



5th
FIFTH
AVENUE
SOUTH
EST. 1923

BUSINESS IMPROVEMENT DISTRICT

ANNUAL REPORT 2020



FROM THE DESK OF THE PRESIDENT

While the Fifth Avenue South Business Improvement District (BID) enjoyed spectacular growth and prosperity in 2019, 2020 will go down as one of the most challenging times the BID has ever endured. COVID-19 tore at the fabric of our health and economic well-being as well as our resolve; yet the businesses of Fifth Avenue South remained strong and united throughout and fully committed to assuring our employees and customers were safe and secure.

The BID's communications leadership was exemplary throughout the pandemic. We willingly took the lead early on informing our businesses and our residents of decisions and mandates by government at all levels, including all health protective measures as well as information on financial assistance. We used all social media platforms to let local residents know that many of our businesses remained open, while following all government safety guidelines. And when our restaurants were under lockdown, we let the community know which ones were providing curbside and takeout. I am proud to say with significant support from our Executive Director Bruce Barone, Jr. we adjusted, were innovative and remained steadfast in meeting the needs of our community and local economy.

During it all, we found time to help others. Our #UnitedonFifth initiative, called Feeding the Frontline, provided NCH healthcare workers, EMS personnel and police officers with donated food from Fifth Avenue South restaurants.

True to the BID's mission we continued to market the Fifth Avenue South brand and saw some major high points during 2020. Our **Faces of Fifth** campaign continued to build the business community culture by spotlighting business owners and why they chose to locate on Fifth Avenue South. Toward the end of 2020 we launched our **Rediscover the Avenue** campaign to send a positive message to visitors about emerging from the pandemic, reopening for business, and reflecting on memories of good times on Fifth Avenue South.

While some events were minimized or cancelled, two of our signature events were outstanding successes in 2020. February's **Cars on 5th** dodged the pandemic and saw a turnout of approximately 20,000 people and raised more than \$500,000 for St. Matthew's House. Likewise, **Christmas on Fifth Avenue South** was joyful as thousands took part in a two-day festival, made more enjoyable through a partnership with NCH that assured safety protocols were in place and followed.

Lastly, a number of important partnerships were solidified during 2020, including a stronger relationship with our new mayor, city council members, city staff and advisors. We also worked closely with the Old Naples Association to establish common ground for cooperation in areas of mutual concern.

Today, as we begin to see light at the end of the pandemic tunnel, we remain more united than ever. It has been an honor to be BID President for the past three years. I am more confident than ever that the BID's new 2021 President, Christopher Shucart, along with the BID Board and our Executive Director, will keep the positive momentum moving forward. We will take the lessons of last year and apply them to our vision and values for enhanced quality and service on Fifth Avenue South in 2021 and beyond.



Jeff D. Wynn | 2020 President
Fifth Avenue South Business Improvement District



2020:

A YEAR OF CHALLENGE AND UNITY FOR NAPLES' FIFTH AVENUE SOUTH

There has never been, and likely will never be again, a year quite as challenging as 2020 for the businesses of Fifth Avenue South. Yet, throughout the economic impact of the pandemic, the personal and professional sacrifices to keep stores and restaurants open, employees paid and protected, and customers safe and satisfied, the members of the Fifth Avenue South Business Improvement District (BID) were never more united.

The BID's commitment to each other and to the community was exemplary in every way during the slow and arduous passing of the days and months of 2020. Short-lived hurricanes can wreak major havoc on a community, but the COVID-19 storm rolled in, and as with communities throughout the nation, hovered for months over Naples requiring new ways of communication, service delivery and a level of unmatched camaraderie.

With 2020 now in the rearview mirror, the BID is stronger, more focused, and well-equipped, in terms of leadership skills and lessons learned from the pandemic, to continue and expand in its role as the City of Naples' economic engine and iconic landmark.





COPING DURING COVID-19

January and February 2020 welcomed what was to be the best season of the year with a number of initiatives:

- Working with GAI Consultants to develop a plan to enhance Fifth Avenue South's streetscape and landscape
- Election of several new board members
- Launch of our "Movers and Shapers" effort to recognize public officials and others who are shaping the future of Fifth Avenue South in a positive and productive way
- Creation of two unique efforts to showcase our people, including Flavors of Fifth focusing on restaurateurs and a Gulfshore Business feature on successful women owners and entrepreneurs on Fifth Avenue South
- A concert, featuring Ben Allen, in Sugden Plaza

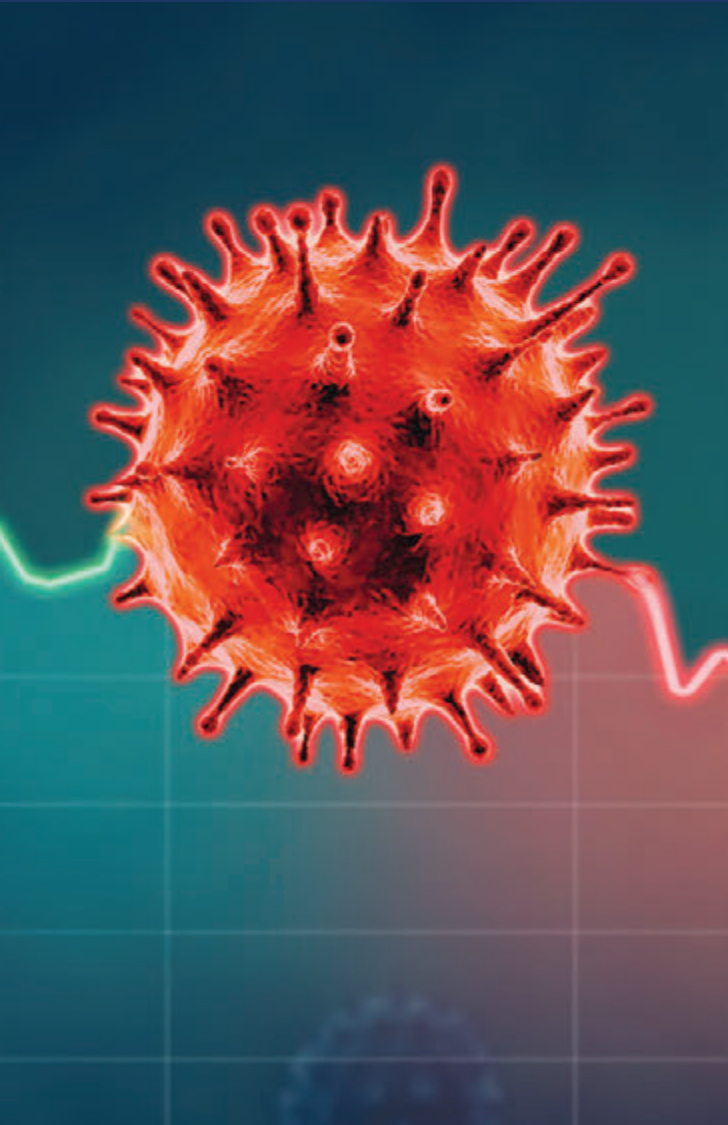


But by March a tiny organism brought Naples, and the entire country, to a grinding halt.

Members of the BID faced the facts early on...that even in Paradise no one was immune to this invisible enemy called COVID-19. The residents of Naples, and even visitors who were sidelined here as they waited to return to their homes were all doing the same: washing our hands, keeping a safe distance, taking regular walks, or leaving home only for the most essential of needs...food and medicine.

Thanks to technology we continued to communicate.





PANDEMIC DECISIONS

up-to-the-minute pandemic decisions from our national, state, and local governments that affected our merchants and restaurants and, in turn, affected our residents and visitors.

MANDATES & AVAILABILITY

mandates on cleaning, seating, serving, and even availability of loans for those businesses hit the hardest.

INFORMATION ON SOCIAL MEDIA

information on social media platforms that many of our merchants and restaurants remained open for business, while following all government guidelines to protect the public.

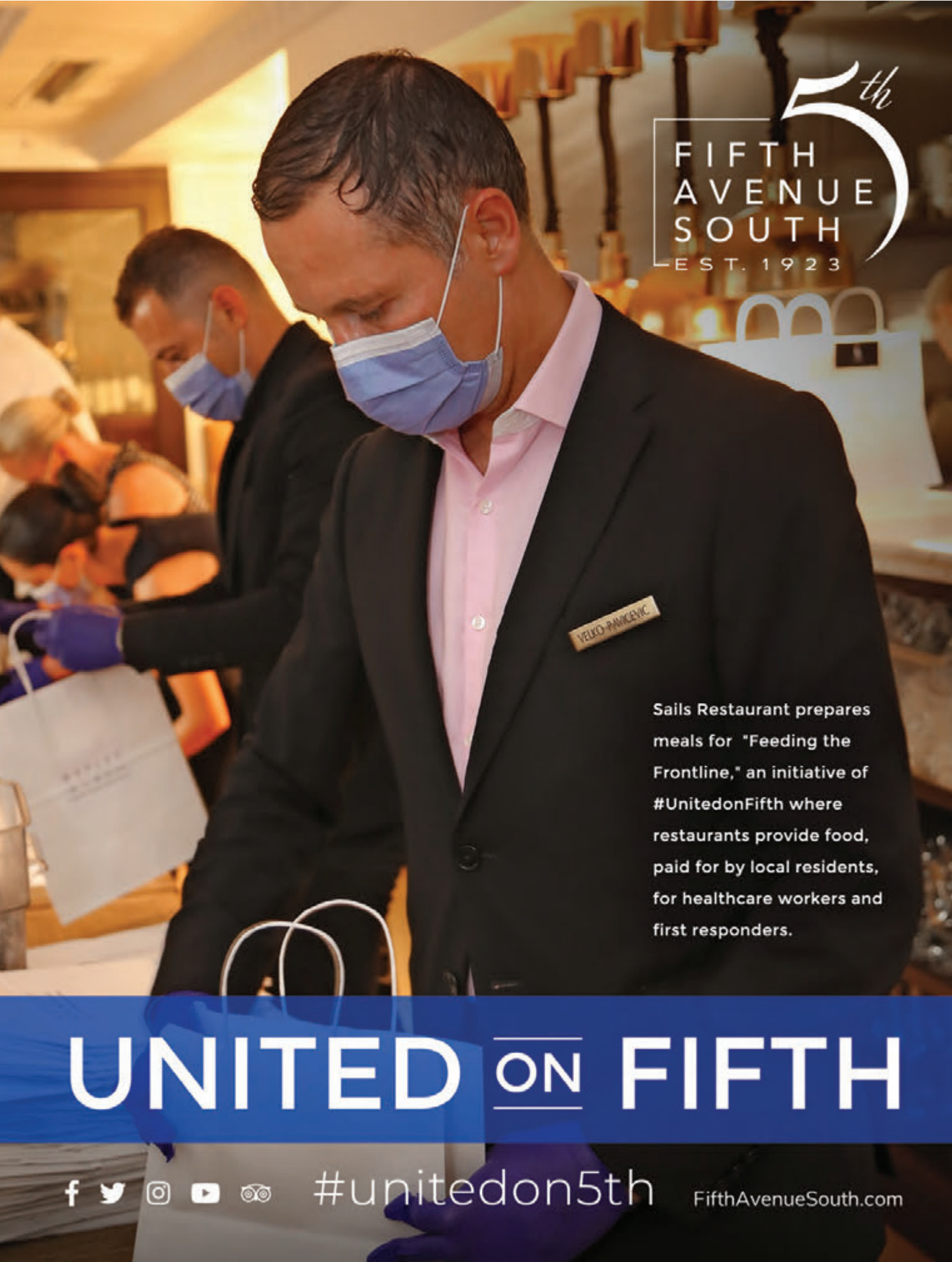
CURBSIDE OR TAKEOUT

availability of curbside or takeout from many of our restaurants that could not operate inside during the lockdown.

IN SHORT

We adjusted, were innovative, and continued to meet the needs of our community and our local economy.





Sails Restaurant prepares meals for "Feeding the Frontline," an initiative of #UnitedonFifth where restaurants provide food, paid for by local residents, for healthcare workers and first responders.

UNITED ON FIFTH



#unitedon5th

FifthAvenueSouth.com



UNITED ON FIFTH

The BID's mantra throughout the COVID-19 crisis has been United on Fifth, an effort that kept us together sharing information and working towards a common goal of weathering the storm financially and continuing to serve the community.

- One of the first **#UnitedonFifth** initiatives was called **Feeding the Frontline**, designed to provide NCH healthcare workers, EMS personnel, and police officers with donated food from Fifth Avenue South restaurants.
- Whether marketing through brand building, social media, events, avenue enhancements or just surviving, members were always united in an effort to "survive and ultimately thrive" through the pandemic and beyond.

Seen in Naples
Illustrated and Life
in Naples magazines.



Financial hardship weighed heavily on members across the board. A survey of the BID’s 220 members revealed that of the 40 businesses that responded at least half of them lost **75-100%** of their income in 2020.

More than half applied for some type of financial help. While the economic impact was foremost on their minds, assuring public confidence and the safety of customers and employees kept us united and moving forward.

MARKETING OBJECTIVES

The BID's marketing objectives shifted during the pandemic, but its efforts to keep the brand front and center, and Fifth Avenue South's reputation as one of the most exclusive addresses in the nation to visit, own real estate or open a business never slowed.





OUR OBJECTIVES INCLUDE:

- Continue building the brand as a modern, sophisticated, yet timeless, historic main street for all residents and guests.
- Focus on community outreach to local residents. Resident support was the fundamental reason we continued to operate, especially during the height of the pandemic.
- Work closely with the City to reaffirm its commitment to Fifth Avenue South's future.



FACES OF FIFTH

Faces of Fifth was created in 2019 to build the business community culture by spotlighting business owners and the reasons why they chose to locate their business on Fifth Avenue South. Due to its success, the campaign was continued in 2020 attracting loyal followers because the videos present real business people sharing their personal values and beliefs. Restaurateur Luca Di Falco, owner of three restaurants on Fifth Avenue South, was featured in 2020.



REDISCOVER THE AVENUE

A **Rediscover the Avenue** marketing campaign was developed towards the middle of the year and ran throughout 2020 and continues today. The effort was created not only to send a positive message about emerging from the pandemic and reopening for business, but also to encourage local residents and guests to reflect on memories of good times on Fifth Avenue South. The campaign includes both print and digital media, including a dedicated monthly column and ad in Old Naples Living magazine.

BRAND BUILDING

While brand building remained challenging throughout 2020, the BID continued to build on the “historic main street” brand, particularly through the **Rediscover the Avenue** marketing campaign’s advertising and social media efforts.



Through storytelling that included Fifth Avenue South’s historical uniqueness, we have been able to let local residents and visitors know Fifth Avenue South is not just a modern urban street but one that has deep ties to the community and a rich legacy of historic figures, e.g. **Charles Lindbergh’s** frequent flights to Fifth Avenue South to pick up supplies and groceries for his family or the many movie stars who frequented the once famous Club 41 on Fifth Avenue South.

Some of the most exciting ways of branding, however, came through Fifth Avenue South enhancement initiatives undertaken by BID members in 2020.

FIFTH AVENUE SOUTH ENHANCEMENTS

From hanging baskets, to store window graphics, to the development of an exciting streetlight banner initiative, Fifth Avenue South began a visual renaissance even during the height of the pandemic.



STOREFRONT WINDOWS

Many storefront windows created new visuals that evoked an emotional connection to the business district, the street, and the buildings. The hanging baskets brought a sense of beauty, hope, and unity to Fifth Avenue South even as residents and visitors walked its length while wearing masks.



STREETLIGHT BANNERS

While billboards have become the eyesore of the environment, streetlight banners have become the artistic message board of the urban streetscape. In the coming months, local residents and visitors will see our beautiful Fifth Avenue South lined with flowing and colorful streetlight banners, an effort unanimously supported by our Naples City Council. Hailing its designation as Naples' "Historic Main Street," Fifth Avenue South will be proudly decked out with welcoming messages that enhance the spirit and offerings of its retail and restaurant owners.



5th FIFTH AVENUE SOUTH EST. 1923

HISTORIC MAIN
STREET



SOCIAL MEDIA

Social media is the lifeblood of the BID's marketing efforts, allowing it to showcase every aspect of Fifth Avenue South's lifestyle, architecture, food, shopping, and residential living. It also provides an opportunity to extend the reach of paid advertising from campaigns like Rediscover the Avenue through more organic and free advertising online.



FACEBOOK AND INSTAGRAM

■ Our social media presence continues to grow exponentially. In 2017 Fifth Avenue South did not have a viable presence on media platforms. As an example, there were approximately 3,000 followers on Facebook. Today there are almost 25,000, and the BID has reached influencer status on Instagram. **In 2020 Instagram followers increased from 17,500 to 23,000, and Facebook went from 8,300 to 11,000.**

■ Social media has been powered by the ongoing creation of content and photography with multiple posts on a daily basis, which we believe has resulted in increased engagement month after month over the past three years.



EVENTS

COVID-19 resulted in major adjustments to our event schedule on Fifth Avenue South, including the cancellation of the USA Today Wine & Food Experience with Martha Stewart. However, additional events were highly successful including Christmas on Fifth Avenue South, Cars on 5th and the ongoing Evenings on 5th.



CARS ON 5TH

In February 2020 our annual Cars on 5th event dodged the pandemic and resulted in a turnout of approximately 20,000 people. The event, which featured more than 575 cars including more than 125 Ferraris and other exotic, vintage muscle cars, and more, raised more than \$500,000 for St. Matthew's House providing support for the homeless and others in need in our community.



CHRISTMAS ON FIFTH AVENUE SOUTH

Our Christmas event was joyful as thousands literally turned out over the two-day festival. A partnership with NCH assured that attendees felt comfortable as safety and security protocols for masks and sanitation stations were provided throughout the two days. Several pandemic-weary businesses reported their business tripled or quadrupled compared to other weekends in 2020 and doubled compared to Christmas 2019 thanks to the support of the community.





EVENINGS ON FIFTH

The return of Evenings on Fifth in September, which also followed all pandemic safety and security protocols, gave local residents and visitors an opportunity to shop, dine, and traverse Fifth Avenue South once again.





MEDIA ADVERTISING

Early advertising and buys during COVID-19 lockdowns focused on the nostalgic and historic “Making Memories” campaign, carried over from 2019. In June with the campaign launch of “Rediscover the Avenue,” we began to prepare for emergence from the grip of the pandemic. From June to the end of 2020 ads were aimed at current demographics and strategically placed in Gulfshore Life, Naples Illustrated, Life in Naples, and Old Naples Living and were also used on social media platforms. RSW advertising was a new addition to the BID’s marketing strategy in 2020.

Both ads seen in Naples Illustrated, Life in Naples, and Gulfshore Life magazines.

NAPLES[®]

ILLUSTRATED

FIFTH AVENUE SOUTH MAGAZINE

Fifth Avenue South magazine was published in September. It included a 56 page look at Fifth Avenue South's major attractions, feature stories and pages of ads promoting Fifth Avenue South's restaurants, retail stores, galleries, hotels, and other businesses. More than 80,000 copies were printed and distributed to major hotels, concierge desks, and other businesses throughout Southwest Florida.



MEDIA RELATIONS

While most of our audience during COVID-19 was reached through social media content, the BID's monthly newsletter on its website, the addition of a monthly column by BID Executive Director Bruce Barone, Jr. in Old Naples Living magazine, and periodic guest columns in Life in Naples kept local residents and visitors up to speed on the BID's pandemic response, as well as other developments on Fifth Avenue South.



- Additionally, feature articles or press releases were covered in the **Naples Daily News**, **Naples Illustrated**, and **Gulfshore Business** throughout the year.
- Fifth Avenue South was also highlighted in **Trip Advisor 2020** and

RECEIVED A TRAVELERS' CHOICE AWARD FOR #2 BEST SHOPPING DISTRICT.

- The **“Movers and Shapers”** program, created to highlight public officials and other influencers who make a direct impact on Fifth Avenue South, was launched in January of 2020. First up was then Mayor Bill Barnett, followed by Council Members Reg Buxton and Gary Price. At the end of the year, the program was expanded to include a podcast.





The BID made a special effort in 2020 to expand and strengthen its relationships with government and community organizations.

- The BID worked aggressively to forge strong relationships with our local government, including Naples' new mayor, city council members, Naples' city staff and advisory groups. The BID was pleased to have the opportunity to walk Fifth Avenue South with Mayor Heitmann and discuss issues of mutual concern.

- The BID developed a partnership with **NCH** in which facemasks and hand sanitizers were placed on every block of Fifth Avenue South for all attendees. New COVID-19 protocols were established in coordination with the city of Naples staff, Naples PD and Naples EMS.

- Other partnerships included working with the Old Naples Association (ONA) to identify areas of mutual concern the BID and ONA could address together and partnering with **Porsche Naples** to name Porsche as the Fifth Avenue South car, as well as **SLIDR** as an alternative form of transportation to and from Fifth Avenue South.





WHAT'S TO COME

As we emerge from this crisis, we are seeing a whirlwind of activity on Fifth Avenue South. The 220 businesses and all the employees they represent know that 2021 will be the “come back” year. They will need the support of the Naples community more than ever as they try to make up for lost income in 2020, which translates primarily into lost wages for employees. Each business owner on Fifth Avenue South knows clearly how important local residents and tourists are to their survival and ability to thrive in the future. Their existence, in turn, impacts our local property taxes, our property values and our lifestyle.

Naples is a microcosm of the rest of the country. As the economy starts to churn again, small businesses across the country will turn again to the symbiotic relationship with their customers, pick up the pieces, and move on. Naples will do the same.

2021 will be a year of new beginnings, new tenants on Fifth Avenue South, a salute to our women entrepreneurs, the official Fifth Avenue South podcast, and a beautiful vibrant look as banners are hung from streetlights, proclaiming Fifth Avenue South is open for business. It remains one of the most exclusive destinations in the country and the economic powerhouse of the City of Naples.

We are already seeing so many of our friends, neighbors, and tourists returning to downtown. Our lives are beginning to seem somewhat normal. No doubt we will all be better prepared next time around. Yet, throughout it all, there have been many lessons learned. The one major lesson the 220 members of the Fifth Avenue South BID learned was it was local residents who came to their rescue when the COVID-19 storm loomed large over Paradise. It is a lesson for which we are exceedingly grateful, and one we will not forget.





The Fifth Avenue South Business Improvement District (BID) was established in 2010 to promote Fifth Avenue South through avenue enhancement, marketing, events, and business and property services. Its mission is to brand, promote, and create awareness of the Fifth Avenue South BID to residents and visitors as the destination of choice to live, work, shop, dine, and play. Managed by a 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 Fifth Avenue South district. The BID is located at 649 Fifth Avenue South and can be reached at (239) 692-8436.

■ **Bruce Barone, Jr.**, Executive Director

2020 BOARD OF DIRECTORS

- | | |
|--|--------------------------|
| ■ Jeff Wynn , President | ■ Jared Kaplan |
| ■ Joseph McCabe , Vice President | ■ Nancy MacDonald |
| ■ Christopher Shucart , Secretary/Treasurer | ■ Eric Tancredi |
| ■ Jerrilyn Hoffmann | |

OUR HISTORIC MAIN STREET



FIFTH AVENUE SOUTH



