



NAPLES DESIGN DISTRICT



Welcome

Thank you to our sponsors for providing
food and refreshments!

TIMELESS
AN **MHK** EATERY

 **FERGUSON**
Bath, Kitchen & Lighting Gallery

**THE
SHADE
STORE**

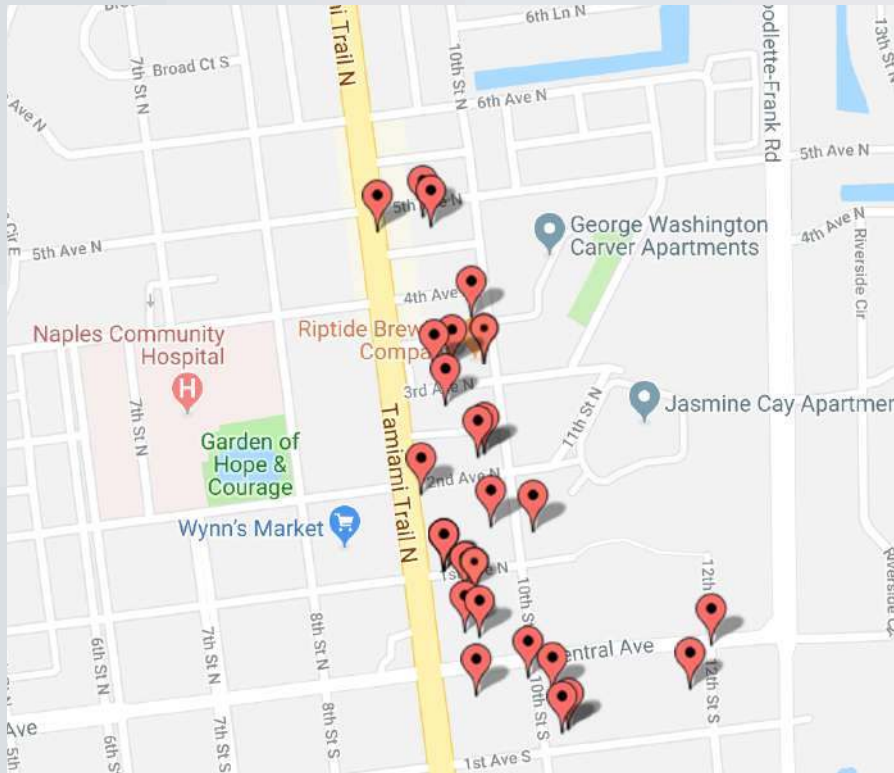
Roger Reinke

Asst. City Manager & Director of CRAB



“Working with associations like the Naples Design District is an important component of community engagement. I currently meet with other associations on a regular basis. On behalf of the City and the CRA, I look forward to fostering a great relationship with the Naples Design District.” – *Roger Reinke*

Defining the Naples Design District



- Outlined by the following boundaries:
 - 5th Avenue South to 7th Avenue North and the East side of US 41 to Goodlette Road
- Anchored by the Historic Naples Train Depot, which was:
 - The southern most stop of the Southern Railway along Goodlette Road.
 - As train traffic increased, the area adjacent to the tracks developed into an ideal location for service driven businesses.
- Naples Design District comprises of a main north/south artery (10th Street) and series of avenues running east to west
 - The area was an ideal location for small businesses to provide services to residents and tourists in the Naples area.



Forming the Naples Design District

The Articles of Incorporation for the NAPLES DESIGN DISTRICT INC. were filed on March 15, 2018, effective March 15, 2018

Founding Directors	Steering Committee	Lawyer and CPA
<p>Chad Jensen</p> <p>Daniel Summers</p> <p>Laura Burns</p> <p>Rufino Hernandez</p>	<p>Quenby Tyler, <i>Audrey's</i></p> <p>Dan Summers, <i>BSSW Architects</i></p> <p>Carrie Horner, <i>BUILD</i></p> <p>Shawn Foust, <i>Lovetto Design</i></p> <p>Lindsay Cieloha, <i>Ferguson</i></p> <p>Rufino Hernandez, <i>Garden District</i></p> <p>Amy Jimenez, <i>Kravet Inc.</i></p> <p>David Fruscione, <i>Republic of Decor</i></p> <p>Chad Jensen, <i>Thomas Riley Studio</i></p> <p>Laura Burns, <i>United Arts Council</i></p>	<p>James L. Karl II, James Karl & Associates P.A.</p> <p>Dan Brown, Martin Brown CPA'S & Advisors</p>

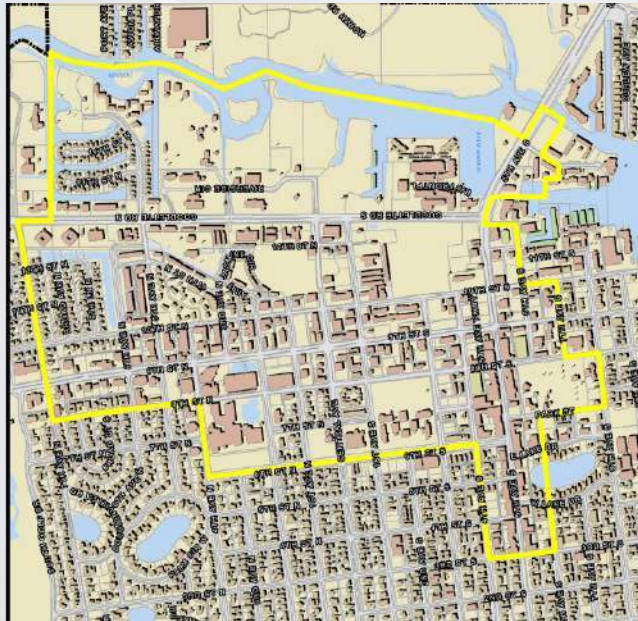


Our Vision

The Naples Design District is Southwest Florida's creative quarter offering locals, seasonal residents, and tourists, who are inspired by the unique find, an eclectic mix of art, design, style, food, and culture. From well-established mom and pop shops, boutiques, and restaurants to emerging entrepreneurial businesses and national brands, the Naples Design District is a vibrant destination of taste and style for like-minded people to live, work, and flourish creatively.



Community Redevelopment Agency and its Impact



- What is the CRA, and how does it affect our district?
- Who is the CRA?
- What is the money at stake?
- Why is this important to us?
- Who decides how tax increment monies are spent?
- What are the capital improvement plans?
- What has been the public input?
- Who are the stakeholders?



Dotmocracy

- The dotmocracy data was prioritized using a ranking system
- Top 5 from the combined results
 - Build parking garage at Gulfshore Playhouse
 - Beautification and improved lighting of the Naples Design District
 - Signage. Define the Naples Design District
 - Stop dumping stormwater in to the bay/ gulf
 - Improve drainage in the design district

We need to Stay Engaged!



Member Engagement

○ Association will:

- Bring businesses, the community, and government together to focus on issues and opportunities creating a unified voice –

Together we are greater!

- Conduct monthly meetings to discuss topics, tackle objectives, and allow fellow participants to network together
- Provide opportunities to join the board, or become a member of a sub-committee to focus on specific tasks/events



Member Benefits

- Visibility regarding governmental relations
- Opportunity to be included in neighborhood strategic vision and economic development
- Listed on Naples Design District Website
- Listed on Naples Design District Map with distribution
 - Join before Tuesday, July 31st to secure inclusion in 2018-2019 season printed materials

Naples Design District Map

Restaurants

- 1 All-American Shake Shack, US41 from 4th-5th Ave N.
- 2 All-American Sports Bar & Grill, US 41 from 5th-6th Ave N.
- 3 Another Broken Egg Cafe, US41 from 6th-7th Ave N.
- 4 Bill's Cafe, 3rd Ave N.
- 5 Conroy Island Cafe, 10th St S, from 4th-5th Ave S, Pky
- 6 Claudia's Cafe & Pizzeria, US41 from 5th-6th Ave N.
- 7 Dairy Queen, US41 from 6th-7th Ave N.
- 8 Dunkin' Donuts, US41 from 3rd-4th Ave N.
- 9 European Bakery & Cafe, US41 from Central Ave-1st Ave S.
- 10 Freshly Catering, 5th Ave S, Pky
- 11 Giamberini's Italian Bar, US41 from 5th-6th Ave N.
- 12 Group & Chips, US41 from 3rd-4th Ave N.
- 13 Haze's Cup, 6th Ave N.
- 14 I.M. Tapas, 4th Ave N.
- 15 La Colmar Bakery & Brins, US41 from Central Ave-1st Ave N.
- 16 Maria Danna Cafe, US41 from 3rd-4th Ave N.
- 17 Ops Greek Restaurant, US41 from 3rd-4th Ave N.
- 18 Pastore's Deli, US41 from 5th-6th Ave N.
- 19 Pistorio's Steakhouse, US41 from 1st-2nd Ave S.
- 20 Ripside Brewing, 3rd Ave N.
- 21 Sam Thai & Sushi, US41 from Central Ave-1st Ave S.
- 22 Starbucks Coffee, US41 from Central Ave-1st Ave S.
- 23 Tea with Me at Audrey's, 12th St N, from 1st-2nd Ave N.
- 24 Timoteo's, US41 from Central Ave-1st Ave S.
- 25 Tropic Chill Owl, US41 from Central Ave-1st Ave S.
- 26 Tropical Smoothie Cafe, US41 from 5th-6th Ave N.
- 27 Under the Shady Palm Pub, US41 from 2nd-3rd Ave N.
- 28 Vento's Pizzeria, US41 from Central Ave-1st Ave S.

Retail Misc.

- 19 Family Hobby Center, 10th St N, from 1st-2nd Ave N.
- 29 Kelly Blueprinters, 1st Ave N.
- 30 Olive Naples Chocolates, 5th Ave N.
- 31 Shady & Kate Apparel & Home, Central Ave
- 32 Sherman Green Collection Jewelry, 12th St S, from Central-1st Ave S.
- 33 Wholesale Hound, US41 from 1st-2nd Ave N.
- 34 Wine Store, 12th St S, from Central-1st Ave S.

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Restaurants and Retail Misc. Map



NAPLES DESIGN DISTRICT

"Our Diversity, Your Inspiration"



The Naples Design District is the go-to locale to design, furnish and decorate your entire home or to find one-of-a-kind pieces.

Bounded on the north by 7th Avenue North, on the south by US 41 Tamiami Trail East, on the west by US 41 Tamiami Trail North, and on the east by 10th Street, the compact Naples Design District is easy to park and stroll.

The Naples Design District develops and promotes a positive business environment that fosters a climate in which commerce, industry and creativity flourish.

Did You Know?



The Naples Train Depot, built in 1927, was the catalyst to develop the neighborhood and the many warehouse facilities that support local businesses. The Mediterranean Revival style station, located at the district's south end, briefly saw passenger service before it was reduced to freight service only. Railroad service halted by 1960. Today, the Naples Train Depot Museum is on the U.S. National Register of Historic Places.

Events



NAPLES DESIGN DISTRICT

Tuesday, November 14TH from 5:30-7:30
Hosted at Ferguson Showroom / 38 Goodlette-Frank Rd South, Naples

THANKSGIVING DRIVE & IRMA RELIEF

Benefiting Immokalee. Distributed by The Church of the Nazarene

Please join us for light bites, libations, and live music as we come together to support the city of Immokalee. Your donation of cash, credit, or gift card to Publix, Walmart, or Target will go a long way to help support those in need.



Event Collateral

2nd Annual Holiday Sip & Stroll - Dec. 6th, 2017 - 5:30-7:30pm

Shop Signature

Participating Businesses:

- 1 **Shady & Kettle** - 945 Central Ave - Serving "Woo Woo Cocktail" and will be supporting the Wounded Veterans Relief Fund
- 2 **Summerfields** - 953 Central Ave - Serving "Summerfields W/wh" and will be supporting the Naples Therapeutic Riding Center
- 3 **Republic of Decor** - 950 1st Ave N - Serving "Peppermint Patty Martini" and will be supporting GLSEN Collier
- 4 **Garden District** - 137 10th St N - Serving "Merry Mojito" and will be supporting the Humane Society
- 5 **Audrey's** - 104 10th St N - Serving "English Christmas Toddy" and will be supporting the Naples Cat Alliance
- 6 **Wholesome House** - 188 Tamiami Tr North - Serving "Jingle Juice" and will be supporting the Redland Rock Pit Abandoned Dog Project
- 7 **Options** - 968 2nd Ave N - Serving non-alcoholic refreshments and will be supporting the Shelter for Abused Women & Children
- 8 **Twice As Nice** - 907 2nd Ave N - Serving "Winter Sangria" and will be supporting St. Matthews House of Naples
- 9 **Gallery CW** - 993 2nd Ave N - Serving "Blush Reindeer" and will be supporting the Autism Society of Florida
- 10 **Penny's Finds** - 991 2nd Ave N - Serving Wine and will be supporting Planned Parenthood
- 11 **Chelsea's Resole** - 989 2nd Ave N - Serving "Holiday Punch" and will be supporting Providence House
- 12 **Artana Gallery** - 452 Tamiami Tr North - Serving "Pistachio Martini" and will be supporting Honor Flight Collier County
- 13 **Pattina Collection** - 944 5th Ave N - Serving "Spiked Egg Nog" and will be supporting the Cancer Alliance of Naples
- 14 **The Striped Cobana** - 990 3th Ave N - Serving "Grinch Punch" and will be supporting the American Red Cross Irma Relief
- 15 **Shannon Green Collection** - 65 12th St South - Serving "Raspberry Royale" and will be supporting the Guadalupe Center

Your name & phone number to be eligible to win prizes from the Naples Design District

Visit shops all day on Dec. 6th and finish the event enjoying cocktails while shopping for great causes! Leave your signed passport at your last stop to qualify.

Slidr Shuttle Stops (tips appreciated)

The map shows the Naples Design District with streets labeled: 5th Ave N, 4th Ave N, 3rd Ave N, 2nd Ave N, 1st Ave N, Central Ave., 10th St North, 12th St South, and Tamiami Trail (US 41). Numbered stops 1 through 15 are distributed across these streets. A red line with arrows at both ends indicates the Slidr Shuttle route between stops 55 and 56.

Holiday Passport & Map

NAPLES DESIGN DISTRICT

Co-op Advertising

Our Diversity, Your Inspiration



NAPLES DESIGN DISTRICT

The Naples Design District develops and promotes a positive business environment that fosters a climate in which commerce, industry and creativity flourish.



-  **Aubrey's** | 104 10th Street North
-  **Garden District** | 137 10th Street North
-  **Lovetto Design** | 958 3rd Avenue North
-  **Patina Collection** | 944 5th Avenue North
-  **Republic of Decor** | 990 1st Avenue North
-  **Samantha Drew Interiors** | 955 5th Avenue North
-  **Shannon Green Collection** | 45 12th Street South
-  **Summerfields Fine Furnishings** | 953 Central Avenue
-  **The Striped Cabana** | 990 5th Avenue North
-  **The Wine Store** | 1200 Central Avenue
-  **Thomas Riley Studio** | 123 10th Street South
-  **Treasure Island Antiques** | 950 Central Avenue



INSPIRING IN LUXURY DESIGN & THE REFERENCE ART



REDEFINE & REIMAGINE. PERFORM. | 1040 10th Street North, Naples, FL 34102



REPUBLIC OF DECOR

1200 1st Avenue North, Naples, FL 34102



REPUBLIC OF DECOR

1200 1st Avenue North, Naples, FL 34102



Summerfields

953 Central Avenue, Naples, FL 34102



THE WINE STORE

1200 Central Avenue, Naples, FL 34102



GARDEN DISTRICT

958 3rd Avenue North, Naples, FL 34102



Patina Collection

944 5th Avenue North, Naples, FL 34102



THE STRIPED CABANA

990 5th Avenue North, Naples, FL 34102



SAMANTHA DREW INTERIORS

955 5th Avenue North, Naples, FL 34102



THOMAS RILEY STUDIO

123 10th Street South, Naples, FL 34102



Treasure Island ANTIQUES

950 Central Avenue, Naples, FL 34102

Media Placement



BEST PLACE FOR ONE-OF-A-KIND FINDS

Naples Design District

Looking for home design inspiration? Naples Design District is brimming with eclectic galleries and showrooms

that will exceed expectations. The area is Naples' latest and hottest shopping spot with a focus on home design. Tasteful antique stores, interior designers and other home inspiration retailers are at your service to help you find that special piece to complete your home. It's the Best compilation of home design concepts. Make a day of it, touring galleries and shopping local with friends. www.naplesdesigndistrict.com.

~~NAPLES
DESIGN
DISTRICT~~



Member Benefits Cont'd

- Be included in neighborhood sponsored events
- Access to co-op advertising in publications with reduced rates
- Receive storefront decal
- Reap the benefit of a dedicated social media/PR expert to promote us

Marketing Support: Ella Creations



Claudia Dal Lago

Founder & President

- 18+ years marketing experience in PR agencies, in-house at large corporations and on a consulting basis
- With a dual degree in Communications and Hospitality Management from Boston University, she is a dynamic brand marketer who enjoys helping her clients communicate their stories
- Claudia has worked with a variety of global, national and emerging brands as well as local small to mid-size businesses including Proctor & Gamble, Maille Dijon Mustard, Crystorama Chandeliers, Couture to Your Door, Timeless- An MHK Eatery, The French Brasserie Rustique
- Born and raised in Panama City, Panama, Claudia is bilingual in Spanish and English and proficient in French



Our Services

Public Relations

- Messaging & Positioning
 - Create a unified vision and voice
- Media Relations
 - Announce Naples Design District and conduct ongoing opportunistic outreach about the area

Social Media

- Strategy and Ongoing Calendar
- Management and Monitoring



Social Media

Content could include:

Videos

- Behind the scenes at businesses
- Instagram Stories
 - Relevant happenings in the Design District and at individual businesses
- Facebook Live
 - Spotlight two businesses a month
 - Opportunity for business owner/rep to highlight their business, what they do, etc.

Posts

- Beautiful images of Design District
 - Different/unique angles capturing the vibe, architecture, people, and setting
- Action shots of businesses
- Special events taking place at individual businesses
- Design District events once these are established
 - Work with point person to send Ella Creations images from events
 - “Did you know?” with interesting facts about the District

Social Media Examples



Website

www.NaplesDesignDistrict.com

- ⦿ Membership Registration and Renewal
- ⦿ Interactive Map with Information on Each Member
- ⦿ Event Calendar for the District
- ⦿ Event Registration System for District Events
- ⦿ Feed from Instagram and Facebook
- ⦿ Press Section for media generated about the District

Become a Member!

- Clearly you chose this neighborhood because you saw great potential and invested in opening a business here....
- This movement has been in the works for quite a while, but now the time has finally come!
- Invest in your business and our district, it's logical, and the benefits are clear!
- Ipads are available to register businesses at the end of the meeting.
- Annual membership dues are \$600
 - Available as lump sum or monthly payment of \$50, plus a convenience fee, with an annual commitment
 - Payable by check or credit card

This is an incredibly affordable way to join and support such a valuable mission to step into the future!

Contact Information

Address:

953 4th Ave. N
Naples, FL 34102

Email Address:

info@naplesdesigndistrict.com

Website Address:

www.NaplesDesignDistrict.com

Social Media Handles:

Facebook: <https://www.facebook.com/naplesdesigndistrict/>

Instagram: <https://www.instagram.com/naplesdesigndistrict/>

#naplesdesigndistrict #shoplocal