

5th
FIFTH
AVENUE
SOUTH
EST. 1923

BUSINESS IMPROVEMENT DISTRICT

ANNUAL REPORT 2021



STATE OF THE AVENUE

If 2020 was a bust year for Fifth Avenue South, then 2021 was clearly a boom, as Fifth Avenue South came roaring back from the depths of the pandemic.

From being named the #1 shopping destination in Collier County, #5 in Florida and #134 nationwide, there was no doubt that Fifth Avenue South emerged a front runner when it comes to meeting the demands of residents and visitors who love to shop, dine and stroll on our beautiful, iconic downtown street.

While 2020 saw the departure of 12 businesses from Fifth Avenue South, 2021 not only filled that void but added another eight new businesses. These 20 new openings included entrepreneurs or local businesses wanting a presence on Fifth Avenue South, as well as nationally recognized brands like vineyard vines and Cameron Mitchell's Del Mar restaurant. These new recruits were due in part to the enhanced efforts of the Business Improvement District (BID) to attract quality, long-term brands to Fifth Avenue South.

Our marketing initiatives echoed the same successes as we ramped up our efforts to keep both our 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.

From our Crown Jewel advertising campaign to placing media spotlights on individual Fifth Avenue South businesses in local magazines and newsletters, on podcasts, and on social media platforms, we left no stone unturned in promoting the beauty, offerings and economic contributions of our beloved Fifth Avenue South.

Once again, our social media presence grew exponentially. In 2018, official followers on Instagram were slightly more than 1,600, while at the end of 2021, we were close to 30,000. Likewise, in 2018, Facebook followers were approximately 1,800, but by the end of 2021 that number had grown to almost 12,000.

Our events, especially Cars on 5th and our Christmas on Fifth, were hugely successful. More than 30,000 people attended the two-day Christmas celebration. We also turned our attention to sponsoring more philanthropic events to give back to a community that supported us so generously throughout the pandemic.

Last, but not least, Fifth Avenue South also got a facelift in 2021 with hanging baskets and beautiful new banners on streetlight poles, new enhancements which have elevated the street's charm and elegance even more.

Our partnerships with the community and the Naples city government continued to evolve. The Fifth Avenue South BID joined forces with the Naples Police Department and City Council in sponsoring their 2021 "Do The Right Thing" (DTRT) program, which recognizes school-aged children doing good things in our community.

We also continued to collaborate with City Council and underscore the huge return on investment the City and the BID receive when we work together to improve our district and attract the type and quality of businesses we all want to locate on Fifth Avenue South. And indeed, if there was ever any doubt, one only has to look at the many successes we achieved in 2021!!!



Christopher Shucart
2021 President
Fifth Avenue South
Business Improvement District



Bruce Barone, Jr.
Executive Director
Fifth Avenue South
Business Improvement District



BUSINESS ON FIFTH AVENUE SOUTH
BOOMED IN 2021, EVEN IN THE MIDST
OF A YEAR OF CONTINUED COVID-19
CHAOS, A SLOWED SUPPLY CHAIN
AND A DEFICIT OF EMPLOYEES.

WE'RE #1

If there is any doubt about the role of Fifth Avenue South as an engine of economic growth for Naples or the role of new urbanism in improving community happiness and prosperity, one only needs to look at the 2021 data from Placer.ai, the nation's leader in location analytics.

Fifth Avenue South clearly outpaced both Mercato and Waterside Shops when it comes to the number of visitors during 2021. Fifth Avenue South businesses had approximately 1.5M visitors, Mercato 1.1M and Waterside Shops 818.8K. The number of visitors to Fifth Avenue South was also up from 2020, which saw 1.3M. Visitors also spent more time on Fifth Avenue South with an average of 2.23 hrs. versus 1.72 hrs. for Mercato and 1.33 hrs. for Waterside Shops.

27%
more than Mercato

45%
more than
Waterside Shops

FIFTH AVENUE SOUTH
VISITORS IN 2021

2.23 hrs

1.72 hrs

1.33 hrs

Fifth Avenue
South

Mercato

Waterside
Shops

AVERAGE TIME SPENT



It is interesting to note that Fifth Avenue South also ranks number 5 in Florida and number 134 nationwide, among most visited shopping areas.

Some of this success is due to the fact that every trend analysis in the country is showing that walkable, mixed-use historic districts are in high demand right now by shoppers. It also doesn't hurt that Fifth Avenue South is only steps away from the Gulf.

Clearly these numbers underscore a huge return on investment by the City of Naples and the Business Improvement District (BID) in terms of both downtown development and the type and quality of businesses being recruited to locate on Fifth Avenue South.

In short, both area residents and tourists prefer shopping, dining, and strolling in an open-air urban environment as opposed to shopping malls. What may have once been a national trend is now a reality, likely to grow stronger from the post-COVID-19 lessons of open air, as urban businesses work even harder to meet the needs of a demanding public.

BUSINESS EXPANSION AND TOP BRAND RECRUITMENT

While 2020 saw the departure of 12 businesses from Fifth Avenue South, primarily due to the economic impact of COVID-19, 2021 was a year of expansion with 20 new businesses opening on Fifth Avenue South, many of whom are entrepreneurs or local businesses desiring a presence on Fifth Avenue South. Others include some of the biggest brands in the country, including Vineyard Vines and Cameron Mitchell's new restaurant Del Mar.

Some of the expansion resulted from the BID retaining the services of CC Consulting to provide support in the recruitment of tenants, especially nationally recognized brands, to locate on Fifth Avenue South. This decision was made in response to many property owners' desire to supplement and increase the success of local recruitment efforts.

As a result, the BID has had numerous property visits by national retailers, including vineyard vines which did open a store on Fifth Avenue South in 2021. Negotiations continue with other major brands at this time.



NUMBER #1 IN 2021

FIFTH AVENUE SOUTH



MARKETING

While the BID's internal marketing goal in 2021 was focused on rebuilding lost business due to the pandemic, its external marketing goal was straightforward: keep both 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.





OUR OBJECTIVES INCLUDED:

- Continue building the brand as a modern, sophisticated, and iconic main street that clearly is the most recognizable and popular place to shop and dine in Naples and the surrounding area.
- Focus on outreach to local residents and visitors through expanded media efforts and exciting events to encourage a return to Fifth Avenue South, the best place to be.
- Work closely with the city government to reaffirm its commitment to and investment in Fifth Avenue South's future.

CAMPAIGNS & BRANDING

“Fifth Avenue South, the Crown Jewel of Naples” was our campaign throughout 2021, highlighting its #1 status in the market, its beauty, quality and diverse offerings, and its vast economic contributions to the City of Naples.



ADVERTISING

The new “Crown Jewel” campaign was featured prominently throughout 2021 in advertising buys, sending a message to visitors that Fifth Avenue South remains a special and revered place on the Naples’ landscape. Ads ran throughout the year and 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 and continued in 2021.

Ad as seen in Gulfshore Life, Naples Illustrated, Life in Naples, and Old Naples Living magazines. RSW advertising far right.

FIFTH AVENUE, *the crown jewel of* NAPLES.



FifthAvenueSouth.com



CROWN JEWEL *of* NAPLES





YOUR GUIDE TO

5th

FIFTH
AVENUE
SOUTH

EST. 1923

BONUS
FOLDOUT MAP INSIDE

NAPLES' HISTORIC
Main Street

PERFECTLY PAMPERED
THAT'S ENTERTAINMENT! | FLAVORS ON 5TH DINING GUIDE

NAPLES[®]
ILLUSTRATED

FIFTH AVENUE SOUTH MAGAZINE

Fifth Avenue South magazine was published in September and included a 68-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 COVERAGE

The BID's media coverage was expanded significantly in 2021 with numerous articles and columns focusing on Fifth Avenue South and its businesses.





fifth avenue south – your historic main street

Bruce Barone Jr., Executive Director | Fifth Avenue BID



FIFTH AVENUE ART ABOUNDS... WHY NOT TAKE A WALKING TOUR?



5th Avenue South – your historic main street
Diamonds and Rubies and Pearls... OH MY!
Provident Jewelry is expanding on Fifth Avenue

Provident Jewelry – 116 S. 5th Avenue South, Suite 101 – is a jewelry store that has been on Fifth Avenue South for over 50 years. The store is located in the historic building that was once the home of the famous artist, J.M.W. Turner. The store is owned and operated by the Provident family, who have been in the jewelry business for over 100 years. The store is known for its high-quality jewelry, including diamonds, rubies, and pearls. The store is also known for its friendly service and its commitment to customer satisfaction.

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5th Avenue South – your historic main street
HOT FUN IN THE SUMMERTIME ON FIFTH

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5th Avenue South – your historic main street
Fifth Avenue South's Luca Di Falco
LIVING THE AMERICAN DREAM

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BID INFLUENCE | EXECUTIVE DIRECTOR

BID Executive Director Bruce Barone, Jr. continued his monthly column in Old Naples Living magazine and periodic guest columns in Life in Naples. Numerous articles in Old Naples News and Encompass magazine also ran. All efforts were aimed at keeping local residents and visitors up to speed on Fifth Avenue South's happenings. Several columns and articles profiled individual restaurants and merchants, including features on the large number and eclectic nature of the art galleries on Fifth Avenue South, and Fifth Avenue South's philanthropic endeavors. Additionally, feature articles or coverage resulting from press releases appeared in the Naples Daily News, Naples Illustrated, and Gulfshore Business throughout the year.

Left to Right: August, July, April, and May 2021 columns as seen in Old Naples Living magazine.

WOMEN OF FIFTH AVENUE SOUTH

A special Gulfshore Business feature paid tribute to “Women of Fifth Avenue South”, as nine of them and their accomplishments were recognized in the February 2021 issue. The publication did a masterful feature article on Fifth Avenue South’s female business owners and entrepreneurs who contribute daily to the excitement and vitality of what keeps Fifth Avenue South humming.

The article noted,

“The women featured in this issue of Gulfshore Business are important leaders in operating local businesses. Meeting them should encourage you to get to know more about the people behind the storefronts of Fifth Avenue South’s art galleries, restaurants, retail shops and other establishments.”

As seen in Gulfshore
Business magazine.

Recognizing the women and businesses that make 5th Avenue South so unique.

Women
OF FIFTH AVENUE.

Jennifer Castellani
Culinary Concepts

Madelene Columbus
Hoffmann Executive Suites

Vicki Tracy
Gulf Coast International Properties

Monica Cabada
Provident Jewelry

Martha Shaub
Native Visions Gallery

Francesca Neri
Molto Trattoria

Staci & Judi Carroll
Peach Tree Designs

5th
FIFTH AVENUE SOUTH
EST. 1923

f t i y v

FIFTHAVENUESOUTH.COM



From the Desk of the Executive Director Bruce Barone, Jr.

Fifth Avenue South Art Abounds... Why Not Take a Walking Tour?

Have you ever had one of those days where you were looking for something unique to do on your own? With your spouse? Best friend? Or perhaps you have family or friends visiting, and you want to show them just how cultured, sophisticated and fun Naples can be. Then look no further than Fifth Avenue South and its remarkable world of art.

We may not have New York's Met or its Museum of Modern Art, Chicago's Art Institute, or D.C.'s National Gallery of Art, but we do have a collection of some of the finest galleries representing a wide diversity of artists from Old Masters to Contemporary to Up-and-Comers from around the world, as well as here at home.



Clockwise from Left: The Englishman Fine Art, Sheldon Fine Art, and Aldo Castillo Gallery

In fact, Fifth Avenue South boasts nine art galleries and a museum all within walking distance on a downtown day's outing. Whether you're into seascapes, landscapes, African art, watercolors, sculptures, glass, photography, artistic furniture, or jewelry, I guarantee you will find it among the many offerings provided by Fifth Avenue South's family of art aficionados.

To make it easy and guarantee you don't miss anything, here is a suggested route for a leisurely stroll down Fifth Avenue South starting at the West end, but you can begin just as easily on the East end too. My recommendation is visit four or five galleries, then have a great lunch and finish the day by taking in the rest.

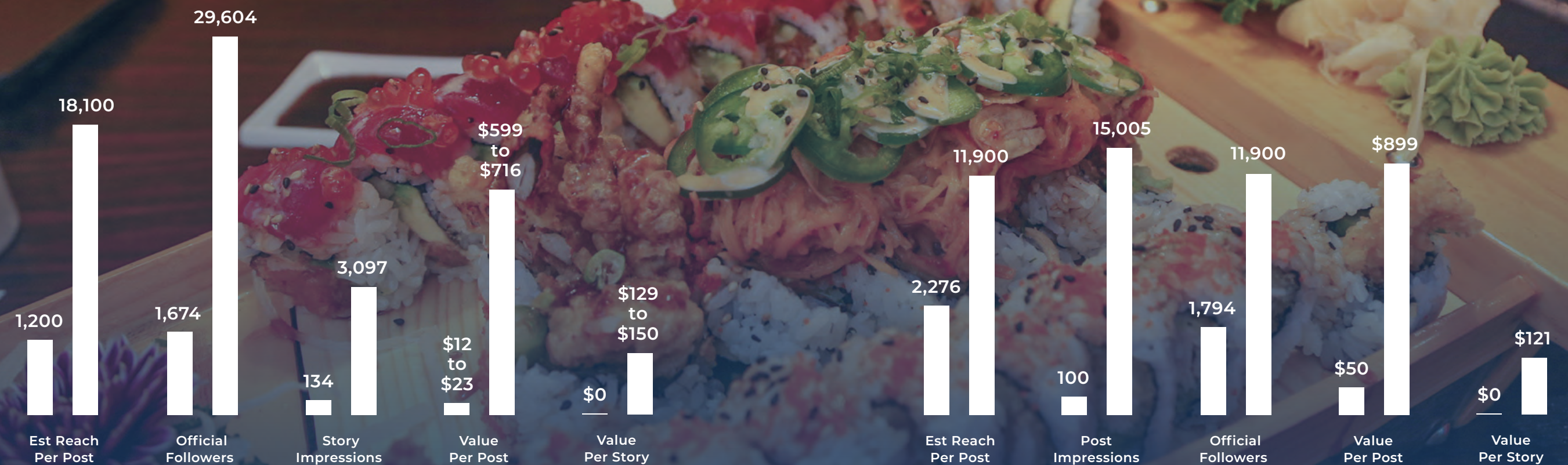


WEBSITE

The BID's website continued a monthly newsletter from the Executive Director that reinforced marketing efforts and highlighted faces and events on Fifth Avenue South.

SOCIAL MEDIA

Social media continued as the lifeblood of the BID's marketing efforts, allowing it to showcase every aspect of the Fifth Avenue South lifestyle, architecture, food, shopping, and residential living. It also provided an opportunity to extend the reach of paid advertising from its "Crown Jewel" campaign in a more organic way.



 **INSTAGRAM**

April 25, 2018 - February 3, 2022

(Value determined by, followers, likes, unfollows, posts per day, clicks, conversion to website.)

 **FACEBOOK**

April 25, 2018 - February 3, 2022

(Value determined by, followers, likes, unfollows, posts per day, clicks, conversion to website.)



Our social media presence continues to grow exponentially. In 2018, official followers on **Instagram** were only 1,674, while at the end of 2021, official followers were close to 30,000, giving the BID continued influencer status. Likewise, in 2018, **Facebook** followers were approximately 1,800, but by the end of 2021 that number had grown to almost 12,000.



Clockwise from Top Left: Mayor Teresa Heitmann; Chris Rozansky, Executive Director of Naples Airport Authority; Kristen Coury, CEO & Executive Director of Gulfshore Playhouse; Bob Gibbs, Managing Director of Gibbs Planning Group

The **“Movers & Shapers”** podcast expanded its reach and the number of special guests in 2021, including Naples Mayor Heitmann as well as some of Naples most influential business owners, restaurateurs, entrepreneurs, and others. The Movers & Shapers Podcast is posted on BID’s website and is available through other social media platforms, including iTunes, Spotify, and Pandora.



All 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 last several years.

EVENTS

Throughout 2021, the BID brought thousands together at some of the most exciting events anywhere in the country, beginning the year with the Annual Car Show on Fifth and ending with a spectacular Christmas celebration.



ANNUAL CAR SHOW

The year opened with the Annual Car Show on Fifth, where around 600 cars, including hundreds of Ferraris and other exotic, vintage muscle cars, and luxury automobiles, including a British contingent of Jaguar, Lotus, Triumph, and Bentley brands were on view.

Porsche, the official car of Fifth Avenue South, were well represented, including several rare race cars. American cars did not take a back seat, with dozens of Corvettes and muscle cars. The event also raised more than \$500,000 for St. Matthew's House that serves those struggling with homelessness.





CHRISTMAS CELEBRATION

The BID hosted the **48th Annual "Christmas on Fifth"** on December 3-4. More than 30,000 people attended the special festival which featured a variety of children's activities, including Santa, a skating rink, a live Nativity scene with animals, as well as al fresco dining, an outdoor Christmas market, and a 20-foot artificial Christmas tree with 10,000 lights for everyone's enjoyment.

Christmas on Fifth also included the return of **Tuba Christmas on Fifth** where attendees heard more than 50 musicians of all ages perform popular holiday tunes and sing-alongs.



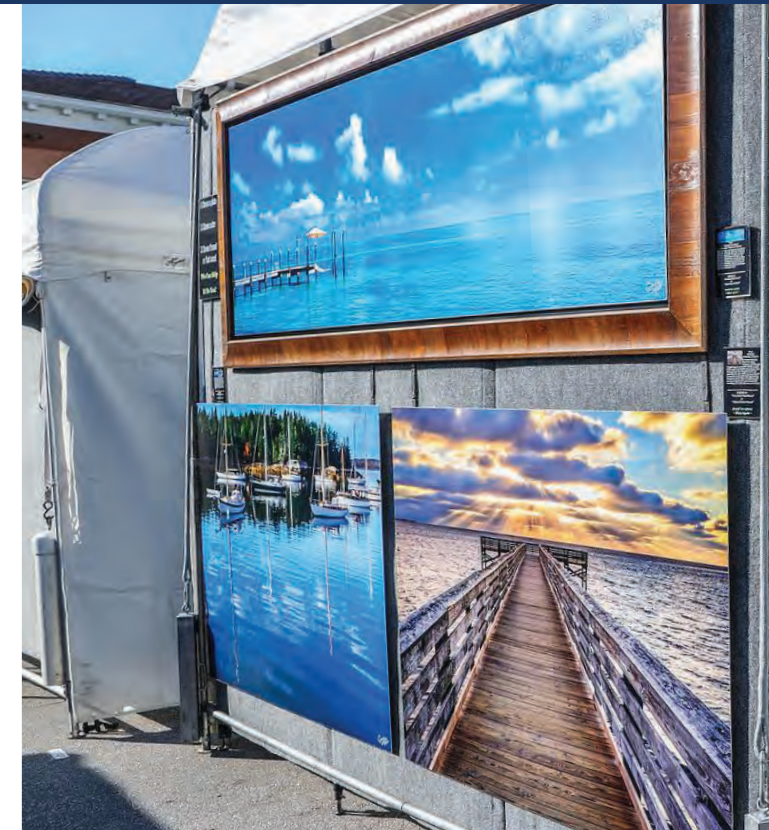


AND EVERYTHING IN BETWEEN

In addition to these bookend events during 2021, there were dozens of other events, including a job fair, wine and food experiences, a fashion show, arts and crafts exhibitions, a Halloween Spooktacular, and the monthly return of Evenings on Fifth, where visitors can stroll along Fifth Avenue South while being entertained by local musicians.



EVERYTHING IN BETWEEN





BASKETS AND BANNERS

In 2021, Fifth Avenue South got a facelift with beautiful hanging baskets and new banners on streetlight poles, which immediately added a hint of charm and elegance to Fifth Avenue South post-pandemic.

The banners are designed to signify a collective identity, one of unity, quality, and sophistication. The banners also hail Fifth Avenue South as Naples’ “Historic Main Street” with welcoming messages that promote Fifth Avenue South as one of the premiere shopping and dining destinations in the world.

The hanging baskets and banners were unanimously supported by Naples City Council.



AVENUE LIGHTING

New lighting was added to the pedestrian walkway between Vergina and Sugden Plaza to assure the safety and security for guests crossing from one side of Fifth Avenue South to the other.





The Fifth Avenue South BID joined forces with the Naples Police Department and sponsored the October 2021 **“Do The Right Thing” (DTRT) program**, which recognizes school-aged children doing good things in our community. The program is sponsored by the City Council and the Naples Police Department. DTRT brings community groups, schools, and local businesses together to reinforce exemplary behavior and build confidence in our children. The winners were publicly recognized for their positive deeds and contributions at a special ceremony at City Hall.



Executive Director Bruce
Barone Jr. & Master Officer
Sean Phillips, Naples
Police Department

PHILANTHROPIC

The BID joined forces in August 2021 with the Gulf Coast Chapter of the Alzheimer's Association, BrightStar Care, The Arlington of Naples, and Tieger Public Affairs to sponsor a **Purple Evening on Fifth** to raise awareness and funds for Alzheimer's disease. Currently, Florida ranks #2 in the nation in terms of people who have Alzheimer's, and there are more than 18,000 Collier County residents who suffer from dementia.

The Purple Evening on Fifth was hugely successful with the event helping put the Gulf Coast Alzheimer's Association Chapter over its \$150,000 goal for the Association's annual Longest Day fundraising efforts. More than 20 Fifth Avenue South businesses supported the effort by providing artwork jewelry, gift baskets, and gift certificates for an auction and raffle.



NAPLES CITY COUNCIL

The BID continued its efforts to forge a strong relationship with City Council and City staff and to communicate the critical needs of Fifth Avenue South now and in the future.



BID BOARD CHANGES IN 2021

Christopher Shucart was elected President of the BID's Board of Directors. Shucart is President of JCS Realty Group, a local real estate development and investment firm with 50+ years of experience.

Also appointed as officers were Vice President and Immediate Past President **Jeff Wynn**, President of Wynn Properties, and Secretary and Treasurer **Joseph McCabe**, Vice President of Project Development for Gulf Coast Commercial Corporation and Founder of Naples Jet Sales. Each of the newly elected officers will serve a two-year term.

Other board members include **Jerrilyn Hoffmann**, of The Hoffman Family of Companies; **Jarred Kaplan**, Managing Partner of Provident Jewelry Naples, and Fort Myers; **Nancy MacDonald**, Managing Broker for the Fifth Avenue South office of Coldwell Banker; and **Eric Tancredi**, General Manager of Vergina restaurant.

As the BID looks back at the last few years and now begins to imagine what's ahead for Fifth Avenue South, our 220 businesses understand clearly how important local residents and tourists are to their survival and ability to thrive in the future. It is a relationship that in turn impacts our local property taxes, our property values, and our lifestyle. Fifth Avenue South is the economic engine that drives much of this City's future, and through smart planning and working together we can all keep this City a vibrant and beautiful place to live, work, and visit.

Thank you for your support.



Clockwise from Top Left:
Christopher Shucart, Joseph
McCabe, Jeff Wynn, Eric
Tancredi, Jerrilyn Hoffmann,
Bruce Barone, Jr., Nancy
MacDonald, and Jarred Kaplan

OUR HISTORIC MAIN STREET



FIFTH AVENUE SOUTH



CROWN JEWEL OF NAPLES



FIFTH AVENUE SOUTH



