

River District Alliance



Membership Monthly

February 2015

New Member Benefits!

To help benefit RDA members, we're introducing two new opportunities to help you promote your business and the River District!

RDA Promotional Tent:

The RDA will begin hosting a promotional tent at many of our upcoming events. This is an opportunity for members to have their material displayed as well as provide takeaways for visitors.

If you would like to have your material displayed, please deliver your items (brochures, pamphlets, etc.) to the RDA office at 1400 Jackson Street during business hours, Monday-Friday, 8-5. This opportunity is available to current members, and the first event will be on Friday, February 6th for Art Walk.

River District Photos:

To help promote the River District and our merchants, we invite all members to submit photos or images that promote what you do.

Restaurants, create a new menu item? Take a photo.

Retail shops, display new merchandise? Take photo.

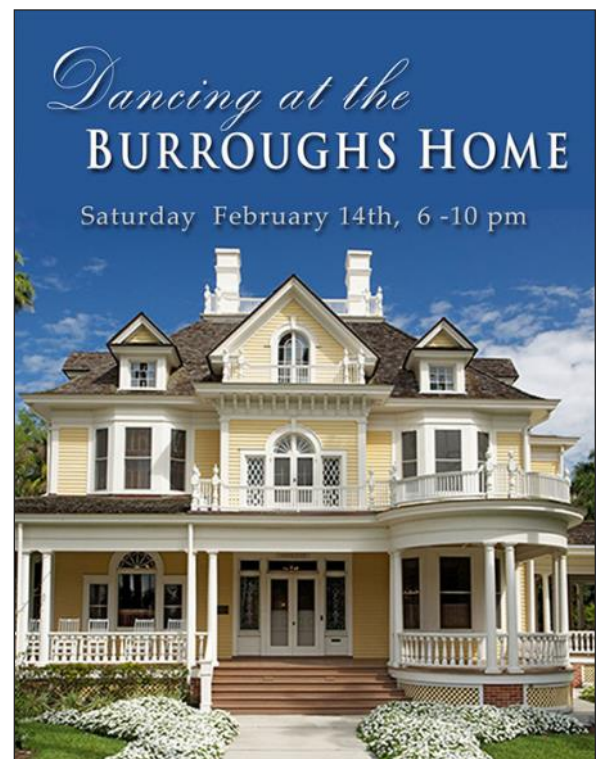
Services, create a new product? Take a photo.

Organizations, host an event? Take a photo.

Photos and images should be considered for general marketing material reflecting your business. Please do not submit item specific photos or images, coupons, or fliers. Photos and images may be used in both social and print media.

Send all photos & images to:

riverdistrictphotos@gmail.com



RDA board meeting Monday, February 2nd at the Edison Ford Winter Estates. Meeting begins at 4 pm in the Caretaker's Cottage. Please sign in at the ticket office next to the Banyan Tree. Open to the public.



Downtown Car Cruise-In

The monthly Downtown Car Cruise-In's continue with great success this year. Held every fourth Saturday from 4-8 pm, historic downtown streets are lined with cool cars and great sounds from classics to new!

Car Cruise-In's are open to the public and free of charge, and all cars are welcome. Preview the event on our Facebook "Car Cruise-In" photo album.

For sponsorship information contact: thefrench@comcast.net

For vendor information contact: kruisinwithkati@aol.com

Dancing at the Burroughs Home

Valentine's Event

Special to the River District this Valentine's is "Dancing at the Burroughs Home" on Saturday, February 14th from 6-10 pm.

Complimentary dancing on the porch to live jazz and piano music while enjoying desserts and a champagne toast will be offered. Cash bar to follow.

Special to guests and for purchase will be guided tours of the historic mansion. \$50 per couple or \$25 per individual, and includes two glasses of champagne for individual ticket or one bottle per couple.

RSVP required for both complimentary dancing, desserts and champagne toast, as well as for home tour package.

To RSVP, please contact Angela Melvin at:

angela@uncommonfriends.org

239-337-9503

The Burroughs Home is a member of the RDA, and is managed by the Uncommon Friends Foundation. For more information, please visit:

www.burroughshome.com

February Mystery Walk

"1950's Mardi Gras Swing"

The February Mystery Walk will introduce "1950's Mardi Gras Swing" on the streets of historic downtown on Friday, February 13th, from 6-10 pm. Continuing with the theme of a new event and new excitement every month, February will include:

Sounds of Big Band, New Orleans Jazz, & Du-Wop Motown

Street Dancing and Live Performers

Grease Lighting Flash Mob

Zumba 50's Pin-Up's

Costumes & Art

Human Statue Scavenger Hunt

Muscle Car Show

"Paint the Piano"

Projection Art and more!

Follow us on Facebook, or for more information, contact: rmiville@comcast.net.





Art Fest Fort Myers, February 6, 7, & 8th

The annual weekend of exceptional art, entertainment, and children's activities returns to the River District with Art Fest Fort Myers.

Opening night is on Friday, February 6th from 6-9 pm. The festival continues Saturday and Sunday from 10 am - 5 pm. Admission is free. For more information, please visit:

www.artfestfortmyers.org

Edison Festival of Light

The long standing Edison Festival events continue this February with three weeks full of activities.



Major events occurring within the River District include the Junior Fun Run & Parade on February 15th, beginning at 1 pm, and the 5K race, Grande Parade, and Celebration on February 21st, beginning at 10 am. For full event details and schedule, please visit: www.edisonfestival.org

Florida Rep Continues Accolades

For the 7th year in a row, the Florida Rep was recognized last month in the Wall Street Journal. Headlined with "Florida Rep Has a Knack for Getting Comedy Right!" the downtown theatre was reviewed for Lewis Black's "One Slight Hitch."

To read the full review, or learn more about the Rep, please visit: www.floridarep.org



River District Real Estate Update from the CRA:

- The Amtel Hotel on Edwards Drive was purchased on January 28th by Robert MacFarlane. The building will be converted into a senior independent living community with over 300 units. Construction of the nearly \$50 million project will begin later this summer.
- The proposed First Street Village site, on West First St., was purchased on January 26 by an out of town development group who intends to follow the original mixed-use village concept proposed by Cameratta Properties. Construction could begin in 2016.
- The vacant parcel on the south east corner of First and Jackson St. (across from the Connection Bar & Grille) was sold to David Frye late last year. Mr. Frye is considering a mixed-use retail/office/residential building on the site. Construction could begin in 2016.
- The former Cypress Club site on First Street east of Park Avenue is under contract with intent to build the project as originally designed.
- Sheraton Convention Hotel leases between the City and the developer have been approved, subject to several amendments which will be considered later in February. The City has elected to finance and build the parking garage that the hotel will be built on rather than leasing it from the developer, with a cost savings to the City of nearly \$3 million. Full scale construction is expected to get underway on the \$50 million project in late summer 2015.



February Dates:

- Friday, 6th: Art Walk *Non RDA Event
Friday, 6th - Sunday, 8th: Art Fest Fort Myers*
Friday, 13th: Mystery Walk
Saturday, 14th: Dancing at the Burroughs Home
Saturday, 14th - Monday, 23rd: Edison Festival of Light*
Sunday, 15th: Edison Festival Junior Parade*
Friday, 20th: Music Walk
Saturday, 21st: Edison Festival Grande Parade*
Friday, 27th: "Movie in the Park" at Centennial Park*
Saturday, 28th: Car Cruise-In

Want to Join RDA Events?

Volunteers are welcomed to help in the planning and production of all RDA events. Please speak with any member of the RDA for more information.

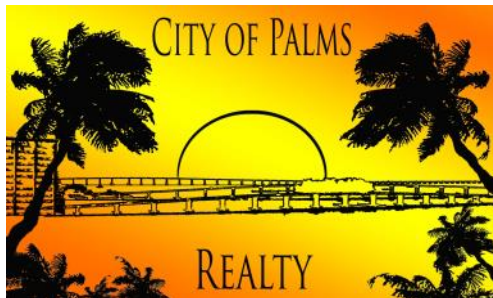


Movie in the Park

The City of Fort Myers Recreation Division will be hosting "Movie in the Park" at Centennial Park on Friday, February 27th. For more information, please contact Kelly MacDonald at: kmacdonald@cityftmyers.com



RDA Welcomes New Members:



2400 First Street, www.coprealty.com

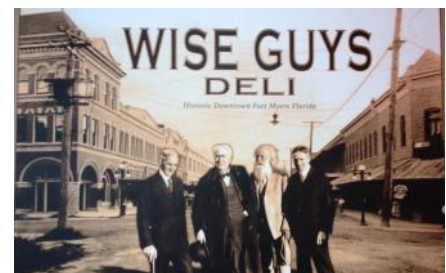


FLORENTINE
HOLDING COMPANY

2400 First Street, www.florentineholding.com



2500 First Street
www.thelangfordkingstonhome.com



2117 First Street, www.fortmyerswiseguys.com