

# River District Alliance

Membership Monthly



## Veterans Day Parade

For the first time in more than 40 years, historic downtown Fort Myers will enjoy a Veterans Day Parade for all ages.

Beginning at **2:00 pm** on **Tuesday, November 11th** from the intersection of Monroe and First Streets the parade will include marching bands, cars, local dignitaries and more as it proceeds through downtown.

Childrens activities and a one-of-a-kind Veteran artists exhibit will be featured following the parade at, and in front of, the Sidney & Berne Davis Art Center.

The event is open and free to the public! For event route and further information, please visit our website under *Information*.



## Gardner's Park

**Grand Openings,  
Anniversaries & More!**



Join the excitement at the shops of Gardner's Park on Friday, November 21st from 10:00 am until 7:00 pm for a celebration of grand openings, anniversaries & more! Special treats from 5:00 - 7:00 pm.

Located at the corner of Fowler & Second Streets with parking in the rear.

## Holiday Stroll, Christmas in the Park and Crafts & Cider

Holidays in the River District will start with a great evening for the entire family. This year the RDA, the City, and the Library are excited to bring together a terrific mix of activities for all.

Beginning at 4:00 pm on Saturday, November 29th there will be a bounce house and obstacle course in Centennial Park with the arrival of Santa by fire truck at 5:00 pm. The Southwest Florida Symphony will perform from 5:30 pm to 6:15pm. Followed by Mayor Henderson Lighting the Park Tree.

For those who prefer crafting and cider, including card-making for adults and thumb print snowmen for children, the Cornog Plaza at the Library is the place to be from 4:00 pm to 6:00 pm.

At 6:20 pm Mayor & Mrs. Henderson will begin the annual Holiday Stroll and street lighting from Centennial Park through downtown to light the annual wreath at the Sidney and Berne Davis Art Center, followed by the annual RDA tree on Hendry and Bay Streets.

Downtown restaurants and shops will be open and ready for you to continue the evening out or return to Centennial Park and settle in by 7:30 pm to watch the original "Home Alone" movie on the big screen

## Holidays in the River District!





## 2015 Downtown Countdown!

As the new year quickly approaches the RDA is working on another fantastic New Years Eve Downtown Countdown!

Included in the event this year will be a major headline band, fireworks and ball drop, all open and free to the public.

**Sponsorship Opportunities** are available. Please contact:

Pam: [thefrench@comcast.net](mailto:thefrench@comcast.net) or

Jason: [downtownhouseofpizza@gmail.com](mailto:downtownhouseofpizza@gmail.com)



## Mystery Walk to Launch December 12th

The evening of December 12th will launch the first of the Mystery Walk events to be held downtown. Themed loosely from the success of Art Walk & Music Walk, committee chair Rene' Miville has added his own spin to the program! Intended to become the third monthly event, this will further elevate the River District as an event destination while continuing to increase the economic impact for our merchants.

Created by the RDA and produced by Circus Arts United, the Mystery Walk series will include an ever changing theme for each event to keep it fresh and exciting each and every time!

For a sneak peak of Circus Art United, visit: [www.circusartsunited.com](http://www.circusartsunited.com)

**Event Information:** Rene' Miville [rmiville@comcast.net](mailto:rmiville@comcast.net) or 239-233-5105, **Sponsorship Opportunities:** Jared Beck [jtravisbeck@gmail.com](mailto:jtravisbeck@gmail.com) or 239-821-2765

## Art Walk Memberships & Merchant Forms Now Available

Becoming a member of Art Walk has its perks! Receive free gift coupons for drinks, discounts at your favorite River District Venues and invites to special events. This is a tax deductible donation for our nonprofit organization and helps us keep bringing you exciting new events. We provide a free trolley to make sure you have an opportunity to see all the amazing occasions. Thank you for your support!

**Bronze** Annual Membership: Only \$10.00

**Silver** Annual Membership: \$25.00

**Gold** Annual Membership: \$50.00

**Corporate** Annual Sponsorship: \$250.00

**Elite Corporate** Annual Sponsorship: \$500.00

Membership and Merchant Discount Agreement Forms for the upcoming year are now available!

Please visit [www.fortmyersriverdistrictalliance.com](http://www.fortmyersriverdistrictalliance.com) under Information for both membership and agreement forms.



## RDA Now Hosting Free Marketing App: Paid 2 Save!

To help further enhance success within the River District, the RDA has joined and will host Merchant Memberships for the Paid 2 Save phone App network.

With growing demand elsewhere in the country, the mobile app allows merchants to offer discount opportunities to customers with no upfront cost while enhancing business exposure.

For more information & to join, contact:

Jared Beck; 239-821-2765

## RDA Welcomes New October Members:

THE MARINA

AT EDISON FORD



PINCHERS

THE MARINA AT EDISON FORD



The Paid 2 Save Network is about bringing savings to you. With the Paid 2 Save mobile app, these savings have never been closer. People look at their phones hundreds of times a day. Now, deals around your area appear right in front of you, when ever you'd like! Use the Paid 2 Save App to locate the deals in your town [or when you are traveling]. These deals can range from 10% - 100% off on everything from food to services. Once you have selected the deal you would like... redeem it. It's that simple! Once the deal has been redeemed, present the deal to the merchant and enjoy your savings!

### Benefit for Customers:

Discounts ranging from 10% - 100%  
Search by Discount  
Nearby Locations  
Category  
And More!

### Benefit for Merchant:

Gain Customers and Exposure  
Results Based Marketing  
Low Cost  
Only Pay for Redemptions



### Want to Know More?

Like us on Facebook for monthly updates, full calendar of events and special programs!

## RIVER DISTRICT ALLIANCE

The River District Alliance is the non-profit entity representing downtown merchants and interested individuals or groups within the River District, with a common goal of promoting and enhancing the continued development of the historic downtown as a hub of economic, social, and cultural activity.

The Alliance is comprised of a 15 member board, elected for two year terms. Each board member is required to own property or a business, be a resident, or an employee representing an organization located downtown.

As a collective group, the RDA is an independent organization guided entirely by board approved by-laws, policies, and programs.

[www.fortmyersriverdistrictalliance.com](http://www.fortmyersriverdistrictalliance.com)

## November & December Dates to Know:



November & December Events: Without a doubt this will be an amazing season packed with activities in the River District. Although not necessarily all-inclusive, and not all RDA events, there are several large planned events to be aware of:

### November:

Saturday, 1st: Taste of Lee

Saturday, 1st: Pink Heals

Sunday, 2nd: Streets Alive

Friday, 7th: Art Walk

Saturday, 8th: Bike Night

Tuesday, 11th: Veterans Day Parade

Tuesday, 13th: 42nd Annual Fort Myers Boat Show begins, runs until the 16th.

Saturday, 15th: Saturday Art Fair

Friday, 21st: Grand Openings & More, Gardner's Park

Friday, 21st: Music Walk

Saturday, 22nd: Car Cruise-In

Saturday, 29th: Holiday Stroll, Christmas in the Park, and Crafts & Cider

### December:

Friday, 5th: Art Walk

Saturday, 6th: Breakfast with Santa & Tree Auction

Friday, 12th: Mystery Walk

Friday, 19th: Music Walk

Saturday, 20th: Saturday Art Fair

Saturday, 27th: Car Cruise-In

Wednesday, 31st: Downtown Countdown

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River District Alliance  
PO Box 1686  
Fort Myers, FL 33902