



5th
FIFTH
AVENUE
SOUTH
EST. 1923

BUSINESS IMPROVEMENT DISTRICT

ANNUAL
REPORT
2022



“RISE ABOVE THE STORM AND YOU WILL FIND THE SUNSHINE.”

- Mario Fernandez, Cuban-born American artist and poet

Who would have believed our little corner of the world could take such a beating from Covid and Hurricane Ian and then rise united – more than ever – to restore and elevate our beloved Fifth Avenue South. While we survived the plague of the pandemic and the surge of Ian, we are finally finding our sunshine..

2022 – A Year of Blue Skies and Dark Clouds

2022 began with blue skies and a peaceful calm over Fifth Avenue South as we emerged stronger than ever from two years of pandemic-driven economic woes, which we were glad to see in the rearview mirror. We were still the #1 destination in the market and on our way to bigger and better things. Season was great, and tourists were making tracks up and down the Avenue, even over the summer. The BID was fired up about marketing and aggressive in terms of regaining our footing. We were holding events; rocking it on social media; getting and generating great media coverage, and most of all welcoming residents and tourists alike to the Crown Jewel of Naples with warmth and gratitude for their support in the past. Fifth Avenue was literally buzzing.

Cars on Fifth had its best year ever and raised more than \$1.2 million for St. Matthew’s House; our support of philanthropies like Alzheimer’s and mental health saw great local participation; and our Evenings on Fifth continued to be a community highlight.

Then just as quickly as recovery had come, it was over. In September we were slammed by a CAT-5 hurricane named Ian with the ferocity of a freight train, knocking us off our feet once again. Businesses rallied to save their own establishments and helped others save theirs. And when the rain and surge finally subsided, we were hit where it hurts the most: the pocketbook. 100% of our merchants, restaurants and other BID members suffered some kind of destruction or financial loss from the water and wind of Ian.

Even with a dark cloud over Naples, just like during the pandemic, the City itself, our Naples government, and the businesses on 5th Avenue South refused to succumb. Our Covid cry of United on Fifth was rekindled, and recovery and renovation began, with many businesses up and running by Thanksgiving and even more by the end of the year.

Today, it’s hard to tell there was any damage at all. The 2023 season was stellar. We also hired a new Executive Director Meg Stepanian, who has already made a difference in our recovery, and given her exceptional marketing skills, we know we have no where to go but up. Fifth Avenue South’s future looks brighter than ever. We can see the sunshine!



Christopher Shucart
2022 President
Fifth Avenue South
Business Improvement District



Meg Stepanian
Executive Director
Fifth Avenue South
Business Improvement District



THE FIRST PART OF 2022 FOUND FIFTH AVENUE SOUTH WITH A TAILWIND BEHIND IT, AS BUSINESSES CONTINUED TO SHED ANY REMAINING AFTER-EFFECTS OF COVID.

#1 DESTINATION

Hope was in the air, as the Avenue continued to outpace its competitors and remain the number one destination in Naples. Business was good, and the feeling of normalcy was within reach.

However, this amazing recovery was short-lived as the Avenue's 220 businesses were hit with the headwinds and massive flooding of Hurricane Ian at the end of 3rd quarter, bringing untold structural damage and economic gloom to the doorstep of what all hoped to be a stellar season to come.

The City, its residents and the business community never expected the level of devastation Ian wreaked upon our beautiful Naples. Yet, just as Naples withstood the impact of Covid, the City also stood strong and united before, during and after Hurricane Ian. For the businesses on Fifth Avenue, their Covid battle cry was "United on Fifth," and that same mantra and solidarity were evident with Ian as well. The following tells a story of Hope and Recovery.



BUSINESS EXPANSION AND RECRUITMENT

The excitement of continued momentum post-pandemic was pervasive on Fifth Avenue South, as 2022 opened with a bang-up New Year's kick-off. Shopping and dining were up across the board as locals, seasonals and tourists came out in droves.

The 15 new businesses that opened on Fifth in 2021 were humming along with another 12 added in 2022. Efforts to recruit top brand national retailers and restaurants continued.

One of the biggest changes on Fifth Avenue was the acquisition of the exquisite AAA Four Diamond hotel on Fifth Avenue South, Inn on Fifth, by Pebblebrook Hotel Trust for \$156 million in May of 2022.

Previously owned and operated by Naples' ever-entrepreneurial Phil McCabe, the Inn on Fifth is one of Fifth Avenue South's most beautiful assets, boasting 119 guest rooms located in two buildings, and exclusive amenities, including a 3,600 square-foot outdoor pool deck providing food and beverage service, a day spa, and a fitness center. Pebblebrook retained the highly-acclaimed Noble House Hotels & Resorts ("Noble House") to manage this unique independent luxury resort.



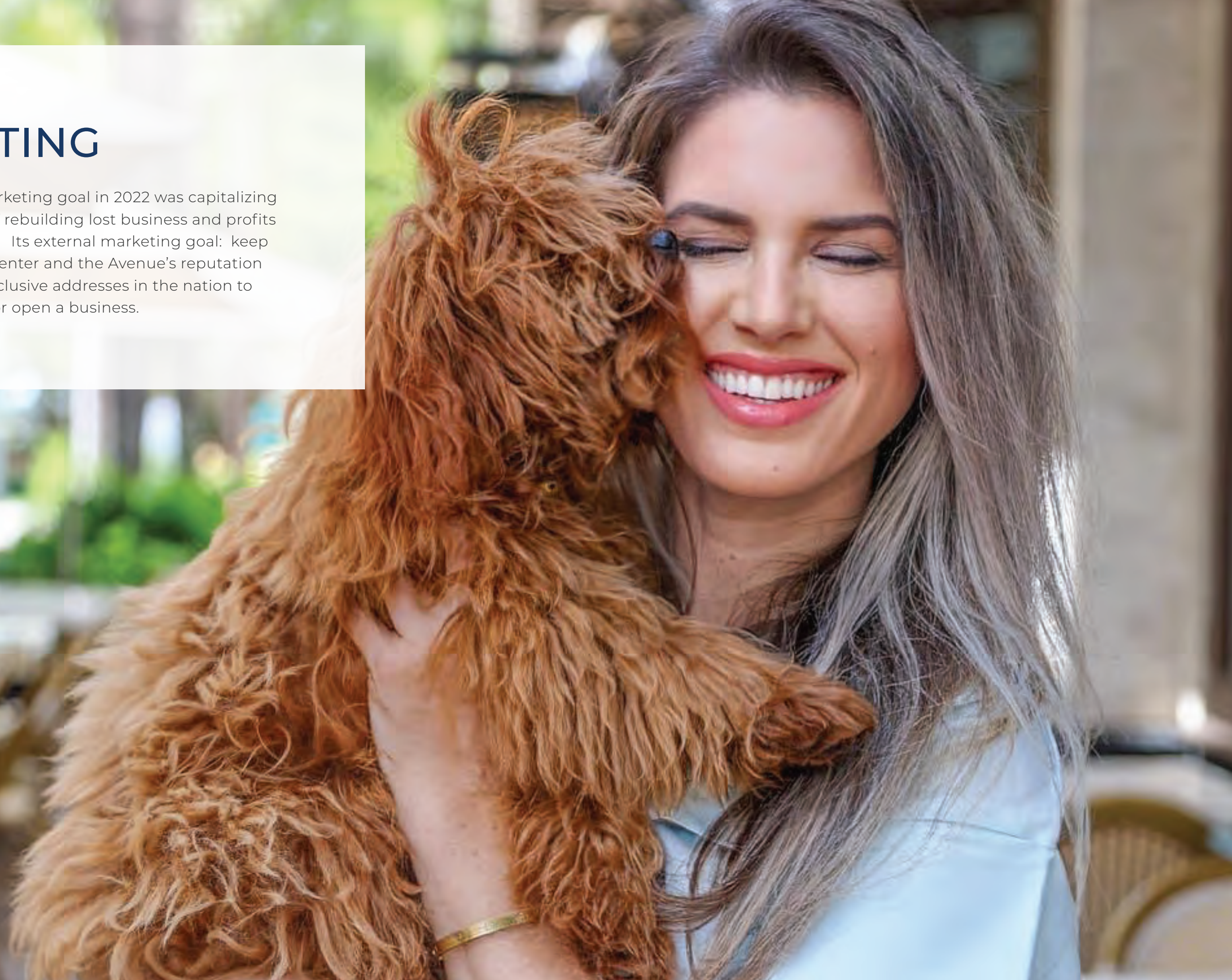
NEW COMERS IN 2022

FIFTH AVENUE SOUTH



MARKETING

The BID's internal marketing goal in 2022 was capitalizing on the momentum of rebuilding lost business and profits due to the pandemic. Its external marketing goal: keep the brand front and center and the Avenue's reputation as one of the most exclusive addresses in the nation to visit, own real estate or open a business.





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 residents and visitors through expanded media efforts and exciting events to encourage a continued return to Fifth Avenue South, the best place to dine, shop, and play.
- Work closely with the City government to reaffirm its commitment to and investment in Fifth Avenue South's future.

CAMPAIGNS & BRANDING

“Fifth Avenue, the Crown Jewel of Naples” remained the campaign brand message, highlighting its #1 status in the market, its beauty, quality and diverse offerings, and its vast economic contributions to the City of Naples. At the threshold of the Naples centennial, “Historic Main Street” was layered into all brand messaging.



ADVERTISING

The "Crown Jewel" campaign was featured prominently in advertising buys, sending a message to visitors that Fifth Avenue 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 (STROLL) and were also used on social media platforms. Video advertising continued to greet visitors to RSW International Airport.

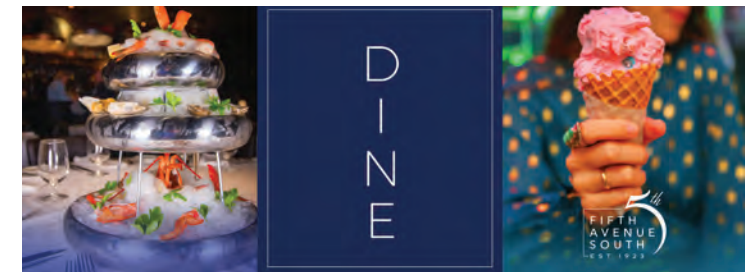


FIFTHAVENUESOUTH.COM



Our Historic Main Street
one of the most exclusive addresses in the world

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



YOUR GUIDE TO

5th

FIFTH
AVENUE
SOUTH

EST. 1923



HOT IN THE KITCHEN:

Vincenzo Betulia, chef/co-founder of Osteria Tulia, Bar Tulia, and The French Brasserie Rustique

NAPLES' HISTORIC
Main Street

▶▶ ENTERTAINMENT AVENUE
FLAVORS ON 5TH DINING GUIDE

NAPLES[®]
ILLUSTRATED

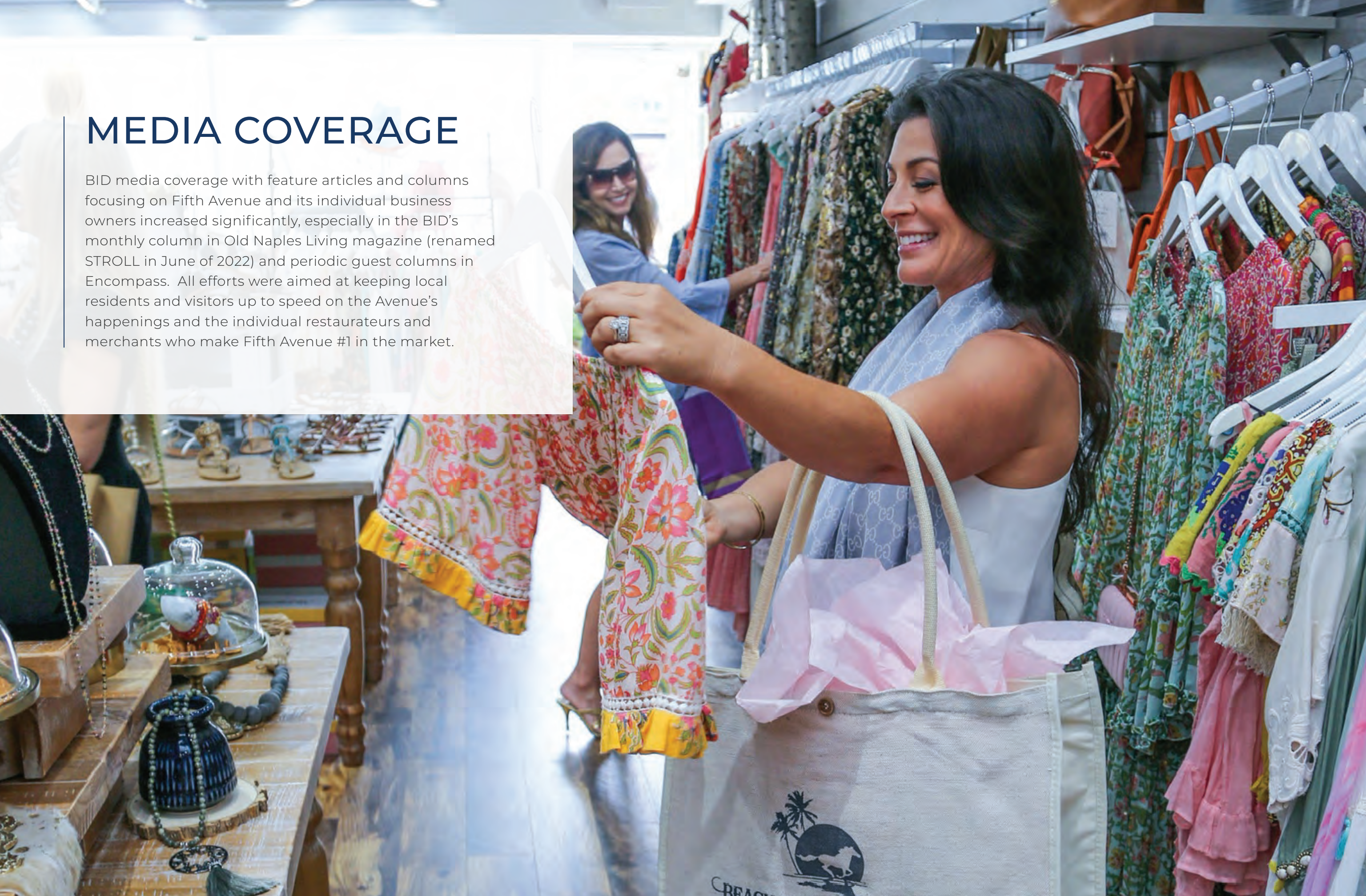
FIFTH AVENUE SOUTH MAGAZINE

The 12th edition of our “5th Avenue South magazine” (2022-2023), a continued partnership with Palm Beach Media’s Naples Illustrated, was published, including a 70-page look at the Avenue’s major attractions, feature stories and pages of ads promoting the Avenue’s restaurants, retail stores, galleries, hotel and other businesses.

More than 80,000 copies were printed and distributed to residents, major hotels, concierge desks, attractions, restaurants, airports, visitor centers and other businesses throughout Southwest Florida.

MEDIA COVERAGE

BID media coverage with feature articles and columns focusing on Fifth Avenue and its individual business owners increased significantly, especially in the BID's monthly column in Old Naples Living magazine (renamed STROLL in June of 2022) and periodic guest columns in Encompass. All efforts were aimed at keeping local residents and visitors up to speed on the Avenue's happenings and the individual restaurateurs and merchants who make Fifth Avenue #1 in the market.





LEADING THE WAY THROUGH THE 21ST CENTURY
SHOPPING CENTER BUSINESS
 AUGUST 2022

OPTIMISM ABOUNDS IN SUNSHINE STATE
 Florida's top markets are seeing robust demand for retail space, prompting new development.

FLORIDA

FIFTH AVENUE SOUTH: NAPLES' GROWN JEWEL

A Florida Business Journal article titled "Fifth Avenue South: Naples' Grown Jewel" highlights the area's economic growth. It notes that the Fifth Avenue South Business Improvement District (BID) has seen a surge in retail and dining activity, particularly in the evenings. The article mentions that the BID has successfully attracted major brands and is now a sought-after location for both residents and visitors. It also discusses the BID's efforts to improve the area's infrastructure and safety, including the recent partnership with the Naples Police Department for bike safety.



Some of this success is due to the fact that every retail center in the country is showing that walkable, mixed-use lifestyle is in demand. It's not just about shopping; it's about the experience. The BID has been instrumental in creating a vibrant, walkable environment that attracts both residents and visitors. The article also mentions the BID's commitment to supporting local businesses and creating jobs in the area.

2022 was a year of expansion with 29 new businesses opening on Fifth, many of whom are entrepreneurs or local businesses. The BID has been instrumental in supporting these businesses and creating a vibrant, walkable environment. The article also mentions the BID's commitment to supporting local businesses and creating jobs in the area.

PLUS:
 THE DOLLY LLAMA PREPARES FOR EXPANSION
 NAPLES' FIFTH AVENUE MOVES AHEAD
 CAPITAL MARKETS REVIEW



WEEK OF JUNE 2-8, 2022 | ARTS & ENTERTAINMENT | C11

Fifth Avenue BID, Naples Pathways, Naples Police partner on bike safety

The Fifth Avenue South Business Improvement District has partnered with the Naples Pathways Coalition and Naples Police Department to provide bicycle lights and other safety equipment to workers along the Avenue. The initiative is intended to improve workers' commutes to and from Fifth Avenue, especially in the dark of late night.



The inaugural installation event involved approximately 30 bikes on May 26 in Cambier Park, behind Vergina Restaurant, with initial community funding provided by The Sorana Foundation. Organizers hope to secure additional funding in order to host another safety equipment event later this year, preferably before the next peak season.

"Since coming on board as the community oriented policing officer for Fifth Avenue South, I've seen workers riding their bikes late at night with dark clothing on and no safety equipment other than a cell phone as a headlight," said Key Reyes, TPI Officer for the Naples Police Department. "This initiative will help workers have a safer commute home."

In addition to installing bicycle lights, the groups distributed reflective safety vests/belts, safety information and bicycle locks for those who need them. These items were provided to at-risk cyclists by the Naples Pathways Coalition, a local nonprofit organization that works to create safe, bikeable, walkable communities in Collier County.

longstanding tradition of working closely with the local government and law enforcement agencies in advocating for the safety of pedestrians and cyclists on our roads," said Michelle Avola-Brown, executive director for Naples Pathways Coalition. "We look forward to other successful partnerships going forward."

With several restaurants and bars operating late into the night, Fifth Avenue South is the ideal location to assist a significant number of workers commuting to and from downtown.

"We are delighted to partner with the Naples Pathways Coalition and Naples Police Department and support their efforts to ensure employees have safe and secure transportation," said Bruce Barone, Jr., executive director for the Fifth Avenue South BID.



FEATURED ARTICLES AND COLUMNS

Special invitation BID columns also ran in Concierge Image Magazine and Shopping Center Business, highlighting the collective business offerings and the Avenue's role as an economic engine in downtown Naples.

Additionally, feature articles or coverage resulting from press releases appeared in the Naples Daily News, Naples City Lifestyle Magazine, Naples Illustrated, and Gulfshore Business throughout the year.

Left: Shopping Center Business, August 2022 Above: Florida Weekly, June 2022.

EMAIL MARKETING

The e-newsletter, published monthly from the Desk of the Executive Director, reinforced marketing efforts and highlighted faces and events on Fifth Avenue. The mailing list grew to 11,000 people with a 60% open rate.



Bring your family and friends downtown and join in America's big birthday bash, celebrating our break from Great Britain with the passage of the Declaration of Independence by the United States Continental Congress on July 4, 1776.

Fifth Avenue South stores and restaurants will be open, so enjoy the day and evening on Fifth Avenue South after our Annual Parade of floats, vintage cars, marching bands, flags, celebrities and more!!

The parade starts at 10:00 a.m. and ends around noon. Participants will travel along ...ue South to Third Street South, then proceed to Fifth Avenue South and ... Eighth Street South, go past City Hall and end at Eighth Avenue South. ...outh will be closed to traffic between Third Street and Eighth Street ...ore



Later in the day, the skies over the Gulf will glow with pride and patriotism, as Naples celebrates our nationhood with our Annual Fireworks display, launched from a barge north of Naples Pier. The fireworks begin around 9:00 p.m. and last

60%
EMAIL OPEN
RATE



75%
NEW WEBSITE
UESERS

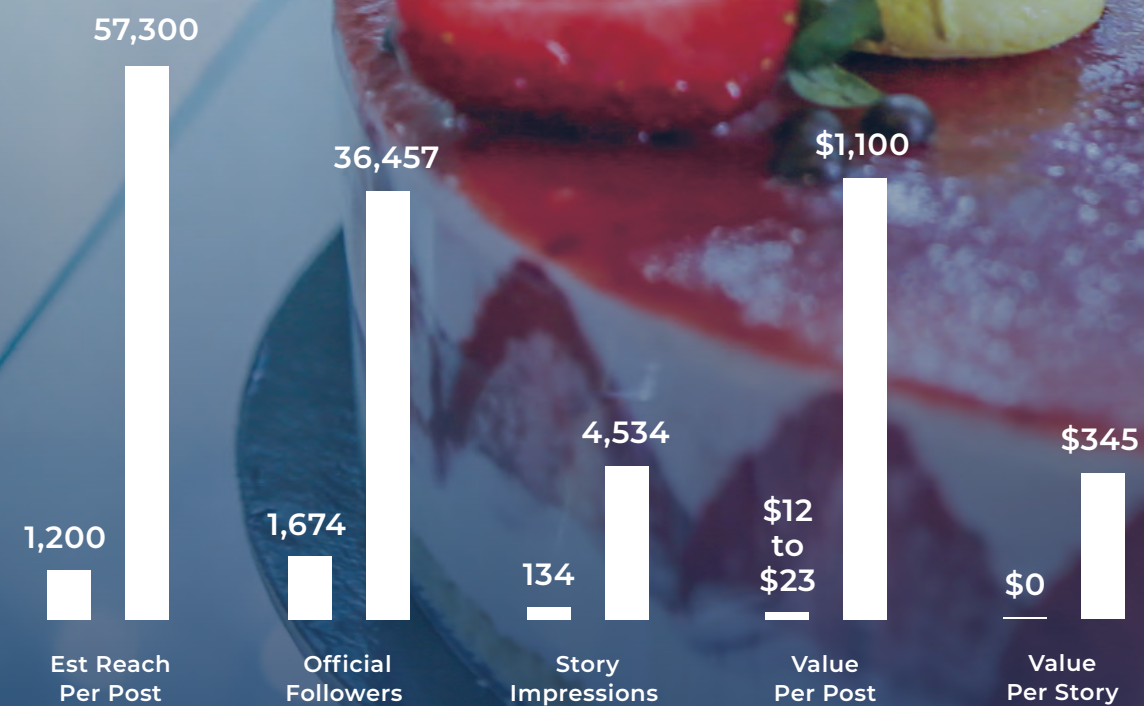


WEBSITE

The 5th Avenue South website continued to provide resource information for all visitors and residents alike. In 2022 more than 312,000 users, 75% of which are new, who each spent on average a whopping 3:47 minutes on the site. All traffic to the website, thus far, has been organic.

SOCIAL MEDIA

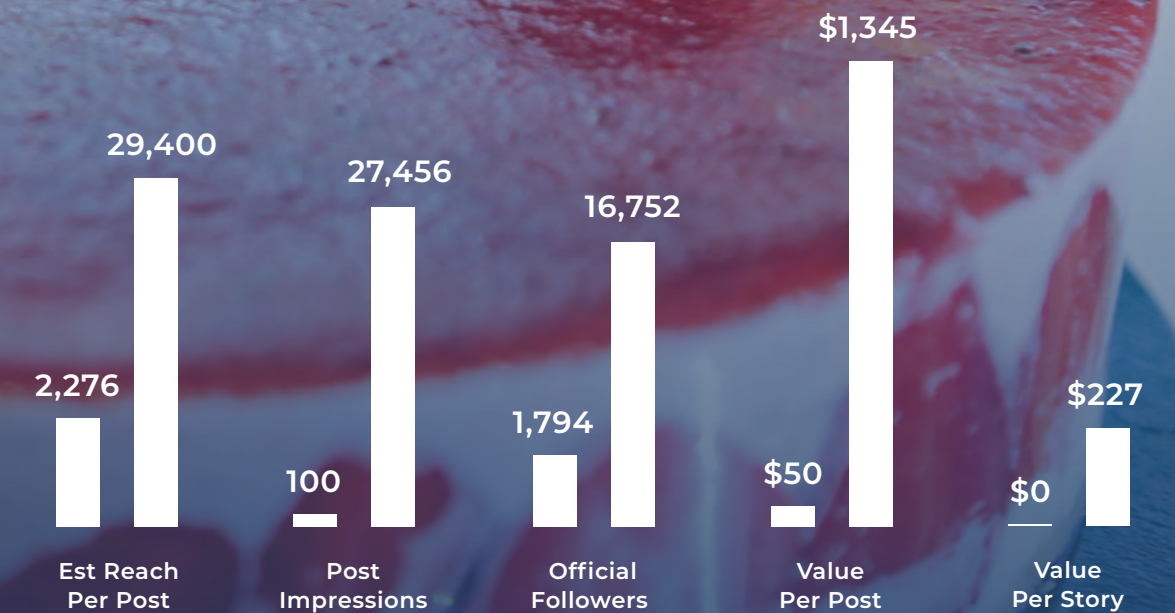
Social media continued as the backbone of the BID's marketing efforts, allowing it to showcase every aspect of Fifth Avenue South lifestyle, architecture, food, shopping, and residential living. It also provided an opportunity to extend the reach of paid advertising from its "Crown Jewel" campaign in a more organic way. Following Hurricane Ian, **5th Avenue social media became the 'go to' source for up-to-the-minute information, eclipsing both local media and municipal outlets in its reach.**



INSTAGRAM

April 2018 - February 2023

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



FACEBOOK

April 2018 - February 2023

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

FACEBOOK AND INSTAGRAM

The BID's social media presence continues to grow exponentially. In 2018, official followers on Instagram were only 1,674 and Facebook had 1,800. At the height of social media efforts in 2022, Instagram followers were close to 35,000, with more than 400,000 views per post, giving the BID continued influencer status. Likewise, Facebook followers in 2022 grew to 17,000.

FIFTH AVENUE SOUTH





All social media has been powered organically by the ongoing creation of content and photography with multiple posts on a daily basis, which has resulted in increased engagement month after month over the last several years.





EVENINGS ON FIFTH

The second Thursday of each month continues to draw residents and visitors alike to stroll the Avenue, grab a bite, stop in a shop and listen to live local musicians. During this event the BID will frequently invite non-profit partners to Sugden plaza as an avenue to help bring awareness to their causes.



CHRISTMAS ON FIFTH AVENUE SOUTH

Suffice it to say, "Ian" the Grinch was nowhere near, as children and adults sang carols and took in the wonders of the Christmas season. While much more subdued than past Christmases on Fifth, the two-day **49th Annual Christmas** event drew thousands of people from all over Southwest Florida, and even from other parts of the state, the nation and even internationally. They experienced the same joy and many of the same festivities the Fifth Avenue South Business Improvement District has hosted in the past, including long-table dining, a live Nativity scene, a 20-foot Christmas tree, and, of course, a visit from Santa Claus.

It was a Christmas mainly of peace, hope and gratitude, and a desire to put the past behind and move forward, knowing full well "There are far better things ahead than any we leave behind."



OTHER EVENTS ON THE AVENUE

The line-up of other events between January-September 2022 was exciting and resulted in huge draws for residents and tourists alike.





CARS ON FIFTH AVENUE 2022

February began with a roar as the 18th annual Cars on 5th Concours brought in more than 25,000 people from around the world. Organized by the Naples Chapter of the Ferrari Club of America, Cars on 5th Concours featured more than 650 cars.

And what a lineup. More than 150 Ferraris from old to new were featured, plus hundreds of Jags, Lotus, and Triumphs for the fast and fashionable and Bentleys and Mercedes for the more luxuriously laid back. The American contingency was in full force with 65 Corvettes and 80 muscle cars.

The event is not just about cars. It's also about helping the community and giving to those in need. Donations to local charities have totaled more than \$4 million over the past 14 years. In 2022, Cars on 5th Concours raised a record-breaking \$1.2 million for St. Matthew's House, doubling the amount raised for the charity in 2021.





43rd ANNUAL NAPLES NATIONAL ART SHOW

Hosted by the Naples Art Institute, the 43rd Annual Naples National Art Show, was held in Cambier Park where more than 190 juried artists from across the country were featured in multiple artistic mediums. The event is consistently voted among the top art shows in the country. As one of the oldest shows in Collier County, the Naples National Art Show is considered a premiere, must-see event, thanks to the high quality of art, the diverse and interesting artists, and the fun and festive atmosphere enjoyed by hundreds.

ST. PATRICK'S DAY PARADE

A Naples' tradition for more than 40 years, Naples' St. Patrick's Day Parade is on par with some of the largest in the nation, including Savannah, Boston, Chicago, and even Dublin. Approximately 40,000 people were in attendance, especially along Fifth Avenue South, making it by far the largest privately-funded parade in Florida.

The Parade is sponsored through generous donations from local businesses, and the event has donated more than \$200,000 to local high school bands and scholarships over the last five years.



EVERYTHING IN BETWEEN

FIFTH AVENUE SOUTH





As an ongoing partner in the "Do The Right Thing" (DTRT) program, the Fifth Avenue South BID announced that this initiative, now in its 8th year, has recognized 125 school-aged children doing good things in our community. This exciting program, sponsored by our Naples Police Department and City Council, brings community groups, schools, and local businesses together to reinforce exemplary behavior and build confidence in our children. Winners are recognized publicly for their positive deeds and contributions at a special monthly ceremony at City Hall.

PUBLIC SAFETY AND SECURITY

In another effort to recognize and support our police department, the BID also featured in its newsletter, Naples Daily News, Local TV and in STROLL magazine the important role of two of Naples finest TIF (Tax Incremental Fund, supported by Fifth Avenue South businesses) police officers who patrol Fifth Avenue South with a watchful eye and a proactive approach to any potential threats. The dynamic duo of Master Officer Wadler St. Surin and Officer Reynaldo (Rey) Reyes patrol every corner of Fifth Avenue South on their bikes every day of the year. From the crosswalks to the sidewalks to the parking garages to the alleys of Fifth Avenue South, they are vigilant and relentless in their commitment to public service and safety.

Top Right:
Master Officer Wadler
St. Surin and Officer
Reynaldo (Rey) Reyes





PATHWAYS COALITION

Working with the Naples Pathways Coalition, a local non-profit that works to create safe, bikeable, walkable communities in Collier County and the Naples Police Department, the Fifth Avenue BID facilitated an event to help assure the safety of Fifth Avenue employees who ride their bikes to work. The program was launched on May 26 with about 30 employees in attendance, as well as several police officers and representatives from the Pathways Coalition who spoke about safety and helped install lights on employees' bikes and provided them with reflective safety vests/belts, safety information and bicycle locks. Initial funding for the project was provided by the Norma Foundation.

This partnership raised awareness and funding for Alzheimer's research on April 14, as hundreds of supporters danced under the stars in purple-lit Sugden Plaza and participated in raffles to win exquisite diamond earrings, donated by Provident Jewelry, and gift baskets and certificates, donated by other businesses on and off Fifth Avenue South. The successful event was sponsored by the Fifth Avenue South Business Improvement District, the Gulf Coast Chapter of the Alzheimer's Association, BrightStar Care, Naples Paradise Living Group, and Tieger Public Affairs.



According to the Alzheimer's Association, more than six million Americans are currently living with Alzheimer's, which is expected to increase to 12.7 million by 2050 if a cure or treatment is not found. The state of Florida ranks second in the nation in the total number of people aged 65 and older with Alzheimer's (580,000), supported by more than 800,000 caregivers. Collier and Lee counties combined have an estimated 40,000 residents living with the disease.

The event was covered by WINK News, Florida Weekly, and Collier Citizen, among other media outlets.

THE LONGEST DAY
alzheimer's association

PURPLE EVENING ON FIFTH

THURS. | APRIL 14 | 6-8:30 P.M.
SUGDEN PLAZA | 701 5TH AVENUE SOUTH





MENTAL HEALTH AWARENESS MONTH

Since May is national Mental Health Awareness Month, the Fifth Avenue South Business Improvement District joined with David Lawrence Centers (DLC) for Behavioral Health to promote awareness about mental health issues and end any associated stigma.

DLC, a not-for-profit based in Collier County, provides life-changing and life-saving behavioral healthcare to almost 9,000 children, adolescents, and adults in our community. The non-profit participated in Evening on Fifth on Thursday, May 12, promoting its mental health resources, and also sponsored a "Mind Your Mind Community Day" on May 14, a free community event at Cambier Park that included a free yoga class, fitness boot camp, art therapy activities, and games for children and families.

Businesses on Fifth Avenue South also partnered with DLC by promoting Mental Health Awareness in their places of business with flyers and posters and supported various fundraising activities.





FIGHTING HUNGER AND HOMELESSNESS

Sponsored by the Naples Woman's Club, this effort featured chef table luncheons at 20 restaurants with a large number of Fifth Avenue South chefs participating. The proceeds went to helping fight hunger and homelessness in Collier County.



GOVERNMENT

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.



SEPTEMBER 28, 2022

One of the Deadliest and Costliest Days in Florida's History

A Category 5 Hurricane, Ian hit Southwest Florida with wind speeds of up to 162 mph. It was the costliest weather disaster in Florida's history, and the deadliest hurricane to strike the state since the 1935 Labor Day hurricane. A total of 149 Floridian fatalities resulted from Ian's wrath.





#Unitedon5th



HURRICANE IAN HITS

On September 28, the businesses along Fifth Avenue had done the best they could to board up, sand bag, and prepare otherwise for what was headed for Southwest Florida.

And then it came with all its might, bringing torrential rain, ferocious winds and a storm surge from the Gulf that came roaring through Naples like a tsunami. Everyone and everything was at risk.

United on Fifth, business owners helped each other during the storm and after. Some were hit much harder than others. Fifth Avenue and 8th Street got a double whammy from the hurricane surge and then from the Bay, where some restaurants saw five feet of water pour into their establishments. Floors, carpets, walls, furniture... destroyed by dirty water and muck.

Some employees barricaded entrances to their place of business as the water rose, only to leave dry cover and enter the flooding Avenue to prevent floating cars from invading storefronts. It was fast and furious.

And then it was quiet. It was like three years of the pandemic had hit main street all at once, but with more visible destruction carrying an unknown, but overwhelming, price tag.



HURRICANE IAN RECOVERY

In November, the BID's Board of Directors posted the following to the community:

"Our thoughts and prayers are with so many of you who have lost so much during Hurricane Ian. It has been a difficult time for our beloved City of Naples, but we, like you, know that from tragedy comes tranquility and eventually transformation. So much is being done not only to put our city back together but to make it even stronger and better.

"We want to thank our community for their support and patience as Fifth Avenue South rebuilds...While Hurricane Ian dealt a hard blow, it did not crush our spirit. We have much to be thankful for this Thanksgiving, especially our lives."

What the BID has been through and survived over the last several years has been amazing and a real textbook success story. Going from a fledgling merchant's association to a united group of Covid-challenged businesses struggling to hang on, to emerging as the #1 shopping destination in Collier County, to being knocked down again by a major hurricane, take the punch and rise again is remarkable. Here are a few BID members' stories of come back and commitment.





REGINA'S ICE CREAM PAVILION, PETUNIAS OF NAPLES, AND OLIVER'S BARBER SHOP

Three of our Fifth Avenue South entrepreneurs not only share the same address but have had each other's backs for decades. During that time, they have become close friends and suffered the wrath of Ian, which flooded their small businesses and resulted in closures and remodeling for all. And yet, Regina's Ice Cream Pavilion, Petunias of Naples boutique, and Oliver's Barber Shop are all back open and celebrated their "come back" and more than 25 years on Fifth Avenue South at a grand reopening on Evening on Fifth, January 12, 2023.



CULINARY CONCEPTS

"When I walked in, I saw how bad it was; the water level mark was 3 ½ feet on the walls of both Pazzo and Chops. Luckily, Yabba had survived," owner Skip Quinlen said. "We had never been through anything like this...so much damage and worse than we could have ever imagined. When bad water and sea water get into the equipment, it destroys everything."

"There were so many scammers out there," said Skip. "I had bids as high as \$250,000 for each restaurant just to remove the dry wall."

"Our goal was to get this done within seven weeks, and we did it," said Skip. "We literally replaced all the dry wall four feet up, new wood for floors and cabinets, and then we had custom finishing done by several artists. Today, Pazzo and Chops are more beautiful and elegant than before Ian."

The amazing thing about Skip is that throughout the seven weeks of renovation, he kept his entire staff on the payroll. "Our employees and their families had already been through so much," Skip said. "Many of them had also lost their homes during Ian. Having them go without a paycheck for that long was just not an option." Chops and Pazzo combined employ approximately 100 people.



Top Left: Chops
Lower Left: Pazzo
Top Right: Yabba

BHA BHA PERSIAN BISTRO

"Hurricane Ian was a devastating storm for our business," noted Pablo Flores, general manager of Bha Bha. "The water from the bay was over three feet high, the doors couldn't hold the water, and the interior was completely destroyed. We were forced to close our doors for months while we repaired the damage. It was a very difficult time, but we were able to reopen thanks to the support of our community. We are so grateful to everyone who helped us get back on our feet."



VERGINA RESTAURANT

"After Hurricane Ian, we were all in shock," said Eric Tancredi, managing partner and general manager of Vergina. "Many of our staff had lost their homes, and we were worried about the future of our businesses. We were down here for the storm, as people were stranded in cars, and canoeing through the wreckage. Different businesses were hit harder than others, we were here to barbecue for the first responders as they began to help in the recovery. We were all in this together, and we knew that we would get through it. And we did."



Top: Bha Bha Persian Bistro
Bottom: Vergina Restaurant



THE FUTURE LOOKS BRIGHT FOR FIFTH AVE SOUTH

With almost every business now recovered from Ian, 11 new businesses making Fifth Avenue their home, a new Executive Director on board, a decent season with support of local residents and snowbirds, it almost seems like normal on Fifth Avenue South. There is still, however, work to be done and economic challenges to conquer from any remaining effects of the pandemic and Ian.

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, tourists and the strong support of our City Council are to our 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 by working together we can all keep this City a vibrant and beautiful place to live, work, and visit.



OUR HISTORIC MAIN STREET



CROWN JEWEL OF NAPLES



5th
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EST. 1923



239.692.8436

649 Fifth Avenue South, Naples, FL 34102

FifthAvenueSouth.com