annual Halloween Spooktacular**

December 7th - **45th Annual Christmas Walk & Tree Lighting**

*The showcase included the following:*

**Skating Rink on 5th Avenue**

**Snow in Sugden Plaza**

**Live Nativity at 5th Avenue & 3rd Street S.**





December 14th - **Tuba Christmas**

**Evenings on 5th Avenue** (monthly)

Music and entertainment are now scheduled year-round to provide ongoing opportunities for engagement by visitors and locals.

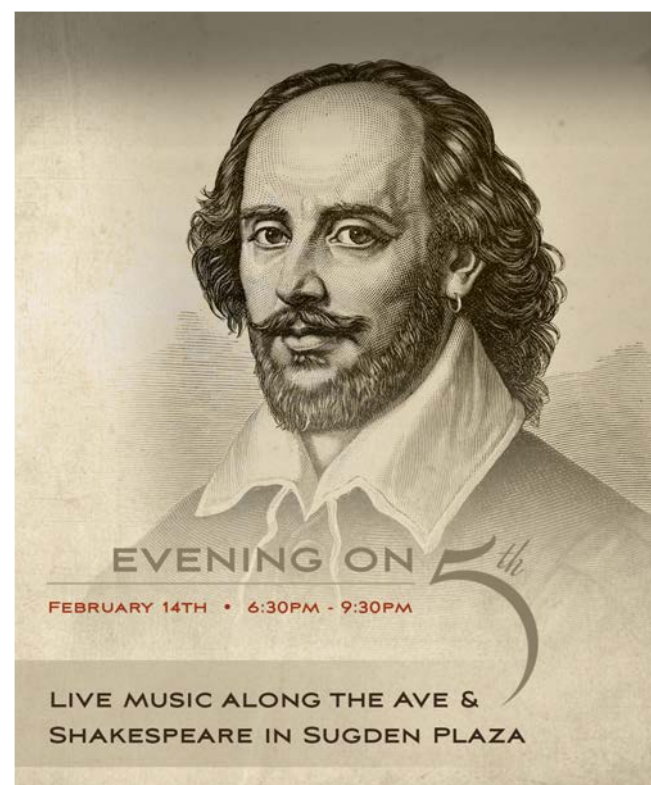
*Events included the following:*

**Ben Allen Band Concert**

Live Art in Sugden Plaza

**Shakespeare in Sugden Plaza**

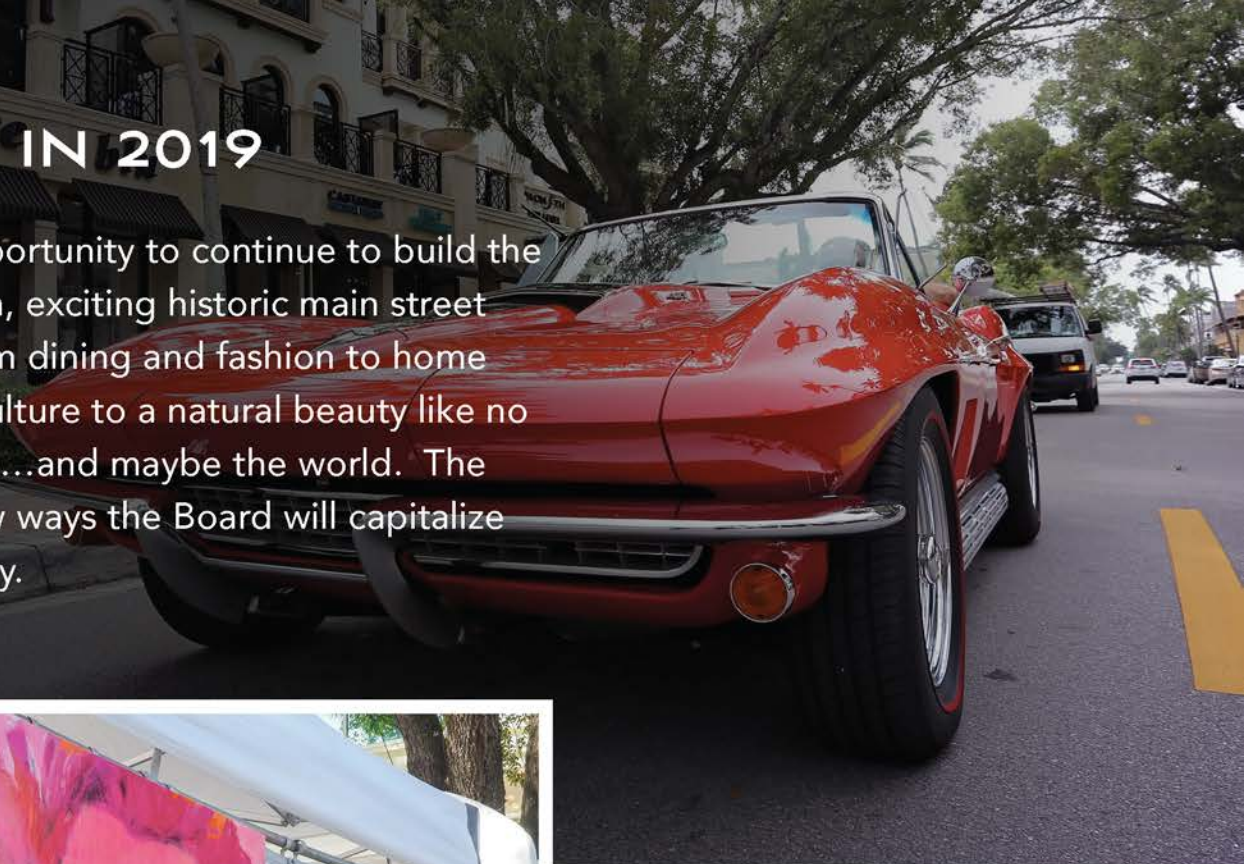
**Dinner & Movie** at the Naples Players featuring classic movies like **Casablanca**





## UP NEXT IN 2019

2019 offers an opportunity to continue to build the brand as a modern, exciting historic main street that has it all...from dining and fashion to home design, arts and culture to a natural beauty like no other in the nation...and maybe the world. The following are a few ways the Board will capitalize on that opportunity.



### **CARS on 5th**

Partnership with the **Ferrari Club of America's Naples Chapter** - fundraising efforts that significantly impact **St. Matthews House**

**USA Today & Martha Stewart, Wine & Food Experience, November 23rd, featuring Martha Stewart**

**NAPLESNEXT IDEAS FESTIVAL, March 2nd-4th** - continued expansion of partnership to bring thought leadership events to 5th Avenue





Due to the popularity of the **Faces of Fifth** campaign, it will be expanded in 2019 with a ***second season***.

***New original programming content includes the following:***

**Flavors of 5th** – currently in development, Flavors of 5th will be launched in 2020; the show will feature top chefs and restaurateurs of 5th Avenue.

**Movers & Shapers** – a new and exciting concept will be introduced which will profile City of Naples VIPs such as **Mayor Bill Barnett**, City Council members, City Officials and others who help shape Naples culture, policies and future development.





## ABOUT 5TH AVENUE SOUTH BUSINESS IMPROVEMENT DISTRICT

The 5th Avenue South Business Improvement District (BID) was established in 2010 to promote 5th Avenue South through avenue enhancement, marketing, events and business and property services. The BID's mission is to 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.

Managed by an Executive Director & Board of Directors representative of district boundaries, the BID represents the interests of both property owners and businesses in growing and sustaining a healthy, vibrant 5th Avenue South district.

**The BID is located at 649 5th Avenue S, Suite 204 and can be reached at (239) 692-8436 or via email at [Info@FifthAvenueSouth.com](mailto:Info@FifthAvenueSouth.com).**

