



Bayshore Gateway Triangle CRA • Bayshore Beautification MSTU
Haldeman Creek MSTU

Bayshore Gateway Triangle Community Redevelopment Local Advisory Board
Collier County Community Redevelopment Agency (CRA)
AGENDA

Hybrid Virtual Zoom Meeting
4870 Bayshore Dr, FGCU Buehler Auditorium Naples, FL 34112
January 17, 2023
6:00 PM

Chairwoman Karen Beatty
Maurice Gutierrez, Steve Main, Michael Sherman,
Al Schantzen, Camille Kielty, Steve Rigsbee, Kathi Kilburn, Sam Saad, Jr.

- 1. Call to order and Roll Call**
- 2. Pledge of Allegiance**
- 3. Approval of Agenda**
- 4. Election of Officers**
 - a. Chair
 - b. Vice Chair
- 5. Approval of Minutes:**
 - a. December 6, 2022 (Attachment 1)
- 6. Community Agencies/ Business Presentations**
 - a. Collier County Sheriff Department
 - b. Letter of Interest – Del’s Corner (Attachment 2) – David Garonzik
- 7. Reports**
 - a. Development Report- Laura DeJohn, Johnson Engineering (Attachment 3)
- 8. Old Business**
 - a. Branding Update (Attachment 4)
 - b. 17 Acres – Update and Community Meeting Event – Kevin Stantec,
 - i. January 21 Community Meeting (Attachment 5)
 - c. Special Events Report (Attachment 6)
 - i. Lighter Up Expense Report – (Attachment 6a)
 - ii. Proposed 2023 Events (Attachment 6b)
 - iii. Farmers Market Proposal (Attachment 6c)
 - d. Holly Avenue – Community Outreach Update - February 11 (Attachment 7)

3299 Tamiami Trail E, Unit 103, Naples, Florida 34112
Phone: 239-252-8844
www.bayshorecra.com



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- e. Gateway Triangle Neighborhood Master Plan – Process/Scope of work (Attachment 8)
 - i. Process (Attachment 8a)
 - ii. Scope of Work (Attachment 8b)
 - iii. Community Meeting –February 7 at the East Naples Baptist Church 6-7:30pm (Attachment 8c)
- f. Del’s Visioning – February 25, 2023 9am FGCU/ Buehler Auditorium
- g. Preliminary Draft Annual Report – Will be provided at meeting
- h. Revised 2023 Meeting Calendar (Attachment 9)

9. New Business

- a. Bus Shelter Gulf Gate Plaza (Attachment 10) **Action Item**

10. Staff Report

- a. Agenda Format – (Attachment 11)
- b. Project Priority Report – (Attachment 12)
- c. Insurance Claims Report - (Attachment 13)
- d. Financials – (Attachment 14)

11. Other Agencies

- a. Collier County Code Enforcement (Attachment 15)

12. Communication and Correspondence

- a. CRA Salaries and Positions (Attachment 16)
- b. IFS Master Gardening Program (Attachment 17)
- c. Adopt A Road Program (Attachment 18)
- d. FRA – 2022 Great Places in Florida People’s Choice Award, Marketing Publication (Attachment 19)
- e. Quality of Life - New Marketing Bulletin (Attachment 20)

13. Public Comment

14. Staff Comments

15. Advisory Board General Communication

16. Next Meeting

- a. February 9, 2023 @ 6:00 p.m. Changed to Thursday due to room conflict**

17. Adjournment

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December 6, 2022 Meeting Minutes

BAYSHORE/GATEWAY TRIANGLE COMMUNITY REDEVELOPMENT LOCAL ADVISORY BOARD MINUTES OF THE DECEMBER 6, 2022 MEETING

The meeting of the Bayshore/Gateway Triangle Community Redevelopment Advisory Board was called to order by Chairwoman, Karen Beatty at 6:00 p.m.

- I. Roll Call:** Advisory Board Members Present: Maurice Gutierrez, Al Schantzen, Steve Rigsbee, Karen Beatty, and Kathi Kilburn. Maurice Gutierrez made a motion to allow members to participate remotely, second by Al Schantzen passed unanimously. Mike Sherman and Camille Kielty joined virtually. Steve Main had an excused absence.

CRA Staff Present: Debrah Forester, CRA Director, Tami Scott, Project Manager, Cristina Perez, Program Manager, Kellie Cipperman, Special Events Manager and Shirley Garcia, Support Staff I.

- II. Pledge of Allegiance:** Led by Karen Beatty.

- III. Adoption of Agenda:** Maurice Gutierrez made a motion to accept the agenda as written, Al Schantzen second. Approved unanimously.

- IV. Approval of Minutes:**

- a. **July 12, 2022** – Al Schantzen made a motion to approve the minutes, second by Maurice Gutierrez. Approved unanimously.
- b. **August 17, 2022** Joint Special Meeting Minutes- Al Schantzen made a motion to approve the minutes, second by Maurice Gutierrez. Approved unanimously.

- V. Community / Business - Presentations**

- a. **Collier County Sheriff's Office**– Corporal Allyn Tuff gave a brief overview of the statistics in the area. There were 2 crashes, no injuries, 2 narcotics arrest, 0 burglaries. The Sheriff's Office collaborated with East Naples Baptist Church and did a community outreach event in which the distributed 150 Turkeys to families in need. Worked with property owner to trespass individuals at a homeless camp located near Haldeman Creek on a vacant lot. Additional squatters were vacated at 2479 Shadowlawn. After Hurricane Ian the Army reached out to the Sheriff's Office and set up at Del's vacant lot to provide cooked meals to everyone who attended. Several individuals with truckloads of items to donate were dropped off for donation such as clothing and other supplies. The Board thanked the Sheriff's office for handling the devastation as well as they did and pulling everything together for the community.

- VI. Reports:**

- a. **Development Report Update-** Laura DeJohn, Johnson Engineering provided current updates to the new and existing developments, if anyone had any questions, she is available to answer. The old Pizza Hut property on US 41 submitted a plan to do a mixed use project on the property, it is currently in its preliminary stage. The Davis Plaza is requesting additional parking for their project. Projects will be updated monthly if there are anything new to report.
- b. **Special Events Manager –** Kellie Cipperman noted the Christmas lighting event with a broad view of the budget, the success of the event and other events she is planning for the upcoming year and requested the board members to volunteer. Ms. Cipperman noted for upcoming events, Kathi Kilburn was creating a Bayshore map with some businesses highlighted and marked on the map who wanted to participate in the events. Al Schantzen asked if any of the events on a Saturday would impact the salaries of the staff, Ms. Forester stated the staff would use comp time and flex out the hours. Kellie would work out her hours to stay within the hours approved for her position. Ms. Beatty requested a copy of the map for the board to review and approve prior to it being put out there since it will represent their district.
- c. **17 Acres Pedestrian Connection Plan Update – Kevin Mangan, Stantec-** Mr. Mangan provided some conceptual plans with additional options that the board could include such as trash cans, bike racks as well as benches if this is something, they wanted to spend additional money on. The options provided in the conceptual plan for the type of materials to use for constructing the boardwalk is something they would need to think about for longevity, maintenance, and construction cost. He will provide for cost each material type after the CRA Staff presents to the BCC and obtain the thumbs up to proceed with the boardwalk as presented. Steve Rigsbee recommended Plastic or Concrete pilings, so it lasts longer and is less continual on maintenance costs, Karen Beatty agrees with the type of material and will need to make considerations to that.

VII. Old Business:

- a. **Branding update- Branding update-** Chairwoman Beatty provided some historical information of creating Bayshore into an arts district, with the support of former Commissioner Donna Fiala. A lot of creative thinking went into making the area an arts district with high hopes of the 17 acres becoming a center of some sort that would ground the arts in the district. When the downturn of the economy occurred, the idea of making this area an arts district was put on the hold. There were no active artists, artist studios or art galleries as previously hoped for. There were only a couple of business owners who really engaged in advertising the area as an Arts District. With no art studios, or art galleries it truly doesn't fit the definition of an arts district according to some of the residents and business owners on Bayshore and artists elsewhere

in Naples. Several years later, a group of business owners formed to ignite the area and see if there was interest in bringing back the Arts District concept. The group was called Bayshore Business and Arts Association, B.A.B.A., which was a combination of business owners and some Realtors. However, one member decided to use the name Bayshore Arts District with the acronym "B.A.D." would be best. Most of the committee members in the group did not like because of the stigma that Bayshore area was bad and not a good part of town for people to come and live or visit as it has been in the past because of the history of crime, drugs and prostitution within the area. However, this member proceeded to work on branding the area on her own through social media. There was a split between this member and the other members. The remaining B.A.B.A group formed to see if there were interest in that name for an Arts District, then that died down after a few months. Then the CRA paid some consultants to brand the area because tourism had used this contractor the CRA staff had contracted them to do a study and brand the area as well as come up with a tag line. The CRA Advisory Board met with the consultants as a group once as well as a few Bayshore business owners. CRA Board were not particularly pleased with the outcome and suggestions of the hired marketing company and a pause was made in the process due to Advisory Board recess, then hurricane Ian. During this pause, she spoke with Deputy County Manager Dan Rodriguez who stated any name of Bayshore first needs to be approved by the BCC. In an effort to get a more objective view on the subject as well as professional advice, Ms. Beatty contacted John Melleky, Collier County's Arts and Culture Manager to hear his advice. He stated that a broader name for the area would be better, so as to not limit it to just arts. He suggested, as an idea, the name, "The Bayshore District" with a tagline further describing it. He stated the acronym B.A.D would be fine for a larger city, but not appropriate for Bayshore. Mr. Melleky suggested Ms. Beatty speak to the business owners to determine what the community and business owners felt their area should be called. She also consulted with Laura Burns, who was then the Ex. Dir. of United Arts Council. She stated she doesn't think the acronym, B.A.D is appropriate and likes the word cultural to describe the district. Ms. Burns suggested a formal survey be done of the businesses and residents. Ms. Beatty then contacted various businesses to ask for their input, including the Director of Exhibitions and Special Programs at Naples Botanical Gardens and the Director of Communications and Marketing at NBG. They stated they thought a better name for Bayshore would be Bayshore Cultural District, with a tagline further describing it and liked the current tagline. A total of 7 business owners and 5 community members Ms. Beatty asked what they felt the area genuinely is now and informed them of the suggestions made for naming. All agreed a broader term would be more appropriate and some stated they absolutely didn't like the B.A.D. acronym being used. Of the 12 canvased, 3 liked Bayshore Cultural District, 4 liked Bayshore Cultural District and/or The Bayshore District, 4 liked The Bayshore District. All were in favor of keeping the



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current tagline, "creativity in bloom". Bayshore is such an eclectic, unique, diverse, one of a kind area and including a variety of restaurants, live music, ethnicities, fishing, boating, sports, social clubs, history, arts, the Gardens, an art gallery, an artist studio, coffee shop, yoga studios, wine venues, non-profits and more, it seems appropriate to consider a broader description. The idea with this exercise was to span into a larger overview and conversation in consideration of the naming of Bayshore authentically to what is actually is in this day and time rather than defaulting to what it has been called and wished for it to become. Ms. Beatty stated she liked the name "Bayshore Cultural District" with the current tagline, "creativity in bloom". She said she ran out of time to contact everyone, due hurricane Ian, but wanted to report the results she did have to the board.

Camille Kielty commended Karen Beatty for taking her time to reach out to these business owners and thanked her for all her hard work, she also like Bayshore Cultural District and agrees this is not an arts district. Mike Sherman felt if there is no decision soon they will be kicking the can down the road 5 more years, and also thinks that it has already been called Bayshore Arts District and there are items merchandised and sold it should remain Bayshore Arts District and the stigma that Kelly Road had Bayshore Drive has changed that by the types of businesses and restaurants opening up here. Al Schantzen thought it should just be simple like calling it Bayshore nothing else because that is how he refers to his area when someone asks. Steve Rigsbee agreed simple is better. Maurice Gutierrez said either Bayshore or Bayshore Drive for simplicity would work. Kathi Kilburn agreed that this area is not an arts district either she liked cultural district or just simply Bayshore Drive like Rodeo Dr as a name. She said she remembers when the B.A.D. acronym originated and doesn't like it or agree with it being used. There were a few community members who also stated they don't think Bayshore is an arts district and feels visitors who come down expecting an arts district will leave very disappointed and will never come back or tell everyone not to visit because there is no art district. Ms. Beatty asked if the board would like for her to go back out and speak with the business and property owners again with the boards suggestions and Kathi Kilburn made a motion for Karen to go back out, Camille Kielty second. 6-1 passed. Kathi Kilburn and Camille Kielty offered to help Ms. Beatty in contacting the various business owners and residents.

- b. **CRA Parking Lot EV Charger-** Ms. Scott provided the update on the EV Charging station and the MSTU will partner with the cost of electric if the CRA pays for the initial install. After some discussion by the board, Maurice Gutierrez made a motion to approve, Kathi Kilburn second the motion, approved unanimously.
- c. **Organic Fertilizer Project Update-** Ms. Scott provided the update on the organic fertilizer project and when it is to begin. She also noted that there are



no upfront costs for this product to be used. A map of the pilot project was provided for their review and the project is moving along.

- d. **Del's Corner Visioning and & Public Engagement** - Ms. Forester noted the visioning and public engagement process that staff would like to get started on to take to the Board of County Commissioners and to move forward on. Maurice made a motion to get this started second by Karen Beatty, approved unanimously.
- e. **Gateway Triangle Master Plan Update** - Ms. Forester noted Ms. Perez was working on a direct select for the Gateway Triangle Master Plan with Johnson Engineering and would provide the update at the next meeting on the status after procurement has reviewed and approved the selection. Ms. Beatty had some concerns there was no neighborhood meeting to include any comments before selecting a contractor to see if that was what the residents in the Gateway Triangle wanted for their neighborhood. Perhaps revisiting after a neighborhood meeting to see what the residents need before choosing a design professional and make the best choice for their area. Ms. Forester would have staff make some changes and provide different options for selection of a consultant for the board to review at the January meeting.

VIII. New Business:

- a. **Advisory Board Application, Sam Saad, Jr. -US41/Tamiami Trail Business Owner** - Ms. Forester introduced the new board applicant Mr. Saad who applied to represent the US41/Tamiami Trail Business Owner position, Mr. Saad attended in person and provided a brief description of his experience and willingness to contribute his time to volunteer on the board and was happy to be a part of the Advisory Board if they would have him. After some questions were answered and further discussion from the board; Maurice Gutierrez made a motion to forward the application to the BCC for approval, second by Al Schantzen, approved unanimously.
- b. **Public Art Donation – Jeanne Harvey** Ms. Forester presented the art donation from Siobhan Cleveland of the Real Macaw for her mom, Jeanne Harvey and asked if the CRA would like to contribute to the shipping costs and do a shared cost with the MSTU for them to maintain the art. After some discussion, Al Schantzen made a motion to approve splitting the cost with the MSTU, Kathi Kilburn second, approved unanimously.
- c. **December 13 BCC Meeting – Quality Place Presentation** Ms. Forester noted the Quality of Place award from the APA for Bayshore Drive and invited everyone to attend the BCC meeting to receive the award. Requested the Chair of the CRA and Chair of the MSTU be present to accept award for the whole community.
- d. **Hurricane Ian – Appreciation Recognition Options-** Ms. Forester noted the appreciation recognition list to some of the 501c3, community members and agencies who staff recognized for their outstanding contributions after Hurricane Ian. They assisted the district in the clean up efforts and providing



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food and necessary items. Ms. Beatty made a recommendation to have an artist paint something but would need to have a list of names provided as soon as possible. Al Schantzen asked to add one more name on the list and staff would contact him tomorrow for the name. Kathi Kilburn made a motion to have an artist do the art work for recognition and appreciation, second by Maurice Gutierrez, approved unanimously.

- e. **2022 Annual Report Preparation-** Ms. Forester noted staff is working with a vendor to create the annual report and will bring a preliminary draft in January or February for their input.
- f. **2023 Advisory Board Meeting Calendar-** Ms. Forester noted the meeting calendar if they approve or if they would like to make any changes. Maurice Gutierrez made a motion to accept the meeting dates as presented, second by Kathi Kilburn, approved unanimously.

IX. Staff Report:

- a. **CRA Directors Report-** Ms. Forester provided the report and asked if anyone had any questions.
- b. **Insurance Claims Report:** Ms. Forester provided the current insurance claims report with the reimbursements to date.
- c. **Financial Report:** Ms. Forester provided the current financials if anyone had any questions.

X. Other Agency's:

- a. **Collier County Code Enforcement:** Ms. Forester noted the Code Enforcement report was attached to the agenda packet and noted no one could attend the meeting but if they had any questions staff would refer it to Code Department.

XI. Communications and Correspondence:

- a. **Local Redevelopment By-laws-** Ms. Forester attached the resolutions for the advisory boards by laws as requested by the chair for their review.
- b. **Real Macaw Article -** Ms. Forester noted the article about how quickly the owners of real macaw recovered after the hurricane with all the damage that occurred.
- c. **Christmas Tree Lighting Article -** Ms. Forester provided the article on Bayshores' first Christmas tree lighting and what a great job was done by CRA Staff.
- d. **Email from Karen Beatty-** Ms. Forester noted the attachment from the Chair for everyone's review and comments.
- e. **Update on Metropolitan Naples-** Ms. Forester provided the update on Metropolitan Naples.



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- f. **Community Survey-** Ms. Forester noted the Shultz foundation community survey and encouraged everyone to take it and provide feedback, this information is used to better assist our County and their facilities.
- g. **Justin Village Rezone NIM Meeting Notice** – Attached the Neighborhood Information Meeting letter for Justin’s Place if anyone was interested in attending.
- h. **Collier County Centennial Celebration** - Ms. Forester noted the County’s centennial celebration and that there is a link on the CRA website for additional information.

XII. Public Comments:

XIII. Staff Comments:

- XIV. Advisory Board General Communications:** Maurice Gutierrez noted he asked the CRA Advisory Board Trainer if the speed limit can be reduced in CRA districts, was told it could within the district according to the statute. He requested staff look into the process to get the speed limit changed on Bayshore Drive.

XV. Next Meeting Date:

- a. January 12, 2023 @ 6:00pm Botanical Garden FGCU Buehler Auditorium

- XIII. Adjournment** – The meeting adjourned at 9:45 p.m.

Chairwoman, Karen Beatty



Collier County Board of County Commissioners

Attn: William McDaniel, Jr., Chairman
3299 Tamiami Trail East, Suite 303
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Bill.McDaniel@colliercountyfl.gov

Dan Kowal, Commissioner District 4
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With copy to:
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3299 Tamiami Trail East, Suite 202
Naples, FL 34112-5746
Amy.patterson@colliercountyfl.gov

Dan Rodriguez, Deputy County Manager
3299 Tamiami Trail East, Suite 202
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Debrah Forester, CRA Director
3299 Tamiami Trail East, Bldg. F |- Suite 103
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RE: Letter of Intent – 2802 and 2808 Thomasson Drive / Del's Corner

To Whom it May Concern:

We are writing to provide a Letter of Intent for the purchase of the four parcels located 2802 and 2808 Thomasson Drive at the intersection of Bayshore Drive, formally the location of Del's Market.

Buyer:

Naples Cinematheque Inc. or assigned affiliate or subsidiary.

**Buyer Representation:**

The buyer will be represented by Jane Bond of The Bond Agency.

Price:

The proposed purchase price is \$2,500,000.00 of which 20% would be deposited with Seller, or Seller's agent upon acceptance of a binding Purchase Agreement. Buyer would pay the balance to seller at closing.

The Business:

Three screen theater venue for revival and repertory cinema, special events, and post-production services. The Venue will also have standard concessions and a full bar. The Naples Cinematheque will be a place of comfort directly tapping into the nostalgia market that people are yearning for while also showcasing new release "hidden gems".

We will build and offer to the community a state-of-the-art theater that will neither resemble a corporate multi-plex or the antiquated holding on-by-a-thread characteristics of a second run theater. The Naples Cinematheque will be of the highest caliber and class that can only be found in a private studio screening room.

We have always wanted to build and curate a theater that would not only celebrate the history of cinema, but that would be an essential part of a community as well as recognized throughout the world as a first-class repertory and revival cinema.

The Naples Cinematheque will offer the community a different vintage film title every night, celebrating each screening as if it's a new release. The programmed titles will appeal to every demographic. It will be the only theater in the county that celebrates the golden years of cinema without having to compete with the first run film releases at the local multi-plex.

The goal is to open Naples Cinematheque for business operations by Q2 2024.

Identified Architect:

Kenney Lee Architecture Group, Inc. specializes in theaters from multiplexes to Class-A luxury houses. They previously have worked for Regency Theatres, Luxe Reel Theatre, and many others. Walt Gannat is a lead architect for the firm and will work with our team and the county as appropriate to design and plan the venue and parking.

Identified Acoustic Engineer:

John Storyk, the CEO of Walters-Storyk Design Group, is one of the premiere acoustic theater masters in the world with renowned projects from Electric Ladyland Studios for Jimi Hendrix to Spotify studios in Los Angeles. John has strong ties to both Florida, Los Angeles, and New York. He will be engaged to acoustically treat the theater.

**Supporting Local Businesses:**

Working within the community, Naples Cinematheque plans to partner with locally owned and operated businesses as much as possible and as approved by management including construction company, legal, vendors, financial institutions, and other consultants and partners.

Parking & Local Traffic:

We intend to plan approximately 1 parking space per 3 theater seats on the property – approximately 50-75 spaces as the current plan is to have no less than 150 theater seats and no more than 225 seats. At this time, we intend to have two 75 seat theatres and one 35 seat theatre. We will make best efforts mitigating any traffic and/or parking concerns including right turn entrance and exit points on both Thomasson Drive and Bayshore Drive.

Honoring Del Ackerman:

We recognize what a respected pillar the late Del Ackerman was to the community and have every intention of continuing to honor his legacy by displaying a memorial in the theater lobby which would include photos and information on the history of the property. We hope our roots in the community are as long and deep as Del's were.

County Outreach Collaboration:

Due to recent relief efforts related to Hurricane Ian in Collier County and Buyer's support of the community, Buyer agrees to collaborate with Seller in good faith on timing of full possession of the Property through a mutually agreed upon time not later than sixty days from transaction close unless mutually agreed, so long as good faith is reasonably reciprocated should any surveys, testing, etc. may need to be scheduled prior to Buyer's full possession of the property. Thereafter, Buyer agrees to remain in contact and support community efforts related to Hurricane Ian, so long as it does not impede on construction, development, or any obligations to investors or lending institutions related to the project.

Marketing and Community Engagement:

The real charm of curating a cinematheque comes with hosting events that work in partnership with the community: Hot Rod week and car show, where we screen a series of 1950's Teenage Rebel films and host a classic car show. We will open our doors to mixers for divorcees and widowers as well as young drama and musical theater students to initiate our cinema sing-along series. We will also reach out to every school and make the theater available for educational purposes. Every person and organization we engage with will be the ones that will spread the gospel of the Naples Cinematheque.

We will make every effort to collaborate with Naples' biggest annual events, such as the globally recognized Naples Winter Wine Festival, the Naples International Film Festival, the Naples Boat Show and The Naples Craft Beer Festival.



While we feel this will be more than enough to market ourselves in the community, we will also make a point to advertise in the local high gloss magazines that are still very much in vogue in Naples.

We also plan to have Q&A and/or guest speakers who will help add insight to the films being screened. And to broaden our appeal, we plan to set-up a Naples Cinematheque online channel which will stream all our Q&A and speaker series content. This way, the global film community will have access to what we're doing locally. Again, the possibilities are infinite.

About Naples Cinematheque:

Naples Cinematheque Inc. is a Delaware C Corp established in 2022 which is intended to be registered and operated in Florida. The company is in the process of raising up to \$8.5mm from accredited investors as a Series A round for the purchase, construction, and start up costs of Naples Cinematheque Inc. The intent is to set up a subsidiary or affiliate LLC which will hold any real estate assets in a manner reflective of the agreed upon ownership with investors.

This raise of up to \$8.5mm, will be used for the purchase of the property, professional fees including legal and accounting, insurance, team compensation, construction, materials, equipment, architectural and engineering fees, startup costs etc.

Naples Cinematheque Inc. currently has one sole director and officer, David Garonzik. His biography as well as the other current and proposed members of the Naples Cinematheque team are accessible in Exhibit A. The Naples Cinematheque Board of Directors shall be increased to three on first finance close and shall consist of David Garonzik, Dené Anderberg, and one additional director to be confirmed.

Proposed investor terms include preferred shares in Naples Cinematheque Inc. and any subsidiaries (i.e. LLC holding property) and a 6% preferred return. It is intended that investors be repaid their investment and returns through the following means: loan finance with institutional lender, community fundraising for names throughout the venue (seats, theaters, bricks, etc.); distributions to shareholders.

Contingencies and Buyer Due Diligence:

Buyer is in contact with the zoning board regarding a preapplication for conditional use of the four parcels and will require approval from the zoning board prior to final execution of the purchase agreement.

[Signature on the next page]



Sincerely:

NAPLES CINEMATHEQUE INC.

Signed: _____

By: David Garonzik

Its: Chief Executive Officer



Exhibit A

EXECUTIVE TEAM SUMMARY

David Garonzik - CEO

David Garonzik was born in Queens, New York, and studied film at Brooks Institute of Photography, U.C.S.B., and U.C.L.A. Working from his current base in Los Angeles, he has become an important participant in the world of independent film.

Fascinated by film, David studied to be a skilled projectionist. His first job as a projectionist was in Washington, DC at the age of 17. He would eventually move on to film festivals, operating dozens of highly regarded events such as the Hamptons IFF and Palm Springs IFF. It was at Palm Springs that he was invited by Miramax to manage their new screening room built for Quentin Tarantino.

While running Miramax's screening room, David screened *The Harder They Come* for the first time, and it became a cinema mantra for him. He in turn set out to write and direct a children's musical set on the island of Jamaica using the best reggae music. While doing research in Jamaica for this project, David had the opportunity to meet Perry Henzell, the filmmaker who had changed his life, and in the process was soon to learn about *No Place Like Home*, Henzell's long lost follow-up feature to *The Harder They Come*. David was determined to help locate the film's negative that had been missing for 30 years. He succeeded, and then went on to organize the restoration and finishing with Henzell of *No Place Like Home*. Through his efforts, the film was finally completed and premiered at the Toronto International Film Festival.

David followed *No Place Like Home* with the documentary, *Man Free*. Directed by Kinsey Beck, the film teamed Garonzik once again with editor Alexis Chavez, who also edited *No Place Like Home*.

He produced and directed the documentary *Perry Henzell: A Filmmaker's Odyssey*, co-directed and produced with noted filmmaker Arthur Gorson.

The Harder They Come, *No Place Like Home* and *Perry Henzell: A Filmmaker's Odyssey* were all released as part of a 3-disc special edition by Shout! Factory and which was chosen by the Los Angeles Times as among the "10 Best of 2019."

That same year he completed work on the documentary *Girl* for director Kandeyce Jorden, which chronicles several of the most important female DJ's in the EDM community.

David Garonzik currently works for MRC (formerly Dick Clark Productions) managing their screening and DI facilities. For the past decade he has developed a reputation for being one of the most in demand screening room operators, having been credited on films like *GHOST IN THE SHELL*, the Academy Award winning *THE REVENANT*, as well many others.



He is happily married and currently lives in Los Angeles, while his 18-year-old daughter has left the nest and is currently enrolled at Temple University in Philadelphia.

Cecilia Garonzik - COO

Cecilia Garonzik was born in Vietnam but moved to Southern California when she was 3. At an early age, she demonstrated a strong love for fashion and design, which eventually led her to study at Otis College of Art and Design in Los Angeles, CA.

Cecilia spent 16 years as a Manager, Sales Associate & Fashion Stylist for Minnie T's, a women's luxury clothing boutique located in Santa Monica, CA. Along with developing exceptional customer service skills and relations, Cecilia was responsible for managing the day-to-day operations of a brick & mortar business.

Prior to Minnie T's, Cecilia worked along with her husband, David Garonzik, for several prestigious and globally recognized international film festivals such as the Palm Springs IFF and the Hamptons IFF. Managing both the festival's administrative and hospitality departments, Cecilia had the privilege of learning all that is needed to operate a film festival.

Currently, Cecilia works as head of customer service for Gallery Dept., a couture meets street wear, unisex clothing brand headquartered in Los Angeles, CA and recently profiled in the New York Times.

Cecilia has always been in search of a qualitative life, which led her to explore yoga and eventually becoming a certified yoga instructor. Her 20+ years of yoga practice informed her real talent, that of being a mother and guiding her 18 year old daughter through college.

Dené Anderberg - Partner & Board Member

Dené Anderberg is a motion picture industry veteran with experience in the distribution, financing, and production of feature films of various genres. Early in her career, Dené served as VP of Sales and Operations at Beverly Hills and Paris-based Cinema Management Group (CMG), where she managed the day-to-day operations, including all financial reporting, legal affairs, sales, and acquisitions, until her departure in 2018. During that time, she also consulted for a Chinese entertainment firm where she oversaw strategy, investments, and co-productions.

After departing the near-decade post at CMG, she consulted for sales, financing, and production for Voltage Pictures. In addition to film, Dené has supported several entertainment related companies in preparing marketing, due diligence, and capital raises. She spent 2.5 years as CFO of Media Capital Technologies from initial founding through Series A and during the private equity style film fund raise. She also serves as executive producer on feature films. Dené's resides in Los Angeles, CA.



Jane Bond - Strategic Advisor, Naples Community & Real Estate Agent

Jane Bond, Broker/Owner of The Bond Agency I Diamond Key Service works with entrepreneurs, career professionals and individuals in the high-net-worth community generally. Her clients include celebrities, entertainers, professional athletes as well as many Wall Street finance executives. Working with clients who demand extremely high levels of excellence from those around them requires Ms. Bond to bring her A-game at all times.

Armed with a background in finance, entertainment, interior design, international travel and now luxury real estate, Jane brings a wealth of knowledge and experience to her clients' disposal. One client remarked when asked what Jane brings to the table, "quite simply Ms. Bond is the table". Jane has taken the client service experience to next level concierge luxury status. Going above and beyond is simply the beginning.

Whether it is purchasing, listing, or negotiating investment properties for her clients, Jane is always thinking outside the box. Her ability to see angles and opportunities that others typically miss is a key weapon in her armory.

Living in a 24/7 global marketplace Ms. Bond is able to seamlessly facilitate transactions for clients whether located on the East Coast, West Coast or internationally. She always advocates for clients with the upmost integrity, knowledge, and business acumen.

Jane recently created an online membership for aspiring, new and seasoned agents where she coaches them from contrast to clarity of the Luxury market.

Outside of real estate Jane is passionate about working underprivileged children and young adults in the LGBTQ community.

Sean Conrad - Strategic Advisor

Sean Conrad is an accomplished Senior Executive with 20 years of success in the commercial insurance brokerage industry. Leveraging extensive experience in driving new business and top-line revenue, brand differentiation, and developing strong networks and partnerships, he is a valuable asset for organizations and companies experiencing challenges with growth and profitability. His broad areas of expertise include business development, employee benefits, commercial property/casualty, executive risk, cyber insurance, marketing, collaboration, tactical planning, leadership, and advising.

Throughout his executive career, Sean has held leadership positions with some of the most respected brands in the insurance sector, organizations that include Wells Fargo Insurance, Willis Towers Watson, and Allied Insurance, a Nationwide Company.



Over the last decade, he has helped build a differentiated brand, coached seasoned sales consultants to higher levels of performance, and placed over \$250 million dollars worth of commercial insurance premium into the marketplace. He has been recognized as a perennial top performer, earning both Winner's Circle and Golden Spoke awards for exceptional performance and leadership.

Sean is also a Founding Member of The International Executive Council (IEC).

The International Executive Council (IEC) offers its members exclusive global networking and educational benefits that can greatly further professional and personal growth in those who share a passion for technological innovations, and who desire to leverage those relationships, knowledge, and innovations to leave a lasting legacy for our world.

John Storyk - Acoustic Engineer Advisor

John Storyk is a registered architect and acoustician who, together with wife and business partner Beth Walters, co-founded Walters-Storyk Design Group (WSDG). Beginning in 1968 with Electric Lady Studios for Jimi Hendrix in New York City, and founding partner (with wife and business partner Beth Walters) of Walters-Storyk Design Group. Soon to celebrate his 50th anniversary as an innovative recording studio designer, he began his career in 1968 with Electric Lady Studios for Jimi Hendrix in New York City. Storyk and WSDG have produced the provided design, system integration, and construction supervision services for nearly 4000 professional audio recording and video production/post-production studios, performance venues, sports venues, houses of worship and educational facilities. His work includes private studios for Jay-Z, Bruce Springsteen, Alicia Keys, Whitney Houston, Bob Marley, Aerosmith, Green Day, Goo Goo Dolls and R. Kelly.

Kinsey Beck - Post-Production Service Advisor

A native of Los Angeles, Kinsey began his television career in 1993 as a writer's assistant for Steven Spielberg's Amblin Entertainment. By 1997 he was director of development for Steve Oedekerk of the 'Ace Ventura' franchise. In 1999 Kinsey created his first company 'Kinseyfilm Incorporated' to provide editorial services to the Los Angeles television industry. In 2002 Atlas Digital was founded, a full-service post facility and by the end of 2004, was generating over 1.2 million in annual revenue. Selling Atlas Digital in 2005, Kinsey began directing documentaries, completing three, filmed on location in Palestine, Jamaica, and South-Central LA. Kinsey has filmed in conflict zones, been the creative director of dozens of websites, software applications, and has designed entire postproduction departments for shows such as 'American Chopper' 'Let's Make a Deal' and 'The Price is Right'. Continuing with same business model created by Kinsey, in 2021 Atlas Digital grossed over twelve million dollars while employing over 50 people. Now with over twenty-eight years experience in film, television and technology, Kinsey not only brings with him a comprehensive



set of skills, but also a strong entrepreneurial spirit, which he cultivated while starting seven corporations in two separate countries. Additionally, Kinsey holds a 50 Ton captains license issued by the United States Coast Guard and has over 3,000 miles as a boat captain with 1,500 solo miles at sea.

Michael Golin and Southern California Cinetech - Technical Equipment Installation Advisor

Founded in 1999 Southern California Cinetech has over twenty years' experience in the cinema and studio environment. Our clients include many studios and large theater chains throughout the country. Working side by side with architects and engineers we have created a one stop shop for theaters, screening rooms, post houses and specialty venue projects. We are equipped to handle all aspects of A/V design including project management and value engineering.

Our areas of expertise include movie theaters, mix rooms (stereo/5.1/7.1/Atmos), large and small format post-level screening rooms, edit bays, color timing rooms, 4K storage workflows, Atmos home entertainment screening rooms, executive conferences spaces and live audio for events/concerts.

Brian Stubbs - Tamada Consulting Group, Hospitality Advisor

From the San Francisco Bay Area, Brian Stubbs is a well-seasoned and energetic hospitality professional, with extensive experience in fine dining, luxury resorts and international tourism. He began his career as a way to put himself through college, earning his stripes in the food and beverage department at The Phoenician Resort and Spa in Scottsdale, Arizona. He was soon recruited to open Restaurant Alex at Wynn Las Vegas Casino and Resort, which quickly earned five-star Forbes Travel Guide and two-star Michelin Guide designations. Brian later joined Forbes Travel Guide as an incognito hotel, restaurant and spa inspector, verifying luxury standards and performance at the world's most prestigious properties. His recent hospitality consultancy projects include luxury boutique hotels, restaurant groups and top-tier casinos. In addition to his consulting projects, works as a dining room leader at Gucci Osteria da Massimo Bottura in Beverly Hills, and longtime Abbot Kinney neighborhood favorite, The Tasting Kitchen in Venice, CA.



Bayshore Gateway Triangle CRA • Bayshore Beautification MSTU
Haldeman Creek MSTU

January 2023 Development Update

Please Note: Projects with *and highlight have been updated since the last report
Yellow highlight indicates old project with recent activity; **Green highlight** indicates new project

Zoning Petitions

3010 Tamiami Trl E (MUP): PL20220006931

Location: 3010 Tamiami Trail E.
Owner: D&D Retirement Trust, LLC
Status: Pre-app meeting held 11/22/2022.

Application for a Mixed-Use Project (MUP). The 0.6-acre parcel is zoned C-3-GTZO-MXD and is in an Activity Center. Previous use was Pizza Hut. The building is being remodeled into office space. Applicant seeks to construct 8 live-work units with the working space at ground level and living space on the second floor. Requires allocation from the density bonus pool, with allowable density up to 12 dwelling units per acre, or 7 units.



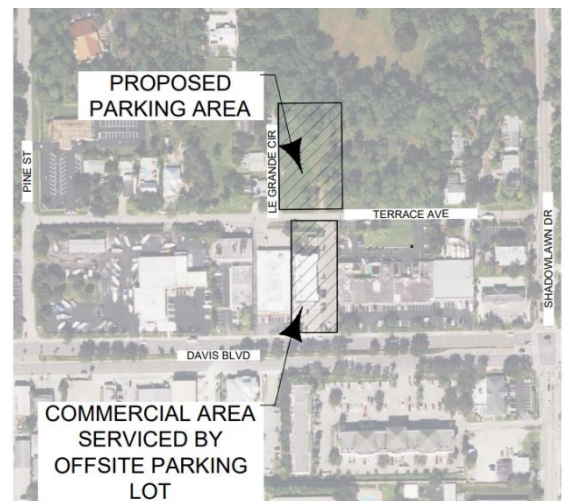
Davis Place Parking Exemption (PE): PL20220006085*

Location: north side of Terrace Avenue west of La Petite Court (Folio No. 61833400007 and 61833401103)

Owner: Central Pk Prop of Naples, Inc.
Status: Pre-app meeting held 10/26/2022. First applicant submittal on 11/30/2022. Staff issued incomplete submittal letter on 12/2/2022.

Additional documents submitted on 12/13/2022.

The project entails constructing 20 space offsite parking area to accommodate the existing "Davis Place" retail building (former Greyhound station) located at 2669 Davis Blvd. The retail building was built under PL20180002510. The tenants have found they do not have enough parking for their employees and customers in the onsite parking lot.



Higher Ground Education (CU): PL20220006074

Location: NE corner of Bayshore Drive and Colonial Drive

Owner: Fortis I, LLC

Status: Pre-application meeting held on 10/5/2022.

(see also SDP- PL20220003954 on page 8) Request for conditional use on two parcels with residential zoning for day care use. The project will serve as an expansion of the services provided by Higher Ground education on the adjacent parcel; it will provide the care of toddlers to elementary level students. There will be parking provided on site as well as recreational area for the students.

2360 Shadowlawn Dr (CU):

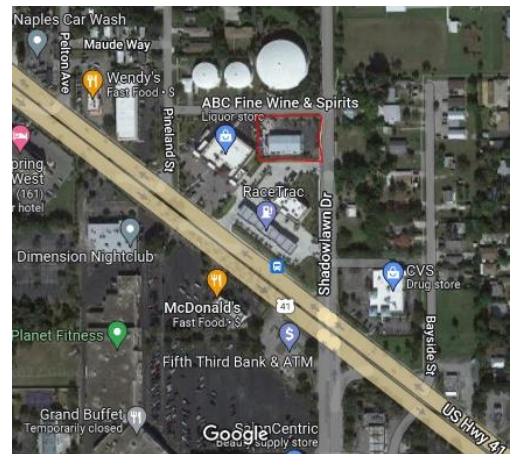
PL20220005927

Location: 2360 Shadowland Drive (corner of Lois St)

Owner: 2360 Shadowland LLC

Status: Pre-app meeting held 11/1/2022.

Property is zoned C-4-GTZO-MXD. Request for a Minor Conditional Use change to be heard by the hearing examiner to allow ZCCR, a Classic Automobile Restoration company to relocate their business to 2360 Shadowland Dr.



Justin's Village Phase 2 (RZ):

PL20220003739*

Location: 3163 Justins Way

Applicant: SMH PROPERTIES OF SWFL INC (St. Matthews House)

Status: First staff review issued 10/20/2022. Second applicant submittal on 10/25/2022. **Neighborhood Information Meeting held on December 15, 2022,** Salvation Army Church, 3170 Estey Avenue.

Request to rezone 2.33 acres from RMF-6 GTZO-R to RMF-12 GTZO-R. 28 units are proposed.

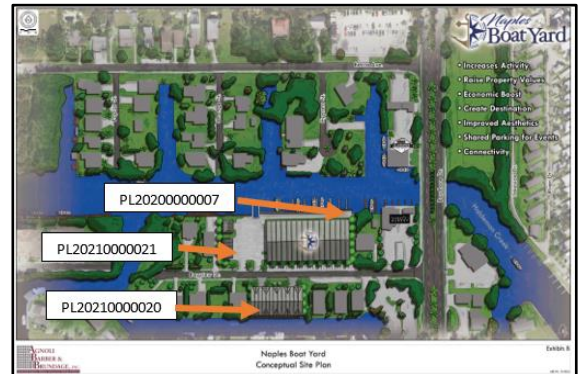


Promenade at the Boat Yard Rezone: PL20210000020

(see below for new request)

Location: 2736, 2754, and 2772 Bayview Drive
Status: Status: NIM held May 11, 2021. Fourth applicant submittal on 12/23/2021. Staff issued fifth comment letter on 2/3/2022. Agent is considering abandoning this – tbd- per County Planner (8/10)

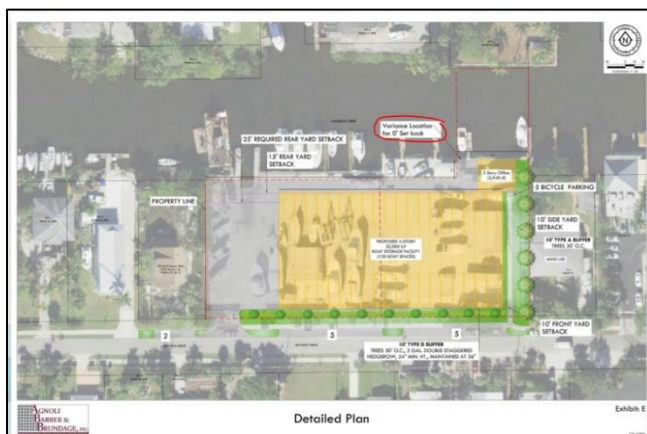
The subject properties are currently zoned RSF-4-BMUD-R4 and are proposed to be rezoned to RSF-4-BMUD-NC (neighborhood commercial) to construct a 3-story building with ground level parking, second floor of retail, and third floor residential along the south side of Bayview Drive.



The Promenade Rezone: PL20220006784

Location: 2836, 2800, 2772, 2754 Bayview Drive
Applicant/Owners: Gregory L Orick II REV Trust, 2754 Bayview LLC & Bayview Inn LLC
Status: Pre-app meeting held 11/9/2022.

Rezone five parcels (0.8 acres) from RMF-4-BZO-R4, RMF-6-BZO-R2 to C-4-BZO-NC with companion MUP.



Naples Boat Yard Variance:
PL2020000007

Location: 2775 Bayview Drive
Status: Originally a PUD Rezone, applicants have changed the request to a Variance. NIM meeting held May 11, 2021. Staff issued fourth comment review letter on 2/3/2022. Applicant requested six-month extension, granted through 2/2/2023.

The applicant is proposing a complete site renovation to construct a boat storage facility along the north side of

Bayview Dr. This petition requests a variance from the 20-foot rear yard waterfront setback to allow for a building to be 10 feet from the waterfront, and for a small office on the NE corner of the site to be setback back 0 feet from the waterfront.



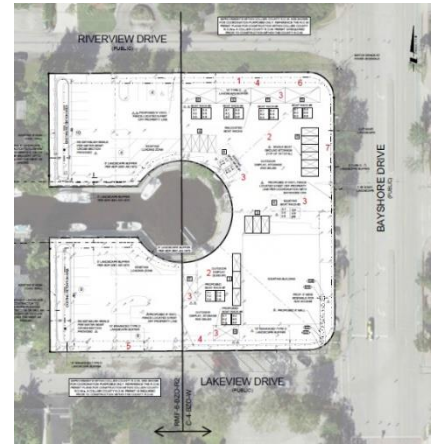
Viage Bayshore Marina (DR): PL20220000558*

Owner: Viage Marinas LLC

Status: Pre-application meeting held 2/7/2022. First applicant submittal on 9/2/2022. Staff issued comment letter on 10/10/2022. **Second applicant submittal on 12/6/2022.**

(See also SDPI-PL20220004489 on page 7)

Request includes deviations to required screening of the on-site boat racks (for dry boat storage), to permit the existing chain link fence along the ROWs with additional landscaping and/or slats, to permit a reduction in the landscape buffer width along Bayshore Drive, and to permit boat parking/storage within the Accessory Parking Zone area of the site.



Brookside Marina Rezone: PL20190001540

Location: 2015 and 2025 Davis Blvd.

Owner: Naples Marina Holdings, LLC

Status: Applicant's first submittal was 7/22/2020. Staff's first review comments issued 8/24/2020. Applicant's second submittal was 9/13/2021. Staff's second review comments issued 10/20/2021. NIM held on 1/6/2022. Second NIM held on 7/19/2022. Applicant's third submittal was 10/12/2022. Staff issued third Review comments on 11/10/2022.

Rezone of the submerged lands only from RSF-4 to C-4. Notwithstanding the straight C-4 zoning and to ensure GMP consistency, the permitted uses for the submerged lands will be limited to water-related or water-dependent uses associated with a marina. Uses include wet boat slips (with or without lifts/davits), boat lift canopies, boat ramps (one ramp exists already), small recreational boat rentals, operation of charter or party fishing boats, canoe/kayak/rowboat rentals, houseboat rentals, and tourist guide boat operations. Jet ski rentals are excluded but requesting ability to rent a wet slip to a private jet ski owner. Live-aboard vessels also excluded.

Development Review Petitions

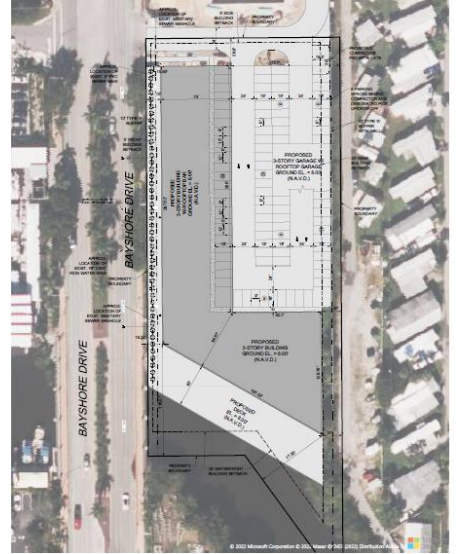
Bayshore Mixed Use Development (SDP): PL20220006723*

Location: Parcel #'s 61841600006, 71580260001, & 71580250008 (at 2924 & 2974 Bayshore Dr.)

Owner: Thomas Burgess GST Trust

Status: Pre-application meeting held on 11/22/2022.

A 3-story building is proposed on ±2.16 acres at 2924 & 2974 Bayshore Drive. The proposed building is mixed-use with commercial and restaurant uses on the first floor and a total of 30 condos are proposed on the second and third floors, which will require a companion request for density bonus pool allocation. Vehicular access to the site will be provided from Bayshore Drive via a shared access driveway with 2955 Bayshore Drive.



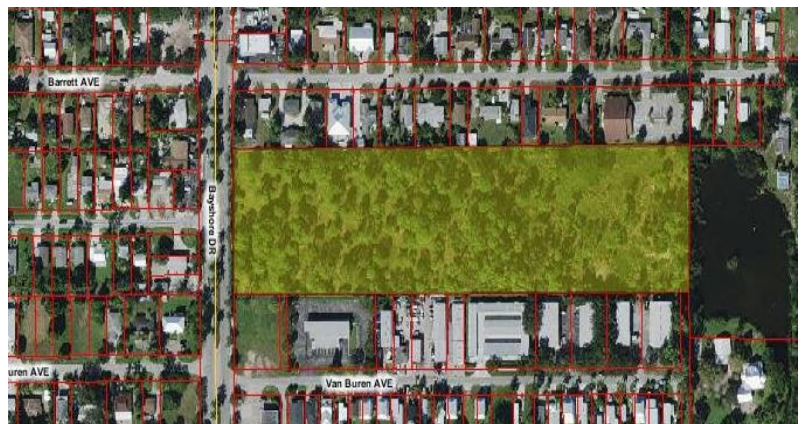
The Grove Bayshore (PPL): PL20210002029*

Location: Parcel 61841080008 (on Bayshore Dr. between Barrett Ave. & Van Buren Ave.)

Owner: Gulfview Development, LLC

Status: Pre-application meeting held on 9/2/2021. First applicant submittal on 3/29/2022. Second incomplete submittal letter issued on 4/4/2022. Additional documents submitted on 5/23/2022. Staff issued comment letter on 6/17/2022. Applicant submitted response letter on 10/5/2022. Incomplete submittal letter issued on 11/15/2022. Additional documents submitted on 11/16 & 12/12/2022.

10-acre Mixed Use Development located along Bayshore Drive. Single family subdivision with two commercial parcels fronting Bayshore Drive. Application type changed from SDP to PPL. Previous Project Name: GULFVIEW AND BAYSHORE MIXED USE DEVELOPMENT



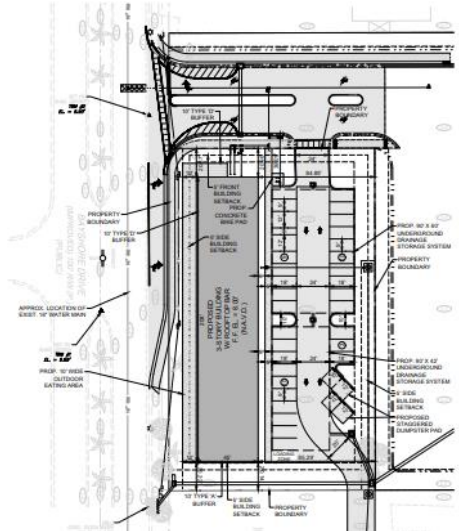
Ybor Mixed Use Development (SDP): PL20220007412*

Location: Parcel 61841080008 (on Bayshore Dr. between Barrett Ave. & Van Buren Ave.)

Owner: Naples Groves Lot 113, LLC

Status: Pre-application meeting held on 12/13/2022.

The property is 0.86-acres and will include a new three (3) story building (7,540 S.F.), a parking lot, and associated site improvements. The first floor will include a covered outdoor dining area, restaurant, two offices, and retail stores. The second and third floors will be hotel rooms and the roof (terrace) will include a pool and bar.



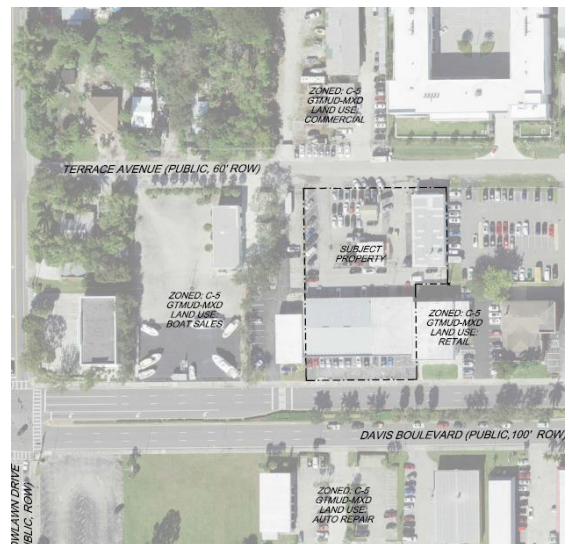
Autospace Naples (SDPA): PL20220006331

Location: 3045 Davis Blvd.

Owner: Davis Terrace Realty LLC

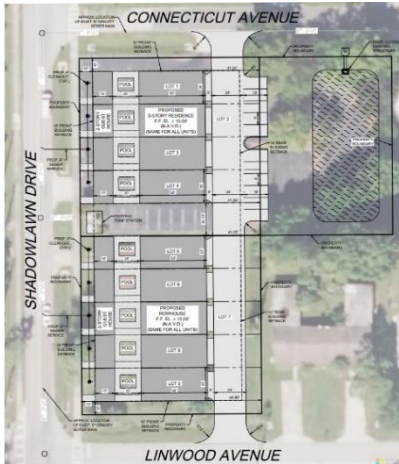
Status: First applicant submittal on 10/5/2022 with additional items on 10/12/2022. Staff issued first comment letter 11/9/2022.

Formerly known as Naples Classic Car. This is a vintage car restoration business with two existing buildings sitting on ± 1.10 acres of previously developed land at physical address 3045 Davis Boulevard and 3084 Terrace Avenue in Naples, Florida. Only the southern parcel was included in the original SDP (PL20160001805). The Autospace Naples development proposes the construction of a new three-story building with a footprint of $\pm 13,748$ sf. The new development will provide a total of 30 car condominium units varying in size. The existing paint and bodyshop (light industrial) building on the northeast will be replaced by a $\pm 4,000$ sf storage building. The existing building on the southern parcel will be used for a combination of used auto sales, warehouse, and office. The replacement $\pm 4,000$ sf building will be constructed right up against the proposed three-story building, per the deviations approved under HEX No. 2022-23.





Shadowlawn Dr Multi-Fam Development (SDP): PL20220005562



Location: 1795 Shadowlawn Drive

Owner: East Naples Baptist Church Inc

Status: Pre-application meeting held on 9/13/2022.

Request for a multi-family development of 9 units at 1795 Shadowlawn Dr, currently occupied by parking lot and a home. Project to include site improvements such as utility connections, a stormwater system, a parking lot, landscaping & site lighting. *Per discussion at pre-app meeting, this will require a companion petition for allocation of 2 Limited Density Bonus Pool units.*

3063 Connecticut Ave (LS): PL20220005465

Location: 3063 Connecticut Ave.

Owner: Robert David Shepherd

Status: Applicant submittal on 8/12/2022. Incomplete applicant submittal on 8/17/2022.

Staff issued comment letter 9/7/2022.

Applicant requests to split Parcel 61430480006 into 2 separate parcels.

(Note: PL20210002448 was the same request; it has been withdrawn.)

Compass Point South at Windstar A Condominium (SDPI): PL20220004888

Location: 3554 Haldeman Creek Drive, Building 2

Owner: Compass Point South at Windstar A Condominium

Status: Applicant submittal on 7/18/2022. Incomplete submittal letters issued on 7/21/2022 and 8/19/2022. Additional materials submitted on 8/25/2022. Staff issued comment letter 9/8/2022. Applicant's second submittal on 11/10/2022. Staff issued second comment letter 11/18/2022.

Remove ten trees within the condominiums. Three of the trees have roots, which are interfering with buildings and water mains. The remaining trees have matured over the years and are now blocking entire views of third floor residents, who purchased their residences with views.

Viage Bayshore Marina (SDPI): PL20220004489

Location: 3470 Bayshore Drive

Owner: Viage Marinas, LLC

Status: Applicant first submittal on 6/23/2022. Staff comment letter issued on 7/15/2022.

Applicant second submittal on 8/8/2022. Staff issued second comment letter on 8/12/2022.

(see also Viage Bayshore Marina DR-PL20220000558 on page 4)

Applicant proposes to replace boat racks from 4-racks high to 2-racks high, and to update fencing and buffering to screen the racks from adjacent properties. Note, there is not an increase in the number of boats being stored on the marina property. All marina operations will be contained within the C-4-BMUD-W zoned properties. Vehicular parking only will occur within the residentially zoned lots.

**The MED Restaurant of Bayshore (SIP):
PL20220003989***

Location: 3929 Bayshore Drive
Owner: Antonio Miceli
Status: Pre-application meeting held on
6/29/2022. Applicant first submittal on 9/16/2022.
Incomplete submittal letter issued on 9/21/2022.
Applicant submitted additional information on
11/21/2022. Staff issued comment letter on
12/29/2022.

New owner requests outdoor improvements and addition of up to 136 outdoor seats to the existing restaurant.



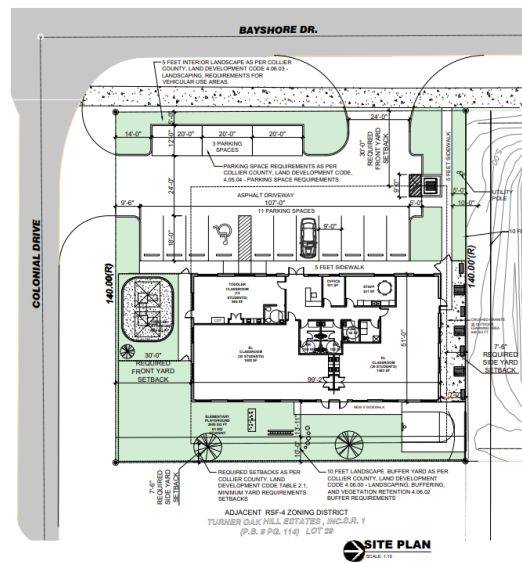
Higher Ground Education, Inc (SDP): PL20220003954

Location: NE corner of Bayshore Drive and Colonial Drive
Owner: Fortis I, LLC
Status: Pre-application meeting held on
6/28/2022.

(see also Higher Ground Education CU-PL20220006074 on page 2)

Request to expand the existing Guidepost Montessori on South Bayshore Drive with a new 5,050-square foot building for day care/elementary school use on vacant property at the NE corner of Bayshore/Colonial Drive adjacent to (south of) the existing school.

The site is zoned Residential --- RSF-3-BMUD-R4. County Planner Christine Willoughby identified that the proposed day care & school use requires a **CONDITIONAL USE** (final decision by the Hearing Examiner).





2510 Davis Blvd Car Storage Building (SDP): PL20220004041

Location: 2510 Davis Blvd.

Owner: 2510 Davis Blvd, LLC

Status: Pre-application meeting held on 6/22/2022.

Request for approximately 4,000 sf of new building, masonry construction, single-story private car storage.

Porsche Naples Expansion (SDPA): PL20220003796*

Location: 3147 Davis Blvd.

Owner: TT of Tamiami, Inc.

Status: Pre-application meeting held on 6/23/2022. First applicant submittal on 9/27/2022, additional material submitted on 10/17 and 10/24. Staff issued first comment letter on 11/15/2022. **Staff reviews complete/approved as of 12/27/2022; approval letter pending.**

Request for expansion for existing Porsche Naples dealership to add three new detail bays located adjacent to existing bays. New bays will be partially under the parking structure on-site as well as extending into the exist landscaping island and parking located south of the structure. Displaced landscaping will be replaced at the new south extent of the building. Existing ADS stormwater pipes under asphalt in the vicinity of the proposed expansion will be removed and replaced elsewhere on site. Project will not result in additional impervious area or loss of landscaping.

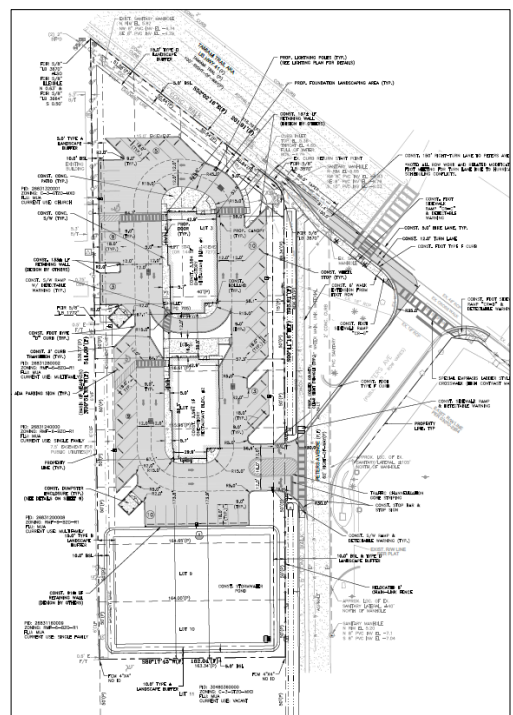
KRB Naples (SDP): PL20220003647*

Location: 3230 Tamiami Trail E. (at Peters Ave.)

Owner: 3230 Tamiami LLC

Status: Pre-application meeting held on 6/16/2022. Incomplete applicant submittal on 11/4/2022. Applicant submitted additional materials on 11/11 and 11/17/2022. **Staff issued comment letter on 12/9/2022.**

Request for KRB (Kelley's Roast Beef) Naples construction of 2 restaurants & applicable parking.





17-acre Boardwalk CNST: PL20220001869

Location: 4315 Bayshore Drive

Owner: COLLIER CNTY BGT CRA

Status: Pre-application meeting held on 3/24/2022.

Request to build a boardwalk to connect the 17-acre site to Sugden Park.

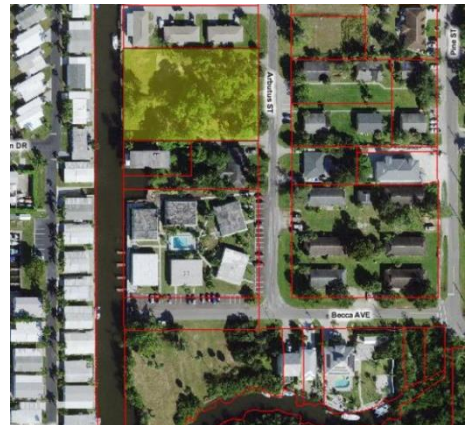
**Mangrove Row (aka Arbutus Landing)
(LDBPA): PL20220004927**

Location: 2766 Arbutus Street

Owner: Arbutus Landing LLC

Status: Pre-application meeting held on 8/3/2022.

Applicant is requesting Limited Density Bonus Pool Allocation (2 units) for property located at 2766 Arbutus Street.



2766 Arbutus Street (aka Arbutus Landing) (SDP): PL20220003133

(Same petitioner held 1/13/2022 pre-app for PPL under PL20210003327)

Location: 2766 Arbutus Street

Owner: PJ of Naples LLC

Status: Pre-application meeting held on 5/4/2022

Applicant is requesting SDP and Limited Density Bonus Pool Allocation application for an 8-unit townhouse development located on 0.97 acres at 2766 Arbutus Street, Folio 81780400004.





Metropolitan Naples Lot 2 (Aura at Metropolitan Naples) - Luxury Condominium (SDP): PL20210003215*

Location: 1936 Davis Blvd.

Owner/Applicant: Metropolitan Naples, LLC

Status: Pre-application meeting on 1/4/2022. Staff issued comment letter on 3/3/2022. Applicant second submittal on 5/10/2022. Staff issued second comment letter on 6/2/2022. Applicant third submittal on 8/10/2022. Staff issued third comment letter on 10/3/2022. Applicant submitted FAA approval letter on 11/25/2022. **Applicant submitted revised Site Plan on 12/30/2022.**

Applicant proposes an SDP for a 15 to 16-story structure with 57 multi-family units and 6,500 sf retail/restaurant.

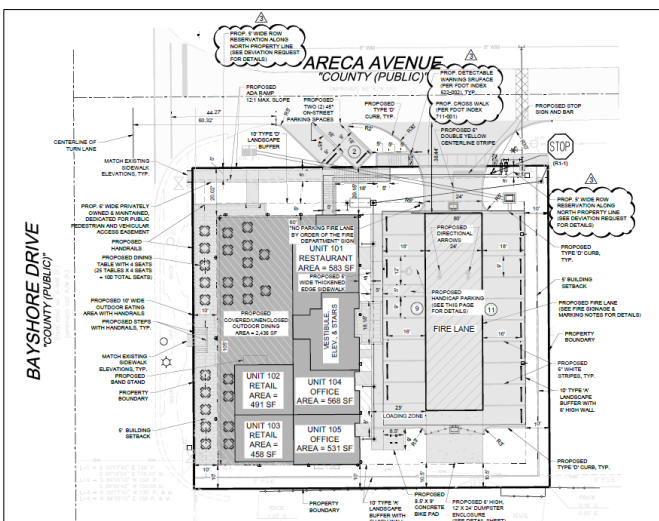


The 239 Bayshore & Areca Hotel/Restaurant (SDP): PL20210001360*

Location: 3467 Bayshore Drive

Owner/Applicant: Michael J. Whalen, 3467 Bayshore Drive, LLC

Status: Pre-application meeting held on 6/16/2021. First applicant submittal on 11/30/2021. Staff issued first comment letter on 12/30/2021. Second applicant submittal on 7/8/2022. Staff issued second comment letter on 8/9/2022. Third applicant submittal on 10/5/2022. Staff issued third comment letter on 11/14/2022. **Fourth applicant submittal on 12/19/2022.**



The proposed vehicular access to the site will be provided from Areca Avenue. Alcohol Distance Waiver required if sale of alcoholic beverage for on-site consumption. New three (3) story building (6,300 S.F.), a parking lot, and associated site improvements. The first floor will include a covered outdoor dining area, restaurant, two offices, and retail stores. The second and third floors will be hotel rooms (8 total) and the roof (terrace) will include a pool and bar. 22 parking spaces total proposed.

Approved Projects/Letters Issued

LaCoe Administrative Variance (AVA): PL20220007186*

Location: 3228 Lakeview Drive

Owner: Cindy Lou LaCoe

Status: First applicant submittal on 11/17/2022. Staff issued incomplete submittal letter on 11/22/2022. **Approval letter issued on 12/28/2022**, with condition that an "After-the-Fact" Building Permit will be applied for by the owner or applicant for the screen enclosure.

Administrative Variance Application to allow an 8.8-foot rear yard setback (instead of 10 feet) for the accessory structure screen enclosure constructed in 1988.

60135010060 (ZLTR) – Hotel Build: PL20220007725*

Location: 2054 Davis Blvd. (Mini Triangle MPUD)

Owner: Naples Triangle Development JV-Propco, LLC

Status: Application submitted on 12/1/2022. Staff issued Zoning Verification Letter on 12/13/2022.

Request to verify zoning designation and allowable uses within the Metropolitan Naples Plat.



Dunkin (SDPI): PL20220006665*

Location: 3400 Tamiami Trail E.

Owner: G&C Shadows LLC

Status: First applicant submittal on 10/25/2022. Staff issued comment letter on 11/18/2022, and applicant entered second submittal on 11/18/2022. **SDPI approval letter issued 12/9/2022.**

A building permit was issued for minor updates to the existing Dunkin Donuts without an SDPI for the exterior building changes. No site changes were constructed other than cleanup of the asphalt and refreshing the striping and signage.

61842000003 (ZLTR): PL20220006641

Location: 2650 Airport Road S. Suite# A (across from East Naples Methodist Church & Government Complex)

Owner: Warwick Florida Properties Airport LLC / Arc Point Labs

Status: Application submitted on 10/24/2022. Staff issued Zoning Verification Letter on 11/7/2022.

Property is zoned C-3-GTZO-MXD. Applicant seeks to allow a lab that collects samples for lab tests and to perform Clinical Laboratory Improvement Amendments (CLIA) waived lab tests. Per the GTZO, a "Laboratory – Medical, analytical, research" is a permitted use in the GTZO-MXD.

Gulf Coast Realty Building (SDPI): PL20220006451

Location: 3010 Tamiami Trail East

Owner: D&D Retirement Trust LLC

Status: First applicant submittal on 10/12/2022. Staff issued first comment letter 10/27/2022. Second applicant submittal on 10/28/2022. SDPI approval letter issued 11/8/2022.

Insubstantial change to add a roofed entrance area to an existing structure.

Mini-Triangle MPUD (PUDA): PL20210001100

Location: 1991 and 1911 Tamiami Trail; 2000 and 2054 Davis Blvd.

Owner: Metropolitan Naples LLC

Status: Pre-application meeting held 6/9/2021. Second applicant submittal on 5/9/2022.

NIM held on 5/25/2022. CCPC held on

8/4/2022. BCC approved Planned Unit

Development Amendment on 9/27/2022.

Amend Mini Triangle Mixed Use Subdistrict [companion item Mini-Triangle Small Scale GMPA (PL-20210001101)] to allow for the conversion of hotel units to multifamily residential units (a sliding scale of a max of 377-491sf MF to 0-228sf hotel rooms) and to amend the min./max. retail and office square footage for a combined minimum of 40k and max 130k, with a min of 15k reserved for office.

Applicant must also include 2 different commercial or office uses in the project and a maximum of 130,000 SF of commercial/office/retail.

GATEWAY MINI TRIANGLE M-PUD SITE PLAN CONCEPT



Mini-Triangle (Small Scale GMPA): PL20210001101

Location: 1991 and 1911 Tamiami Trail; 2000 and 2054 Davis Blvd.

Owner: Metropolitan Naples LLC

Status: Pre-application meeting held 6/9/2021. Second applicant submittal on 5/9/2022.

NIM held on 5/25/2022. CCPC held on 8/4/2022. BCC approved Growth Management Plan Amendment on 9/27/2022.

Amend the Mini-Triangle MPUD-GTMUD-MXD (Ordinance 2018-025) and companion item Mini-Triangle Mixed Use Subdistrict to allow for the conversion of hotel units to multifamily residential units (sliding scale 1:2 ratio for max MF/Hotel uses) and to amend the min./max. retail and office square footage for a combined minimum of 40k and max 130k, with a min of 15k reserved for office. Applicant must also include 2 different commercial or office uses in the project and a maximum of 130,000 SF of commercial/office/ retail. The change is to allow for 1 additional multifamily unit above the 377 units (up to 491 total dwelling units) for every 2 hotel rooms removed from the 228-room maximum.

Naples Boat Yard Site Improvement Plan (SIP): PL20210000148

Location: 2775 Bayview Dr.

Status: First GMD Review Letter sent out on 11/1/2021. Applicant resubmittal on 7/1/2022.

Staff comment letter issued 7/25/2022. Applicant's fourth submittal on 8/24/2022. SIP Site Improvement Plan Approval issued 9/26/2022.



Creativity in Bloom

Bayshore Gateway Triangle CRA • Bayshore Beautification MSTU
Haldeman Creek MSTU

The Naples Boat Yard is proposing to renovate the concrete dock to accommodate their traveling boat lift.

Women's Care Center Zoning Verification Letter: PL20220005128

Location: 3051 Tamiami Trail E

Applicant/Owner: Women's Care Center, Inc.

Status: Applicant submitted ZVL request on 8/3/2022. Verification Letter issued on 8/18/2022.

Zoning Verification Letter issued indicating medical services-doctor office is an allowable principal use. The site consists of an existing pawn shop (now closed) and formerly operated as a Long John Silvers proposed to be demolished. The new building will operate as a pre-natal consultation center that provides free, confidential counseling, support and education for pregnant women. Free pregnancy testing and ultrasounds to help determine viability and dates will be provided by a licensed medical team. The center will operate under the direction of a licensed medical doctor as director. The Zoning Verification request is to confirm that the proposed use is allowed under the current zoning (C-3-GTO-MUD) as a Medical Services-Doctor Office, which is listed as a Principal Use in the Gateway Triangle Mixed Use District Subdistricts.

From: rebecca@three60market.com
To: [ForesterDebrah](#)
Subject: Rebecca
Date: Monday, January 2, 2023 2:46:10 PM
Attachments: [Bayshore Arts District Branding comments.docx](#)

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Sent from my iPhone

Debrah Forester
Director
Bayshore Gateway Triangle Community Redevelopment Agency
3299 Tamiami Trail East
Unit 103
Naples, FL 34112

Dear Debrah:

It has come to my attention that the BGTCRA Advisory Board has had discussion recently about the branding of The Bayshore area. As a long-term business owner with three businesses on Bayshore Drive, I have strong opinions about this subject.

First, in the absence of any official brand since the CRA began, many of us who have invested in this neighborhood have promoted the name "The Bayshore Arts District" for many years. This, of course came about because the CRA and Collier County designated the area as an Arts District and because we all foresaw an opportunity to promote this area as a more upscale and unique waterfront village. This was important to us to put behind us the former reputation of Bayshore and Kelly Road.

So, I hope that my thoughts will be helpful in deciding on future marketing decisions for the area. It takes a long time to create a mass market opinion of an area and our businesses all have contributed greatly to the significant positive brand which we all enjoy now. Changing the name at this time would be a setback for the area and a setback for all our businesses.

What our brand does need is significant investment in marketing materials and broad distribution in order to attract more customers to all our businesses.

Thank you,

Rebecca Maddox

Amanda Jaron Email to BCC

From: [Amanda Jaron](#)
To: [Karen L. Beatty](#); [Mike Sherman](#); [LoCastroRick](#); [HallChris](#); [SaundersBurt](#); [KowalDan](#); [McDanielBill](#)
Cc: [ForesterDebrah](#); [GarciaShirley](#); [ScottTami](#); [CippermanKellie](#); [kathi.kilburn](#); [Rebecca Maddox](#); [mbrandt@hotelescalante.com](#); [Catherine Ehrenberger](#); [siobhanlizbeth@gmail.com](#); [Kara Laufer](#); [Greendoornaples@aol.com](#); [Mike Coffee](#); [naplesoutfitters@gmail.com](#); [Gail A Webster](#); [WILKINSON Photography](#); [Jim Bixler](#); [Diane Sullivan](#); [Kevin Kurgis](#); [Bonanaples@aol.com](#); [MellekyJohn](#); [info@ankrolab.com](#); [BayshoreInnNaples@gmail.com](#); [linda weiner](#); [BWhite@johnrwood.com](#); [Matthew Novak](#); [info@lowbrowpizzaandbeer.com](#); [ryanneartistdirect@gmail.com](#); [Andrew Miller](#); [Megan Goebel](#); [annmarie.shimer@sothebysrealty.com](#); [Howard Isaacson](#); [Vicki Tracy](#); [Michelle Tricca](#); [lucid42universe@gmail.com](#); [carmelo@carmeloblandino.com](#); [Alanna Jaron](#); [Willem Jaron](#); [An Scott](#); [Brad Merryman](#)
Subject: The Bayshore Arts District 2023 - Why do we need a name change? Communication between Karen Beatty & Amanda Jaron
Date: Sunday, January 8, 2023 4:01:59 PM

EXTERNAL EMAIL: This email is from an external source. Confirm this is a trusted sender and use extreme caution when opening attachments or clicking links.

Karen & The Board of County Commissioners,

Karen, I have included my reply to you in the below link. In regard to your crusade to change the name of the district.

The Bayshore Arts District, "TBAD" needed a few pictures in my reply. This seemed the easiest share.

https://docs.google.com/document/d/1Wx-AwQIGbrRzPyI97YHFg3IY4crgK_2khLbR25iFVA0/edit?usp=sharing

Commissioner Kowal, we very much welcome you as our representation, we look forward to giving you a personal tour of our unique arts district and introducing you to colorful people who live and work here.

Note: the email is very long, I hope you will take the time to read, but if not please read the first page and then scroll through the pictures.

Asking yourself, why would we change the name of the district.

Sparkle on,
Amanda Jaron

Note: I do not have all the CRA BOD email addresses and I know I am missing a few businesses.

Please let me know if you can not open link, and please feel free to add your input.

*please excuse any typos

Amanda Jaron

Dear Naples, FL,

The Bayshore Arts District - "B.A.D." vs. "T.B.A.D." 2022/2023

Below is a very long and detailed conversation between Karen Beatty (Chair) of the Bayshore CRA and myself in regard to Mike Sherman's concern about Karen's pitch to change the name of The Bayshore Arts District.

Those of you CC if it's too much to read through, please just watch the video below then scroll through and ask yourself the very question posed to Karen.

Why would "we" want to change the name of a district that is for the first time in its history thriving?

Her only answer is that she does not like the district's initials B.A.D. - The district has used this name at least Bayshore Art from as far back as 2004. After the video scrolls down to see the poster from 2004 advising the arts district on Bayshore. Another way to market: The Arts District on Bayshore "TADB" however, still can't understand why we would be talking about changing the name. **The Bayshore Arts District** already has a very strong following.

Video John R. Wood Video produced in 2022.

This video was not produced by anyone here in the district.

 Naples' Bayshore Arts District with Blair White from John R. Wood Properties.

Karen, I did make a few edits to my replies to condense, so please re-read.

History, Karen has lived in and been promoting, The Bayshore Arts District TBAD far longer than her long-term volunteer BOD Chair. In fact, 30 years+ She is the longest and most avid supporter of this district. So it is very confusing with her as Chair there is a recent need to rename the district.

A bit of history about Bayshore:

Two or Three (maybe more) taxpayer consultants in the last 8 years have analyzed the district and have all concluded that the work the CRA has done over the last 20 years is working.

Rather than take the paid consultant findings, it seems the studies have been ignored and deemed worthless.

Karen, recently polled 7 people she hand-picked. Admittedly, not choosing the owner of Things I Like By Catherine Art Gallery, the owners of A Jaron Fine Jewelry art gallery/art studio/mural building and outdoor sculpture gallery & Echelon Construction, Co. because, in her words, she

knew how we would vote. Clearly, we are in favor of the district staying named the same as it has been for over 20 years.

Additionally, one of the 7 people that was polled is an employee of The Med restaurant. Just 2 months in business, why would this employee have a hand-picked vote? Shouldn't the business owner have that vote?

Below, I have answered all her questions and replied to all her points. I believe my replies, John R Woods video, and Mikes's letter to show that the work of CRA and the business owners HAS WORKED! We are very recognized as The Bayshore Arts District. TBAD

We have many thriving local and creative businesses, a new parking lot for the tremendous influx of patrons to those businesses, taxpayer open land to host the creative, and cultural events, reduced crime, and a huge social media following that has become the marketing that this area needed to elevate it the next level. Simply, "If it ain't broke, don't fix it."

Several years ago realtors were not willing to show the property in TBAD.

This listing that came on today speaks more about the neighborhood than the fact that this house

DID NOT FLOOD!

Note: 2.5million



[Zillow](#) [Save](#) [Share](#) [Hide](#) [More](#)

\$2,495,000 3 bd | 2 ba | 1,627 sqft

3254 Lakeview Dr, Naples, FL 34112

Est. payment: \$14,624/mo [Get pre-qualified](#)

[Request a tour](#)
as early as today at 11:00 am

[Contact agent](#)

[Overview](#) [Facts and features](#) [Price and tax h](#)

[OPEN FLOOR PLAN POOL](#) [ELONGATED DOCK](#) [JAZZ CLUB](#)

[WALK TO CELEBRATION PARK](#) [WINE BAR](#)

The owners of this custom-built home had only one thing in mind during the year of 2019: to enjoy private nightly picturesque sunsets from this unique property with an undisturbed natural backdrop consisting of mangroves. This open floor plan pool-home is located on a private, deep water bay within the highly sought after boating community of the Bayshore Arts District. The elongated dock is constructed of composite decking, plus a 10,000 lb boat lift that will accommodate up to a 30' vessel. (pictured on lift, 2019 Boston Whaler Vantage 27DC, is available for an additional cost) The Bayshore Arts District is a diverse community located on Naples Bay with an incredible array of activities & amenities... Walk to Celebration Park, 360 Market, Art Galleries, Ankrolab Brewing Company, Botanical Gardens, Sugden Park, & soon a wine bar/jazz club. Be part of one of the fastest growing areas in Naples. No HOA Fees or Rental Restrictions! Not to mention you are just minutes from Downtown Naples' upscale shopping, 5-star dining, & beautiful beaches!

Amanda in BLACK

Karen in BLUE

.....
Email from January 4, 2023

Karen,

Mike Sherman shared the below analysis of the history of TBAD with me:

“The Bayshore Arts District”, the BRAND of our fast changing, growing and most importantly improving neighborhood is at risk!

At last months meeting of The Bayshore Gateway Triangle CRA Advisory Board, a discussion was begun about whether this name was the right brand for our community. This came up because the Advisory Board and its staff had hired a consulting firm about a year ago ~~to~~ opine on the CRA district’s marketing.

The consultants had two main conclusions:

- 1) The two parts of the district (The Gateway area and The Bayshore area) are very different and are at different points in their maturity as redeveloped areas. As such, they should be branded, logo(ed) and marketed separately and differently.
- 2) The Bayshore area was quite well known as “The Bayshore Arts District” and had developed considerable momentum and reputation as unique and up and coming “hot” part of Naples and that, therefore we should use the name “The Bayshore Arts District” going forward.

These are both very appropriate decisions!

That said, some members of the Advisory Committee question them.

As background, how and when did the name “The Bayshore Arts District” become the ad hoc name of our community?

To begin with, the neighborhood was originally called “Kelly Road”. It was a failed neighborhood, best known for the worst activities of its then inhabitants: prostitution, drug selling, domestic abuse and other

petty crimes. It was bad enough that the road, Kelly Road, was officially changed to “Bayshore Drive” in the nineties. Unfortunately, that change was not sufficient to either clean up the crimes or improve the reputation, commercial viability or property values. So, at the end of the nineties, The Board of Commissioners of Collier County, under urging from local residents and the Sheriff’s Department, created The Bayshore Gateway Triangle Community Redevelopment Agency (BGTCRA) to clean up the areas and allow them to prosper along with the growth of the rest of Naples and Collier County.

In the mid 2000s, the area around Bayshore Drive was officially designated as an “Arts District” to develop and attract art related activities to Bayshore. Most unfortunately, the CRA did not develop a marketing strategy at that time and much redevelopment was stopped by the Great Recession and the poor economic situation at the CRA. During that time of pessimism, local nay-sayers often dismissed the idea of an “Arts District” as foolish, saying that no Art was in the District and Bayshore would never be anything but the rundown place that it had always been.

On the other hand, a number of businesses and homeowners were enthusiastic about the future of Bayshore and unofficially coalesced around the Name and Brand of **“The Bayshore Arts District”**.

Since then, an enormous amount of work has been done. Credit goes to the staff of the CRA, The Sheriff’s Department, The County Commissioners, The CRA Advisory Board, The Bayshore MSTU Board and many others who have followed this dream. But most of all to the business people who have bet on this location and invested huge time and money to make this potentially captivating waterfront village a reality.

Today the **“Bayshore Arts District”** is winning public prizes, and prominently seen in the press, social media and real estate advertising. It is the recognized brand for our unique area and has helped to change our reputation from “the wrong side of the tracks” to the “Hot” urban place to be for all kinds of “Art” activities from galleries, to visual art, to sculpture, to murals, to wide ranging culinary arts, to botanical to marine, to the art of the wine connoisseur, to beer making, to music making (from opera to folk to rock), to jewelry design and architectural design. We are “The Bayshore Arts District”!

What our area needs today is not a new brand name but a visibly distinctive officially endorsed brand, enhanced by the addition of a first-class logo, tag line and regular display in the press, on social media, in hotels and on the street signs and busses and highways of Collier County and Naples.

And we need it today, not next year.

Mike Sherman

msherman48@gmail.com

617-240-9578

The above message from Mike Sherman to me, Amanda Jaron prompted me to write to Karen Beatty to ask for an update on The Bayshore Arts District's marketing plan.

Below is Karen Beatty's reply to my question about, why she is no longer supporting the name "The Bayshore Arts District" (which she has been living in and publicly supporting for 30yrs)

Sparkle on,
Amanda

.....
January 4, 2023

Hi Amanda! This is why:

Turns out the naming of a district should have been approved by BCC before any branding is done, we were told by county managers office. It's been said it's doubtful they will approve a name with the acronym being used, "BAD" and that Bayshore doesn't actually constitute a real art district where there are usually many galleries and art studios and much more. The business owners, including NBG were surveyed and also don't see it as a true art district and don't like BAD. You were not surveyed because everyone knows your thoughts on this. Things I Like was not surveyed for same reason. Although Catherine has said in the past she's disappointed that Bayshore hasn't become more of an arts district, as she thought it would become. Other names for branding have been suggested and to be used with the current tagline, "creativity in bloom" or "where creativity blooms" John Melleky suggested the simple name of "The Bayshore District" with the tagline. NBG suggested "Bayshore Cultural District" with tagline. John recommended contacting the business owners to survey them, which was done. All chose either BCD or TBD. The marketing company wasn't well liked and no longer being used. Everyone wanted to take a pause and this is what came up during the pause. We were told we have to come up with a name that will be approved by BCC. While lots of effort way back and your intentions were to make it an art district, seems most agree that's not an authentic description of what it truly is. It didn't grow into that and likely will not due to the infrastructure not supporting it. The Advisory Board unanimously agrees, other than Mike, that Bayshore isn't really an art district and shouldn't be branded as one moving forward. Bottom line, no branding until an official name is selected and approved by BCC. Bayshore is certainly creative and artsy, but doesn't fit the description of an art district.

If you want to come to speak at the meeting, please do. However currently ppl are only given 3 minutes to speak. My guess is you'll continue in your independent path of promoting it as an art district. However, as it turns out that's not supported by the majority. We always thought and wanted it to be an art district, but at least it is a very unique district full of arts and culture and will continue to bloom in that direction. It would be great if everyone could move together on the same path of branding for Bayshore. The Advisory Board majority (other than two of us) would be willing to just call it Bayshore or Bayshore Dr. I will send over the emails of FB and Instagram separately for your review.

Sometimes it is time to just get real about a vision and make it work for everyone. Although I was involved I. The beginning and wished it to be, it didn't become that. Bayshore Cultural Arts or The Bayshore District are decent names. Doesn't mean anything in terms of activities or arts involvement on Bayshore. It just broadens it to be lots of things, rather than trying to make it fit as an art district. It's in meeting minutes from the last CRA meeting. I delivered the results to the board. Surveyed were Real Macaw, Gardenia Bldg (Diane) Ankrolab (Adam), outfitter shop (Ashley), I Love Curry owners, Garden store owner and Tommy at The Med. All state it's not an art district and prefer it to be named something in line with what it really is. They liked either Bayshore Cultural District or The Bayshore District. If people ask what to do in an art district, maybe it's because there isn't much obvious that aligns with a true art district such as multiple galleries, artist studios, etc. We have one gallery, one artist studio, a few murals and an occasional pop up event. Not surprised you see it differently. I'm glad you have benefited. You're a strong social media influencer. The business owners spoke and the name has to be approved by the BCC. With Covid, etc., this was put on the back burner...then the hurricane. CRA staff should have know the name had to be approved before starting branding exercises and hiring a marketing co. Opinions outside the area from visitors is not what's important. It's the business owners on the street, just like you said.

Karen
.....

My reply to Karen's email on January 4, 2023:

1. Why would you only poll select businesses to be polled? Admittedly, only businesses polled those who thought would give them the results wanted, with the exception of Rebecca.
2. Karen, you stated: *"The marketing company wasn't well liked and no longer being used."* just because the leadership didn't agree with their study, you fire them?
The same outcome of the consultants from years passed, no follow-up on their reports. All of these reports have shown that an arts district is a positive direction to continue in.
3. In Karen's words,
"My guess is you'll continue in your independent path of promoting it as an art district."
Attached is the last 30/90 days of traffic on Instagram and Facebook. "I" am very much not alone/independent in its promotion. Numbers don't lie. Instagram and Facebook stats are facts.

Social Media: I'm simply sharing all the creative energy that no one from the county seems to see. I am not a marketing firm, just a person sharing what i see in person and online in The Bayshore Arts District.
We/I have close 1000's of people following & tagging.
4. *"Bayshore doesn't actually constitute a real art district where there are usually many galleries and art studios and much more."* "Real"? The only reason for this is the lack of incentives to do

so. Artists were scared away when Steve & I were issued a code enforcement violation for art/mural that was approved and defended by the CRA. However, there are many ways to add art to the district. In fact, Before Christmas, I was introduced to a new county employee. Kellie Cipperman. I was told her role, was to create and promote events in The Bayshore Arts District. Is she fired too?

I have a plan to bring many art galleries to TBAD this year, Kellie and Debrah loved the idea. One has to think creatively. Not all art galleries/studios are lofts in old brick factories.

5. *"CRA staff should have know the name had to be approved before starting branding exercises and hiring a marketing co."* Shouldn't the taxpayers should get a refund for the wasted funds on the consulting firms? Being that the name has been the same for 20+ years. Why would it need to be approved for 20+?

The below is my personal assessment:

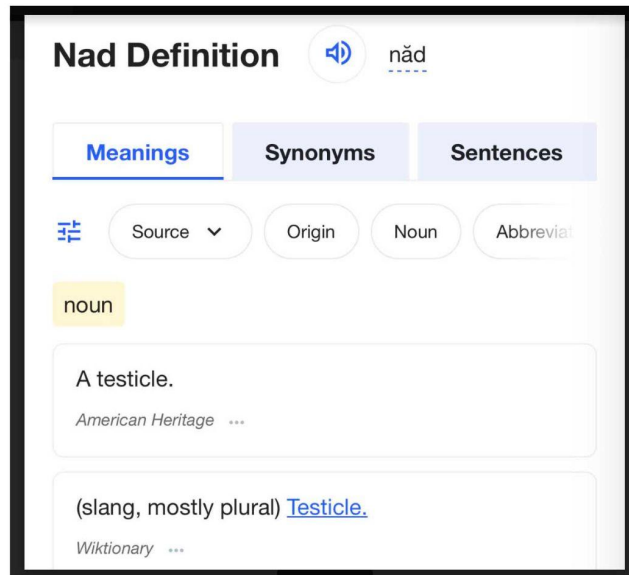
- **The Naples Art District** is an industrial park, of building suppliers. yet, the county voted and paid for signage to direct visitors to a place that actually does not exist. They never questioned the definition of NAD initials.
- **The Naples Design District** The city supported, embraced, and granted all it needed to be successful in just a few years.
- **The Bayshore Arts District** is an actual district with many artists, creative businesses, art shows, music, etc... these businesses all draw so many patrons that parking is actually the most real issue (thank you for the gorgeous new parking lot)

"it's been said it's doubtful they will approve a name with the acronym being used, "BAD"

The B.A.D. acronym is being far too over thought... no one is asking to officially change the name to initials. B.A.D. but, should you want to use initials and are offended by the tongue n' cheek coincidence, then simply use all 4 letters. TBAD The Bayshore Arts District. The problem is solved in a matter of seconds.

But, really no one cares what the initials are, NAD is organized, promoted, and supported by the BCC leadership, in spite of the definition of a NAD.

Below is today's NAD post. the definition, if you don't already know.
The last thing I would want to be is a "member" of a "NAD".



Social Media:

I will reach out to each of the 7 businesses that were surveyed and voted against the district to ask them why they have not asked me to stop promoting them and why they tag the #bayshoreartsdistrict @BayshoreArtsDistrict_naples in almost every post.

Sadly, this has prompted me to send a resignation letter to vacate my seat on the Public Arts Committee. I will not volunteer my time to any organization/government that is one-sided and does not value my 35 years of professional art/business training, community leadership, and tax dollars.

Karen Beatty where can everyone see your presentation of the years of art in TBAD?
The 30-year history of The Bayshore Arts District.

Cheers to 2023 and all the creative businesses and their leaders.

Sparkle on,
Amanda

.....

[Karen's Reply on January 5, 2023](#)

Amanda's January 5, 2023 Reply

[Amanda,](#)

Thank you for your time, energy and passion with all you've done to try to keep the arts alive on Bayshore. It is true, in the late 1980's I was involved in the origins of the intentions of the Bayshore area becoming an art's district, with hosting 2 music, art and seafood festivals. Donna Fiala was passionate about Bayshore becoming an arts district. However, this name was never voted on or established officially anywhere. Not according to Donna. We should ask her again.

CRA staff later produced several festivals on the 17 acres and Sugden Park. A small co-op gallery was operated at the Gardenia Bldg. All of this fell flat when the economic downturn occurred. Exactly, this is a good history of the Arts District that was happening long before I moved here. Of which, you were the trailblazer.

Sometime after you moved into the Bayshore area, I'm not sure of the dates, Steve and I have lived in Bayshore just shy of a decade and in Naples just shy of 2 decades. I have lived in Florida almost all of my life, my family moved to Pinellas County in 1978, and I am so very proud of the work St/ Pete had done in less time than Bayshore has.

I know there was a business group formed on Bayshore (Bayshore Arts and Business Association - BABA), that met many times to discuss the marketing of Bayshore. I only attended one meeting. I too attended only one meeting. To be clear, I had NOTHING to do with that group, I did not agree with the founder's plan to ask for financial compensation for her services, and I have NEVER asked for payment from anyone for TBAD social media or events i have hosted.

It is my understanding from other attendees, when you suggested naming Bayshore, Bayshore Art's District and using the acronym B.A.D. that all business owners stated they were not in favor of that. Again, I did not come up with the Bayshore Arts District name, Donna Fiala did this over 20 years ago. However, the founder very much wanted to use the logo that was created and uses #bayshoreartsdistrict in her social media

The CRA was not in favor of B.A.D and some Realtors spoke up with the same opinion. Again, I did not create the initials, and no one wants to change the name to the initials. B.A.D. is the initials of the district. Again problem solved "TBAD"

For those who understand the history of the neighborhood, the initials are brilliant marketing, the history is what makes this neighborhood unique and should not be lost. However, to your point, there was ONE business owner who spoke up about the B.A.D. Ironically, this business owner uses #bayshoreartsdistrict in EVERY Instagram post!

The reason being, is Bayshore was really bad for so long, with so much crime and blight, that people didn't want that acronym associated with it, as it was changing in new directions. Fine. But really who cares about the initials they are not important to any of these points. I heard that one business owner researched B.A.D. and the acronym is patented by someone in LA. Cool, as they should. It's brilliant.

There was a split and the BABA group went one way and you started marketing Bayshore as the Bayshore Arts District, using B.A.D. To be clear I started the Instagram page Nov, 4, 2017 BABA was started in July 2019. I market the neighborhood using the same #bayshoreartstdistrict that i have since 2017 and so do 5000+ other people.

So, I do believe it's more than one business owner that doesn't like B.A.D. To this date, I have had ONE business owner approach me about the initials of The Bayshore Arts District.

However, no one likes confrontations and perhaps the business owners felt they already expressed their opinions and it wasn't heard, so they moved on. The group split because BABA asked for membership fees. I was not comfortable collecting \$\$\$ without a proper business plan on how the funds would be spent. which some businesses paid. Based on their public marketing, The BABA seems not to have followed through with its promise to promote the business paid a fee. You would have to ask some who paid the fee if they felt they got their money's worth.

I have NEVER solicited funds from anyone to promote their business, but, I suppose I should as 5000+ people believe that tagging The #BayshoreArtsDistrict is a positive for their businesses. Including the ONE business that has been vocal about B.A.D.

For the record, Rebecca was contacted, but, only responded recently, after the last board meeting. Again, why were only 7 people contacted?

I have not seen the results of how you seven people voted, but I would find it hard to believe that Rebecca would vote against The Bayshore Arts District

You were not contacted because it's clear that you are in favor of continuing with B.A.D. and it's easy to think your husband who works for Mike, also would. Catherine was not contacted for the same reasons. We are voters the CRA is for ALL the people. You just choose who you want to vote based on who you know will vote in favor of your current agenda.

Mike is a board member. Rather than contact each tenant in the Gardenia Bldg., I contacted the owner, Diane. I met Tommy at The Med and that's how that happened. The majority of the commercial stakeholders were contacted and some residents. However, I do think an official survey of the businesses and residents who live or own businesses in the Bayshore area, which would be produced by the CRA staff should be considered and decided on by the Advisory Board. Actually, it would have been great if CRA staff communicated with you about the B.A.D. early on, as the BABA group did. Again, we are overthinking the initials. BABA did not communicate anything to me except an email that they wanted to use my BAD logo for their promotion of BABA within The Bayshore Arts District. I did not give them my logo.

Note: BABA Instagram also uses tags and hashtags #bayshoreartsdistrict in their posts. They use the word "art" in their name and the founder has been a very vocal leader of the art movement here.

- BABA page has 328 followers and 67 posts,
- Bayshore Arts District Naples page, 4650 followers - 1159 posts, and over 5000+ tags.

N.A.D. is truly a real art district with dozens of galleries and artists' studios. NAD is an industrial park, with a great map and low rent, and in the recession tons of open units. I applaud them for all they have done. But, it will never be a walkable district. It will always be an industrial park. The last time I was there, I got run off the road into a drainage ditch by a cement truck that started to back up with no warning.

They have open houses regularly where people tour the various galleries and art studios. I spoke with the founder of N.A.D. Speaking as an individual and not on behalf of the organization, he said they looked at Bayshore to consider producing an art district, however, due to there not being any buildings to transform, as there are in the industrial park, they moved on. He doesn't see the infrastructure supporting it. Clearly, there are no open industrial warehouses here, but they were wrong in "producing an art district." There are a tremendous amount of creative businesses and tons of artists if you look and a twice-yearly local art fair at GreenDoor that brings thousands to meet local Naples artists. In fact, NAD artists apply to participate.

There were many who were not happy with the Marketing Company hired. I They produced narratives that were not great, had to be rewritten and people struggled with their suggested selections for logos with many people, including yourself, suggesting other logos to use. True. the narratives were terrible and the presentation of graphics was elementary. But, the analysis is what is important, their research showed it is a TRUE artist district and the momentum of what has happened organically with the

business owners should just be enhanced. The Elementary Graphic Design can be fixed.

Again, "if it ain't broke don't fix it."

We are working in the right direction. Crime is down, the tax base is rising and the patrons are willing to walk and wait to support the local creative businesses now that there is more parking.

None of the CRA Advisory Board were allowed to even speak to the Marketing folks directly and had only one group meeting. . I remember Mike Sherman personally expressed that he would have liked to have some time with them. The whole thing was controlled by CRA Staff. The marketing team did meet with business owners in town for their insight and agreed that it is a "real" arts district.

You suggested the process of branding be slowed down as it is so important. Various Advisory Board members left town and the board went on recess, so all was put on pause. The contract with the marketing company expired. I understand they have hired a new employee who is great and let go of one that was not so great. I have heard from John Melleky that he thinks they are doing a great job now for others in Collier County. Then, the hurricane came and many have been preoccupied with the aftermath. Hence, this is what really happened with the marketing company not working with us anymore at this time. John is right, their findings were correct, and we are a "true" arts district. John is 100% qualified with his expertise to guide the marketing team with the county projects. So, I am sure he get the results with his professional direction.

While on pause, we were informed that the naming of a part of Naples such as Bayshore, is a big deal and would need approval by the BCC. Why? It has been called Bayshore Arts for over 20 years. Why would you need approval on something that has been happening for over 20 years?

Dan Rodriquez was the one who informed us of this. So, the official name needed to be settled first. In thinking broadly about an official name for Bayshore, It is already called and referred to as "BAYSHORE" so that is an easy win. No confusion there. No one ever thought that "Creativity in Bloom" was offensive.

The Bayshore Arts District **"Creativity in Bloom"**

The cultural gateway to the Naples Botanical Gardens

is a lovely reflection of the district. BTW who has asked for the CRA to develop a new name? No one has ever expressed being offended by it.

the thoughts went in the direction of naming it something that is authentic to what it actually is. With CRA staff not willing to work on this, The CRA is correct, there is NO REASON to change the name. All I recall asking for was banners and a sign like the NAD has and to be able to use the county-owned land that has sat vacant for 20 years.

I then started seeking professionals in the arts for advice. John Melleky is the hired Arts and Culture Manager for Collier County so he seemed to be a good place to start. This is part of his job, to consult with people in Naples. He did recommend contacting the business owners. of course, he did. it is professional and that is the correct path to start.

He also suggested a more broad name like, The Bayshore District, with a tagline describing it further. Again, John (like the consulting companies are qualified) he too suggested keeping it as is. So why. are we going through all this?

Perhaps a survey should have been done right away, as I only have so much time in a day to contact business owners and did what I could before the last board meeting, delivering the results to the Advisory Board. I was also impacted severely by the hurricane and did what I could to facilitate this. I spoke with Director of Marketing as well as the Director of Exhibitions and Special Programs at Naples Botanical Gardens. It was these ladies that suggested calling Bayshore, "Bayshore Cultural District" with the current tagline, "creativity in bloom". I actually really like that name as it truly defines what Bayshore is and includes art. That name would make Bayshore stand out as a unique district. I consulted with Laura Burns, former Ex Director of U.A.C. She suggested a survey of residents and businesses.

No need for a name change so no need for a survey.

The Bayshore Arts District "Creative in Bloom" Done.

It has always worked. Why change it? The "Creativity in Bloom" title implies ALL Arts District and a colorful place. To change it to "Cultural District" doesn't roll off anyone's tongue, is old school traditional/boring, and doesn't reflect the "bohemian" feel of the district. Going to "The Cultural District", sounds about as fun as going to the dentist.

Just so you know, nothing has been concluded, other than the CRA Advisory Board majority agreeing that Bayshore isn't a real art district and another name would be better. Another name hasn't been agreed to. The Advisory board voted to have me go back to the business owners previously contacted to advise them that the majority of the Advisory Board,.

as of the Dec meeting would prefer to call Bayshore simply Bayshore or Bayshore Drive. So, I have been in the process of going back to those folks and sharing this. Sharing what?

In fact, I've already sent them an email. To who? I did not receive one.

I didn't sent it to Rebecca because I had not yet heard anything from her when I sent it. Keep in mind, besides the branding being put on pause, we had a major catastrophe on Bayshore. Keep in mind.... Steve and I lost 2 cars, a house, our 4 car garage, Steve's office, half of my office, and everything we owned inside of them. We own 5 lots and 4 structures in the Bayshore Arts District, we know as well as anyone affected, what Ian did to our neighbor. But, what does this have to do with changing the name?

There were many residents contacted for their input on the naming of Bayshore as well and their input was shared at the last advisory board meeting. I look forward to seeing the results of the many. I was not officially asked.

All of this is very exhausting and time consuming. I'm going to discuss the idea of an official survey, to the Advisory Board, orchestrated by CRA Staff to the residents and business owners of Bayshore and see if the majority agrees to do this. There is nothing broken with the names that are currently being used. Who has asked you to do all of this? The Bayshore Arts District - BAYSHORE "Creativity in Bloom"

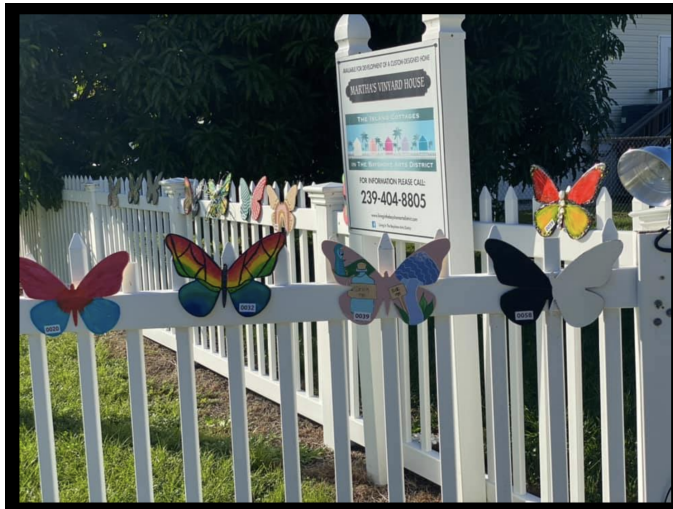
There was so much to catch up on at the last Advisory Board meeting as there had not been a meeting since July. A special meeting to address this was suggested for August, however some board members, were out of the country or otherwise not available. So, all was moved to the next board meeting, which turned out to be Dec., 2022.

It is true the CRA has a special events planner who is on staff. However, pop up events such as the Light the Bayshore Christmas event, a potential future Cinco de Mayo event

or a farmer's market does not necessarily contribute to Bayshore being a real art district. Even an occasional art show doesn't constitute an art district. Could not disagree more. There needs to be a plan to build the art in the district. If a special events director produces a "Farmers Market" and calls it that, it is just a copycat concept that is on every corner in Naples. So, if you create an event that is unique to the neighbor with a creative theme then it continues to build the art momentum in branding and moves people to come to see something more colorful than just another fruit and veggie stand. How about doing a "farmers market" concept but, position an "Artisan Bazaar" or something like this, <https://artisanbazaar.org/> people have a reason to come and it will be unique and the TBAD elevated.

There are art shows on Fifth Ave and as well as many other events, but, they are not called an art district. These events are produced by the Naples Art Association, so yes, they are part of an art concept. The NAA just happens to be located near 5th Ave. and they work well together.

When I did the Transformation Butterfly Project hundreds of people came out to view the local artist's work. Th. Naples Daily News did a story about it, Rebecca supported is so much that she allowed the hand-painted butterflies a prominent place at Celebration for well over a year.



The community and the artist actually felt welcomed and excited.

<https://www.naplesnews.com/story/life/2020/10/24/bayshores-request-republic-art-plan-prevails-two-years-later/3633582001/> sadly, the title speaks of the lack of momentum...

But there are so many more things that can be done here that can't be done in NAD or NDD such as Princeton's Porch Fest - this could be done on every block on Bayshore Dr with art and no art business or private homes.



ARTS COUNCIL OF
PRINCETON

CLASSES

EXHIBITS & EVENTS

ARTISTS

SUPPORT

ABOUT



Not sure blaming the County or the CRA for Bayshore not becoming a true art district is real. But it is an arts district and I do blame the CRA. for not supporting the business owners. I suggested years ago, that GreenDoor nursery needs some public recognition for being one of the pioneers of TBAD. Debrah liked the idea, but no one followed up on that.

It is developers purchasing commercial land and turning it into galleries, art studios, allied art businesses that would contribute to this. They have. County and CRA have no control over who buys land on Bayshore other than CRA owned land. Yes they can, they own 2 huge parcels of land and they could give the grant funds to artists and creative businesses rather than dental offices.

And even then, most developers want to put housing on this land. At this point, the cost of land and building is so high, it's challenging to think developers are going to build galleries and art studios on Bayshore. Not true. there are many successful artists and investors that can afford to live and build here. Rebecca proposed a concept that included art studios in her 17-acre proposal. There are many of us that support ourselves with our creativity and make a very good living. All artists are not starving.

We don't have any wonderful old buildings to transform like they do in the industrial park. True.

Is this the County or the CRA's fault? No

This is the reality check I now have. As much as I've been invested in Bayshore being an art district in years past, I now have shifted and see it more as a cultural district, with art being part of that definition. When people google art districts and find the Bayshore Art District, then go there, they are not going to find what is traditionally in an art district, which is many galleries, art studios and allied art businesses. Not traditional, artists are not traditional. So why does this street have to be? The word at is about music, dance, food, murals, light shows, craft shows, landscaping, etc. We are a reflection of ART.

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The arts

From Wikipedia, the free encyclopedia

This article is about the group of creative disciplines. For the concept of art, see [Art](#). For other uses, see [Art \(disambiguation\)](#).

"Arts" redirects here. For the acronym, see [ARTS](#).

?

This article includes a list of general [references](#), but it **lacks sufficient corresponding inline citations**. Please help to [improve](#) this article by introducing more precise citations. *(May 2022)* [\(Learn how and when to remove this template message\)](#)

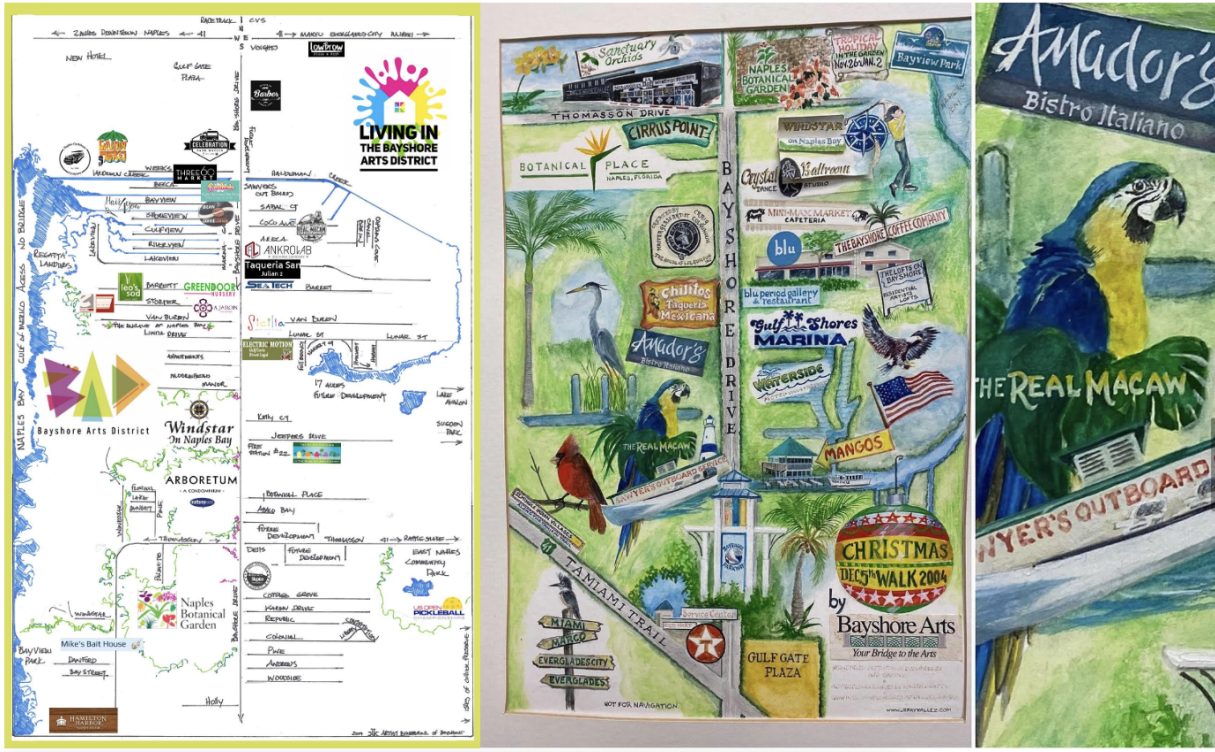
The arts are a very wide range of human practices of [creative expression](#), [storytelling](#) and [cultural](#) participation. They encompass multiple diverse and plural modes of thinking, doing and being, in an extremely broad range of [media](#). Both highly dynamic and a characteristically constant feature of human life, they have developed into innovative, stylized and sometimes intricate forms. This is often achieved through sustained and deliberate study, training and/or theorizing within a particular tradition, across generations and even between [civilizations](#). The arts are a vehicle through which human beings cultivate distinct social, cultural and individual identities, while transmitting values, impressions, judgments, ideas, visions, spiritual meanings, patterns of life and experiences across time and space.

Prominent examples of the arts include:

- **visual arts** (including [architecture](#), [ceramics](#), [drawing](#), [filmmaking](#), [painting](#), [photography](#), and [sculpting](#)),
- **literary arts** (including [fiction](#), [drama](#), [poetry](#), and [prose](#)),
- **performing arts** (including [dance](#), [music](#), and [theatre](#)) and

They are going to find one art gallery, one artist studio and many wonderful successful businesses with restaurants (food, music, nightlife), coffee shops, yoga studios, as well as boating/recreation, sports, non profits, etc. In thinking objectively about this, I've shifted to thinking naming Bayshore a broader name is appropriate. But, that's just me. Yes, it's just you.

Kathy Kilburn and I created a Bayshore Arts District Map in 2019 and someone in 2004 BAYSHORE ARTS. BTW this map is hanging in the CRA offices at the government center. Proving if we had a professional map guiding visitors to all there is to see, we have, what what it takes to be a "REAL" arts district.



Also, I don't believe calling Bayshore an arts district is what is bringing people to Bayshore or selling cottages on Jeepers. I disagree with you. Art is a huge draw for locals and tourists. Please refer to Laura Burns presentation about the arts. She was very clear that the arts are an economic draw.

As for the Cottages on Jeepers. Mike Sherman deserves a Lifetime Achievement Award. He took the worst street in the district and is now selling them for over a million dollars. The last one closed was over 1.2 million. He has always promoted that street with the tagline: "Living in the Bayshore Arts District".

It is the businesses themselves being so incredible and diverse as well as a shortage of homes on Bayshore and the quality of the cottage homes being built. I really don't think folks will not come to Bayshore if the name of Bayshore is officially called something other than BAD. Again, could not disagree with you more. "TBAD" or "TADB" if you are so offended by the initials, but no one is asking to change the name of the district to initials.

And, is it really true that all the businesses on Bayshore use the hashtag, Bayshore Arts District? YES! ALL of the 7 businesses you polled us #bayshoreartsdistirct hashtag in almost every single post. With the exception of the Real Macaw because she doesn't use hashtags. But she does tag the @BayshoreArtsDistrict_Naples page

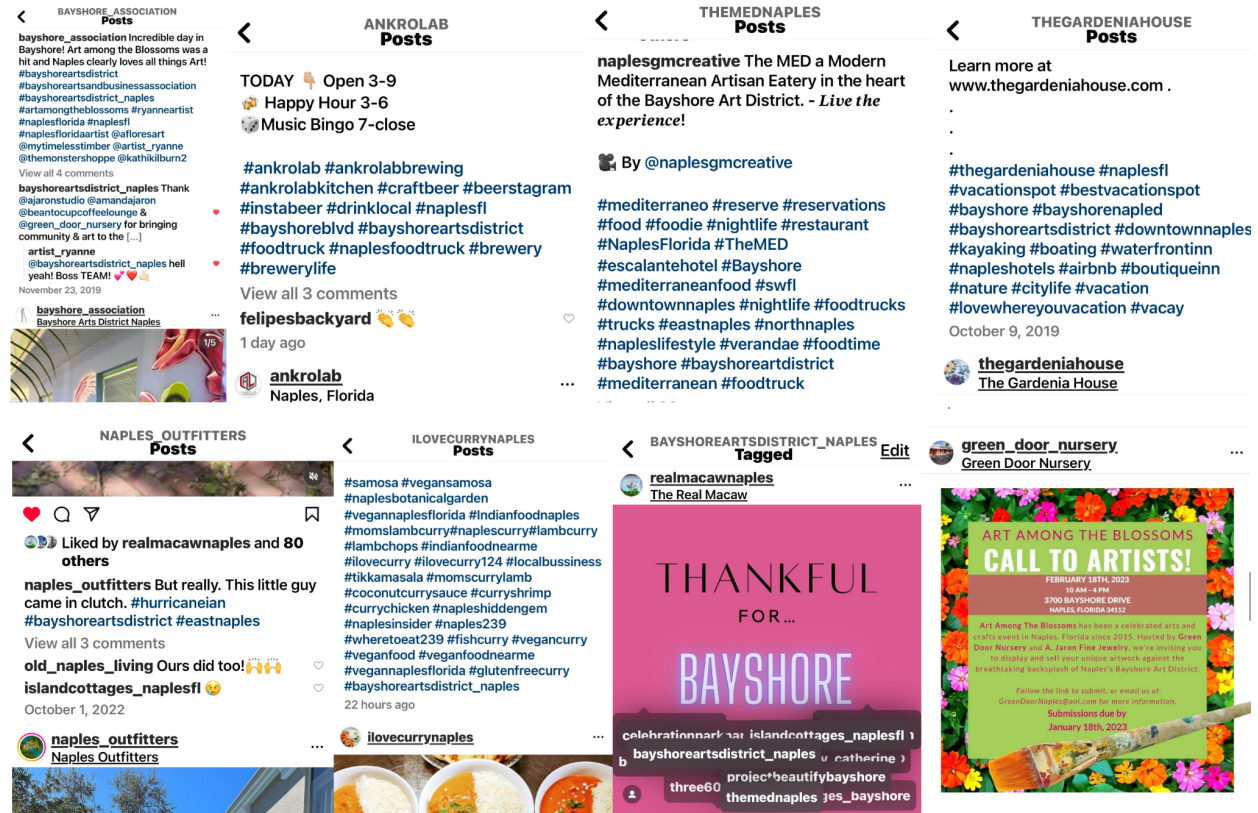
Of those surveyed to date, are you stating they all use this hashtag? YES!!!!!!!

Certainly when you post things about these businesses you use this hashtag, but do they ALL really use this hashtag to promote their businesses? YES! See below screenshots of the businesses you polled, they all do and over 5000+ times to date.

Do you think business is going to be hurt if an official name of Bayshore becomes something other than BAD? Maybe. They would actually do better if they had support like Third St S & Fifth Ave have. People have known this area as Bayshore Arts for over 20 years. So why would anyone want to de-rail and change it?

See all 7 and BABA (which by the way uses the word ARTS in its name too) most recent tags. some tagged as recent as today.

see below ALL do:



In the near future, the BGTCRA will have it's own improved website, newsletter and social media presence. Great News! 20 years in the making..... They too should use the tag #bayshoreartsdistrict.

It's been long coming and much needed for connectivity to the businesses and residences. Parking has been addressed with the parking lot on Coco and Bayshore and more on Bayshore is being discussed. YES!!! This is amazing!

These are things that take time. Time yes, but 20 years is too much time. the NDD & NAD have created a cohesive branded message in just a few years.

Thank you for your input. Sorry for any confusion on my recap. I was in the dental office when I responded to your text and wanted to get back to you promptly.

And, it's okay if everyone doesn't agree on the naming of Bayshore. One person or business should not dominate the decision on what Bayshore is named. Again, perhaps an official survey will be done.

But it's not necessary, the work has been done, and no one has rallied to change the name. Again, if you do not like the BAD initials simply use THE Bayshore Arts District or The Arts District on Bayshore or in Bayshore "TBAD or TADB"

We will discuss that at the next CRA Advisory Board meeting. I'll be there.

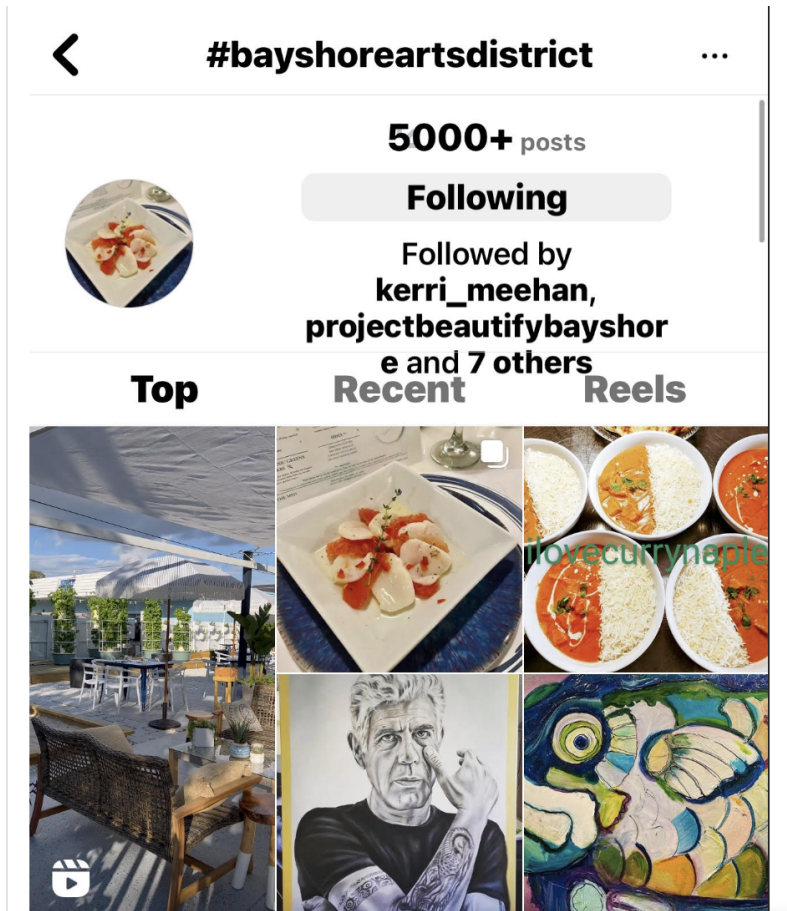
Kindest Regards,

KB

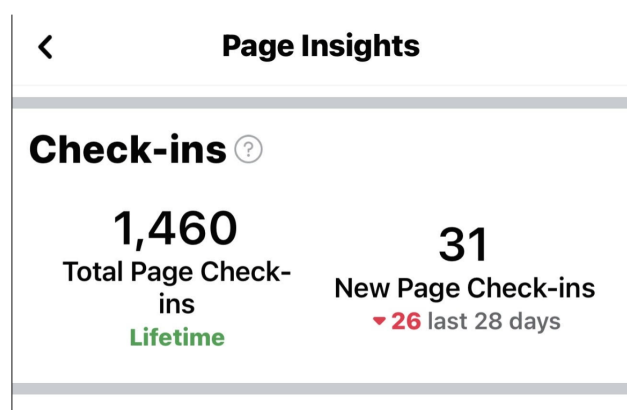
...

January 6, 2023

Below are the stats of how much traffic Instagram gets. #bayshoreartdistrict has been hashtagged more than 5000+ times



And almost 1500 people checked in as patrons of the district on Instagram. There are no longer homeless people everywhere. They have been replaced by baby boomers and most importantly millennials that are happy and (can afford) to live in an artsy neighborhood.



I am doing social media because, I was tired of people saying to me, **"someday that area is going to be great."** I knew it was. So, I set out to share with the world how great it really is.

Now people say to me, **"you were so lucky to buy there, I love that Bayshore."**

Lastly, as I said before, the word ART encompasses; culinary, music, dance, etc.

I am not the only artist represented in this district, walk into the NBG, Catherine's gallery, Bean to Cup Coffee, Three60, Best Popcorn, A JARON Studio's sculpture garden/gallery, Taco San Julian art on the inside, Celebration Park, or any night til 2 am at Molcajetes for amazing music and artist-hand-painted walls, the world-class chefs in the restaurants and the live musicians they bring nightly.

I know I am forgetting something... oh the 2 murals that were allowed to stay and all the empty walls in the district that are desperate for new murals. This can not be discounted as not being here represents the ARTS.

There is so much going on here, you just have to look. It is not traditional and that's what people like about it!

One notable artist that has lived, worked, and had an outdoor sculpture gallery for 20 yrs.

Enjoy <https://www.henryschowitz.com/> site and make it your business to drive passed his garden gallery 2670 STORTER AVE He is world-class and has gotten no press for living in TBAD for 20 years.

He like much others living in TBAD quietly making the world a better place in their home studios. Perhaps a studio bus tour is in the future?

To say this is not an arts district is beyond insulting. There is even more now than it was 20 or 30 years ago!

Sparkle on,

Amanda Jaron

~~~~~

additionally, please google how many people/businesses

use this already in their marketing:<https://www.google.com/search?q=bayshore+arts+district&oq=bayshore+arts+district&aqs=chrome..69i57j46i175i199i512j35i39j0i512j0i22i30j69i60j69i61j69i60.4001j0j7&sourceid=chrome&ie=UTF-8#ip=1>

Google how many times it has been used in the news:  
<https://www.google.com/search?q=bayshore+arts+district&oq=bayshore+arts+district&aqs=chrome..69i57j46i175i199i512j35i39j0i512j0i22i30j69i60j69i61j69i60.4001j0j7&sourceid=chrome&ie=UTF-8#ip=1>

~~~~~

 The Bayshore Arts Distirct Instagram

<https://www.facebook.com/bayshoreartsdistrictnaples> click on the photos and videos to see so much more.

Award Winning for in part “its vibrant arts district”

https://florida.planning.org/community-outreach/great-places-florida/?fbclid=IwAR1AB06VZy_6qK7qR-uJOc3KgsnY2DgFHUBr1jmg6C8GG5S68PIYXG5VSeQ



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NOW AVAILABLE

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locate in the
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Naples, FL.

Bayshore Dr

Approximate
location of lot

2605 Barrett Ave
Naples, FL
3 beds, 3 baths

Felicia Saraceno
203-631-1737
felicia@feliciasluxurylistings.com
feliciasluxurylistings.com

\$375,000

exp
REALTY

*Bayshore Arts
District*



Amanda Jaron Correspondence
Greatest Place in Florida Award



Comments



bayshoreartsdistrict_naples 2w

We can now officially say, "Award Winning @bayshoreartsdistrict_naples" #theawardwinning #bayshoreartsdistrict Thank you @karenbnaples & Maurice for believing in our hood for so many years! Your hard work is finally coming to light! #WeAreBAD #thecoolkids #the239naples

Correspondence From Karen Beatty

From: Klbeatty@comcast.net
To: amanda@ajaron.com; [Mike Sherman](#); [LoCastroRick](#); [HallChris](#); [SaundersBurt](#); [KowalDan](#); [McDanielBill](#)
Cc: [ForesterDebrah](#); [GarciaShirley](#); [ScottTami](#); [CippermanKellie](#); [kathi kilburn](#); [Rebecca Maddox](#); [mbrandt@hotelescalante.com](#); [Catherine Ehrenberger](#); [siobhanlizabeth@gmail.com](#); [Kara Laufer](#); [Greendoornaples@aol.com](#); [Mike Coffee](#); [naplesoutfitters@gmail.com](#); [Gail A Webster](#); [WILKINSON Photography](#); [Jim Bixler](#); [Diane Sullivan](#); [Kevin Kurgis](#); [Bonanaples@aol.com](#); [MellekyJohn](#); [info@ankrolab.com](#); [BayshoreInnNaples@gmail.com](#); [linda weiner](#); [BWhite@johnrwood.com](#); [Matthew Novak](#); [info@lowbrowpizzaandbeer.com](#); [ryanneartistdirect@gmail.com](#); [Andrew Miller](#); [Megan Goebel](#); [annmarie.shimer@sothebysrealty.com](#); [Howard Isaacson](#); [Vicki Tracy](#); [Michelle Tricca](#); [lucid42universe@gmail.com](#); [carmelo@carmeloblandino.com](#); [Alanna Jaron](#); [Willem Jaron](#); [An Scott](#); [Brad Merryman](#)
Subject: Re: The Bayshore Arts District 2023 - Why do we need a name change? Communication between Karen Beatty & Amanda Jaron
Date: Monday, January 9, 2023 4:24:42 PM

EXTERNAL EMAIL: This email is from an external source. Confirm this is a trusted sender and use extreme caution when opening attachments or clicking links.

This is the email I sent to you that you are responding to. The others didn't read it, so they are only reading your response. They have no idea of the history with Bayshore Arts and Business Association, etc. I'm glad you and others are planning to attend the Jan 17th Advisory Board meeting and to hear some of the feedback. While the board meeting starts at 6:00, this will be early on the agenda and perhaps heard around 6:30ish. That way, all can feel free to leave if they wish and not have to sit through an entire meeting.

Interestingly, two of the people in this email have texted me privately to let me know they are not in agreement with continuing to call Bayshore an Art District.

Meanwhile, this initial "survey" of business owners was just that and I definitely think a formal survey of business owners and residents is in order and will propose that to the rest of the board on 1/17. There obviously is a deviation in opinions. I rushed to contact as many owners as possible before the meeting and mistakenly thought Tommy was part owner of The MED. Again, this was a cursory poll to take to the board. Most of the Advisory Board prefer to just call Bayshore, "Bayshore". Kathi Kilburn suggested calling it, "Bayshore Drive". Most did agree they don't see it as a true art district. Two of the board members, one being me, like the name Bayshore Cultural District which would include art. This was meant as a next step of discussion regarding Branding only, not a final decision time. Most board members and some business owners have lived in the district a very long time and remember all too well, how truly bad and blighted it was. Another thought would be to just let the business owners flow on their own and the CRA would not officially name or brand it. Just an idea and not sure how the rest of the board would feel about that.

Dear Amanda,

Thank you for your time, energy and passion with all you've done to try to keep the arts alive on Bayshore. It is true, in the late 1980's I was involved in the origins of the intentions of the Bayshore area becoming an art's district, with hosting 2 music, art and seafood festivals. Donna Fiala was passionate about Bayshore becoming an arts district. However, this name was never voted on or established officially anywhere. CRA staff later produced several festivals on the 17 acres and Sugden Park. A small co-op gallery was operated at the Gardenia Bldg. All of this fell flat when the economic downturn occurred.

Sometime after you moved into the Bayshore area, I'm not sure of the dates, I know there was a business group formed on Bayshore (Bayshore Arts and Business Association - BABA), that met many times to discuss the marketing of Bayshore. I only attended one meeting. It is my understanding from other attendees, when you suggested naming Bayshore, Bayshore Art's District and using the acronym B.A.D. that all business owners stated they were not in favor of that. The CRA was not in favor of B.A.D and some Realtors spoke up with the same opinion. The reason being, is Bayshore was really bad for so long, with so much crime and blight, that people didn't want that acronym associated with it, as it was changing in new directions. I heard that one business owner researched B.A.D. and the acronym is patented by someone in LA. There was a split and the BABA group went one way and you started marketing Bayshore as the Bayshore Arts District, using B.A.D. So, I do believe it's more than one business owner that doesn't like B.A.D. However, no one likes confrontations and perhaps the business owners felt they already expressed their opinions and it wasn't heard, so they moved on.

For the record, Rebecca was contacted, but, only responded recently, after the last board meeting.

You were not contacted because it's clear that you are in favor of continuing with B.A.D. and it's easy to think your husband who works for Mike, also would. Catherine was not contacted for the same reasons. Mike is a board member. Rather than contact each tenant in the Gardenia Bldg., I contacted the owner, Diane. I met Tommy at The Med and that's how that happened. The majority of the commercial stakeholders were contacted and some residents. However, I do think an official survey of the businesses and residents who live or own businesses in the Bayshore area, which would be produced by the CRA staff should be considered and decided on by the Advisory Board. Actually, it would have been great if CRA staff communicated with you about the B.A.D. early on, as the BABA group did.

N.A.D. "Naples Art District" is truly a real art district with dozens of galleries and artist's studios. They have open houses regularly, called "Art Alive" where people tour the various galleries and art studios. I spoke with the founder of N.A.D. Speaking as an individual and not on behalf of the organization, he said they looked at Bayshore to consider producing an art district, however, due to there not being any buildings to transform, as there are in the industrial park, they moved on. He doesn't see the infrastructure supporting it.

There were many who were not happy with the Marketing Company hired. They

produced narratives that were not great, had to be rewritten and people struggled with their suggested selections for logos with many people, including yourself, suggesting other logos to use. None of the CRA Advisory Board were allowed to even speak to the Marketing folks directly and had only one group meeting. I remember Mike Sherman personally expressed that he would have liked to have some time with them. The whole thing was controlled by the CRA Director. You suggested, in an email, the process of branding be slowed down as it is so important. Various Advisory Board members left town and the board went on recess, so all was put on pause. The contract with the marketing company expired. I understand they have hired a new employee who is great and let go of one that was not so great. I have heard from John Melleky that he thinks they are doing a great job now for others in Collier County. Then, the hurricane came and many have been preoccupied with the aftermath, including myself and 3 board members who were flooded. Hence, this is what really happened with the marketing company not working with us anymore at this time.

While on pause, we were informed that the naming of a part of Naples such as Bayshore, is a big deal and would need approval by the BCC. Dan Rodriguez was the one who informed us of this. So, the official name needed to be settled first. In thinking broadly about an official name for Bayshore, the thoughts went in the direction of naming it something that is authentic to what it actually is. With CRA staff not willing to work on this, I then started seeking professionals in the arts for advice. John Melleky is the hired Arts and Culture Manager for Collier County so he seemed to be a good place to start. This is part of his job, to consult with people in Naples. He did recommend contacting the business owners. He also suggested a more broad name like, The Bayshore District, with the tagline describing it further. Perhaps a survey should have been done right away, as I only have so much time in a day to contact business owners and did what I could before the last board meeting, delivering the results to the Advisory Board. I was also impacted severely by the hurricane and did what I could to facilitate this. I spoke with Director of Marketing as well as the Director of Exhibitions and Special Programs at Naples Botanical Gardens. It was these ladies that suggested calling Bayshore, "Bayshore Cultural District" with the current tagline, "creativity in bloom". I actually really like that name as it truly defines what Bayshore is and includes art. That name would make Bayshore stand out as a unique district. I consulted with Laura Burns, former Ex Director of U.A.C. She suggested a survey of residents and businesses.

Just so you know, nothing has been concluded, other than the CRA Advisory Board majority agreeing that Bayshore isn't a real art district and another name would be better. Another name hasn't been agreed to. The Advisory board voted to have me go back to the business owners previously contacted to advise them that the majority of the Advisory Board, as of the Dec meeting would prefer to call Bayshore simply Bayshore or Bayshore Drive. So, I have been in the process of going back to those folks and sharing this. In fact, I've already sent them an email. I didn't sent it to Rebecca because I had not yet heard anything from her when I sent it. Keep in mind, besides the branding being put on pause, we had a major catastrophe on Bayshore.

There were many residents contacted for their input on the naming of Bayshore as

well and their input was shared at the last advisory board meeting.

All of this is very exhausting and time consuming. I'm going to discuss the idea of an official survey, to the Advisory Board, orchestrated by CRA Staff to the residents and business owners of Bayshore and see if the majority agrees to do this.

There was so much to catch up on at the last Advisory Board meeting as there had not been a meeting since July. A special meeting to address this was suggested for August, however some board members, were out of the country or otherwise not available. So, all was moved to the next board meeting, which turned out to be Dec., 2022.

It is true the CRA has a special events planner who is on staff. However, pop up events such as the Light the Bayshore Christmas event, a potential future Cinco de Mayo event or a farmer's market does not necessarily contribute to Bayshore being a real art district. Even an occasional art show doesn't constitute an art district. There are art shows on Fifth Ave and as well as many other events, but, they are not called an art district. I've recently suggested a Golf Cart Christmas parade on Bayshore with a contest for the best decorated golf cart. Also, a contest with various businesses decorating a light pole creatively for Christmas.

Not sure blaming the County or the CRA for Bayshore not becoming a true art district is real. It is developers purchasing commercial land and turning it into galleries, art studios, allied art businesses that would contribute to this. County and CRA have no control over who buys land on Bayshore other than CRA owned land. And even then, most developers want to put housing on this land. At this point, the cost of land and building is so high, it's challenging to think developers are going to build galleries and art studios on Bayshore. We don't have any wonderful old buildings to transform like they do in the industrial park. Is this the County or the CRA's fault? This is the reality check I now have. As much as I've been invested in Bayshore being an art district in years past, I now have shifted and see it more as a cultural district, with art being part of that definition. When people google art districts and find the Bayshore Art District, then go there, they are not going to find what is traditionally in an art district, which is many galleries, art studios and allied art businesses. They are going to find one art gallery, one artist studio and many wonderful successful businesses with restaurants (food, music, nightlife), coffee shops, yoga studios, as well as boating/recreation, sports, non profits, etc. In thinking objectively about this, I've shifted to thinking naming Bayshore a broader name is appropriate. But, that's just me.

Also, I don't believe calling Bayshore an arts district is what is bringing people to Bayshore or selling cottages on Jeepers. It is the businesses themselves being so incredible and diverse as well as a shortage of homes on Bayshore and the quality of the cottage homes being built. I really don't think folks will not come to Bayshore if the name of Bayshore is officially called something other than BAD. And, is it really true that all the businesses on Bayshore use the hashtag, Bayshore Arts District? Of those surveyed to date, are you stating they all use this hashtag? Certainly when you post things about these businesses you use this hashtag, but do they ALL really use this hashtag to promote their businesses? Do you think business is going to be hurt if

an official name of Bayshore becomes something other than BAD?

In the near future, the BGT CRA will have it's own improved website, newsletter and social media presence. It's been long coming and much needed for connectivity to the businesses and residences. Parking has been addressed with the parking lot on Coco and Bayshore and more on Bayshore is being discussed. These are things that take time.

Thank you for your input. Sorry for any confusion on my recap. I was in the dental office when I responded to your text and wanted to get back to you promptly.

And, it's okay if everyone doesn't agree on the naming of Bayshore. One person or business should not dominate the decision on what Bayshore is named. Again, perhaps an official survey will be done. We will discuss that at the next CRA Advisory Board meeting.

Kindest Regards,

KB

On 01/03/2023 8:01 PM Amanda Jaron <amanda@ajaron.com> wrote: Mike Sherman shared the attached with me, which promoted a message to Karen Beatty to ask for an update on The Bayshore Arts District marketing ...
... Please leave a 5 STAR Review here Forwarded message From: Mike Sherman <msherman48@gmail.com> Date: Thu, Dec 29, 2022 at 12:59 PM Subject: Bayshore Arts District To: amanda ajaron.com <amanda@ajaron.com>
do not know the history with BABA, etc.

On 01/08/2023 4:01 PM Amanda Jaron <amanda@ajaron.com> wrote:

Karen & The Board of County Commissioners,

Karen, I have included my reply to you in the below link. In regard to your crusade to change the name of the district.

The Bayshore Arts District, "TBAD" needed a few pictures in my reply. This seemed the easiest share.

https://docs.google.com/document/d/1Wx-AwQlGbrRzPyI97YHFg3IY4crgK_2khLbR25iFVA0/edit?usp=sharing

Commissioner Kowal, we very much welcome you as our representation, we look forward to giving you a personal tour of our unique arts district and introducing you to colorful people who live and work here.

Correspondence Lane Wilkinson

From: [Lane Wilkinson](#)
To: amanda@ajaron.com
Cc: [Alanna Jaron](#); [An Scott](#); [Andrew Miller](#); BWhite@johnrwood.com; BayshoreInnNaples@gmail.com; [McDanielBill](#); Bonanaples@aol.com; [Brad Merryman](#); [SaundersBurt](#); [Catherine Ehrenberger](#); [HallChris](#); [KowalDan](#); [Diane Sullivan](#); [ForesterDebrah](#); [Gail A Webster](#); [GarciaShirley](#); Greendoornaples@aol.com; [Howard Isaacson](#); [Jim Bixler](#); [Kara Laufer](#); [Karen L. Beatty](#); [Kevin Kurgis](#); [Matthew Novak](#); [Megan Goebel](#); [MellekyJohn](#); [Michelle Tricca](#); [Mike Sherman](#); [Rebecca Maddox](#); [LoCastroRick](#); [ScottTami](#); [Mike Coffee](#); [Vicki Tracy](#); [WILKINSON Photography](#); [Willem Jaron](#); annmarie.shimer@sothebysrealty.com; carmelo@carmeloblandino.com; info@ankrolab.com; info@lowbrowpizzaandbeer.com; [kathi kilburn](#); [CippermanKellie](#); [linda weiner](#); lucid42universe@gmail.com; mbrandt@hotelescalante.com; naplesoutfitters@gmail.com; ryanneartistdirect@gmail.com; siobhanlizabeth@gmail.com
Subject: Re: The Bayshore Arts District 2023 - Why do we need a name change? Communication between Karen Beatty & Amanda Jaron
Date: Sunday, January 8, 2023 5:46:57 PM

EXTERNAL EMAIL: This email is from an external source. Confirm this is a trusted sender and use extreme caution when opening attachments or clicking links.

Hello All-

This is great and I thank you, Amanda, for sharing. Read through it all and the conversation was quite interesting in that I believe at the end of it, "Karen" seemed astonished by the use of #bayshoreartsdistrict. I feel You gave her quite an education and I hope in the end your care and energy helps to promote this area as it is currently already being described.

I call this area (The) Bayshore Arts District and the response is always positive and delightful. People love it. People become more curious, too. Lots of room for more artists too and I look forward to seeing the continued growth.

Sincerely,
Lane Wilkinson
PHOTOGRAPHY by LANE
239.822.8704
New e:
PhotographybyLaneNaples@gmail.com

On Sun, Jan 8, 2023 at 4:01 PM Amanda Jaron <amanda@ajaron.com> wrote:

Karen & The Board of County Commissioners,

Karen, I have included my reply to you in the below link. In regard to your crusade to change the name of the district.

The Bayshore Arts District, "TBAD" needed a few pictures in my reply. This seemed the easiest share.

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Commissioner Kowal, we very much welcome you as our representation, we look forward to giving you a personal tour of our unique arts district and introducing you to colorful people who live and work here.

Correspondence Rebecca Maddox

From: rebecca@three60market.com
To: [Lane Wilkinson](#)
Cc: amanda@ajaron.com; [Alanna Jaron](#); [An Scott](#); [Andrew Miller](#); BWhite@johnrwood.com; BayshoreInnNaples@gmail.com; [McDanielBill](#); Bonanaples@aol.com; [Brad Merryman](#); [SaundersBurt](#); [Catherine Ehrenberger](#); [HallChris](#); [KowalDan](#); [Diane Sullivan](#); [ForesterDebrah](#); [Gail A Webster](#); [GarciaShirley](#); Greendoornaples@aol.com; [Howard Isaacson](#); [Jim Bixler](#); [Kara Laufer](#); [Karen L. Beatty](#); [Kevin Kurgis](#); [Matthew Novak](#); [Megan Goebel](#); [MellekyJohn](#); [Michelle Tricca](#); [Mike Sherman](#); [LoCastroRick](#); [ScottTami](#); [Mike Coffee](#); [Vicki Tracy](#); [WILKINSON Photography](#); [Willem Jaron](#); annmarie.shimer@sothebysrealty.com; carmelo@carmeloblandino.com; info@ankrolab.com; info@lowbrowpizzaandbeer.com; [kathi kilburn](#); [CippermanKellie](#); [linda weiner](#); lucid42universe@gmail.com; mbrandt@hotelescalante.com; naplesoutfitters@gmail.com; ryannearestdirect@gmail.com; siobhanlizabeth@gmail.com
Subject: Re: The Bayshore Arts District 2023 - Why do we need a name change? Communication between Karen Beatty & Amanda Jaron
Date: Sunday, January 8, 2023 5:56:04 PM

EXTERNAL EMAIL: This email is from an external source. Confirm this is a trusted sender and use extreme caution when opening attachments or clicking links.

I am 100% in agreement with Amanda
She has not only been here but lived it like me and many others
My challenge to alllet's do the hard work of helping artist relocate to Bayshore
Let's support and encourage and promote their success and all those who have already
invested. In my mind that expenditure trumps consultants every time especially when the CRA
doesn't listen to them

I am willing to put my money where my opinion is.....are you?

We are the Bayshore Arts District.

Rebecca

Sent from my iPhone

On Jan 8, 2023, at 5:46 PM, Lane Wilkinson <wlwphotography@gmail.com>
wrote:

Hello All-

This is great and I thank you, Amanda, for sharing. Read through it all and the conversation was quite interesting in that I believe at the end of it, "Karen" seemed astonished by the use of #bayshoreartsdistrict. I feel You gave her quite an education and I hope in the end your care and energy helps to promote this area as it is currently already being described.

I call this area (The) Bayshore Arts District and the response is always positive and delightful. People love it. People become more curious, too. Lots of room for more artists too and I look forward to seeing the continued growth.

Sincerely,
Lane Wilkinson

PHOTOGRAPHY by LANE
239.822.8704
New e:
PhotographybyLaneNaples@gmail.com

On Sun, Jan 8, 2023 at 4:01 PM Amanda Jaron <amanda@ajaron.com> wrote:
Karen & The Board of County Commissioners,

Karen, I have included my reply to you in the below link. In regard to your crusade to change the name of the district.
The Bayshore Arts District, "TBAD" needed a few pictures in my reply. This seemed the easiest share.

https://docs.google.com/document/d/1Wx-AwQlGbrRzPyI97YHFg3lY4crgK_2khLbR25iFVA0/edit?usp=sharing

Commissioner Kowal, we very much welcome you as our representation, we look forward to giving you a personal tour of our unique arts district and introducing you to colorful people who live and work here.

Note: the email is very long, I hope you will take the time to read, but if not please read the first page and then scroll through the pictures.
Asking yourself, why would we change the name of the district.

Sparkle on,
Amanda Jaron

Note: I do not have all the CRA BOD email addresses and I know I am missing a few businesses.
Please let me know if you can not open link, and please feel free to add your input.

*please excuse any tyops

Amanda Jaron



Correspondence Jim Bixler

From: J B
To: AMANDA JARON
Cc: Karen L. Beatty; Mike Sherman; LoCastroRick; HallChris; SaundersBurt; KowalDan; McDanielBill; ForesterDebrah; GarciaShirley; ScottTami; CippermanKellie; kathi kilburn; Rebecca Maddox; mbrandt@hotelescalante.com; Catherine Ehrenberger; siobhanlizabeth@gmail.com; Kara Laufer; Greendoornaples@aol.com; Mike Coffee; naplesoutfitters@gmail.com; Gail A Webster; WILKINSON Photography; Diane Sullivan; Kevin Kurgis; Bonanaples@aol.com; MellekyJohn; info@ankrolab.com; BayshoreInnNaples@gmail.com; linda weiner; BWhite@johnrwood.com; Matthew Novak; info@lowbrowpizzaandbeer.com; ryanneartistdirect@gmail.com; Andrew Miller; Megan Goebel; annmarie.shimer@sothebysrealty.com; Howard Isaacson; Vicki Tracy; Michelle Tricca; Nicholas Rapp; carmelo@carmeloblandino.com; Alanna Jaron; Willem Jaron; An Scott; Brad Merryman
Subject: Re: The Bayshore Arts District 2023 - Why do we need a name change? Communication between Karen Beatty & Amanda Jaron
Date: Sunday, January 8, 2023 9:49:53 PM

EXTERNAL EMAIL: This email is from an external source. Confirm this is a trusted sender and use extreme caution when opening attachments or clicking links.

I hope that CRA staff can coordinate a tour for the BCC to experience what Bayshore is all about.

Maybe we need a town hall meeting with the CRA, MSTU, Staff and the BCC.

There seems to be frustration within the community as to how long it takes to get anything done!

I think a lot of us are ready to get to work but don't like the waiting game which LITERALLY goes on for years.

Jim B

On Sun, Jan 8, 2023, 4:01 PM Amanda Jaron <amanda@ajaron.com> wrote:

Karen & The Board of County Commissioners,

Karen, I have included my reply to you in the below link. In regard to your crusade to change the name of the district.

The Bayshore Arts District, "TBAD" needed a few pictures in my reply. This seemed the easiest share.

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Note: the email is very long, I hope you will take the time to read, but if not please read the first page and then scroll through the pictures.

Asking yourself, why would we change the name of the district.

Sparkle on,
Amanda Jaron

Note: I do not have all the CRA BOD email addresses and I know I am missing a few

Bonnie Hawley Correspondence

From: [Bonanaples](#)
To: [amanda@ajaron.com](#); [rebecca@three60market.com](#)
Cc: [alannajaron@gmail.com](#); [anscottinnaples@gmail.com](#); [andrew@eaglepackagingonline.com](#); [BWhite@johnrwood.com](#); [BayshoreInnNaples@gmail.com](#); [McDanielBill](#); [brad.merryman@gmail.com](#); [SaundersBurt](#); [thingsilikebyc@gmail.com](#); [HallChris](#); [KowalDan](#); [diane@nbbrealty.com](#); [ForesterDebrah](#); [gail@imacreative.com](#); [GarciaShirley](#); [isaacson.howard@gmail.com](#); [socwoods1@gmail.com](#); [KLaufer@naplesgarden.org](#); [Klbeatty@comcast.net](#); [bestpopcornco@gmail.com](#); [wlwphotography@gmail.com](#); [theblackfoxbarbershop@outlook.com](#); [nbaassistant@gmail.com](#); [MellekyJohn](#); [motricca@hotmail.com](#); [msherman48@gmail.com](#); [LoCastroRick](#); [ScottTami](#); [Mike Coffee](#); [vicki.tracy@comcast.net](#); [lane@wlwphotography.com](#); [willemjaron@gmail.com](#); [annmarie.shimer@sothebysrealty.com](#); [carmelo@carmeloblandino.com](#); [Greendoornaples@aol.com](#); [info@ankrolab.com](#); [info@lowbrowpizzaandbeer.com](#); [kathi@kathikilburn.com](#); [Cippermankellie](#); [linda.weiner@hotmail.com](#); [lucid42universe@gmail.com](#); [mbrandt@hotelescalante.com](#); [naplesoutfitters@gmail.com](#); [ryanneartistdirect@gmail.com](#); [siobhanlizabeth@gmail.com](#)
Subject: Re: The Bayshore Arts District 2023 - Why do we need a name change? Communication between Karen Beatty & Amanda Jaron
Date: Wednesday, January 11, 2023 10:37:12 AM

EXTERNAL EMAIL: This email is from an external source. Confirm this is a trusted sender and use extreme caution when opening attachments or clicking links.

Thank u for allowing me to be on this email thread- I am not sure I am in the Bayshore Arts District anymore- I have owned a commercial building on Linwood for 20 years now where I have my art studio/ art gallery. There are 5 working artist studios and galleries on Linwood Ave along with Opera Naples and the Clay Place nearby on Shadow lawn. I remember when the Bayshore arts district was originally called the Naples Art District and we were part of it- then my building was in the Gateway Triangle- now we are not a part of the Bayshore Arts district. Images of me and my studio space have been used for advertising the district and ten yrs ago I applied for a CRA grant to repair my building but was quickly denied any CRA money because of my location. So, we do have a group of artist studio/galleries - naples opera and the clay place nearby if we could be somehow tied into the Bayshore Arts District.

Bonny Hawley
[www.BHawley.com](#)

In a message dated 1/10/2023 9:59:22 PM Eastern Standard Time, [amanda@ajaron.com](#) writes:



Please join us.

On Sun, Jan 8, 2023 at 5:56 PM [rebecca@three60market.com](#) <[rebecca@three60market.com](#)> wrote:

I am 100% in agreement with Amanda
She has not only been here but lived it like me and many others
My challenge to alllet's do the hard work of helping artist relocate to Bayshore
Let's support and encourage and promote their success and all those who have already invested. In my mind that expenditure trumps consultants every time especially when the CRA doesn't listen to them

I am willing to put my money where my opinion is.....are you?

Correspondence An Scott

From: [An Scott](#)
To: amanda@ajaron.com
Cc: [Karen L. Beatty](#); [Mike Sherman](#); [LoCastroRick](#); [HallChris](#); [SaundersBurt](#); [KowalDan](#); [McDanielBill](#); [ForesterDebrah](#); [GarciaShirley](#); [ScottTami](#); [CippermanKellie](#); [kathi kilburn](#); [Rebecca Maddox](#); [mbrandt@hotelescalante.com](#); [Catherine Ehrenberger](#); [siobhanlizabeth@gmail.com](#); [Kara Laufer](#); [Greendoornaples@aol.com](#); [Mike Coffee](#); [naplesoutfitters@gmail.com](#); [Gail A Webster](#); [WILKINSON Photography](#); [Jim Bixler](#); [Diane Sullivan](#); [Kevin Kurgis](#); [Bonanaples@aol.com](#); [MellekyJohn](#); [info@ankrolab.com](#); [BayshoreInnNaples@gmail.com](#); [linda weiner](#); [BWhite@johnrwood.com](#); [Matthew Novak](#); [info@lowbrowpizzaandbeer.com](#); [ryanartistdirect@gmail.com](#); [Andrew Miller](#); [Megan Goebel](#); [annmarie.shimer@sothebysrealty.com](#); [Howard Isaacson](#); [Vicki Tracy](#); [Michelle Tricca](#); [lucid42universe@gmail.com](#); [carmelo@carmeloblandino.com](#); [Alanna Jaron](#); [Willem Jaron](#); [Brad Merryman](#)
Subject: Re: The Bayshore Arts District 2023 - Why do we need a name change? Communication between Karen Beatty & Amanda Jaron
Date: Monday, January 9, 2023 11:37:51 AM

EXTERNAL EMAIL: This email is from an external source. Confirm this is a trusted sender and use extreme caution when opening attachments or clicking links.

I agree with all of Amanda's comments.

We may not be "homeowners" here in Bayshore, but to be very honest, that one little designation that used to be on the sign on Bayshore, that stated this is the Bayshore Arts (I think it also said Marina) District, was one of the reasons, my husband and I we were attracted to this area, to find a long term rental home. We have lived here almost 6 years and have watched this little neighborhood blossom into a charming "destination" for people looking for art, creativity and even some charming restaurants. People actually drive down Bayshore drive looking for the "murals". They want to have their pictures taken with "the mermaid" or near the "flowered building". We have painted mailboxes. People living here, see the artwork and many are inspired to add more...even painted rocks are part of the 'hood. This is the place where ART is.

I don't understand how anyone can say they fairly surveyed the businesses (and people in this area) if they only surveyed the people they know will agree with them. That's ridiculous! Ask those of us who live here, spend our money here, enjoy living in "the arts district".

And, personally, I think the acronym BAD is cute. It's catchy. And unless you're an old codger, stick in the mud, who hides in your house or doesn't even live here --- and doesn't keep up with today's younger generation's vernacular, you should be aware that calling something BAD is actually a good thing! And it reflects what our neighborhood has become. A good thing.

There are far more important issues those who have taken the name change

as their latest cause celebre should be worrying about here in Bayshore, as opposed to an unnecessary name change.

For example, maybe Karen would be better served fighting for sidewalks on our streets and fixing the ones on Bayshore that are broken or uneven, causing people to trip and fall?

An Scott
Resident of Lakeview Drive

On Sun, Jan 8, 2023 at 4:01 PM Amanda Jaron <amanda@ajaron.com> wrote:

Karen & The Board of County Commissioners,

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Sparkle on,
Amanda Jaron

Note: I do not have all the CRA BOD email addresses and I know I am missing a few businesses.

Please let me know if you can not open link, and please feel free to add your input.

*please excuse any tyops

Amanda Jaron

CRA Resolution 2008-60
Cultural District & Needs
Assessment

A RESOLUTION OF THE COLLIER COUNTY COMMUNITY REDEVELOPMENT AGENCY (CRA) RELATING TO COMMUNITY REDEVELOPMENT; ACCEPTING THE BAYSHORE CULTURAL NEEDS ASSESSMENT REPORT; ACCEPTING A PROPOSED BOUNDARY, VISION AND MISSION STATEMENT; RECOMMENDING THE COLLIER COUNTY BOARD OF COMMISSIONERS CREATE BY ORDINANCE A CULTURAL DISTRICT; AND DIRECTING CRA STAFF TO DEVELOP AN IMPLEMENTATION PACKAGE FOR THE DISTRICT; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the United Arts Council (UAC) of Collier County, the County's official local arts agency, conducted a county-wide Cultural Needs Assessment in 2002; and

WHEREAS, the UAC established a goal to 'encourage the creation, renovation, and adaptation of facilities for cultural activities throughout the county' with the objective to 'work with appropriate partners to develop artist work/exhibit space in redevelopment areas' such as the Bayshore area; and

WHEREAS, the move to create cultural arts neighborhood districts has gained popularity in other cities and counties in Florida and the Bayshore Drive community has expressed strong support of creation of a cultural district in the CRA; and

WHEREAS, the CRA Local Advisory Board conducted a local cultural needs assessment of the Bayshore Drive area to document the support for art and cultural venues as a revitalization and economic development tool; and

WHEREAS, the local Cultural Needs Assessment Report ("Report") recommends adoption of the cultural district Mission and Vision Statements; and

WHEREAS, the Report recommends that the Board of County Commissioners (BCC) create a cultural district in the Bayshore Drive area as an economic development catalyst; and

WHEREAS, the Report proposes a district boundary for the purpose of going forward with an implementation strategy with recommendations for the branding, marketing, and promotion of the proposed district; and

WHEREAS, the designation of a cultural district will provide access to state cultural grants for acquisition and construction of art and cultural venues; and

NOW, THEREFORE, BE IT RESOLVED BY THE COLLIER COUNTY COMMUNITY REDEVELOPMENT AGENCY, that:

A. Acceptance.

- (1) The Collier County Community Redevelopment Agency (CRA) accepts the recommendations of the Cultural Needs Assessment Report, attached hereto as Exhibit A.
- (2) The CRA hereby accepts the Cultural District's Mission Statement, Vision Statement, and the proposed cultural district boundary as attached hereto as Exhibit B.

B. Recommendation to the Board of County Commissioners.

- (1) The CRA hereby forwards the proposed Cultural District boundary to the BCC for the purpose of creating by ordinance a Cultural District and Cultural Plan with an implementation strategy including recommendations for the branding, marketing, and promotion of the proposed district.

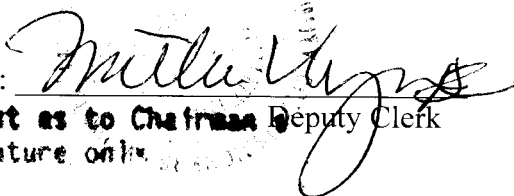
- (2) The CRA recommends that the BCC delegate to the CRA the responsibilities to develop an implementation plan to create a cultural plan, conduct required feasibility analyses, develop a marketing and promotion plan for the district, and advertise requests for letters of interest from art and cultural organizations or venues.

C. CRA Action Steps. Provided the BCC designates a cultural district, the CRA Commissioners direct the CRA Executive Director to develop an implementation plan to create a cultural plan, conduct required feasibility analyses, develop a marketing and promotion plan for the district, and advertise requests for letters of interest from art and cultural organizations or venues, all to be approved by the CRA.

D. Effective Date. This Resolution shall become effective immediately upon passage and adoption. This Resolution adopted after motion, second and majority vote this 11th day of March, 2008.

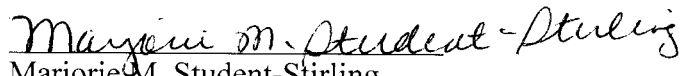
ATTEST:
DWIGHT E. BROCK

COMMUNITY REDEVELOPMENT
AGENCY OF COLLIER COUNTY, FLORIDA

By: 
Attest as to Chairman Deputy Clerk
signature only

By: 
DONNA FIALA, CHAIRMAN

Approved as to form
and legal sufficiency


Marjorie M. Student-Stirling
Assistant County Attorney



8147 Delmar Boulevard
Suite 218
St. Louis, MO 63130
314.727.2880
fax 314.727.0348

Collier County Community Redevelopment Agency

Bayshore Cultural District Needs Assessment

BAYSHORE GATEWAY TRIANGLE



FINAL MEMO REPORT February 2008

CONTACT INFORMATION

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AGreenberg@AMS-Online.com

Introduction

In late 2007 AMS Planning & Research was retained by the Collier County Community Redevelopment Agency (CRA) to document needs and opportunities for an Arts/Cultural District in the Bayshore Drive redevelopment area. This preliminary planning step, if deemed “feasible,” would result in a request for formal designation by the CRA Board.

AMS staff conducted a site visit and facilitated a series of leadership interviews with representatives of Collier county government, arts/cultural groups, educational institutions, and individual artists. A “situation analysis” involved exploration of existing spaces and assets in the Bayshore Drive area, and an “environmental scan” was intended to provide background information on cultural districts in general, and on specific arts districts in Florida. A formal workshop presentation of findings to the CRA Advisory Board and members of the public was held in February 2008 which resulted in the recommendation to form a Cultural District in the Bayshore Drive area of Collier County. A summary of the research findings and specific recommendations follows.

Cultural District Definitions

Arts, cultural, and entertainment districts have been defined as “a well-recognized, labeled, mixed-use area of a city in which a high concentration of cultural facilities serves as the anchor of attraction.” They range from specific, geographically-defined, formally-designated, with specific zoning and/or development incentives, to informally claimed, descriptive areas that describe a neighborhood with an arts or cultural institution concentration (often with a brochure and map that lists the art galleries, public art, and/or other cultural assets in an area).

The Bayshore Redevelopment Area

Collier County’s Bayshore redevelopment area consists of approximately 1,868 total acres. The CRA is the owner (through acquisition) of a 17-acre site and 15 residential lots. The entire redevelopment area has property owned by 2,709 entities. Residential units range from 847 single family homes to 1,324 condominiums. There are approximately 84 vacant commercial spaces and 59 one-story stores. The total assessed value of property in the district amounts to \$1.03 billion of which \$750.5 million is taxable (detail in the chart below).

Use Category	ACRES	LAND VALUE	IMP VALUE	ASSESSED VALUE	TAXABLE VALUE	SQ FEET U/AIR	TOTAL SQ FEET
VACANT RESIDENTIAL Total	174.88	\$43,928,566	\$169,296	\$44,097,862	\$44,097,862	431	431
RESIDENTIAL Total	894.66	\$245,635,369	\$365,241,376	\$492,307,808	\$471,583,949	4,385,024	3,655,256
VACANT COMMERCIAL	78.92	\$36,966,215	\$66,985	\$37,033,200	\$37,033,200	0	0
COMMERCIAL Total	312.29	\$110,569,880	\$70,239,084	\$180,706,914	\$180,493,438	1,178,999	1,186,794
INDUSTRIAL Total	12.66	\$8,140,986	\$5,195,853	\$13,336,839	\$13,336,839	123,424	123,424
VACANT INSTITUTIONAL Total	155.54	\$12,271,956	\$0	\$12,271,956	\$0	0	0
INSTITUTIONAL Total	44.25	\$11,653,957	\$11,639,854	\$23,293,811	\$1,739,724	125,397	131,099
GOVERNMENT Total	86.17	\$31,552,148	\$198,646,977	\$229,932,051	\$749,801	148,397	154,348
MISCELLANEOUS Total	109.16	\$1,588,980	\$16,249	\$1,605,254	\$1,508,804	1,240	1,240
Grand Total	1868.5	\$502,308,057	\$651,215,674	\$1,034,585,695	\$750,543,617	5,962,912	5,252,592

Source: Collier County Appraiser

Existing Assets in Bayshore

There are a few existing cultural assets in the area including the site of the Naples Botanical Garden site (165 acres) for which a capital fundraising campaign is underway. The Bayshore Coffee Company hosts frequent music events in its café space, and the Real McCaw restaurant has a loyal following. The East Naples Community Park and Center are located in the Bayshore district; future plans for the area include a new Middle School and some 5,000 new residences are anticipated to be developed within 1 mile of the site. Bayshore Cultural Arts currently produces programs and events in the area; a few artists have developed or are renting studio space.

Unlike many cultural Districts, the Bayshore area lacks existing buildings that would be suitable for renovation or adaptive re-use as cultural venues. Much of the existing housing stock is not conducive for development as artist live-work spaces, and land costs are reportedly rising. Some artists are flocking to other developing cultural “nodes” in the county such as office condominiums in the nearby Triangle redevelopment area, and in an industrial area north of Pine Ridge there are 15-20 artists’ studios and galleries with occasional coordinated gallery openings and related programming (e.g., open studio tours). The existing County codes in the Bayshore area don’t allow “customers” into private homes so artists are not able to sell work out of their live/work spaces (though this is not considered a major drawback).

Environmental Scan

AMS has identified more than 75 officially-designated or informally-claimed Arts/Cultural Districts around the U.S. Many are home to First Night (alcohol-free New Year’s Eve) celebrations, walking tours, performing arts venues, specialty signage, and regular special events. Some notable districts are found in communities such as Tucson, Arizona; Buffalo Place, New York; Mobile, Alabama (Cathedral Square Arts District); Sacramento, California; San Antonio, Texas; Phoenix, Arizona; Santa Barbara, California; and in Houston, Texas.

The consultants sought to identify cultural districts in Florida to serve as frames of reference for the proposed District in Collier County. Below are thumbnail descriptions of these districts; more detailed descriptions have been submitted under separate cover.

- The Tallahassee Capitol Downtown Cultural District was created “to increase attendance and stimulate downtown development.” The area’s Convention & Visitors bureau mapped 28 existing cultural venues, sites, and public art installations, and in 1992 downtown zoning was revised to promote the goals of mixed uses, residential development, and “walkability.” While arts uses are not specifically identified they are seen as compatible with the re-zoned uses.



February 2008

- In St. Petersburg the City promotes a Downtown Cultural District, though it is not officially-designated. The Downtown Arts Association is a non-profit group of galleries and museums that publishes a brochure and sponsors monthly gallery walks. As in Tallahassee, the City has re-written zoning codes to encourage arts activity. In St. Petersburg the zoning codes facilitate creating an “Arts Overlay District” anywhere in the city which provides for certain arts activities in residential areas (e.g., small businesses, limited arts fabrication, etc.), subject to the approval of a majority of area property owners.

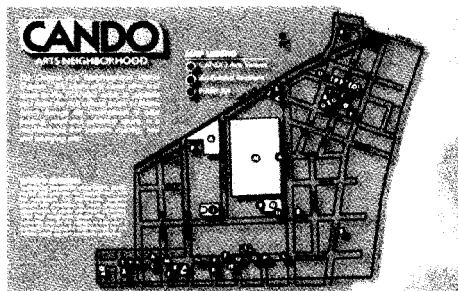
- In Tampa the Cultural Arts District was identified in the 2001 Master Plan. Though not officially designated by legislation, the District is used as a descriptive term for development and planning of arts venues in a particular area of town in which the Tampa Bay Performing Arts Center (PAC), Art Museum, Riverwalk, and History Center are located.



- Sarasota created a Cultural Park Master Plan in 2007 which embodies a vision for transformation of an existing area (with concentration of arts venues) into a cultural district. The City owns land whose predominant existing use is currently for parking. The 15-year Master Plan addresses a market analysis, visioning charette, and cost estimates for a range of landscape improvements and programming.



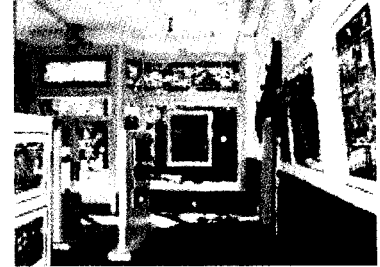
- Miami Beach’s Cultural Arts Neighborhood District Overlay (“CANDO”) was designated in 2006 by a Blue Ribbon Committee that involved artists, property



owners, and developers. The overlay was launched to prevent the “pricing out” of artists. It consists of tax benefits and zoning incentives for property owners who can rent to artists, writers, musicians, dancers, and designers, and includes zoning incentives for new development, rehabilitation or new construction

with smaller residential units than normally allowed if set asides are made for commercial work space or affordable housing.

- Orlando's Downtown Arts District was designated by the city in 2000 **with the same boundaries as the CRA**. A management entity, Downtown Arts District Inc., was created with funding from the city, CRA, and the Downtown Development Board. DAD Inc. helps arts groups move into the district through the provision of grants for rent subsidies and facility improvements; it also sponsors special arts/cultural events. The city also employs informal incentives for new development and encourages arts-related components by developers. Representatives of the district report that the arts district designation is seen as encouraging new development – “people want to be associated with the arts district.”



- The Bradenton Village of the Arts was created in a formerly run-down residential area known for drugs and prostitution problems. The arts district was designated in 2000 with the mission “To build a community where artists live and work while enhancing quality of life and creating a harmonious environment.” Zoning was changed to allow residential and businesses so artists could buy and renovate, live, work and sell from homes/studios. There are now some 275 homes and 40 galleries



in the Village; property values have skyrocketed and tax revenues are way up. While the program started with artists it has since expanded to include restaurants, a bookstore, and new retail developments. The City has programs to encourage development and grants for

façade improvement and landscaping. The additional state Enterprise Zone designation allows for state tax incentives. According to representatives of the village, “the zoning change was the key to developing the area. It would still be a slum without the zoning change.”

The Overlay Ordinance was designed to “encourage a desired mix of appropriate home occupation and home business uses oriented toward, or supporting a visual or cultural arts theme while maintaining the residential character of the underlying residential neighborhoods.” Any proposed home occupation or home business use related and contributing directly to an arts theme may be approved. Permitted uses include fine arts and crafts creation and sales (painting, sculpture, photography, design, handicrafts, gallery), and Eating/Drinking Establishments (cafes, coffee shops, bakeries). Specific issues addressed in the ordinance include parking, storage, signage, live-work space parameters, accessory dwelling units, lot and occupancy standards, etc. (The sample ordinance has been submitted under separate cover).



Cultural District Monograph

Americans for the Arts (AFTA), a national arts service/membership organization, published a monograph covering cultural districts in which several key points issues are discussed:

- As seen in the case studies summarized above, zoning is very important, and can help raise awareness and get elected officials on board. Without zoning changes artists often are priced out.
- Districts without zoning (and/or official designation) can also be effective in terms of public relations and marketing value. Markers, signage, directions to and signs and banners within the district are often the domain of local Chambers of Commerce and/or Downtown Association or Convention & Visitors Bureaus.
- Small spaces in between developed anchor sites are important - “People don’t want to walk by empty lots or vacant buildings.” Some districts have programs such as Tucson’s “Phantom Galleries” in which art displays are installed in empty storefronts to create the sense of continuity on a streetscape.
- It is recommended that small business incentives, not just for arts developments, are also important, for entities such as cafes and bookstores. Rehabilitation tax breaks are often offered; in Providence, Rhode Island, no sales tax is levied on the sale of art work to encourage arts activity.
- Strong leadership and a management organization can be key to success; arts councils, neighborhood or downtown associations, and other entities pursuing marketing, coordination, programming (gallery hops, festivals) and so on can provide animation to a District.
- Public or non-profit and/or artist ownership of space can prevent evictions and serve as a foil for rising rents.

Artist Space Development “Making the Case”

Another important study related to artist housing and studio space in cultural districts was published by LINC (Leveraging Investment in Creativity) in 2007. The report notes that while there is little formal documentation of economic impact of artist space developments, there is ample anecdotal evidence that suggests a range of impacts:

- Physical impacts (especially in redevelopment areas) are described that include decreased blight, beautification, animation of vacant property, increase in pedestrian and automotive traffic, and historic preservation of buildings.
- Social impacts often include increased arts-based programming, opportunities for cultural participation, diversification of low income communities, youth

development, promotion of ethnic pride, and increased inter-generational interaction.

- Finally, economic impacts might include promotion or formation of creative clusters, increase in real estate values (revitalization, then gentrification), and an increase in job opportunities.

Live-Work space artist developments often increase pedestrian traffic, streetscapes take on a new, lively character, and other neighborhood development typically follows within three years. That development in turn helps generate other cultural activity and creates a general increase in visitors to an area. Cultural district projects often serve as catalysts for overall neighborhood revitalization; the communities that evolve within a project boundary often spread into the surrounding area, breathing new energy and stability into the entire community.

Example: First ArtSpace Development in Florida

ArtSpace is a non-profit developer that works with communities to create artist housing projects. Their first project in the state of Florida is the Sailboat Bend Artist Lofts near downtown Fort Lauderdale. The 13-acre tract is owned by the Fort Lauderdale School District; the \$13 million project is a partnership involving Artspace, the Broward County Cultural Division, and Lennar Homes, creating 37 new units of affordable live/work space for artists and their families. The housing units are available to families earning 50%-60% of area median income. Within 3 weeks of opening there are reported to be some 269 artists on a waiting list for the units.



Needs Assessment

AMS undertook a survey of Collier County-based arts and cultural organizations through lists provided by the United Arts Council (UAC) of Collier County. A total of 12 organizations completed the web-based survey in which they identified specific space needs that might be accommodated in a Bayshore Cultural District, which are summarized below:

- Paradise Coastmen, a barbershop chorus, is seeking performance space (of 350-1,000 seats) as well as rehearsal and storage space and administrative offices.
- Opera Naples is interested in performance space in the range of 1,400-1,500 seats
- Gulfshore Playhouse is seeking to create a resident theater venue of 400-550 seats

- The Bach Ensemble is in need of performance (500-1,000 seats) and rehearsal space
- Naples Orchestra & Chorus requires performance space
- Naples Concert Band has reported needs for rehearsal space and a music library
- Naples Opera Society is also interested in using performance space (of 300-700 seats) and room for rehearsals and offices
- Theatre Zone would utilize performance space of 200-500 seats as well as rehearsal space and a production shop
- Other groups include Classic Chamber Concerts (needs a performance venue of 250-500 seats and offices), Jazz Ensembles (150-250 seat theater), and the United Arts Council itself (room for offices and meetings).

Specific Opportunities for a Bayshore Cultural District

The series of leadership interviews undertaken at the outset of the project identified the interests of many individuals for an alternative to Naples' Fifth Avenue gallery "scene" as many expressed a desire to see the Bayshore area transformed into an artist-focused "funky" arts district. Many comments were received about specific facilities needs and opportunities and also the strong interest for a mix of entertainment, retail spaces, special events, bike paths, sidewalks, and regular events (such as a Farmer's Market).

As in some other cultural districts nationally, there may be an opportunity to develop affordable housing that is designated for artists. A total of fifteen units in the Arboretum project are slated to be "affordable," defined as someone earning 60% of median income. Workforce housing in Collier County is defined as affordable by those earning up to 80% of median household income (e.g., \$30,000 family of one, \$63,900 median income for average household of 2.7 people). It may be desirable to designate some of these affordable units as artist housing.

Specific development opportunities are afforded by the sites owned by the CRA. A number of performance and visual arts facilities concepts have been put forward by various organizations in the community; one or more of these might have the ability to accommodate some of the identified needs of the dozen or so organizations who indicated, through the needs assessment, an interest in locating performance, exhibit, rehearsal, and/or office space in a future Bayshore cultural district. Other development concepts would involve assembling a package of some of the 15 housing lots owned by the CRA to create an artist live-work studio complex.

One group that has indicated a desire to explore options for development at the CRA's 17-acre site is Gulfshore Playhouse, contemplating a new site for its proposed 550-seat repertory theater venue with extensive education spaces. Other ideas (in the early stages of development) have been suggested such as an "International Performing Arts" facility and for a multi-disciplinary Collier County Cultural/Creative Center. A few individuals suggested there may be the potential for creation of an Arts Entrepreneurship Incubator. (It was not within the scope of this preliminary needs assessment study to evaluate feasibility or viability of any of these specific ideas; methods for entertaining and evaluating specific proposals are included in the recommended next steps section).

Recommendations

It is recommended by the Consultants and CRA Advisory Board that a mission statement, as follows, be adopted by the CRA Board to guide the future designation and development of a Cultural District within the Bayshore redevelopment area:

To stimulate economic development by encouraging cultural and arts activity in the area.

Vision

The CRA Advisory Board has also put forth a vision statement for the future District:

A regional, cultural, educational and entertainment area that supports community activities, cultural and arts events, and live/work studios while enhancing the residential character of the underlying neighborhood.

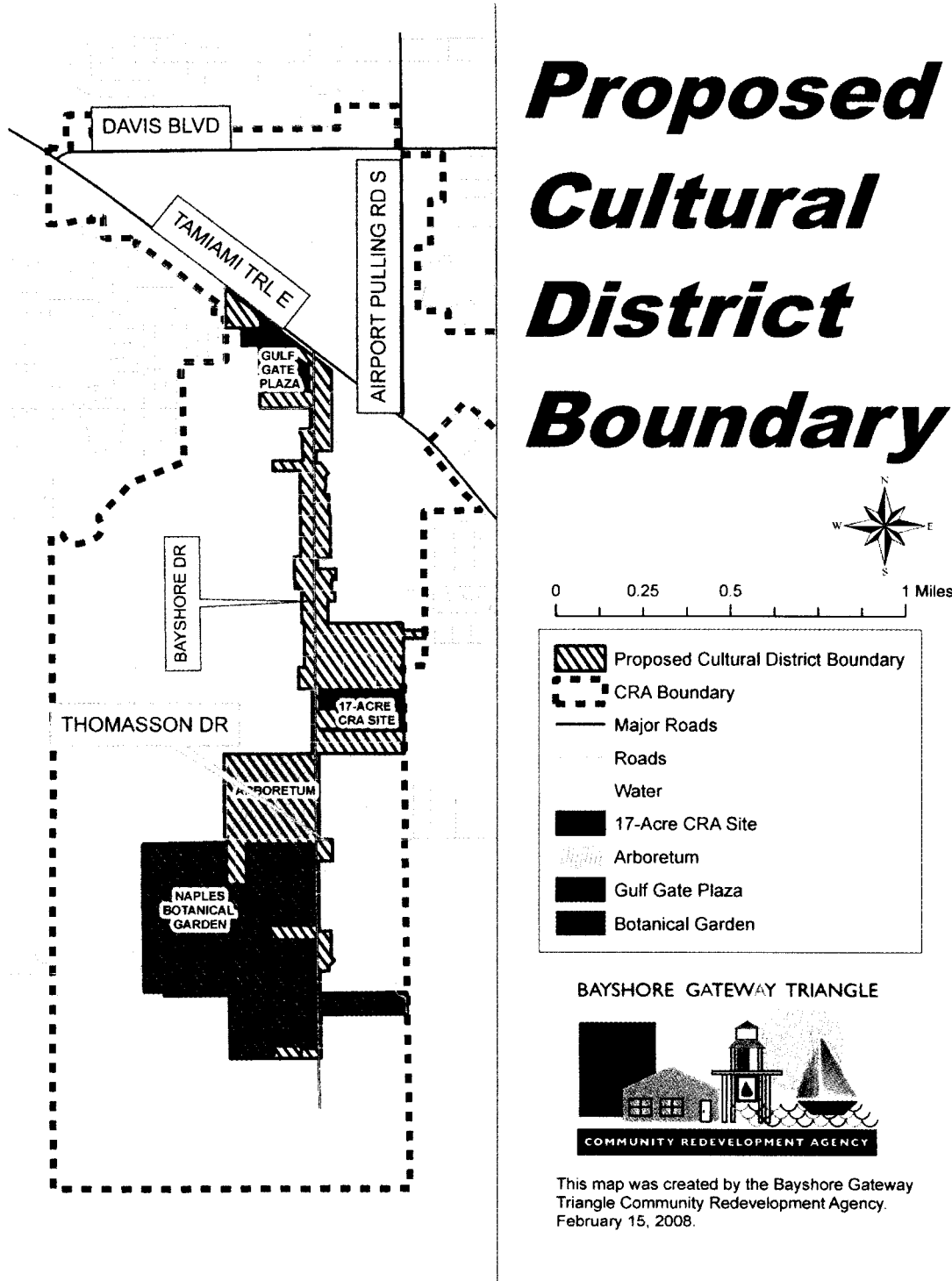
Next Steps

AMS recommends that following formal designation by the CRA Board that these next steps be pursued:

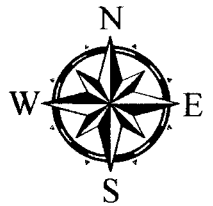
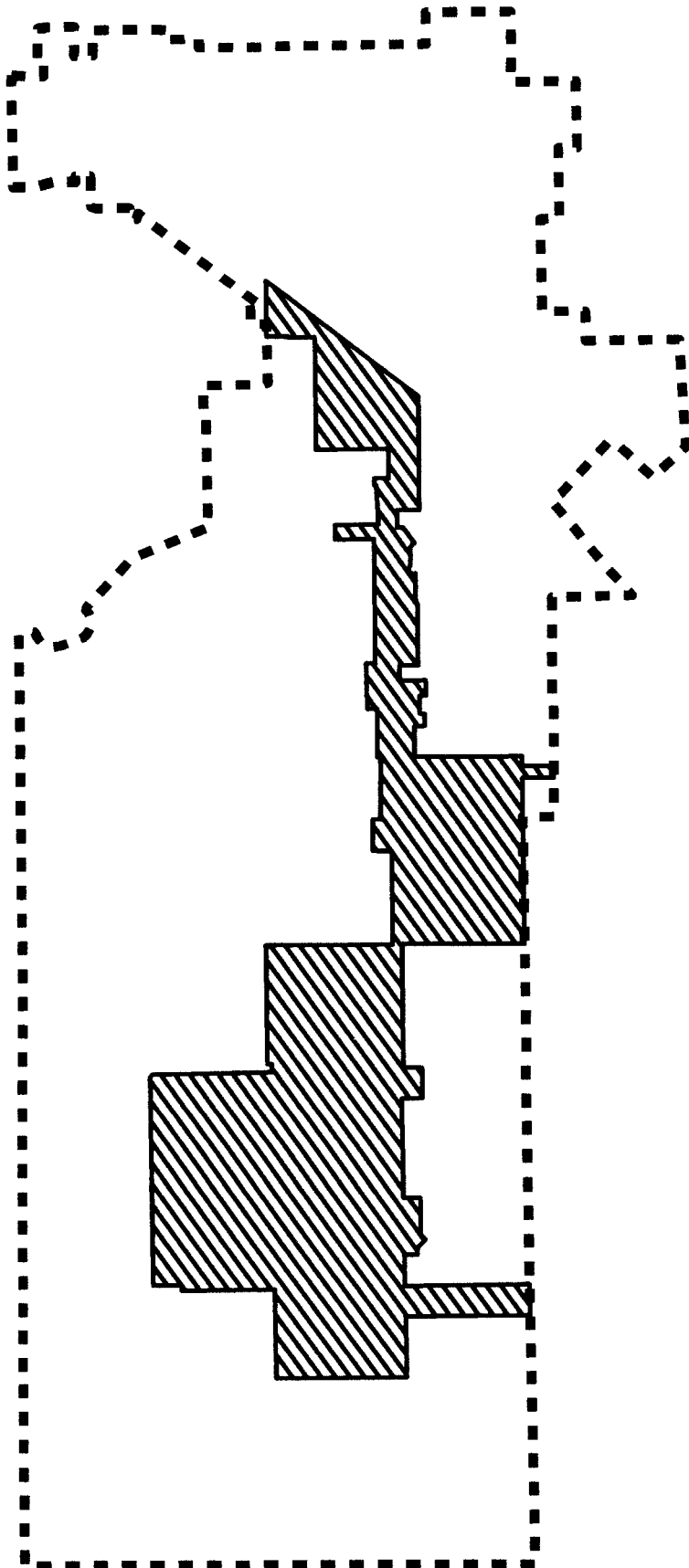
- The CRA should issue a Request for Expressions of Interest (RFEI) or Request for Proposals (RFP) for arts/cultural organizations to develop performance and/or exhibit venues at the CRA-owned 17-acre site along Bayshore Drive. Cultural organizations would be invited to propose development scenarios. The CRA might share in the costs (on a matching basis) of individual market and/or feasibility analyses for individual proposals.
- A detailed Master Plan for the District should be undertaken covering urban design considerations, way-finding and signage, public art, and other built environment components. This effort should be closely coordinated with the CRA's Corridor Development Concept Plan and other CRA planning efforts.





- A specific study of the individual artist market demand for live, live-work, and studio-exhibit space should be undertaken to further quantify, and provide development parameters, for future artist space projects.
- A Marketing and Promotion Plan for the District, covering programming, special events, materials, and other components should be developed based on primary market research with potential audience and visitor segments. The plan should include partnerships and cooperative opportunities as well as “branding” approaches such as through brochures, advertising, logo design, public relations, web sites, and so forth.
- Consideration should be given in the future for a management entity and a stable funding source to provide for continued research, planning, and implementation of the District.

The proposed boundaries of the Bayshore Cultural District are found on the following page.



Proposed Cultural District Boundary

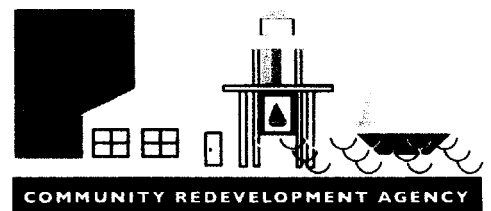


-  Proposed Cultural District Boundary
-  CRA Boundary
-  Water
-  CRA Parcels

0 0.25 0.5 1 Miles

This map was created by the Bayshore Gateway
Triangle Community Redevelopment Agency.
February 15, 2008.

BAYSHORE GATEWAY TRIANGLE





Please join us on **Saturday January 21, 2023** at **9:00am-11:00am** at the vacant CRA property on the corner of 4315 Bayshore Dr. & Jeepers Dr. to complete a site visit of the property and review proposed design plans.

17 ACRES PEDESTRIAN CONNECTION NEIGHBORHOOD GATHERING

Parking limited walking and biking encouraged



For more information, please call (239)-252-8845



PLEASE ATTEND
SATURDAY
January 21, 2023

OPEN HOUSE
9:00am - 11:00am

JOIN US FOR
CONVERSATION
TO DISCUSS THE
17 ACRES
PEDESTRIAN
CONNECTION

Corner of
Bayshore Drive
and
Jeepers Drive
Naples, FL 34112

BAYSHORE/GATEWAY
TRIANGLE CRA

3299 Tamiami Trail E,
Suite 103
Naples, FL 34112
(239) 643-8845

www.bayshorecra.com

LIGHT-UP BAYSHORE 2022! 1ST Tree Lighting Celebration

EVENT TITLE	Light-Up Bayshore! 1st Tree Lighting Celebration		
EVENT ORGANIZER	Kellie Cipperman		
VENUE / LOCATION	Del's Corner at "The Lawn"		
EVENT DATE & TIME	November 18 at 5:00 p.m.	EVENT END TIME	6:30 p.m.



ACTUAL EXPENSES

ITEM		DESCRIPTION	COST
Venue Light/Tents	Taylor Rentals	Tower light 4000 Watt Towable and 2-10x20 tents	\$1,411
Banner	Signs Now	Light-Up Bayshore! Tree Lighting Celebration 2022 Customized Banner 16'x5'	\$309
Food	Lulus	300 Holiday Cookies	\$252
Event Restroom	J.W. Craft Inc.	One Porta-Potty	\$209
Wood Tree Supplies	Home Depot	Wood/supplies and paint	\$506
Decorations	Hobby Lobby	Venue Decorations	\$169
Inflatable Tree	Home Depot	Inflatable Holiday Tree to position next to 5x16 Event Banner	\$99
Paint	Home Depot	Paint: 3 shades for The Community Tree	\$92
Supplies	Amazon	Disposable gloves: Kids and Adult Sizes - Amazon	\$28
Drinks	Publix	Bottled Water, Hot Cocoa, milk, marshmallows	\$73
T-Shirts	Walmart	T-shirts for team	\$30
Thank You Cards	Amazon	Thank You Cards	\$12
Balloons	Amazon	Balloons	\$12
TOTAL			\$3,202



DONATED MATERIALS

ITEM	DESCRIPTION		COST
Supplies	Dollar Tree	30 - Xmas Light-Up Bulb Necklaces for volunteers and children, Xmas headbands and glasses, flashing string lights, Cookie napkins, holiday trays, flannel back tablecovers, round platters, chargers, paint pans, bowls, cocoa cups, garland, coffee mugs and glue	\$134
	Hobby Lobby	Decorations, craft supplies and Signage: Tropical leaves, festive ribbon, garland, floral, art, Letters to Santa and Holiday cards to the Troops	\$315
	Walmart	Lights to go around the banner and batteries	\$90
	Amazon	Wooden tree ornaments	\$56
	Homegoods	Bags	\$6
	Equipment	High top tables and extra generator	\$160
	Balloon Décor	Holiday balloon tree, Balloon Garland and Sheer Décor, Gold circle ring for photo op	\$275
	Signage	Custom Vinyl and Cardstock Lettering for signs and staff shirts	\$50
	Linens	Table cloths, sheer for tents, chair covers, red and green sashes	\$615
	DJ/Photos/Drone/Video	DJ, Drone to video event, photos and video editing	\$500
	Propane Cooker/Tank for Hot Cocoa	Cooker and propane tank for hot cocoa	\$85
TOTAL			\$2,286



TOTAL EVENT COST

ITEM	DESCRIPTION		COST
Actual Expenses			\$3,202
Donated Materials			\$2,286
TOTAL EVENT COST			\$5,488



EMPLOYEE TOTAL HOURS WORKED

NAME	DESCRIPTION	TOTAL HOURS
Debrah Forester		12.0
Cristina Perez		18.5
Tami Scott		163.5
Shirley Garcia		11.0
Kellie Cipperman		171.5
TOTAL HOURS WORKED		376.5

2023 PROPOSED BAYSHORE SPECIAL EVENTS

FEBRUARY – APRIL: BAYSHORE MARKET – **HOLD UNTIL NEXT SEASON**

APRIL OR MAY - BAYSHORE'S TAMALES AND TACO FESTIVAL and NOCHE EN BAYSHORE

- **Bayshore's Taco and Tamale Festival: Saturday, 4/29 OR 5/6/23** from 11 a.m. - 4 p.m. at the "Lawn" at Del's Corner or 17 Acres
 - Tie-in with Arte Viva/Naples Botanical Garden
 - We're searching for the "BEST TAMALES ON BAYSHORE!"/Amateur Tamale Cook-Off
 - Festival guest or judges panel will vote on the best tamale – winner gets the TROPHY!
 - Tamale contestants will sell their tamales and tacos
 - Mexican Aguas Frescas and bottled water sponsored by the CRA
 - Entertainment - Mexican dancers/guitar players
 - Mexican culture-inspired kid activities - Break the Pinata
 - Bayshore Informational Booth with Bayshore Business Information/Map/Coupons

NOVEMBER 2023 – APRIL 2024: BAYSHORE MARKET

- Launch in Fall on Fridays from 9 am – 1:30 pm at the "Lawn" at Del's Corner
- More than 25+ vendors offering local fresh produce, organic foods, cold-pressed juices, flowers, pastas, seafood, baked goods, prepared foods, honey, jams, fresh roasted coffee, and pet treats. Jewelry and artisan boutique stands.
- Enjoy hand-made pastries, fresh brewed coffee and entertainment by local musicians
-

NOVEMBER: LIGHT-UP BAYSHORE! 2nd ANNUAL HOLIDAY TREE LIGHTING CELEBRATION AND HOLIDAY BAZAAR

- One week before Botanical Gardens Johnsonville Night Lights in the Garden, Saturday, November 18th (before Thanksgiving)
- Celebration from 5-6:30 p.m. at Del's Corner
 - Local arts/crafts for sale
 - Festive activities for all ages
 - Hot cocoa and cookies
 - Visit from Santa before he leaves for the North Pole
 - Bazaar selling unique holiday items

DECEMBER: LIGHT UP BAYSHORE HOLIDAY GOLF CART PARADE

- Elaborately decked out holiday golf carts/electric bikes of all shapes and sizes strut down Bayshore Drive to holiday music

2024 JANUARY OR APRIL: TASTE OF BAYSHORE or TASTE OF BAYSHORE LIFE!

- End of January or April at Del's Corner or 17 Acres
 - Fun, family-friendly community festival showcasing Bayshore's local businesses, restaurants and music
 - Stage set-up for band performances
-

EVENTS ORGANIZED BY OTHER SPONSORS

APRIL – BAY DAYS - Haldeman Creek Advisory Board - Recommended not participating this year.

SEPTEMBER OR OCTOBER: OPEN STREET ON BAYSHORE – Organized and Led by Blue Zones Project by Sharecare (Megan Greer)

- Partner with Blue Zones Project – 17 Acres from 10 am – 3 pm on a Saturday or Sunday
- **Bayshore Business Passport Program** – Participating Bayshore businesses discounts/specials
- Bike safety education (bike on the right side of the road, wear a helmet)
- Bike rodeo
- Fun & Games

YOGA AND FITNESS CLASSES

- Yoga Week – March 19 -26
 - Partner with Unity/Blue Zones Project SWFL
- Yoga Classes or Goat Yoga
 - Goat Yoga hosted by Lazy Day Farm Petting Zoo
- Take Action Fitness
 - Reoccurring/Group fitness classes for 20-25 people for profit/possible rental fee

BAYSHORE MARKET 2023 - PROPOSAL



DESCRIPTION

The Bayshore Outdoor Market is an eclectic, open-air market with “Old Florida” charm that offers many food items, unique, artisan goods and locally made products.

Enjoy fresh brewed coffee and home-made pastries while a local musician keeps market goers entertained with styles from rock and pop to jazz, island and blues. Attendees can bring their friendly, leashed dogs, too!

Weekly, every Friday, mid-February through April. Walk, bike or drive. Limited, free parking is available behind the market.

LOCATION

The “Lawn” at Del’s Corner - 4825 Bayshore Drive, Naples, FL 34112

DATE/TIME

Year 2023: Mid-February – April (10 weeks) on Fridays from 9 am – 1:30 pm

*Avalon Elementary School starts at 8:00 a.m. and ends at 2:55 p.m.

VENDOR FEES

We carefully evaluate all Market vendor applicants, choosing first from the Bayshore Triangle and Naples Area vendors

Farmer’s Markets in the area are charging \$140 - \$200/month

Bayshore Market Proposed Inaugural Vendor Fees for 10x10 Space:

- Introductory 10-Week Season
 - Bayshore Resident/Vendor: \$325
 - Non-Bayshore Resident/Vendor: \$350
- Introductory 4-Week Monthly Rate - If monthly spaces are offered based on availability (Season vendors receive priority)
 - Vendor \$150 per space

BAYSHORE MARKET 2023 - PROPOSAL

Payment processing would be potentially through the program used by Parks & Recs, Activenet – Compensation for use of their system and Parks and Recreation staff time would be required. Parks and Recreation Staff advised that seeking out a vendor to handle the event would be a better option. Request for quotes to manage the market would be advertised and we would select the highest bidder.

ESTIMATED COSTS/REVENUE

START-UP COSTS - ITEMS NEEDED	COST
16' x 5' Farmer's Market Banner	\$350
24 x 36" Easel Sign	\$130
10X20 Bayshore Customized Tent	\$500
2 Round white plastic tables	\$200
8 white plastic chairs	\$200
2 9 ft. outdoor umbrellas	\$150
2 outdoor umbrella stands	\$90
1 rectangular table for tent	\$50
2 chairs for tent	\$50
Tablecloth for tent	\$10
Dog waste station sign/holder/bags	\$170
Market Bags – 75	\$140
ONE TIME START-UP EXPENSE TOTAL	\$2,040
Porta Potty Rental Per Week \$250/wk x 10 weeks	\$2,500
Temporary Employee – Assist with set-up/parking/clean-up (8 hours x \$18 x 10 wks)	\$1,440
Replenish Market Bags/materials	\$250
TOTAL REOCCURRING EXPENSES FOR THE MARKET SEASON – 10 WEEKS	\$4,190
Estimated Vendor Fees Collected: 25 Vendors @ \$325 x 10 weeks=\$8,125	\$8,125
Minus one time start-up expense total	-\$2,040
Minus reoccurring expenses	-\$4,190
REVENUE – CARRY OVER TO NEXT EVENT	\$1,895

SIZE/LAYOUT OF THE “LAWN” AT DEL’S CORNER

Lot Size 192' x 100' (grassy area)

10x10 Vendor Tents: 25 minimum – 41 maximum

1 – 10 x 20 Tent: Bayshore Triangle/Local Non-Profit Organization/Bayshore Businesses Information in the middle of the lawn with two tables/chairs/umbrellas on each side for patrons

Minimal parking available behind the lawn and proposed overflow parking at Naples Botanical Garden or Haitian Church

NEXT SEASON 2023/2024

Evaluate what worked/what didn't/market competition/etc.

Proposed Timing: Mid-November 2023 – April 2024 on Fridays from 9 am – 1:30 pm (22 weeks)

BAYSHORE MARKET 2023 - PROPOSAL

BACKGROUND

MARKET COMPETITION

Marco Island Farmers Market	Dec-May	Wednesday	7:30 am-1 pm
St. Paul's Farmers Market	Mid Nov – Mid April	Saturday	8 am-Noon
Third Street South Farmers Market	Year Round	Saturday	7:30 am-11:30 am
Vanderbilt Farmers Market	Year Round	Saturday	8 am-1 pm
Golden Gate Community Market	Year Round	Saturday	9 am-2 pm
Golden Gate Farmers Market	Year Round	Sunday	9 am-2 pm
Pine Ridge Road Farmers Market	Mid Nov – Mid April	Sunday	9 am-1 pm
Sudgen Park Plaza Farmers Market	Dec-April	Sunday	9 am-2 pm

8 Farmer's Markets in the Naples Area

PROPOSED CATEGORY/VENDORS

	CATEGORY	BUSINESS	CONTACT	DESCRIPTION
1	Coffee, Breakfast Pastries	Bean To Cup Coffee Shop	Melody Teague 239-316-7819	Bayshore Business – Serve hot/cold coffee and breakfast pastries
2	Fruits & Veggies	Farmer Mike's/Organic Farmers	239-498-4576	Family-owned farm selling locally grown, seasonal vegetables and fruits. *Oakes Farms or Market 360 or Food For Thought Organic Farm
3	Seafood	Mike's Bait House	239-775-2248	Bayshore Business – Smoked fish and fish dip. Smoked jerky and ribs. *Still closed ask Oakes Farms or Market 360
4	Guacamole, Chips & Salsa	Molcajetes or Taqueria San Julian	239-234-5027 or 239-775-6480	Bayshore Business -
5	Cookies	Lulu's	239-774-5858	Bayshore Triangle Business -
6	Cakes/Bars/Pies	Peace of Cake Kitchen	Katy 239-984-6666	Bayshore Business -
7	Bread	Epiphany Bakery – Gluten Free or Naples Bread and Pastries		Bayshore Triangle Business – Bistro La Baguette on US 41
8	Cheese	Stamper Cheese		Oakes Farms or Market 360
9	Nuts	Scott's Nuts		A variety of nuts

BAYSHORE MARKET 2023 - PROPOSAL

10	Popcorn	Naples Best Popcorn	Sharon 239-571-3761	Bayshore Business – Tropical saltwater taffy, flavors include key lime, banana, mango and tangerine
11	Honey	The Sensible Bee	Ashley Giannone 239-821-2743	Bayshore Business – Ashley grew up in Bayshore! Local honey. Carries an array of sustainable beeswax skincare products ranging from CBD infused-oil candles to mineral-based sunscreen.
12	Fresh Pressed Juices	Juicelation		Organic, cold-pressed juice company, working with local organic farmers
13	Coffee and Pastries	Bean To Cup	Melody Teague 239-316-7819	Will provide fresh hot and iced – coffee and pastries
14	Gelato	Birdie’s Gelato	716-866-4137	Mobile gelato cart locally owned and operated in Naples
15	Dog Biscuits	Wholesome Hound	239-228-5282	Wholesome Hound Natural Pet Market www.wholesomehound.com *at Third St. Market
16	Acai Bowl	The Bowl		Prepared-to-order Acai bowls, using organic, vegan ingredients
17	Art	Things I like by Catherine	Catherine	Bayshore Business – 239-778-4665
18	Kayaks, Paddleboard Adventures	Naples Outfitters		Bayshore Business-
19	Tumblers/Bamboo Boxes	Cole Bekko	Cole 612-422-9244	Bayshore Business – Eco
20	Fresh Cut Flowers/Orchids/Plants	Beautiful Bubbles by Mel	Mel 239-298-6477	Bayshore Business – Custom Gift Balloon/Floral Bouquets for all Occasions OR Green Door Nursery
21	Jewelry		Amanda Jaron?	
22	Handmade Clothing	Boho Palace	Yesim	Bayshore Business – Turkish/boho clothing Yesim 239-603-9802
23	Handmade Coffee Mugs	Handmade Mugs	Amanda Tessarsik	Bayshore Business – Amanda Tessarsik 518-929-5194
24	Beeswax Candles	The Candle Beeswax Lady		Bayshore Business – 617-697-4226
25	Soaps & Lotions	The Sensible Bee	Ashley Giannone	Bayshore Business - Creams and Soaps 239-821-2743. Ashley grew up on Bayshore!
	Bayshore Business Info Tent/Bayshore Featured Non-Profit			Coupons, Farmers Market Bags, Information
	Musician			Local Bayshore Musician



HOLLY AVE NEIGHBORHOOD GATHERING

Please join us on **Saturday February 11, 2023** at **9:00am-11:00am** at the CRA property located at 4825 Bayshore Dr. Formerly the Boat Yard

You will have the opportunity to discuss ways to improve your neighborhood with local agencies. Agencies attending include: Sheriff's Department, Code Enforcement, Habitat for Humanity and Solid Waste.

For more information, please call (239)-252-8844



**PARKING LIMITED
WALKING & BIKING
ENCOURAGED**



Bayshore Gateway Triangle CRA • Bayshore Beautification MSTU
Haldeman Creek MSTU

PLEASE ATTEND

**SATURDAY
February 11, 2023**

**OPEN HOUSE
9:00am - 11:00am**

**JOIN US FOR
COFFEE, DONUTS
& CONVERSATION**

**4825 Bayshore Dr
Naples, FL 34112**

**Holly Ave
Neighborhood
Meet and Greet**

**SPONSORED BY:
BAYSHORE/GATEWAY
TRIANGLE CRA**

3299 Tamiami Trail E,
Suite 103
Naples, FL 34112

(239)-252-8844

www.bayshorecra.com

**Background and the processes for using our Professional Services Library contracts.
Rotation and Direct Selection Processes**

The County currently has continuing contracts procured for architectural, engineering and surveying/mapping services, whereby multiple firms were qualified for categories of work under our Professional Services Library. Firms were formally solicited for such services and evaluated based on criteria such as ability of professional personnel, past performance (including references from client for previous projects), location of the firm, and recent, current and projected workloads of the firm.

Professional Services Library Rotation

Overall process from start to approval can take 7-10 days

- Under Professional Services Agreements, the firms were placed on a rotational list for professional services in each category
- The division creates the scope of work and completes the required documentation and sends to Procurement Services for processing
- The rotation assignment process usually happens within the same business day
- Work assignments within each service category are awarded on a rotational basis by the Procurement Division.
- For each service category, the Procurement Service Division will place qualifying firms in the Professional Services Library in the order they are ranked, with the highest scoring firm placed in the first position in the rotation
- As each work assignment is identified the next firm in the rotation will be offered the opportunity to negotiate that work assignment with the COUNTY's Contract Administrative Agent/Project Manager (There is no opportunity for the PM to decline negotiating with the firm next in line for through the rotation process.)
- Should a firm decline a work assignment, the COUNTY will contact the next firm on the list until the work assignment is successfully negotiated
- Once a full rotation through all firms in a service category is complete, a method that attempts to impart an equitable distribution of work among selected firms will be based on prior dollars awarded; with the firm having received the least amount of dollars being considered for the next work assignment.

Professional Services Library – Direct Selection.

Overall process from start to approval can take 2-3 weeks

- Work assignments requiring unique experience or knowledge in the subject matter or area, including past experience on another phase of the project, the County's Contract Administrative Agent/Project Manager may formally request permission to forego the rotation process and select a specific firm.
- Firms that are directly selected for a work assignment as a result of this process shall be passed on their next scheduled turn in the rotation.
- Application is completed and sent to Procurement Services for processing. The direct select may take several days to process.
- Once firm is selected, the Division will then negotiate a proposal for the scope and fees and enter into a Work Order with the firm.
- Once the Division has a fully approved Work Order, a purchase requisition can be created, and a purchase order is issued once approved.

Steps and general timeline for a Request for Professional Services

Overall process from start to approval can take from 9-12 months.

- Solicitation Worksheet is completed and signed by the Project Manager and Division Director, and submitted to Procurement Services, along with a Scope of Services.
- Solicitation is assigned to a Procurement Strategist within **24 business hours**.
- Solicitation package is drafted and sent to the Project Manager/Division for review generally within **5 business days**.
- Once the Division has reviewed and approved the draft documents, the Procurement Director will appoint a Selection Committee to review and evaluate the proposals. This generally takes **2-3 business days**.
- *Note: The Authorization to Advertise will then route to OMB if the project is grant-funded, this could take several weeks to review and will continue the process until approved*
*Once the ATA routes back to Procurement, the Procurement Strategist and Director will sign the ATA and the Strategist will then post to our bidding platform which should happen within **1 business day** of receiving the ATA.*
- The solicitation must be advertised for a minimum of **30 days**, and extended at least 2-3 weeks if the County does not receive at minimum 3 proposals by the proposal due date.
- The Procurement Strategist must review the proposals received, which is generally completed within **3 business days**.
- After review of the proposals, the Procurement Strategist will schedule an Organizational meeting with Selection Committee to discuss the procedure for evaluation and set the next date for the publicly noticed Selection Committee Meeting which generally occurs within **7-10 business days** after review of the proposals.
- After the Meeting, the Selection Committee members are given time to review and score each proposal and prepare comments for discussion at the next meeting. The Selection Committee Meeting generally occurs **2-3 weeks** after the Organizational Meeting.
- At the publicly noticed Selection Committee Meeting, the members will present their independent findings / conclusions / comments based on their reading and interpretation of the materials presented. The committee will decide which firms are invited to give an oral presentation, minimum of three (3) firms.
- If presentations are required, the firms will be invited back to present generally **2 weeks** after the Selection Committee Meeting has concluded.
- A Notice of Recommended Award is prepared Strategist within **1-2 business days**. After Project Manager has approved, it's route back to Procurement for their approval and posted to bidding platform within **24 business hours**. Staff then must allow for a 3-day protest period.
- Staff will take item to the Board for approval of the Selection Committee's ranking and for permission to commence negotiations with the top ranked firm. This generally can take **6-8 weeks** depending on each Division's agenda workflow, additional reviews, Advisory Board recommendations, etc.
- Once Board approved, the Procurement Strategist will schedule an initial negotiation meeting with the top ranked firm, generally within **5 business days** of the Board approval date.
- The Procurement Strategist will facilitate all scheduling of subsequent negotiations meetings and correspondence until staff and the firm have reached an agreement for services. Negotiations is obviously dependent on many factors, and therefore we cannot establish a definitive timeline to this part of the process. For planning purposes, it is safe to assume that negotiations will take at least **2-3 months or more** to complete.
- Once negotiations have concluded, the Procurement contracts team will develop a Professional Services Agreement. The draft agreement generally takes **1-2 weeks**. Once draft is approved, the contracts team will route to the County Attorney's Office (CAO) for review and approval. This takes **2-3 business days**.

- Approved contract is sent to the firm for signature, to be returned by the firm along with their Certificate of Insurance for the project. This can take **2-3 weeks or more** depending on how quickly the firm is able to respond with the documentation. Certificate of Insurance must be approved by Risk Management, the documents are returned to Project Manager so item can be brought before the Board to award the Request for Professional Services and execution of the Professional Services Agreement. Again, this can take **6-8 weeks** depending on the Division's agenda workflow, additional reviews, Advisory Board recommendations, etc.
- Once Board approved, the contract generally takes **2-3 weeks** to be routed for all signatures, recorded with Board Minutes and Records, and returned to Procurement. Division can then submit their purchase requisition for a Purchase Order to be issued, and then a Notice to Proceed can be sent to the firm for commencement of work.

RPS #: 18-7432-CE

Title: PROFESSIONAL SERVICES LIBRARY CIVIL ENGINEERING CATEGORY

Name of Firm	Marlene Messam	Tony Khawaja	Andy Miller	Trinity Scott	Mark McLeary	Gerald Kurtz	Total Scores
Stantec Consulting Services, Inc.	83	92	83	91	95	94	538.00
Johnson Engineering, Inc.	79	91	84	93	95	92	534.00
Jacobs Engineering Group, Inc.	73	91	83	93	95	93	528.00
Atkins North America, Inc.	85	87	84	89	95	85	525.00
Robau and Associates, LLC	94	80	76	75	95	100	520.00
AIM Engineering & Surveying, Inc.	76	90	74	90	95	86	511.00
Agnoli Barber & Brundage, Inc.	79	91	75	75	95	90	505.00
Q. Grady Minor & Associates, P.A.	78	82	76	83	95	88	502.00
Tetra Tech, Inc.	85	88	75	70	95	87	500.00
Cardno, Inc.	81	89	77	84	95	72	498.00
Kisinger Camp & Associates, Corp.	80	83	72	90	95	76	496.00
Hole Montes, Inc.	78	83	73	83	95	80	492.00
RWA, Inc.	79	77	64	80	95	95	490.00
CPH, Inc.	77	78	80	74	95	73	477.00
DRMP, Inc.	76	84	77	77	95	63	472.00
Trebilcock Consulting Solutions, P.A.	76	78	70	73	95	78	470.00
David Plummer & Associates	64	84	81	72	95	71	467.00
Capital Consulting Solutions	45	85	72	90	100	74	466.00
Kimley-Horn and Associates, Inc.	74	74	76	70	95	75	464.00
Rummel, Klepper & Kahl, LLP	78	69	70	85	95	66	463.00
Davidson Engineering, Inc.	55	83	61	82	95	83	459.00
Lago Consulting & Services LLC	73	65	75	50	94	91	448.00
Marco Surveying and Mapping, LLC	86	60	69	45	95	89	444.00
Water Resources Management Associates, Inc.	90	65	71	50	98	69	443.00
Black & Veatch Corporation	77	64	78	50	90	79	438.00
GHD Services, Inc.	71	74	71	60	93	68	437.00

Wood Environment & Infrastructure Solutions, Inc.	70	60	78	65	94	70	437.00
Hanson Professional Services, Inc.	60	70	61	81	95	64	431.00
Forge Engineering, Inc.	53	60	77	55	95	84	424.00
TKW Consulting Engineers, Inc.	67	70	68	40	95	77	417.00
Water Science Associates	59	59	72	45	90	82	407.00
WSP USA, Inc.	75	59	69	35	93	67	398.00
Total Municipal Solutions, Inc.	49	60	60	40	80	65	354.00
Blot Engineering, Inc.	38	53	39	55	70	62	317.00
RDA Consulting Engineers, LLC	35	45	35	35	94	61	305.00

Procurement Professional

Evelyn Colon

Gateway Triangle Master Plan

The Collier County Community Redevelopment Agency (Agency) is seeking proposals from a qualified consultant for planning support services for the CRA staff's effort to prepare a Gateway Triangle Master Plan. The Gateway Triangle area is generally defined as the area along and between the corridors of US 41, Davis Boulevard, and Airport Road within the CRA. The focus on this area for master planning purposes is to identify goals, objectives, and priorities outlined in the 2019 Bayshore Gateway Triangle (BGT) Redevelopment Plan.

SCOPE OF SERVICES

TASK 1 – PAST PLANS REVIEW & GOAL VALIDATION

Consultant will review the BGT Redevelopment Plan as adopted in 2019 to identify the key policies that will impact the redevelopment of the Gateway Triangle area. Consultant will also review current and programmed capital projects for the area and previous plans/studies as directed and provided by the CRA staff. Consultant will summarize key policies and outcomes from past efforts to evaluate with the community through public involvement (Task 5 below) to identify and confirm issues/themes that are still relevant and any new issues/themes.

Consultant will participate in a kickoff meeting with CRA staff to identify and verify project team, roles, stakeholders, data sources, and timeline.

Using outcomes of the validation of issues through public involvement (Task 5 below), CONSULTANT will summarize findings impacting the Gateway Triangle Master Plan in a Summary Memo including recommendations for goals, land planning concepts, and improvement initiatives.

TASK 2 – BASELINE INVENTORY & FUTURE CONDITIONS ANALYSIS

Consultant will gather available data from public sources and from CRA staff to prepare baseline mapping in GIS format including:

- Land Use Maps.
 - (a) Open space
 - (b) Street layout
 - (c) Non-residential uses
 - (d) The approximate number of dwelling units and homestead status
 - (e) Property as is intended for use as public parks, recreation areas, streets, public utilities, and public improvements of any nature.
- Sidewalks (existing). Consultant will coordinate with CRA staff and the community to identify and generate mapping of potential future sidewalk projects. These maps may be broken down by neighborhood or sections of the Gateway Triangle area.
- Neighborhood Map(s). Mapping will be provided to identify neighborhoods and determine their limits within the Gateway Triangle area, to be confirmed with the public through the process outlined in Task 5 below. Multiple residential neighborhoods may be identified based on community input. These maps will display capital projects based on information provided by CRA staff.

A Design Consultant will coordinate with CRA staff to identify locations and develop concept improvements at key locations, entrance features, or corridors within the Gateway Triangle area to

further implement the goals and strategies to implement the master plan. Development potential for up to three (3) locations will be shown in illustrative sketches, diagrams, plan view or perspective drawings.

Consultant will develop a Linwood Avenue/Commercial Drive Streetscape improvement concept plan that will show typical placement of sidewalk, landscaping, lighting, and branding opportunities on Linwood Avenue and Commercial Drive based on community input and identify potential constraints. The Streetscape concept will be preliminary for discussion and visioning; this scope does not include traffic analysis, engineering design or drainage strategies. This project is included in the BGTCRA Capital Project list.

Consultant will identify any land development regulatory or comprehensive plan amendments necessary to implement the Gateway Triangle Master Plan.

Consultant will coordinate with CRA staff to identify programs that will be referenced as recommendations to further implement the master plan such as resiliency strategies, housing and commercial improvement programs.

TASK 3 – FUTURE OPPORTUNITIES & CONSTRAINTS

Consultant will assist with review of the BGT Redevelopment Plan priorities in the Gateway Triangle, current CIP and listing of proposed Short Term CIP projects (1-5 year timeframe) and Long Term CIP projects (beyond 5 years); identifying those that focus on the Gateway Triangle area. CONSULTANT will review Section 5.4 of the redevelopment plan and refining planned Future Opportunities and Improvement Priorities based on CRA staff and public input; develop a revised list of CRA projects, initiatives, and capital projects. Opportunities are expected to be privately owned property where future projects (i.e., industrial arts zone, pedestrian node, or vista terminating feature) are envisioned. Improvement Priorities are expected to be CRA or other publicly funded improvements (i.e., complete street project, public art, or decorative lighting). Consultant will provide rough order of magnitude costs for anticipated public projects. CONSULTANT will provide map exhibit(s) showing the locations of Future Opportunities both of the private sector and public investment Capital Improvement Priorities.

TASK 4 – GATEWAY TRIANGLE MASTER PLAN

The Gateway Triangle Master Plan is envisioned to be a 10-20 page document outlining the planning process and community involvement; findings; recommendations; Opportunities and Improvement Priorities summary identifying specific goals and projects as referenced in the neighborhood outreach of Task 5, map and diagrams; and action plan. Consultant will provide professional planning assistance:

- Draft content and review with CRA staff
- Meetings with CRA staff
- Summary of Consistency with BGT Redevelopment Plan and County's Comprehensive Plan
- Summary of the review of current Project priorities and Capital Projects as provided by CRA staff and determined during the planning process, identifying any needed changes to the redevelopment plan and other constraints that may be identified.
- Neighborhood Opportunities – each neighborhood as identified in Task 2 will be identified on the neighborhood Maps.
- Map of the potential project location and rough estimate of costs for public sector projects
- Map of private sector opportunities

The Design Consultant will prepare diagrams to address redevelopment Opportunities and Improvement Priorities (up to six).

Maps will be provided in .pdf printable format at 8.5 x 11; 11x 17 and 24 x 36 format.
All documents will be provided in native file format (Word or Excel).

TASK 5 – PUBLIC INVOLVEMENT

Consultant and Design Consultant will prepare presentation materials for display and comment and attend and present at up to eight (8) community meetings as directed by the CRA staff. This scope assumes CRA staff will arrange venues and advertising for the meetings, and CONSULTANT will attend, present and deliver summaries to document the meetings.

- Online survey: This scope assumes CRA staff will lead the preparation of an online survey of questions and images meant to facilitate public comment on proposed goals and policies. Consultant will assist by reviewing proposed questions and providing example images as requested by CRA staff. CRA will provide the survey in English, Spanish and Creole.
- Up to eight (8) community meetings are assumed:
 - #1 - Community Kickoff meeting. At this meeting, Consultant and Design Consultant will facilitate validation of issues/themes for the Gateway Triangle Area.
 - #2,3,4 - Stakeholder Group charrettes. This scope assumes up to three (3) stakeholder group meetings to convene community members associated with different areas (i.e. groups to be determined, such as heavy commercial area group, Shadowlawn area group, and commercial corridors, etc.). These meetings will be charrette-style meetings with DESIGN Consultant assisting with graphic representation of the areas and redevelopment concepts.
 - #5 - One workshop with the CRA Advisory Board to review and discuss before the final drafting of the Gateway Triangle Master Plan.
 - #6,7 - Consultant will provide support to CRA staff to hold up to two bi-lingual (Spanish & English) community meetings to review Preliminary Draft Master Plan.
 - #8 - Presentation of final Draft Master Plan to CRA Advisory Board for recommendation to bring forward to the Agency Board for adoption.

Note: This scope assumes the County's online survey tool will be used to seek public input via appropriate languages. This scope assumes meetings will be held in a physical location, and they may be hybrid meetings with both a physical location and virtual attendance capability. If virtual attendance capability is desired, this will be accomplished using County resources, such as Zoom conferencing.

Consultant will provide summary memos to document all the meetings.

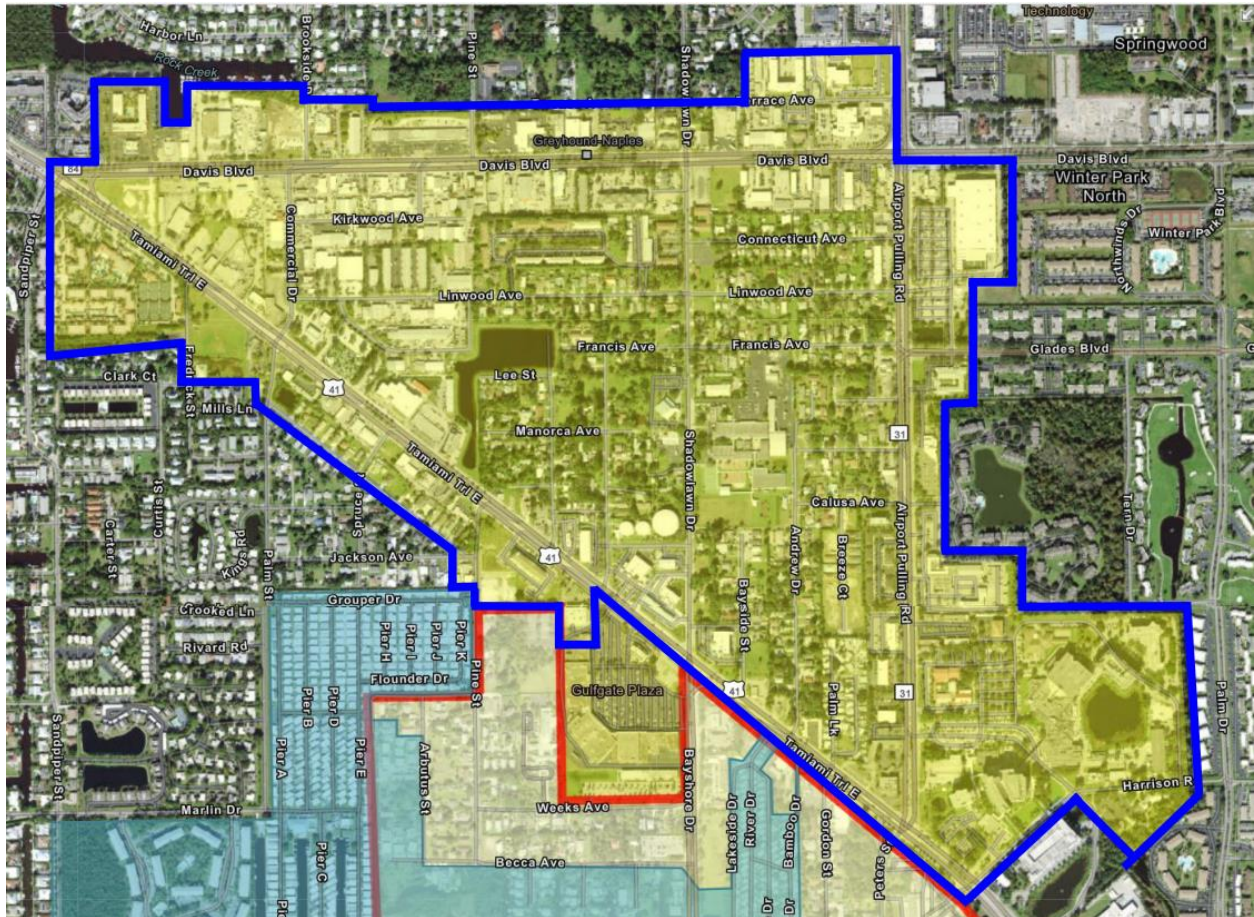
TASK 6 – ADOPTION HEARING

One set of revisions from the Preliminary Draft to Final Draft is included in scope. Any revisions necessary between presentation of final to Advisory Board and Agency Approval is assumed to be minor text changes and/or graphic edits. If significant revisions are required, such as drafting of new language or creation of new exhibits or graphics, additional scope and fee will be negotiated.

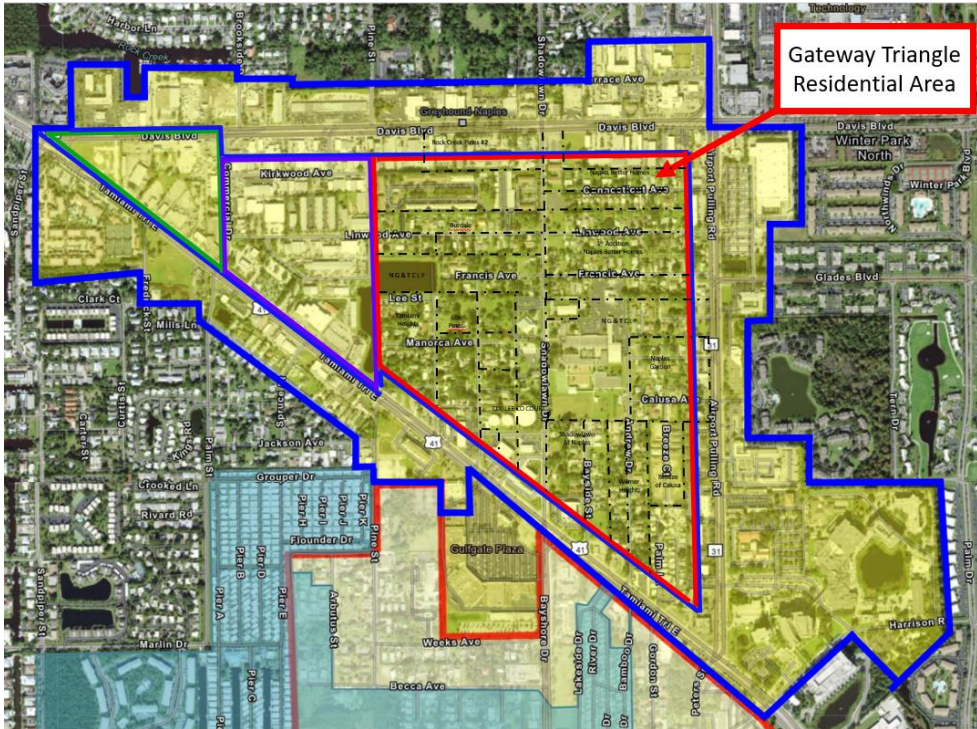
Consultant will assist with presentation at one (1) Agency meeting, and final minor text edits and/or minor graphic edits as necessary following Agency review. If additional hearing presentations are required, or if additional revisions are required to the Master Plan, additional scope and fee will be negotiated.

LOCATION MAP OF GATEWAY TRIANGLE

The Gateway Triangle area is generally defined as the area along and between the corridors of US 41, Davis Boulevard, and Airport Road within the CRA.



GATEWAY TRIANGLE NEIGHBORHOOD GATHERING



Please join us on **Tuesday, February 7, 2023** from **6:00pm-7:30pm** at the East Naples Baptist Church 1697 Shadowlawn Dr., for a neighborhood gathering to discuss the initiation of the Gateway Triangle Master Plan.

You will have the opportunity to provide input and discuss ways to improve your neighborhood with the Bayshore Gateway Triangle Community Redevelopment Area staff members.

For more information, please call (239)-252-8844



Creativity in Bloom

Bayshore Gateway Triangle CRA • Bayshore Beautification MSTU
Haldeman Creek MSTU

PLEASE ATTEND

TUESDAY
February 7, 2023

6:00PM – 7:30PM

**JOIN US TO SHARE
YOUR IDEAS AND
CONCERNS**

**EAST NAPLES
BAPTIST CHURCH
1697 SHADOWLAWN
DRIVE**

**GATEWAY TRIANGLE
MASTERPLAN
DISCUSSION**

**SPONSORED BY:
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TRIANGLE CRA**

3299 Tamiami Trail E,
Suite 103
Naples, FL 34112

(239)-252-8844

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Haldeman Creek MSTU

CRA Advisory Board Meeting Calendar 2023

Meetings are held on the **First Tuesday** of each month at 6:00 PM unless otherwise notified

- January 17, 2023
- February 9, 2023
- March 8, 2023 Joint CRA/BBMSTU meeting workshop@ 5:30 pm TBD
- April 6, 2023
- May 2, 2022 Joint CRA/MSTU/BCC workshop 9:00 a.m. TBD
- May 2, 2023
- June 6, 2023
- July 13, 2023- 2nd Thursday due to Holiday and BCC Meeting
- August 1, 2023- Summer Break tentative
- September 5, 2023- Summer Break tentative
- October 3, 2023
- November 7, 2023
- December 5, 2023

BCC Holiday Schedule 2023

The Board of County Commissioners recognizes the following holidays in 2023, observed on the dates listed below:

- | | |
|-------------------------------|-------------------------------------|
| • New Year's Day | Monday, January 2, 2023(observed) |
| • Martin Luther King, Jr. Day | Monday, January 16, 2023 |
| • President's Day | Monday, February 20, 2023 |
| • Memorial Day | Monday, May 29, 2023 |
| • Independence Day | Tuesday, July 4, 2023 |
| • Labor Day | Monday, September 4, 2023 |
| • Veteran's Day | Friday, November 10, 2023(Observed) |
| • Thanksgiving Day | Thursday, November 23, 2023 |
| • Day After Thanksgiving | Friday, November 24, 2023 |
| • Christmas Eve | Friday, December 23, 2023 |
| • Christmas Day | Monday, December 25, 2023 |

Offices: 3299 Tamiami Trail E, Unit 103, Naples, Florida 34112

Phone: 239-252-8844

Online: www.bayshorecra.com



Creativity in Bloom

Bayshore Gateway Triangle CRA • Bayshore Beautification MSTU
Haldeman Creek MSTU

NEW BUS SHELTERS- BAYSHORE DRIVE AND THOMASSON DRIVE

- BS 129 Bayshore Dr. and Weeks Ave – Gulfgate Plaza

Style 'C' shelter Cost total \$12,542.40

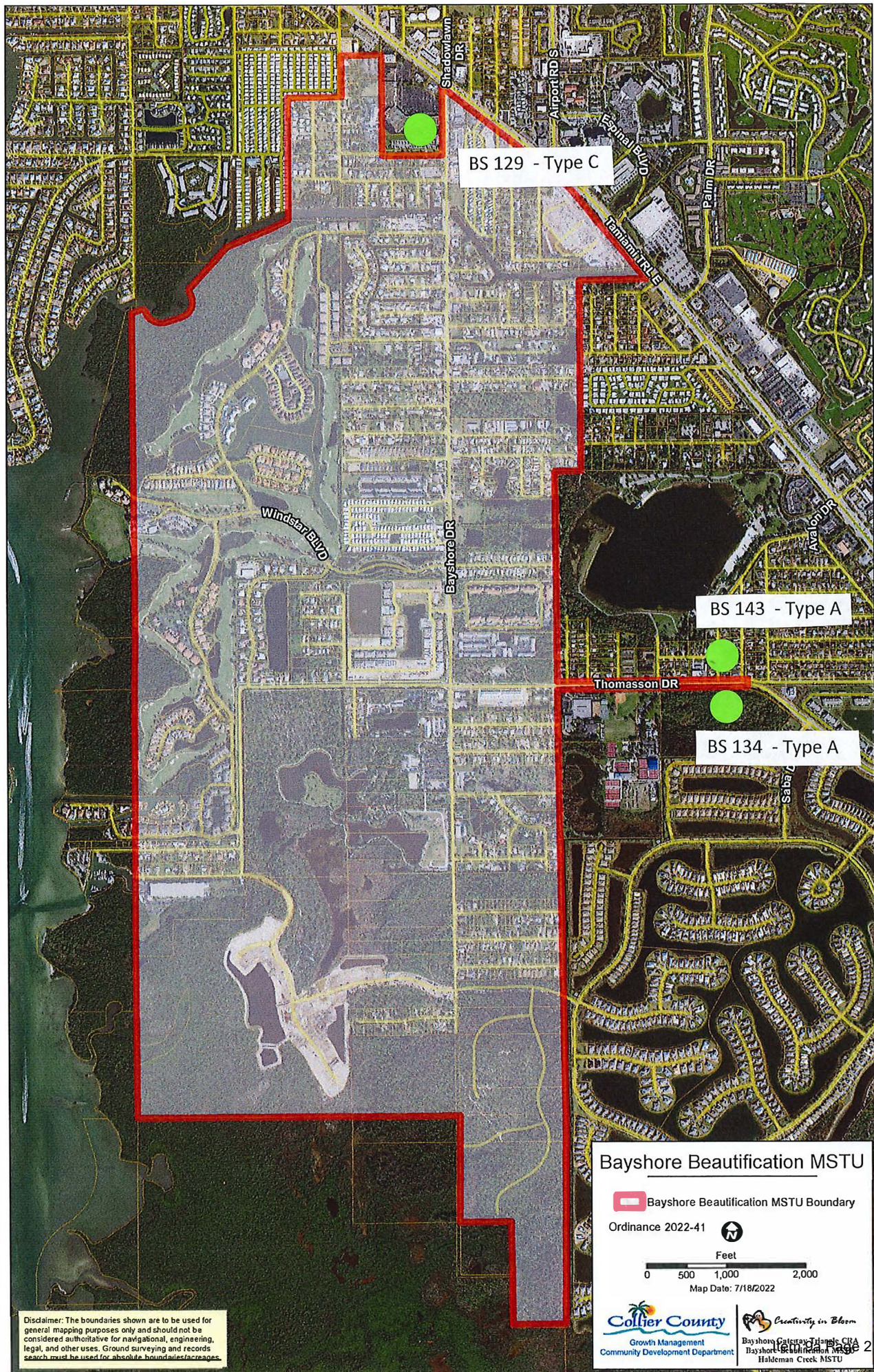
- BS 134 East bound Thomasson Drive and Lombardy Lane, bus stop 134 and 143 are across from each other.

Style 'A' shelter Cost total \$13,114.40

- BS 143 West bound Thomasson Drive and Lombardy Lane, bus stop 143 and 134 are across from each other.

Style 'C' shelter Cost total \$12,542.40

Total Cost \$38,199.20



Disclaimer: The boundaries shown are to be used for general mapping purposes only and should not be considered authoritative for navigational, engineering, legal, and other uses. Ground surveying and records search must be used for absolute boundaries/acres.

Bayshore Beautification MSTU

Bayshore Beautification MSTU Boundary

Ordinance 2022-41



Feet

0 500 1,000 2,000

Map Date: 7/18/2022

Collier County
Growth Management
Community Development Department

Creativity in Bloom
Bayshore Gateway Trails CMAA
Bayshore Beautification MSTU
Haldeman Creek MSTU

BUS SHELTER TYPE A



BUS SHELTER TYPE C





Bayshore Gateway Triangle CRA • Bayshore Beautification MSTU
Haldeman Creek MSTU

Bayshore Gateway Triangle Community Redevelopment Local Advisory Board
Collier County Community Redevelopment Agency (CRA)

AGENDA

Hybrid Virtual Zoom Meeting

4870 Bayshore Dr, FGCU Buehler Auditorium Naples, FL 34112

XX XX, 2023

6:00 PM

Chairwoman Karen Beatty

Maurice Gutierrez, Steve Main, Michael Sherman,

Al Schantzen, Camille Kielty, Steve Rigsbee, Kathi Kilburn, Sam Saad, Jr.

1. **Call to order**
2. **Roll Call and Announcement of a Quorum**
3. **Pledge of Allegiance**
4. **Voting Privileges for Board Members via Zoom.**
5. **Approval of Agenda (Action Item)**
6. **Announcement - Public Comment Slips - Agenda Items only**
7. **Approval of Consent Agenda (Action Item)**
 - a. Approval of Minutes (Attachment)
 - b. Project Updates (Attachment)
 - c. Development Report (Attachment)
 - d. Special Events Report (Attachment)
 - e. Insurance Claims Report - (Attachment)
 - f. Financials – (Attachment)
5. **Community Agencies/ Business Presentations**
 - a. Collier County Sheriff Department
7. **Old Business**
8. **New Business**
9. **Staff Report**
10. **Other Agencies -**
 - a. Collier County Code Enforcement (Attachment)
11. **Communication and Correspondence**
12. **Public Comment**
13. **Staff Comments**
14. **Advisory Board General Communication**
15. **Next Meeting**
16. **Adjournment**

3299 Tamiami Trail E, Unit 103, Naples, Florida 34112

Phone: 239-252-8844

www.bayshorecra.com

Bayshore Gateway Triangle CRA Division Priority Projects Update District 4

January 6, 2023

TABLE OF CONTENTS

District 4- Priority Projects

Project	Slide #
17 acres Pedestrian Connection to Sugden Regional Park	3
Access Management Plan	4
Bayshore Stormwater Phase I	5
Gateway Triangle Stormwater Phase I	6
Gateway Triangle Neighborhood Initiative	7
Del's Corner	8
Hamilton Avenue Beautification Project	9
Bayshore MSTU Short Term Maintenance	10
Holly Avenue Assessment	11

17 Acre Pedestrian Connection to Sugden Regional Park

District #: 4
Project #: 50208

Funding Source: CRA
Project Manager: Tami Scott
Director: Debrah Forester, Director CRA

Project Scope: Design & permit pedestrian connection from Bayshore Drive to Sugden Regional Park. Tasks include:
Task 1 - Development of Conceptual Plan/Site Development Plan
Task 2 - Stormwater Analysis/Investigative Services
Task 3 - Construction Plans and Permitting
Task 4 - Bidding Services
Task 5 – Post Design Services

Design Costs: \$344,932.30
Construction Costs (Estimated): \$2,000,000 EST
Architect/Engineer: Stantec Consulting Services, Inc.
Board Approval Date: 5/24/22
Notice to Proceed Date: 6/10/22
Completion of Tasks 1-4 – May 16, 2023
Estimated Construction Date: TBD

Bayshore Gateway Triangle CRA – 17.89 Acres Location Map



Milestones/Challenges To Date: 1-04-2023

- 60% Plans presented to the Advisory Board on December 6 and the BCC on December 13, 2022.
- Staff has prepared overview of the option to build pathway along Kelly Court. Team is continuing forward on the 60% plans and bring back the item to the Advisory Board on January 17 and BCC in February.
- Parking – draft sketch on parking options for a Phase 2 has been completed– The proposed parking is shown at the corner of Jeppers and Bayshore .
- Community meeting will be scheduled to discuss the boardwalk, parking options and pathway January 21.
- Bring item back to the BCC in February prior to finalizing the 100% plans.
- Presentation scheduled for January 18 Parks and Rec Advisory Board

DESCRIPTION OF WORK	% COMPLETE
Procurement	100%
Design	60%
Construction	0%

Access Management Plan

District #: 4
Project #: 50174

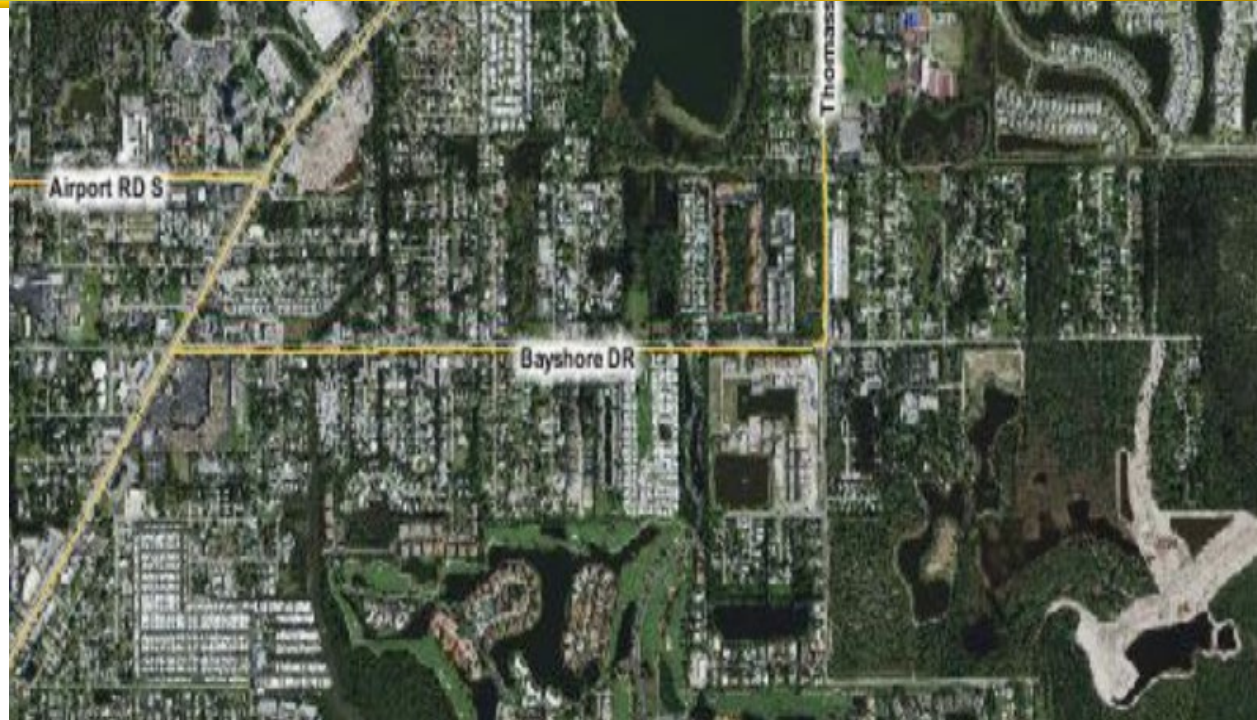
Funding Source: CRA and Bayshore Beautification MSTU
Project Manager: Tami Scott
Director: Debrah Forester

Project Scope: Access Management and Traffic Calming for Bayshore Drive.
US41 down to Thomasson Drive on Bayshore Drive
East/West sides of the roadway.

Design Costs: \$165,350.00
Architect/Engineer: Stantec Consulting Services, Inc.
General Contractor: N/A

Notice to Proceed Date: Design 11/29/2021 and
Kick off meeting held 1-20-2022
Change Order to extend contract 60 days pending approval.

Estimated Completion Date with CO: 3-6-2023



Milestones/Challenges To Date: 1-04-2023

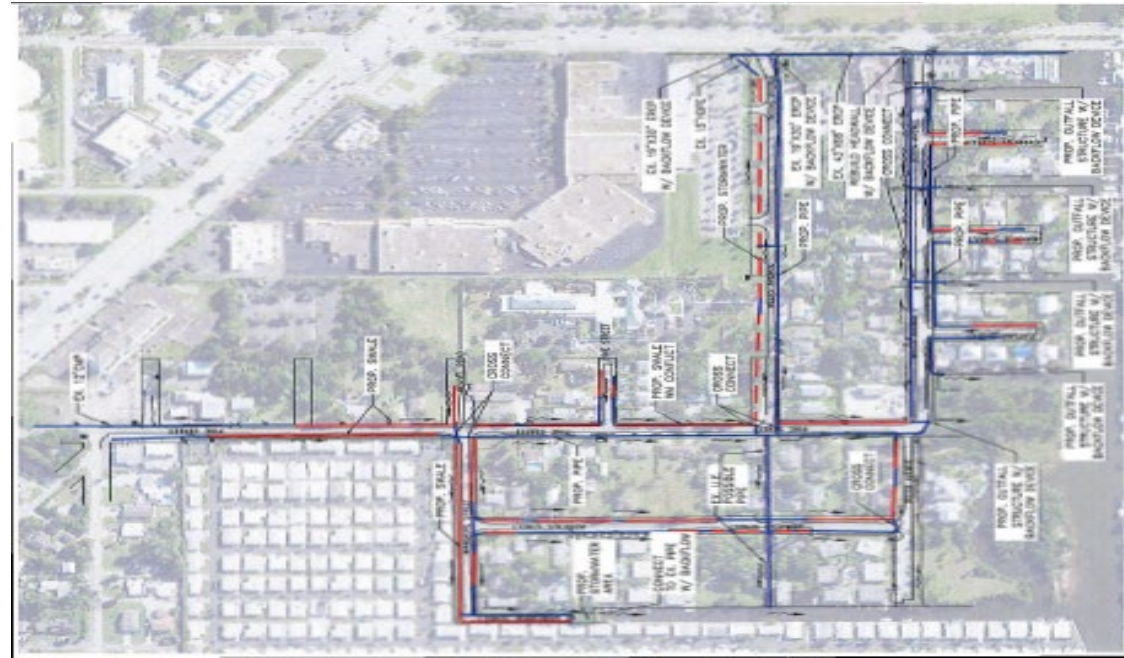
- Meeting is scheduled for January 11 with Collier Transportation staff to review data and analysis and roundabout options.
- Presentation to Advisory Board tentatively scheduled for January 2023.
- Presentation to BCC/CRA Board tentatively scheduled for February 2023

DESCRIPTION OF WORK	% COMPLETE
Procurement	100%
Design	70%
Construction	0%



Item 10b Page 5

DESCRIPTION OF WORK	% COMPLETE
Procurement	100%
Design	30%
Construction	0%



- CRA Staff has provided Blot Engineering with comments on the 30% drawings.
- ROW alignment issue identified in 30% plans
- Change order has been approved for additional engineering design services and time extension for the re-alignment of Weeks Avenue.

Gateway Triangle Stormwater Phase 1

Commissioner District: 4
Project #: 50203

Funding Source: Bayshore CRA
Lead Project Manager: Richard Orth, Capital Improvements
CRA Project Manager: Tami Scott
Director: Debrah Forester

Project Scope: Bayside Street and Linwood Stormwater Improvements

Design Costs: \$257,542
Construction Budget: TBD
Architect/Engineer: Kissinger, Campo and Assoc
Status: Work Order Pending
Design Notice to Proceed Date: TBD



Milestones / Challenges to date: 1-04-2023

- Engineer Firm Selection via Rotation process
- Scope of work finalized
- Work order pending approved
- Pending Purchase Order

DESCRIPTION OF WORK	% COMPLETE
Procurement	10%
Design	0%
Construction	0%

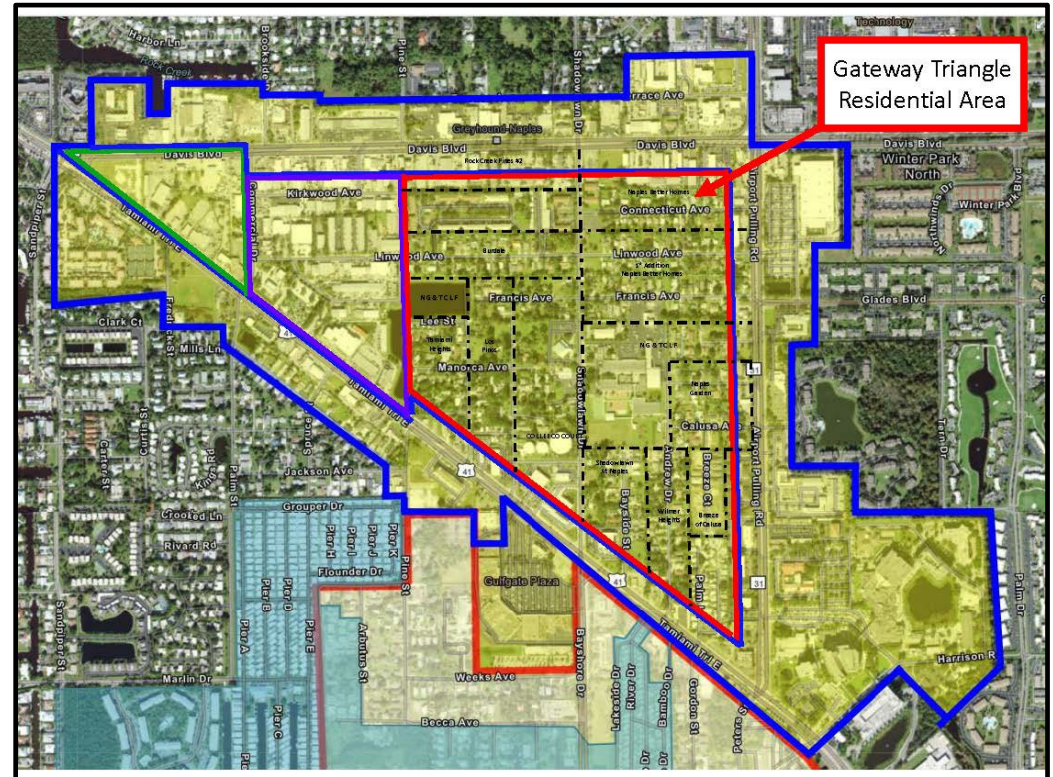
Gateway Triangle Master Plan

Commissioner District: 4
Project #: 50203

Funding Source: Bayshore CRA
CRA Project Manager: Cristina Perez
Director: Debrah Forester

Project Scope: Develop master plan for the Gateway Triangle neighborhood to further implement the BGTCRA Redevelopment Plan.

Design Costs: \$170,000 (estimate)
Architect/Engineer: Pending approval
Status: Drafting scope of work
Design Notice to Proceed Date: TBD



Milestones / Challenges to date:

- Hurricane Ian severely impacted this area
- Area will be subdivided into neighborhoods/districts
- Scope of work drafted.
- CRA Advisory Board requested evaluation of Direct Select vs RFP process. Item will be brought forward at the January 12 meeting.
- Community Engagement process with residential neighborhood tentatively scheduled for February 9.

DESCRIPTION OF WORK	% COMPLETE
Procurement	10%
Design	0%
Construction	0%

Commissioner District: 4
Project #: 50206

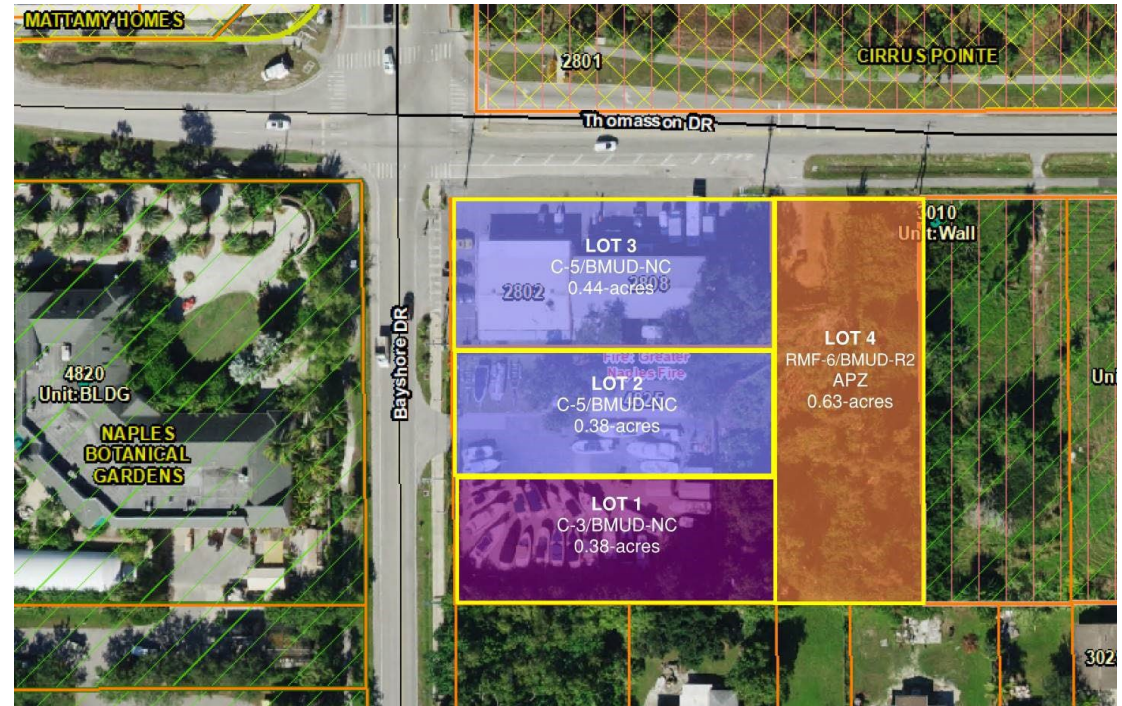
Funding Source: Bayshore CRA
Project Manager: Debrah Forester
Director: Debrah Forester

Phase 1A- Demolition Completed
Demolition Budget: \$142,600
Final Completion: 10-6-2022

Phase 1B – Clearing
Project Scope: Remove exotics on Lot 4
Budget: \$25,000

Phase 2- Future Use Analysis
Project Scope- Public Input and site analysis – development of alternative development site plans based on public input.
Purchase Order: \$24,673

Letter of Intent to Purchase Received December 12, 2022
CRA Advisory Board Presentation – January 12, 2023



Milestones / Challenges to date: 1-04-2023

Maintenance

- Lot 4 of the Del's purchase – vacant RMF-4 parcel has been hand cleared as allowed by code. Staff has received quotes for the removal of all exotics on that lot. and will proceed. Purchase Order pending.
- New hose bib to be installed on the vacant grass area on Lot 3. Quote to replace fence due to Hurricane Ian damage pending.

Phase 2 - Community Engagement and Assessment – Stantec Consulting Scope of work approved by Advisory Board on December 6. Notice to Proceed pending approval from Procurement. Community visioning charette tentatively scheduled for mid-February.

DESCRIPTION OF WORK	% COMPLETE
Procurement	10%
Design	0%
Construction	0%

Commissioner District: 4

Project #: 50171

Funding Source: Bayshore MSTU/Parks & Recreation

Project Manager: Olivier Surreau

Project Scope: Construct 34 boat trailer parking spaces, multi-use path, streetlighting and landscape, new roadway, and sidewalks along Hamilton Avenue.

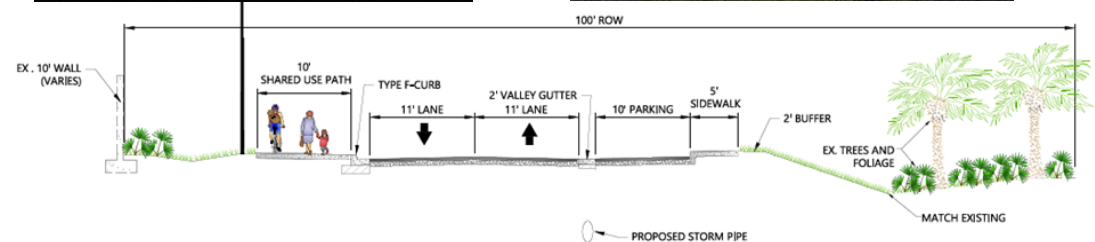
Construction Budget: \$3,246,304.75

Architect/Engineer: RWA

Design Notice to Proceed Date: 1-10-2022

Contractor : Haskins Construction

CEI Services: Johnson Engineering



Milestones / Challenges to date: 1-04-2023

- Project coming close to final completion, Substantial completion walk thru held on 12-15-2022.
- ROW inspection requested with Collier County.
- Meeting with Parks and Recreation January 5 to confirm maintenance of parking area and request signage and trash and recycle containers be installed in parking area.
- Presentation scheduled January 18 Parks & Rec Advisory Board

DESCRIPTION OF WORK	% COMPLETE
Procurement	100%
Design	100%
Construction	90%

Bayshore MSTU Short Term Maintenance

District #: 4

Project #: Bayshore MSTU

Funding Source: Bayshore Beautification MSTU

Project Manager: Tami Scott

Director: Debrah Forester

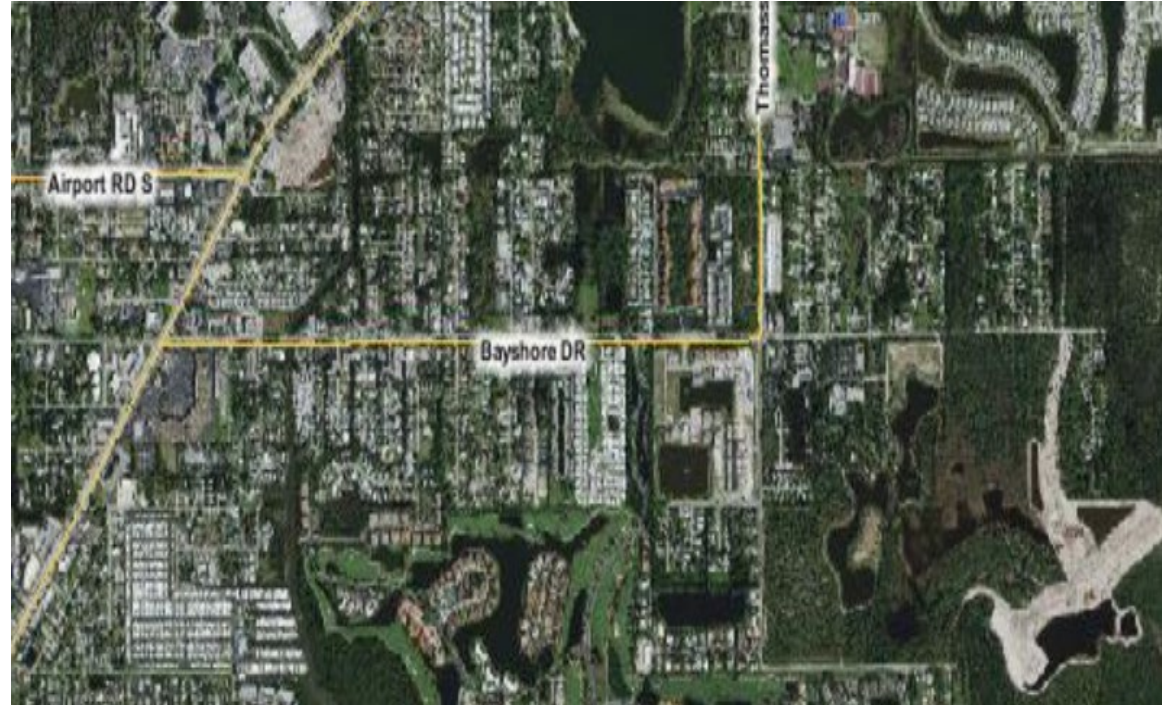
Project Scope: Coordinated maintenance and repairs within the Thomasson Drive, Bayshore Drive and Hamilton Avenue right-of-ways.

Landscape contractor – A&M

FY23 Annual Maintenance Contract: \$153,220.82

FY23 Annual Maintenance Incidentals Budget: \$70,000

Notice to Proceed Date: Nov. 12, 2019 (3-year contract)



Milestones/Challenges To Date: 1-04-2023

- Coastal Vista Design has been completed their work on median 20 and 23.
- Median 20 has been replanted
- Staff received a quote for new ground cover for Median 23 on Bayshore Drive \$8,000. MSTU approved the quote on 12-14-2022. Waiting on FDOT project to be completed prior to replanting, staff is working on PO.
- Staff received a quote for Hurricane Ian replanting on Bayshore Drive \$17,000, MSTU approved the quote on 12-14-2022, staff is working on PO.
- Irrigation break of main discovered December 29. Quote on repair is pending. Replanting will begin after irrigation is repaired.
- Large section of sidewalk to be replaced by RM on Bayshore, damaged from canopy Trees.

DESCRIPTION OF WORK

% COMPLETE

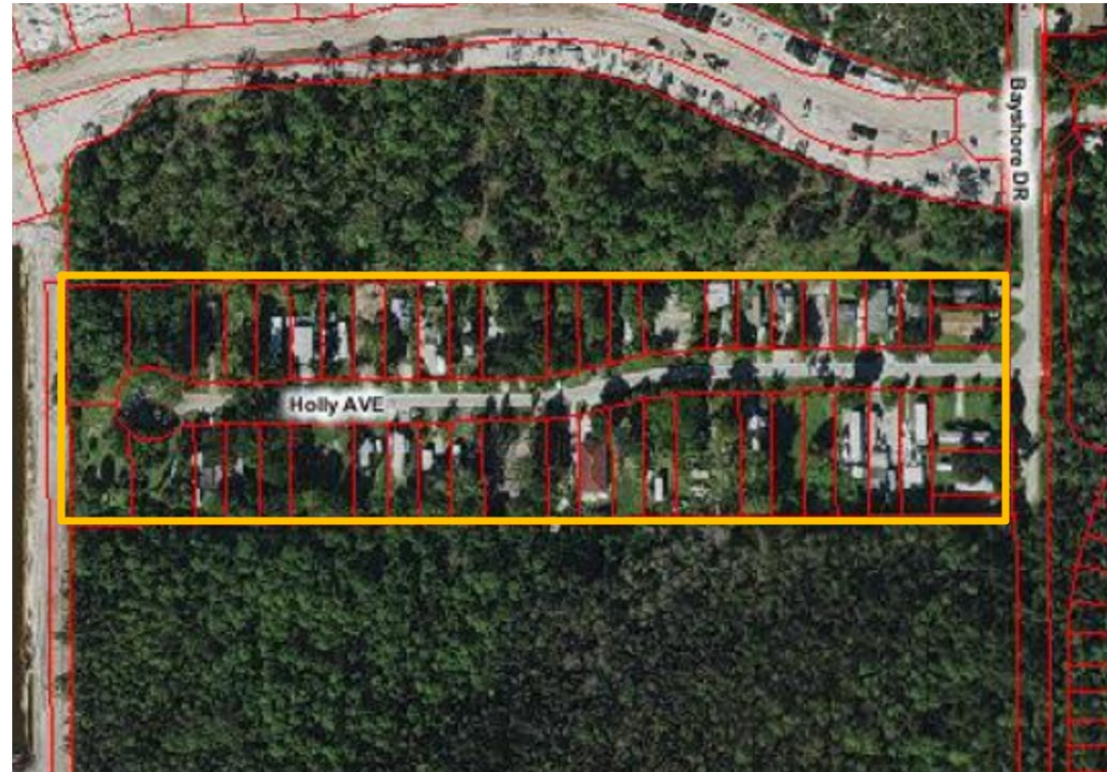
DESCRIPTION OF WORK	% COMPLETE
Procurement	100%
Ongoing Maintenance	25%

Commissioner District: 4
Project #: 50203

Funding Source: Bayshore CRA
CRA Project Manager: Cristina Perez
Director: Debrah Forester

Project Scope: Neighborhood assessment of potential opportunities for life quality enhancement to further implement the BGTCRA Redevelopment Plan.

Design Costs: TBD
Architect/Engineer: TBD
Status: Coordination of meetings to initiate assessment
Design Notice to Proceed Date: TBD



Milestones / Challenges to date: 1-04-2023

- Hurricane Ian severely impacted this area
- Resident requested a community meeting be held to gather input on needs and opportunities.
- Tentative Schedule for February 11 to host community meeting.

DESCRIPTION OF WORK	% COMPLETE
Procurement	0%
Design	0%
Construction	0%

Status

Attachment 13 - Item 10.c

Stars Report #	Invoice #	Date of damage	Submit to Risk Date	Description of damage	Amount of repair & Replacement	CCSO Incident report number	Total Paid	Reimbursement Date	Outstanding balance
5010192112266		10/19/2021	2/10/2022	Damage Trash Can/Bench, Fox Tail Palm	\$ 5,743.51	21-382379			\$ 5,743.51
5005152212600		5/15/2022	5/23/2022	Light Pole damage at Roundabout Botanical side	\$ 19,767.76	21-183526			\$ 19,767.76
5006132212754		6/13/2022	7/6/2022	Vandalism to Roundabout directional signage	\$ 870.00	no report filed			\$ 870.00
5006152212693		6/15/2022	6/16/2022	Damage landscaping, irrigation on median 6	\$ 2,200.00	22-223732			
5011012213571		11/1/2022	1/5/2023	Damage to pole #43	\$ 1,336.50	researching report			
5001012313572		1/1/2023	1/5/2023	Damage to pole #52		Researching report			
	\$47,036.03								\$ 47,036.03
	Total								\$ 27,790.15

Fund 187 Bayshore/Gateway Triangle

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI			206,105.11	165,473.20	371,578.31-
*** 187 BAYSHORE/GATEWAY TR			206,105.11	165,473.20	371,578.31-
** REVENUE Sub Total	3,589,600.00-	3,627,276.95-		2,683.36-	3,624,593.59-
* REVENUE - OPERATING Su	20,000.00-	20,000.00-		2,683.36-	17,316.64-
361170 OVERNIGHT INT				1,581.56-	1,581.56
361180 INVESTMENT IN	20,000.00-	20,000.00-		1,101.80-	18,898.20-
* CONTRIBUTION AND TRANS	3,569,600.00-	3,607,276.95-			3,607,276.95-
481001 TRANS FRM 001	2,730,700.00-	2,730,700.00-			2,730,700.00-
481111 TRANS FRM 111	618,200.00-	618,200.00-			618,200.00-
481163 TRANS FRM 163	125,500.00-	125,500.00-			125,500.00-
481164 TRANS FRM 164	11,300.00-	11,300.00-			11,300.00-
481186 TRANS FRM 186	84,900.00-	84,900.00-			84,900.00-
489201 CARRY FORWARD		37,676.95-			37,676.95-
489900 NEG 5% EST RE	1,000.00	1,000.00			1,000.00
** EXPENSE Sub Total	3,496,000.00	3,496,000.00	206,105.11	168,156.56	3,253,015.28
* PERSONAL SERVICE	446,200.00	446,200.00	58,987.00	110,107.57	370,705.43
* OPERATING EXPENSE	499,300.00	499,300.00	147,118.11	58,048.99	331,809.85
634210 IT OFFICE AUT	12,800.00	12,800.00	12,800.00		
634970 INDIRECT COST	53,700.00	53,700.00	26,850.00	26,850.00	
634980 INTERDEPT PAY	35,000.00	35,000.00			35,000.00
634990 LANDSCAPE INC	25,000.00	25,000.00			25,000.00
634999 OTHER CONTRAC	210,800.00	210,800.00	75,814.83	16,181.65	154,775.52
639967 TEMPORARY LABOR	45,000.00	45,000.00			45,000.00
640300 TRAVEL PROF D	8,000.00	8,000.00		51.30	7,948.70
641230 TELEPHONE ACC	1,800.00	1,800.00			1,800.00
641700 CELLULAR TELE	2,200.00	2,200.00		451.13	1,748.87
641950 POST FREIGHT	500.00	500.00		47.94	452.06
641951 POSTAGE	2,000.00	2,000.00			2,000.00
643100 ELECTRICITY	2,500.00	2,500.00	3,342.80	157.20	1,000.00-
643400 WATER AND SEW	6,500.00	6,500.00	5,660.70	639.30	200.00
644620 LEASE EQUIPME	2,000.00	2,000.00	2,549.78	650.22	1,200.00-
645100 INSURANCE GEN	3,400.00	3,400.00	3,400.00		
645260 AUTO INSURANC	500.00	500.00	500.00		
646180 BUILDING RM I				776.16	776.16-
646311 SPRINKLER SYS	500.00	500.00			500.00
646360 MAINT OF GROU	30,000.00	30,000.00	11,100.00	2,080.00	16,820.00
646430 FLEET MAINT I	300.00	300.00		32.00	268.00
646440 FLEET MAINT P	200.00	200.00		9.04	190.96
646970 OTHER EQUIP R				24.72	24.72-
647110 PRINTING AND	5,000.00	5,000.00			5,000.00
648170 MARKETING AND	7,500.00	7,500.00	3,600.00	5,583.96	1,683.96-
648174 REGISTRATION	1,000.00	1,000.00		1,500.00	500.00-
649000 SALES TAX EXP				8.72-	8.72
649030 CLERKS RECORD	2,500.00	2,500.00			2,500.00
649100 LEGAL ADVERTI	4,500.00	4,500.00	1,500.00		3,000.00
649990 OTHER MISCELL	500.00	500.00			500.00
651110 OFFICE SUPPLI	4,000.00	4,000.00		61.66	3,938.34
651210 COPYING CHARG	5,000.00	5,000.00			5,000.00
651910 MINOR OFFICE E	1,500.00	1,500.00			1,500.00
651930 MINOR OFFICE F	2,000.00	2,000.00			2,000.00
651950 MINOR DATA PR	2,500.00	2,500.00			4,204.95
652110 CLOTHING AND	1,000.00	1,000.00			1,000.00
652210 FOOD OPERATIN	1,000.00	1,000.00		342.00	658.00
652490 FUEL AND LUB	600.00	600.00		80.35	519.65
652920 COMPUTER SOFT	3,000.00	3,000.00		166.42	2,833.58
652990 OTHER OPERATI	4,500.00	4,500.00		567.66	3,932.34
652999 PAINTING SUPP	1,500.00	1,500.00			1,500.00
653710 TRAFFIC SIGNS	500.00	500.00			500.00
654110 BOOKS PUB SUB	500.00	500.00			500.00
654210 DUES AND MEMB	4,000.00	4,000.00		1,805.00	2,195.00
654360 OTHER TRAININ	4,000.00	4,000.00			4,000.00
* CAPITAL OUTLAY	50,000.00	50,000.00			50,000.00
763100 IMPROVEMENTS	50,000.00	50,000.00			50,000.00
* TRANSFERS	2,485,000.00	2,485,000.00			2,485,000.00
910010 TRANS TO 001	53,800.00	53,800.00			53,800.00
917870 TRANS TO 787	2,431,200.00	2,431,200.00			2,431,200.00
* RESERVES	15,500.00	15,500.00			15,500.00
991000 RESV FOR CONT	15,500.00	15,500.00			15,500.00

Fund 787 Bayshore CRA Projects

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI			1,137,930.00	55,526.52	1,193,456.52-
*** 787 BAYSHORE CRA PROJEC			1,137,930.00	55,526.52	1,193,456.52-
** REVENUE Sub Total	2,454,600.00-	11,193,943.60-		18,434.04-	11,175,509.56-
* REVENUE - OPERATING Su	24,600.00-	24,600.00-		18,434.04-	6,165.96-
361170 OVERNIGHT IN				11,242.74-	11,242.74
361180 INVESTMENT IN	24,600.00-	24,600.00-		7,191.30-	17,408.70-
* CONTRIBUTION AND TRANS	2,430,000.00-	11,169,343.60-			11,169,343.60-
481187 TRANS FRM 187	2,431,200.00-	2,431,200.00-			2,431,200.00-
489201 CARRY FORWARD		8,739,343.60-			8,739,343.60-
489900 NEG 5% EST REV	1,200.00	1,200.00			1,200.00
** EXPENSE Sub Total	2,454,600.00	11,193,943.60	1,137,930.00	73,960.56	9,982,053.04
* OPERATING EXPENSE	640,300.00	2,766,158.28	537,930.00	73,960.56	2,154,267.72
631650 ABSTRACT FEES					
631800 ENVIRONMENTAL					
634980 INTERDEPT PAY				3,859.00	3,859.00-
634999 OTHER CONTRAC	640,300.00	2,766,158.28	269,130.08	18,257.20	2,478,771.00
639990 OTHER CONTRAC			268,799.92	51,844.36	320,644.28-
649030 CLERKS RECORD					
* CAPITAL OUTLAY	1,564,300.00	7,662,361.29	600,000.00		7,062,361.29
763100 IMPROVEMENTS	1,564,300.00	7,662,361.29	600,000.00		7,062,361.29
* GRANTS AND DEBT SERVIC	250,000.00	765,424.03			765,424.03
882100 REMIT PRIVATE	250,000.00	250,000.00			250,000.00
884200 RESIDENTIAL R		515,424.03			515,424.03

Fund 787 Project 50197 Residential Grants

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI		196,422.50			196,422.50
*** 50197 BAYSHORE CRA PROJEC		196,422.50			196,422.50
** EXPENSE Sub Total		196,422.50			196,422.50
* OPERATING EXPENSE		196,422.50			196,422.50
* GRANTS AND DEBT SERVIC		196,422.50			196,422.50
884200 RESIDENTIAL R		196,422.50			196,422.50

Fund 787 Project 50198 Commercial Grants

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI		319,001.53			319,001.53
*** 50198 BAYSHORE CRA PROJEC		319,001.53			319,001.53
** EXPENSE Sub Total		319,001.53			319,001.53
* OPERATING EXPENSE		319,001.53			319,001.53
* GRANTS AND DEBT SERVIC		319,001.53			319,001.53
884200 RESIDENTIAL R		319,001.53			319,001.53

Fund 787 Project 50203 Stormwater

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI	838,000.00	2,504,664.82	208,693.12	7,839.70	2,288,132.00
*** 50203 BAYSHORE CRA PROJEC	838,000.00	2,504,664.82	208,693.12	7,839.70	2,288,132.00
** EXPENSE Sub Total	838,000.00	2,504,664.82	208,693.12	7,839.70	2,288,132.00
* OPERATING EXPENSE		279,284.82	208,693.12	7,839.70	62,752.00
634980 INTERDEPT PAY				646.00	646.00-
634999 OTHER CONTRAC		279,284.82	208,693.12	7,193.70	63,398.00
* CAPITAL OUTLAY	838,000.00	2,225,380.00			2,225,380.00
763100 IMPROVEMENTS	838,000.00	2,225,380.00			2,225,380.00

Fund 787 Project 50204 Linwood

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI	100,000.00	800,000.00			800,000.00
*** 50204 BAYSHORE CRA PROJEC	100,000.00	800,000.00			800,000.00
** EXPENSE Sub Total	100,000.00	800,000.00			800,000.00
* OPERATING EXPENSE		350,000.00			350,000.00
634999 OTHER CONTRAC		350,000.00			350,000.00
* CAPITAL OUTLAY	100,000.00	450,000.00			450,000.00
763100 IMPROVEMENTS	100,000.00	450,000.00			450,000.00

Fund 787 Project 50206 Ackerman-Dells

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI		635,863.50	40,840.50	3,213.00	591,810.00
*** 50206 BAYSHORE CRA PROJEC		635,863.50	40,840.50	3,213.00	591,810.00
** EXPENSE Sub Total		635,863.50	40,840.50	3,213.00	591,810.00
* OPERATING EXPENSE			40,840.50	3,213.00	44,053.50-
631650 ABSTRACT FEES					
631800 ENVIRONMENTAL					
634980 INTERDEPT PAY				3,213.00	3,213.00-
634999 OTHER CONTRAC			39,673.00		39,673.00-
639990 OTHER CONTRAC			1,167.50		1,167.50-
649030 CLERKS RECORD					
* CAPITAL OUTLAY		635,863.50			635,863.50
763100 IMPROVEMENTS		635,863.50			635,863.50

Fund 787 Project 50207 Bayshore Parking Lot

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI	15,000.00	64,586.31	320.00		64,266.31
*** 50207 BAYSHORE CRA PROJEC	15,000.00	64,586.31	320.00		64,266.31
** EXPENSE Sub Total	15,000.00	64,586.31	320.00		64,266.31
* OPERATING EXPENSE			320.00		320.00-
634999 OTHER CONTRAC			320.00		320.00-
* CAPITAL OUTLAY	15,000.00	64,586.31			64,586.31
763100 IMPROVEMENTS	15,000.00	64,586.31			64,586.31

Fund 787 Project 50208 17 Acre Site

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI	261,300.00	2,947,752.48	267,632.42	51,844.36	2,628,275.70
*** 50208 BAYSHORE CRA PROJEC	261,300.00	2,947,752.48	267,632.42	51,844.36	2,628,275.70
** EXPENSE Sub Total	261,300.00	2,947,752.48	267,632.42	51,844.36	2,628,275.70
* OPERATING EXPENSE		697,120.00	267,632.42	51,844.36	377,643.22
634980 INTERDEPT PAY					
639999 OTHER CONTRAC		697,120.00			697,120.00
639990 OTHER CONTRAC			267,632.42	51,844.36	319,476.78-
* CAPITAL OUTLAY	261,300.00	2,250,632.48			2,250,632.48
763100 IMPROVEMENTS	261,300.00	2,250,632.48			2,250,632.48

Fund 787 Project 50255 Public Art

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI	100,000.00	200,000.00			200,000.00
*** 50255 BAYSHORE CRA PROJEC	100,000.00	200,000.00			200,000.00
** EXPENSE Sub Total	100,000.00	200,000.00			200,000.00
* CAPITAL OUTLAY	100,000.00	200,000.00			200,000.00
763100 IMPROVEMENTS	100,000.00	200,000.00			200,000.00

Fund 787 Project 50256 Commun. Safety Improve

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI	50,000.00	135,899.00			135,899.00
*** 50256 BAYSHORE CRA PROJEC	50,000.00	135,899.00			135,899.00
** EXPENSE Sub Total	50,000.00	135,899.00			135,899.00
* CAPITAL OUTLAY	50,000.00	135,899.00			135,899.00
763100 IMPROVEMENTS	50,000.00	135,899.00			135,899.00

Fund 787 Project 50258 General Rd Improve

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI		500,000.00			500,000.00
*** 50258 BAYSHORE CRA PROJEC		500,000.00			500,000.00
** EXPENSE Sub Total		500,000.00			500,000.00
* OPERATING EXPENSE		250,000.00			250,000.00
639999 OTHER CONTRAC		250,000.00			250,000.00
* CAPITAL OUTLAY		250,000.00			250,000.00
763100 IMPROVEMENTS		250,000.00			250,000.00

Fund 787 Project 50259 Multi-Modal Improve

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI		150,000.00			150,000.00
*** 50259 BAYSHORE CRA PROJEC		150,000.00			150,000.00
** EXPENSE Sub Total		150,000.00			150,000.00
* CAPITAL OUTLAY		150,000.00			150,000.00
763100 IMPROVEMENTS		150,000.00			150,000.00

Fund 787 Project 50262 N Bayshore Enhance

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI	200,000.00	1,049,453.46	20,443.96	11,063.50	1,017,946.00
*** 50262 BAYSHORE CRA PROJEC	200,000.00	1,049,453.46	20,443.96	11,063.50	1,017,946.00
** EXPENSE Sub Total	200,000.00	1,049,453.46	20,443.96	11,063.50	1,017,946.00
* OPERATING EXPENSE		449,453.46	20,443.96	11,063.50	417,946.00
639999 OTHER CONTRAC		449,453.46	20,443.96	11,063.50	417,946.00
* CAPITAL OUTLAY	200,000.00	600,000.00			600,000.00
763100 IMPROVEMENTS	200,000.00	600,000.00			600,000.00

Fund 787 Project 50263 Complete Streets

Fund / Comm Item	BCC Adopt Budget	Tot Amend Budget	Commitment	Actual	Available
**** Grand Total-Fund/ CI		100,000.00			100,000.00
*** 50263 BAYSHORE CRA PROJEC		100,000.00			100,000.00
** EXPENSE Sub Total		100,000.00			100,000.00
* CAPITAL OUTLAY		100,000.00			100,000.00
763100 IMPROVEMENTS		100,000.00			100,000.00

Bayshore CRA
Open Cases
Jan 2023

Attachment 15 - Item 11a

Case Number	Case Type	Description	Date Entered	Location Description	Detailed Description
CEPM20190014027	PM	Open	11/20/2019	2978 Poplar St - 29831080005	Structure with roof and siding damage.
CEPM2020000363	PM	Open	01/10/2020	2862 Arbutus St - 81780360005 (note: CC Prop Appr. does not recognize these "common area" address points) permit number: PRBD20190522726	Docks that are failing and starting to fall into the water. Hazard for boats in the area.
CENA20200010414	NA	Open	09/24/2020	50891000007 - 2596 HOLLY AVE	Grass & weeds in excess of 18". Also - vegetative debris. Inclusion to Mandatory lot Mowing program as of today 10/8/2020
CESD20200011642	SD	Open	10/27/2020	23120120009 - 2248 CURTIS ST	Complaint of turning this single family home into a multi family unit with possible garage conversion, and now too many people living in them. *RE: AIMS 311 Service Request 51854*
CESD20200012115	SD	Open	11/10/2020	2775, 2781, and 2815 Bayview Dr - Orick Marina 61835200001 - 2775 BAYVIEW DR	Orick Marine on Bayview has built/installed additional boat lifts without permits.
CENA20210001924	NA	Open	02/24/2021	81780240002 - Unimproved lot at the west end of Becca Ave	High grass & weeds in excess of 18"
CEV20210002337	V	Open	03/10/2021	2311 Andrew Dr.	Numerous unlicensed vehicles and all along the buffer hedge in a row all the way to the back of the property mostly trucks but all unlicensed
CEPM20210003116	PM	Open	03/30/2021	Along Commercial Dr Behind 2300 Davis Blvd. Economy Body Shop	Graffiti on utility boxes Between Davis Blvd. & Kirkwood Dr. in the alley on backwall of Economy Body Shop
CESD20210003927	SD	Open	04/20/2021	3056 Van Buren Ave	Unpermitted modification to trailer ending it's original DOT certification. Structure must be removed as it is a hazard to occupants and neighboring structures. Entire top of trailer and walls have been removed and replaced with site built materials without any permitting, engineering or inspection.
CESD20210004109	SD	Open	04/23/2021	3470 Bayshore Dr	Bayshore CRA has received complaints regarding new boat racks being installed, noise and debris at the Marina located at the corner of Bayshore and Riverview.
CEPM20210004918	PM	Open	05/12/2021	71781320009 - 3385 BAYSHORE DR (mixed use building @ Coco & Bayshore)	Property maintenance issues including damage post office boxes support, garbage being spread out by vultures, broken/boarded window in residence, untagged grey BMW.
CENA20210005555	NA	Open	05/27/2021	County owned property to the west of complainant's property @ 2500 Lee St	Exotics encroaching on complainant's property
CESD20210005901	SD	Open	06/08/2021	3240 Collee Ct - 48680200004	Unpermitted AC unit, carport enclosure, and interior remodeling, see Contractor Licensing Case CECV20210004960.
CEPM20210006514	PM	Open	06/21/2021	4621 Bayshore behind Bldg Q - behind the wooden fence 21800001709 - 4629 BAYSHORE DR	Really long sistern is in bad shape (rotted / trees growing out of it) to where someone could fall in & drown.
CESD20210011366	SD	Open	11/02/2021	7180000242 - 3399 CANAL ST	New carport that showed up over the weekend. Permits?
CESD20210011573	SD	Open	11/05/2021	3212 Bayshore Dr. - 48171320008 - 3200 BAYSHORE DR	Remodeling a room and adding a kitchen, adding walls and stairs (no permits)
CESD20210011987	SD	Open	11/18/2021	2564 Van Buren Ave 29280560309 - 2564 VAN BUREN AVE	Home occupied without C/O on permit. Also check status of expired tank permit PRBD20210416602 & rejected pool enclosure permit PRBD20210840479
CEPM20210013100	PM	Open	12/20/2021	3085 Areca Ave	Fire Damaged dwelling
CEPM20210013352	PM	Open	12/29/2021	48173680005 - 2649 LAKEVIEW DR	bulk head seems to be cut by the neighbor and is very concerned about his safety as the neighbor threatened him, and also he has a boat parked in the front of the property half way into his property for weeks, there is a fence on the property that the neighbor has put a roof on which collects the rainwater and dumps it on his property.
CEAU20220000580	AU	Open	01/18/2022	48173680005 - 2649 LAKEVIEW DR	Fence built without a permit (from case # CEPM20210013352)
CESD20220001491	SD	Open	02/10/2022	2315 Andrew Drive	Unpermitted addition, see Contractor Licensing Case CECV20220000863.
CEVR20220002751	VR	Open	03/18/2022	71800000433 - 3370 CANAL ST	An unimproved parcel was illegally cleared of vegetation.
CEPM20220003654	PM	Open	04/12/2022	82640200000 - 2448 ANDREW DR	Possible dangerous structure on this parcel.
CEPM20220003671	PM	Open	04/13/2022	00388200001 - 301 PIER C - Main address for NAPLES LAND YACHT HARBOR INC Site Address: 103 Pier K, Naples Land Yacht Harbor	Mobile home that was crashed into by a stolen U-Haul box truck. The mobile home appears to have shifted off of its foundation and was declared a dangerous structure.

Bayshore CRA
Open Cases
Jan 2023

CEPM20220003673	PM	Open	04/13/2022	48173280007 - 3470 BAYSHORE DR	Complainant: Bayshore CRA. Exterior lighting from Viage Marina is shining directly into neighboring residential properties.
CESD20220003822	SD	Open	04/18/2022	2201 Paget Cir - 82840200606	Pool addition with exposed pipes coming out on Right side of home being performed without permits
CEAU20220004549	AU	Open	05/09/2022	48173640003 2667 Lakeview Dr	A fence was built that may be unpermitted.
CEPM20220005093	PM	Open	05/25/2022	61841680000 - 1 Bamboo Drive	Dumpsters @ Harmony Shores are not properly screened.
CEPM20220005317	PM	Open	06/02/2022	See attached email for site address that will need to be confirmed.	Failed culvert pipe
CEPM20220005389	PM	Open	06/03/2022	3508 Plantation Way (on the corner) 61841280002 - 3531 PLANTATION WAY (Naples 701 Apartments)	Street lights out by his building. Management not fixing.
CES20220005486	S	Open	06/08/2022	Near roundabout at Bayshore Dr and Thomasson Dr 6183648000	Mattamy Homes marketing sign in the right-of-way. Is it permitted?
CEV20220005682	V	Open	06/15/2022	4607 Dominion Dr	Unlicensed vehicles, commercial trailer, and jet skis.
CESD20220005870	SD	Open	06/21/2022	Folio 81780360005 - Common area parcel @ 2862 Arbutus St 64770400002 - individual owners parcel....	Unpermitted parking lot in ROW, see Contractor Licensing Case CEMIS20220002239.
CEPM20220006154	PM	Open	07/01/2022	61841280002 - 3531 PLANTATION WAY	Caller states the staircases are in bad shape. The brackets are rusted & falling off, the bannisters shake & the foundation of the staircases are not good either. Caller states all 9 buildings are like this.
CESD20220006564	SD	Open	07/15/2022	48173280007 - 3470 BAYSHORE DR	Floating docks not being permitted behind the Viage Marina. The employees seem to party on them all night long and the complainant said they never seen a permit for them in the portal. (Bayshore CRA)
CEPM20220007058	PM	Open	07/28/2022	102 Jeepers Dr	Squatters reported at this location. No power, no water, and trailer in poor condition.
CENA20220007102	NA	Open	07/29/2022	3117 Areca Ave	ROW area not being maintained
CEROW20220007115	ROW	Open	08/01/2022	2519 Bayside St	They have started some sort of site development, per the complainant. They have altered the culvert, possibly without permits.
CELU20220007287	LU	Open	08/04/2022	2519 Bayside St	Storing materials on the unimproved property. No active building permits.
CESD20220008132	SD	Open	08/26/2022	50891080001 - 2620 HOLLY AVE	Unpermitted mobile home rebuild, see Contractor Licensing Case CECV20220007979.
CESD20220008134	SD	Open	08/26/2022	61330520008 - 1881 DANFORD ST	Unpermitted addition & exterior door, see Contractor Licensing Case CECV20220008078.
CENA20220008235	NA	Open	08/31/2022	48173680005 - 2649 LAKEVIEW DR	Illegal outside storage of building materials
CENA20220008303	NA	Open	09/01/2022	Corner of Bayshore and Van Buren Ave (NE corner)	Overgrown weeds and litter on unimproved property.
CEPM20220008389	PM	Open	09/06/2022	2996 Francis Ave #11	Rec'd call from a DAS officer. Converted shed w/ someone living in it. Looks like a utility shed.
CELU20220008564	LU	Open	09/12/2022	2303 Kirkwood - 22720720004 (this complaint has 3 separate addresses with the same alleged violation: 2303, 2348, & 2370 Kirkwood)	Unlicensed vehicles - caller states it was cleared up by code before, but they're back (switched case to LU)
CELU20220008642	LU	Open	09/13/2022	2348 Kirkwood - 22721200002	Unlicensed vehicles - caller states it was cleared up by code before, but they're back
CEV20220008715	V	Open	09/14/2022	2536 LEE ST - 76410080000	Multiple boats & trailers parked on the side of a residence
CESD20220009672	SD	Open	10/21/2022	3085 Areca Ave - 71781920001	Unpermitted repairs in progress.
CEVR20220009888	VR	Open	10/28/2022	Preserve that runs from west end of Sunset Ave to west end of Florida Ave	Exotic vegetation (Melaluca, Australian Pine, Areca Palms, Brazilian Pepper, etc.) overgrowing preserve area. This overgrowth is also affecting the drainage on the north side of Sunset Ave.
CEROW20220009919	ROW	Open	10/30/2022	23120360005 - 1335 SANDPIPER ST	Water is being pumped into the swale @ 1335 Sandpiper causing flooding and swale blockage.

Bayshore CRA
Open Cases
Jan 2023

CENA20220009921	NA	Open	10/30/2022	2832 Linda Dr	Debris from flooded homes at 2710 and 2832 Linda Drive in Naples still in the street and piles of trash and discarded items are growing by the day. Others are even bringing their trash and dumping it in front of the homes that do not live in the neighborhood. Homes are uninhabitable from Ian surge with over 4' of water, yet there are residents and transients still living in them. Code enforcement can view the condition of the properties from the road. The home at 2832 Linda, residents are living under a tarp in the carport. The street trash and debris from the homes are now creating a health hazard for the neighborhood and surrounding homes. The homes are also attracting transients to come and go at all hours of the day and night.
CEVR20220009981	VR	Open	11/01/2022	Where Sunset Ave and Pine St meet, across from the Windstar Community	There is a lake with extremely overgrown vegetation, including many sea hibiscus
CEPM20220010218	PM	Open	11/10/2022	1002 Tippins Terr.	H2A Workers are moving into the unit approximately 10 people and more dropped off today by bus overcrowding in the home.

Case Number	Case Type	Description	Date Entered	Location Description	Description
CESD20220010484	SD	Open	11/22/2022	3044 Coco Ave,	Unpermitted demolition of a garage on the back of the property and removal of cabinets and plumbing fixtures from inside the interior of the single family residence.
CELU20220010560	LU	Closed	11/28/2022	3385 Bayshore Dr	Vehicles parked in swale and other areas not designated for parking. Molcajetes Restaurant.
CELU20220010707	LU	Closed	12/01/2022	Folio: 71580260001	CRA reports there is a homeless camp on this property.
CELU20220011039	LU	Closed	12/14/2022	4040 Bayshore Dr	Convenience store is cooking food outside and selling the product in the convenience store. Concerns raised about the food being cooked for health and safety.
CECOM20220011132	COM	Closed	12/19/2022	4040 Bayshore Dr	There's a store called Joes Market & Catering, on Bayshore Dr., that has set up a blue tarp tent and has been cooking over flame. My concern is 1) are they allowed to cook, 2) they're cooking close to the wood fence line which can cause a fire, 3) is that blue tarp legal. There was an incident years ago where someone cooking caused a fire and it burned down 40ft of our wood fence.

Bayshore Gateway Triangle Salaries 2023

2023 Budget

Regular Salaries	\$398,070
Benefits	\$141,730
Total	\$539,800

Transfer Funds to CRA for Salaries

Bayshore MSTU	\$125,500
Immokalee CRA for CRA Director Position	\$84,900
Haldeman Creek	\$11,300
Total	\$221,700

CRA Contribution to Salaries	\$318,100
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Full Time Positions

CRA Director	\$136,367 *
Program Manager	\$92,263
Project Manager II	\$102,399
Operations Support Specialist I	\$64,014

Total	\$395,042
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*Immokalee CRA contributes \$84,900 towards CRA Director Salary

Part-Time Contract Employee - hourly Rate*	Pay Rate/Hour	20 hour Week	Estimated Annual
Special Events Manager	\$34.00	\$680	\$35,360

*Additional 20% mark-up for Contracting Services



Collier County

Division Director - Community Redevelopment Agencies

Class Spec Code: 50002
Established Date: 10/08/2022
Last Revised Date: 10/11/2022

Salary Range

\$53.43 - \$86.56 Hourly
\$4,274.35 - \$6,924.42 Biweekly
\$111,133.00 - \$180,035.00 Annually

Bargaining Unit

GENL

EEO

EEO4-Professionals

Occupational Group

CCG269

FLSA

Exempt

Benefit Code

1

Physical Class

FP

Pay Grade

CCG269

Job Summary

Administers, plans, directs, and oversees all matters pertaining to Collier County’s Community Redevelopment Agencies (CRAs) including budget, personnel, and outside consultants; develop and implement programs to enhance, revitalize, redevelop, and strengthen the County’s designated redevelopment areas.

Essential Functions

- Supervises, directs, and evaluates assigned staff, processing employee concerns and problems, directing work, counseling, disciplining, and completing employee performance appraisals.
- Provides direction and oversight to assigned staff to achieve the mission and goals of the County’s CRAs; develops a succession plan for each CRA.
- Plans, prioritizes, supervises, and oversees the work of staff members and consultants involved in the design, planning, scheduling, construction, development, and related activities during all stages of CRA projects; manages contracts, conducts research and data analysis, and reviews grant applications.
- Prioritizes CRA projects and efforts to produce the greatest public benefit and efficiencies; interfaces with appropriate County Divisions and vendors to facilitate and expedite land use changes, zoning changes, and redevelopment review process; seeks out and implements best practices to the extent practicable given local conditions.
- Provides direction, guidance, and oversight to the Advisory Boards (AB) and Municipal Services Taxing Units (MSTU) within the CRAs, to include strategic planning exercises.
- Becomes familiar with all impactful projects and initiatives within each CRA and coordinates efforts to maximize efficiencies and public benefit; coordinates development of a comprehensive site inventory and marketing plan to showcase existing and emerging economic development opportunities.
- Manages the Board-approved budgets for each CRA and monitors operational expenditures for fiscal compliance.
- Implements and maintains effective quality control/quality assurance measures; oversees the implementation of and routine upgrades to the County’s internal controls protocols for CRA staff.
- Engages stakeholders to achieve the mission and goals of the CRAs; works closely with development professionals, the business community, lenders, realtors, and other interested parties; communicates with the Board of County Commissioners, elected officials, citizen advisory groups, County Department Heads and management, business owners, developers, and citizens to develop programmatic activities, explain projects, and present reports and make recommendations.
- Ensures compliance with all federal, state, and local laws and regulations pertaining to the County’s CRAs; enforces County policies and brings consistency and uniformity to the processes and procedures used by CRA staff.

ADDITIONAL FUNCTIONS

- Aids other employees or Departments as needed.
- Performs other related duties as required.

Essential Employees may be required to work during an undeclared emergency and/or declared emergency. On an incident-by-incident basis, the County’s Administrative Office will make the determination as to who will be required to work.

This job description is not intended to be and should not be construed as an all-inclusive list of all the responsibilities, skills or working conditions associated with the position. While it is intended to accurately reflect the position activities and requirements, Management reserves the right to modify, add or remove duties and assign other duties as necessary that are a logical assignment to the position.

Minimum Qualifications

- Bachelor’s degree required.
- Five (5) years of related experience.
- Fingerprinting required.

LICENSES/CERTIFICATES

- Must possess and maintain a valid Florida Driver’s License with any applicable endorsement(s) to drive a County vehicle as provided in CMA 5805.

Supplemental Information

SUPERVISORY RESPONSIBILITY

This is a supervisory position.

WORKING CONDITIONS

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

Sensory Requirements: Some tasks require the ability to perceive and discriminate visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

ADA COMPLIANCE

Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Not all job functions are described, employees may be required to perform duties not specifically described in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were written out in this job description.

Collier County is an Equal Opportunity Employer.

Other Position Information

Job Grade: CCG269

FLSA Status: Exempt



Collier County

Project Manager II

Class Spec Code: 40003
Established Date: 10/08/2022
Last Revised Date: 10/11/2022

Salary Range

\$34.46 - \$55.82 Hourly
\$2,756.77 - \$4,465.96 Biweekly
\$71,676.00 - \$116,115.00 Annually

Bargaining Unit

GENL

EEO

EEO4-Professionals

Occupational Group

CCG260

FLSA

Exempt

Benefit Code

1

Physical Class

FP

Pay Grade

CCG260

Job Summary

Manages and coordinates activities of general construction and/or technical projects for an assigned Division.

Essential Functions

- Provides direction, guidance and assistance to contractors and work crews on routine projects; coordinates daily work activities; organizes, prioritizes, and assigns work; monitors status of work in progress and inspects completed work; confers with contractors and work crews, assists with complex/problem situations, and provides technical expertise.
- Ensures compliance with all applicable codes, laws, rules, regulations, standards, policies and procedures; ensures adherence to established safety procedures; monitors work environment and use of safety equipment to ensure safety of employees and other individuals; interprets construction plans and specifications; research code books as needed; initiates any actions necessary to correct deviations or violations.
- Consults with Division management or other officials to review status of routine division projects, review/resolve problems, receive advice/direction, and provide recommendations.
- Review construction plans, designs, and specifications pertaining to routine projects; develops designs, drawings, or maps associated with proposed or approved projects; makes recommendations concerning improvements, modifications, design strategies, structural systems, or other aspects of project development.
- Prepares and administers project budgets; submits justifications for budget requests; monitors expenditures to ensure compliance with approved budget.
- Prepares project schedules, monitors progress of project in meeting established schedule.
- Coordinates process for bidding and contracting of services; prepares Requests For Proposal (RFPs) for engineering services, design services, construction services, inspection services, maintenance services, or other services; prepares bid packages; conducts pre-bid and pre-construction meetings; issues addendums to clarify questionable issues; participates in negotiations of scope of services and fees for professional services agreements; makes recommendations to Boards regarding selection of vendors and awarding of contracts; compiles language for contracts and specifications packages.
- Coordinate acquisition and/or maintenance of required permitting; research federal, state, and local code requirements; coordinates efforts between multiple Divisions, co-applicants, and consultants to prepare application documents; develops programs and reports as required by permit.
- Oversees, administers, and coordinates work performed by consultants, contractors, or other service providers; administers annual maintenance contracts; monitors work to ensure compliance with terms of contract; reviews invoices and payment requests submitted by consultants/contractors.
- Performs technical work in supporting business applications including planning, design, analysis, implementation, integration, and management of technical systems for a Department/Division.
- Recommends information technology strategies, policies, and procedures by evaluating departmental/divisional outcomes; identifying problems; evaluating trends; anticipating requirements; understands current and future technological goals and ongoing IT issues to ensure project success.
- Manages projects during design and construction phases; attends regular project progress meetings; prepares, reviews, and processes change orders for changes to contracted scope of work; processes purchase order requisitions,

work orders, and invoices; reviews project progress reports submitted by contractors; monitors adherence to project schedules.

- Conducts inspections, monitors work, and maintains records to ensure quality control; inspects quality of construction work and materials; coordinates final inspections with contractors and engineers; coordinates project acceptance with other County divisions or government agencies.
- Prepares executive summaries for presentation to Board of County Commissioners, Planning Commission, or other officials.
- Provides technical advice, information, and assistance concerning engineering issues, project management issues, design/construction activities, and other issues to contractors, consultants, County staff, public agencies, or others; responds to questions or complaints; assists in resolving engineering problems, project development issues, or conflicts involving project participants; recommends solutions to problems.
- Coordinates projects and work activities with other Divisions, consultants, contractors, sub-contractors, utility companies, state agencies, outside agencies, or others as needed; coordinates with utility engineering staff to identify location of existing utilities and conduct other utility work.
- Coordinates public education activities relating to Division projects, services, and activities; coordinates neighborhood programs involving participation of residents, such as resident traffic teams; speaks to property owners and community organizations and provides information regarding projects and activities; develops press releases and public information materials for distribution.
- Participates in legal activities relating to projects; attends hearings during court proceedings and provides depositions; meets with County Attorneys to discuss cases.
- Prepares/submits requests for review/changes to ordinances or resolutions.

ADDITIONAL FUNCTIONS

- Manages multiple municipal service taxing/benefit unit advisory committees to provide direction for project and asset construction and maintenance, to develop and update budgets, to review project priorities, to make recommendations on projects, and to prepare agenda packets and hold regular meetings.
- Performs other related duties as required.

Essential Employees may be required to work during an undeclared emergency and/or declared emergency. On an incident-by-incident basis, the County's Administrative Office will make the determination as to who will be required to work.

This job description is not intended to be and should not be construed as an all-inclusive list of all the responsibilities, skills or working conditions associated with the position. While it is intended to accurately reflect the position activities and requirements, Management reserves the right to modify, add or remove duties and assign other duties as necessary that are a logical assignment to the position.

Minimum Qualifications

- Bachelor's degree in a related field required.
- Three (3) years of related experience.
- Candidates without a degree should possess four (4) additional years of related experience.
- Fingerprinting required.

LICENSES/CERTIFICATES

- May be required to possess and maintain a valid Florida Driver's License with any applicable endorsement(s) to drive a County vehicle as provided in CMA 5805.

Supplemental Information

SUPERVISORY RESPONSIBILITY

No supervisory responsibility for this position.

WORKING CONDITIONS

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, depth, texture, and visual cues or signals. Requires the ability to communicate orally.

Environmental Factors: Performance of essential functions may require exposure to adverse environmental conditions, such as dirt, dust, pollen, odors, wetness, humidity, rain, temperature and noise extremes, fumes, traffic hazards, or bright/dim light.

ADA COMPLIANCE

Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Not all job functions are described, employees may be required to perform duties not specifically described in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were written out in this job description.

Collier County is an Equal Opportunity Employer.

Other Position Information

Job Grade: CCG260

FLSA Status: Exempt



Collier County

Program Manager

Class Spec Code: 30016
Established Date: 10/08/2022
Last Revised Date: 10/11/2022

Salary Range

\$28.32 - \$45.88 Hourly
\$2,265.85 - \$3,670.69 Biweekly
\$58,912.00 - \$95,438.00 Annually

Bargaining Unit

GENL

EEO

EEO4-Professionals

Occupational Group

CCG255

FLSA

Exempt

Benefit Code

1

Physical Class

FP

Pay Grade

CCG255

Job Summary

Manages and performs professional work coordinating various programs supporting County operations.

Essential Functions

- Manages operational programs in support of Division or Department objectives; participates in the planning, development, and coordination of programs and/or special events.
- In the case that supervisory functions are assigned: Supervises, directs, and evaluates assigned staff, processing employee concerns and problems, directing work, counseling, disciplining, and completing employee performance appraisals.
- Carries out implementation of program goals and objectives, recommends improvements to business processes and supporting systems; identifies and addresses compliance issues, streamlines and improves processes and communications with stakeholders, ensures adherence to project/program plans and timelines, identifies constraints or challenges
- Manages the promotion, explanation and interpretation of public outreach objectives, benefits and programs; develops and establishes appropriate communications and manages a proactive approach to information dissemination to County staff and/or the public.
- Manages the activities of assigned support, administrative and office functions; reviews and processes a variety of internal and external reports, forms, invoices, contracts and related documents. Prepares related statistical summaries and narrative reports.
- Receives and responds to requests, inquiries and complaints from the public, other jurisdictions and other County Divisions, Departments and sections; prepares and proofreads correspondence for format, accuracy and completeness; coordinates activities with and provides information to outside contractors and service providers.
- Summarizes and assembles reports and information, trend analysis and prepares information releases; develops, plans, and drafts various department documents, reports, projects related material.
- Performs a variety of administrative duties for the program.
- Manges the preparation of program budget development documents, tracks expenditures and revenues.
- Assesses potential site locations for special events, recreational activities and determines potential use.

As assigned to the CRA:

- Manage and implement redevelopment activities as outlined in the Community Redevelopment Area (CRA) Plan.
- Coordinates assigned activities with other County Departments, state and federal Agencies and private-sector developers.
- Provides community outreach and education regarding the redevelopment efforts; reviews and analyses economic trends and development impacts.
- Conducts special studies and projects; provides staff assistance to the CRA Director and Advisory Boards.
- Prepares grant applications and oversees implementation of grant awards to assure compliance.
- Manages both capital and operating contracts.
- Prepares annual report consistent with the requirements outlined in the Florida Statute.

As assigned to Domestic Animal Services:

- Develops and markets Division's programs to attract potential volunteers, foster homes, pet placement partners, and outreach interviews, recruits, screens and selects potential volunteers to place within new and existing volunteer positions.
- Interviews, recruits, screens, and selects potential volunteers, pet placement partners and fosters to place within new and existing volunteer and/or foster positions.
- Assigns and oversees volunteers, community service workers, and students performing tasks relating to operation of and quality care of animals housed at the shelter.
- Develops and oversees new volunteer and foster orientation, introductory training, shelter tours, and continuing education training for volunteers and fosters.
- Develops and oversees the marketing of new programs to increase adoption and positive outcomes for the animals including rescue transfer.
- Educates the community about the County's associated programs through a series of speaking engagements, school visits, adoption events and public contact.
- Oversees and performs animal intake evaluations, vaccinations, fecal and blood testing, feeding, medicating, shelter cleaning, bathing, and animal behavioral assessments, working with animals that may be unpredictable and/or vicious.
- Determines whether animals are suitable for adoption, foster, transfer, or rescue.
- Ensures that the health condition of each foster animal is monitored, that each animal is observed and examined for signs of illness or injury and necessary care is provided for sick and injured animals pursuant to division policies and procedures.
- Provides after-hours consultation assistance for fosters and volunteers, as needed, including authorizing treatment decisions for critically injured or debilitated animals.

As assigned to Food Programs:

- Oversees the congregate meal site program and home delivery meal program including monitoring health and safety regulation per USDA, DOE's Older American's Act Guidelines, Community Development Block Grant Guidelines.
- Supervises all meal personnel, ensuring program compliance with federal, state and local rules and regulations.
- Oversees that the meals served at the meal sites and the frozen delivered meals are of high quality, nutritious and cost-effective following standardized procedures and in accordance with the established approved menus by the contracted registered dietician.
- Assists in marketing meal programs through creation/distribution of brochures, handouts and signage; also develops displays for outreach events and marketing materials/giveaways.
- Organizes and conducts monitoring of vendors to ensure compliance with the program.
- Coordinates monitoring by grantor agency and provides input on programs and modification of existing programs.
- Provides information and assistance to the community by responding to request from the public regarding available services; answers inquiries from the public.
- Ensures meal sites are centrally located to serve as many seniors as possible.

As assigned to Procurement (Purchasing Card Program and Surplus Program):

- Provides program and project leadership for the development, execution, integration and maintenance of a third-party software product into SAP to monitor, control, report upon and manage all purchasing card transactions.
- Performs specialized system and business process analysis, develops, configures, tests, and implements changes to processes using software applications.
- Performs development and maintenance of the Procurement Services Intranet Site.
- Performs daily review, approval and release (approve for Finance review) of Division purchasing card transactions.
- Provides assistance and technical support to Division personnel on a variety of software tools; and provides feedback to procurement staff.
- Designs and creates training materials and delivers training in a classroom setting or on an individual basis.
- Provides strategic plan for the increased development of the Purchasing Card program, including, growth analysis, incremental goals for increased use, cost benefit analysis for use of purchasing card.

- Provides program and project leadership for the development and execution of the County’s Surplus Program in order to monitor, control and report upon Disposal of Surplus Assets.
- Provides leadership and training to Division property officers in regard to the County disposal process. disposal consists of sale, donation, or other disposition; coordinate assets (or non-assets) with residual value will be sold via Public Surplus or through the solicited County vendor at on-site auctions.
- Coordinate executive summaries for disposal will be placed on Board meetings as applicable.

Designs and creates training materials and forms for the Surplus Program.

- Prepares Financial Allocation documents for Clerk’s Asset Accounting review; facilitates Title transfers; facilitates transfer of property movements from County to Auctioneer; attends Live Auctions providing oversight and community outreach/education; audits and processes payments from both online sales and contracted auctioneer.

ADDITIONAL FUNCTIONS

- Performs other related duties as required.

Essential Employees may be required to work during an undeclared emergency and/or declared emergency. On an incident-by-incident basis, the County’s Administrative Office will make the determination as to who will be required to work.

This job description is not intended to be and should not be construed as an all-inclusive list of all the responsibilities, skills or working conditions associated with the position. While it is intended to accurately reflect the position activities and requirements, Management reserves the right to modify, add or remove duties and assign other duties as necessary that are a logical assignment to the position.

Minimum Qualifications

- Bachelor’s degree required.
- Two (2) years of related experience.
- Candidates without a degree should possess four (4) additional years of related experience.
- Fingerprinting required.

LICENSES/CERTIFICATES

- May require licensing/certification based on area of assignment.
- May be required to possess and maintain a valid Florida Driver’s License with any applicable endorsement(s) to drive a County vehicle as provided in CMA 5805.

Supplemental Information

SUPERVISORY RESPONSIBILITY

There may be supervisory responsibility for this position.

WORKING CONDITIONS

Physical Ability: Tasks require the ability to exert very moderate physical effort in light work, typically involving some combination of stooping, kneeling, crouching and crawling, and which may involve some lifting, carrying, pushing and/or pulling of objects and materials of moderate weight (12-20 pounds).

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, depth, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Performance of essential functions may require exposure to adverse environmental conditions, such as temperature and noise extremes, vibrations, electric currents, traffic hazards, bright/dim lights.

As assigned to Domestic Animal Services:

Physical Ability: Tasks require the ability to exert very moderate physical effort in moderate work, typically involving some combination of stooping, kneeling, crouching, crawling, and which may involve some lifting, carrying, pushing and/or pulling of objects, materials and animals of moderately heavy weight (up to 50 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

Sensory Requirements: Some tasks require the ability to perceive and discriminate sounds, odors, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Performance of essential functions may require exposure to adverse environmental conditions, such as zoonotic disease, animal waste matter, dirt, dust, pollen, odors, wetness, humidity, rain, smoke, temperature and noise extremes, traffic hazards, toxic agents, animal/wildlife attacks, animal/human bites, disease, pathogenic substances, or rude/irate customers.

ADA COMPLIANCE

Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Not all job functions are described, employees may be required to perform duties not specifically described in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were written out in this job description.

Collier County is an Equal Opportunity Employer.

Other Position Information

Job Grade: CCG255

FLSA Status: Exempt



Collier County

Operations Support Specialist I

Class Spec Code: 10083
Established Date: 10/08/2022
Last Revised Date: 10/10/2022

Salary Range

\$20.91 - \$33.45 Hourly
\$1,672.63 - \$2,676.21 Biweekly
\$43,488.43 - \$69,581.41 Annually

Bargaining Unit

GENL

EEO

EEO1-Administrative Support Workers

Occupational Group

CCG247

FLSA

Non-Exempt

Benefit Code

1

Physical Class

FP

Pay Grade

CCG247

Job Summary

Performs varied administrative and general assistance duties in support of Division operations. Work involves preparing and processing varied administrative documents such as payroll, budget, purchasing, etc.; preparing a variety of operational documents, forms, reports, records, and summaries; entering data and retrieving information from division databases; and maintaining automated and manual files.

Essential Functions

- Provides operational support to assist in the management of divisional operations, programs, and services; reviews and processes a variety of internal and external reports, forms, invoices, contracts, and related documents.
- Receives and responds to requests, inquiries, and complaints from the public, other jurisdictions, and other County Divisions, Departments, and sections; prepares and proofreads correspondence for format, accuracy, and completeness.
- Reviews and summarizes a variety of fiscal, statistical, and administrative information; prepares related reports and memoranda; develops and revises division forms and report formats, as well as report preparation procedures.
- Performs a variety of administrative duties for the Division to include preparing and/or processing budget, purchasing, payroll, accounting and travel documents; tracks expenditures and revenues; and prepares budget amendments; records and deposits monies received by the Division.
- Enters data into Division databases, to include information from administrative functions and from operational/program activities.
- Establishes and maintains automated and manual records and files.
- Provides assistance and information to internal and external callers and visitors regarding the Division, its programs and services and the administrative support functions; refers callers/visitors to appropriate staff as needed.
- Performs special projects as assigned.
- Order office supplies; makes travel arrangements and reservations; and maintains calendars for management staff or conference rooms.

ADDITIONAL FUNCTIONS

- May prepare and proofreads meeting minutes for format, accuracy, and completeness.
- May serves as liaison between assigned division and support services Divisions, including Information Technology, Human Resources, Risk Management, and Procurement Services.
- Performs other related duties as required.

Essential Employees may be required to work during an undeclared emergency and/or declared emergency. On an incident-by-incident basis, the County's Administrative Office will make the determination as to who will be required to work.

This job description is not intended to be and should not be construed as an all-inclusive list of all the responsibilities, skills or working conditions associated with the position. While it is intended to accurately reflect the position activities and requirements, Management reserves the right to modify, add or remove duties and assign other duties as necessary that are a logical assignment to the position.

Minimum Qualifications

- High school diploma or GED required.
- Two (2) years of related experience.
- Fingerprinting required.

LICENSES/CERTIFICATES

- No licenses/certificates required for this position.

Supplemental Information

SUPERVISORY RESPONSIBILITY

No supervisory responsibility for this position.

WORKING CONDITIONS

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, depth, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factor: Essential functions are regularly performed without exposure to adverse environmental conditions.

ADA COMPLIANCE

Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Not all job functions are described, employees may be required to perform duties not specifically described in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were written out in this job description.

Collier County is an Equal Opportunity Employer.

Other Position Information

Job Grade: CCG247

FLSA Status: Non-Exempt



TEMPORARY EMPLOYEE REQUEST FORM

Contractors will be required to understand and comply with all applicable laws and regulations of any governmental entity (OSHA, DOT, EPA, ANSI, FDEP, NFPA, DCF, etc.). Specific required licenses, certification, and additional background screenings will vary depending on the area of assignment. Divisions will be required to provide background screening requirements that will derive from the list within the RFP under "Background Screening Requirements".

☐ **New Request**

☐ **Updated Request** (previously submitted)

Department: _____

Date Requested: _____

Division: _____

Cost Center: _____

Requesters name: _____

Requesters email: _____

Target start date: _____

Target end date (End of Current FY): _____

Pay rate (hourly): _____

Bi-weekly Hours: _____

Anticipated work schedule: (i.e. M-F, 8-5) _____

Assignment location (Address): _____

Direct reporting (Name): _____

Time approver (Name): _____

REASON FOR REQUEST:

Other (Please Explain): _____

Number of positions to fill: _____

JOB CATEGORY REQUESTED:

POSITION TITLE: (Selected role within approved "Exhibit A-1" document) _____

Functions being Performed: (Elaborate and include responsibilities not already listed on Exhibit A-1)



TEMPORARY EMPLOYEE REQUEST FORM

List specific screening requirements (i.e. DOT, EPA, ANSI, FDEP, NFPA, DCF, etc.):

List specific Certification or License requirements (i.e. First Aid & CPR certification, Forklift license, Valid Class C Water Treatment Operator License, etc.):

Position title selected is Safety Sensitive and requires PPE (Personal Protective Equipment): YES NO

Position required to drive: YES NO

(If yes, divisions are required to copy Romona Attle from Risk Mgmt. when submitting a completed request form to the vendor)

What type of vehicle will the contracted staff member be required to drive?: (Please include if duties will require other than a standard operator's license due to vehicle size, pulling a trailer, utilizing specialized equipment, etc)

What environmental exposure will the contracted staff in this position experience? (i.e. extreme temperature, water entry, potential animal/insect contact, poisonous plants, etc.):

Will this employee have contact with minors in this role?: YES NO

If yes, please explain:

☐ To request a new position title not currently listed on Exhibit A-1. Please submit your request to Human Resources for approval at HROperations@colliercountyfl.gov.

Requester Signature & Date: _____

2023

UF/IFAS EXTENSION COLLIER COUNTY

EDUCATIONAL GARDEN WORKSHOP

Presented
by UF/IFAS
Extension Florida
Master Gardener
Volunteers

January 12-
March 16, 2023

Thursdays
10- 11:30 a.m.
South Regional
Library on
Lely Cultural
Parkway

\$40 for the complete series
including Garden Tour or
\$10/event - excluding Tour

Payable at the door or on
Eventbrite at:
[https://2023-
egws.eventbrite.com](https://2023-egws.eventbrite.com)

For more
information,
call
239-252-4800

DATE	WORKSHOP
January 12	COTTAGE GARDENS FOR FLORIDA Teresa Watkins, Landscape Designer, Horticulturist, and Author,
January 19	REIMAGINE YOUR PLANT PALETTE-USING CARIBBEAN SPECIES Isabel Soto, Project Manager, Naples Botanical Garden
January 26	THE BEAUTY OF BEGONIAS Liz Chehayl, Curator of Collections at Naples Botanical Garden
February 2	COLOR & DIVERSITY IN THE FLORIDA GARDEN Chris Gilbert, Master Gardener Volunteer, UF/IFAS Extension Collier County
February 9	CONCEPTS OF LANDSCAPE DESIGN Brent Jeansonne, Retired Commercial Horticultural Agent
February 16	EXPAND YOUR PLANT COLLECTION WITH PROPAGATION Elizabeth Beans, Assistant Horticultural Director, Naples Botanical Garden
February 23	HOME VEGETABLE GARDEN-GROWING THE SALSA SALAD Bob Cook, Florida Horticulture Professional, FNGLA
March 2	LITTORAL PLANTINGS - BEAUTIFYING THE PONDS Mike Sweeney, Advanced Aquatics, Business Development Director
March 9	A NATURALIST VISITS CUBA : BROMELIADS AND OTHER PLANTS Dennis Cathart, Author, Naturalist, Adventurer, Owner Tropiflora Nursery
March 16	Tours (TBD) Location (TBD)



The Collier County Adopt-A-Road Program encourages citizens to demonstrate civic pride by taking group action to help keep county roads beautiful and free of litter. These cleanup efforts also reduce taxpayer road expenses by approximately \$250,000 per year.

Through this program, local, civic, community, neighborhood, and business groups can adopt a segment of roadway

If you are interested in adopting a certain Collier County Roadway, please call Road Maintenance for verification of availability.

**Become involved in the WAR
Against Trash – Adopt-a-Road**



Adopt-A-Road Program for Collier County

A Collier County environmental Program for
public and private partnerships.

Dedicated to providing a safe a clean roadway by
removal of roadside litter and debris.

Contact

Road Maintenance Division

4800 Davis Blvd. Naples, FL. 34104

PH: (239) 252-8924

Fax: (239) 252-1470

Roadmaintenance@colliercountyfl.gov



Adopt-A-Road

Caring for the World We Live In...
And Working for a Better Community.



The Collier County Adopt-A-Road Program is an environmental program of public/private partnership that is dedicated to providing safe and clean roads through removal of roadside litter.



Collier County Adopt-A-Road Program Litter Abatement Procedure

1. Potential sponsoring organizations should contact the Collier County Road Maintenance Division.
2. Application should be submitted to the Road Maintenance Division for approval by Collier County. This will be BCC approved.
3. The executed agreement will be retained by Collier County, and one copy will be returned to the organization.
4. Upon receipt of the executed agreement, Road Maintenance Division will order appropriate permanent sign for group at no cost to group. Costs will be covered by the Transportation Management Service Department.
5. Safety regulations will be provided to each member of the participating group. The group chairman shall certify that each participating member has reviewed the safety regulations prior to the member taking part in the program.
6. The Road Maintenance Division will coordinate litter control effort with the organization and will be responsible to provide safety vest, signs, and litter bags. Local organization will be responsible for the equipment's return upon termination of the contract. Road Maintenance will also schedule litter pick-up after litter control efforts as soon as practical.
7. Litter abatement report form will be provided to the organization by Road Maintenance. The form **MUST** be completed after each litter abatement activity and returned to Road Maintenance. The division will complete appropriate documentation after each litter pick-up and will maintain files of all Adopt-A Road Activities.

Caring for the world we live in working for a better community



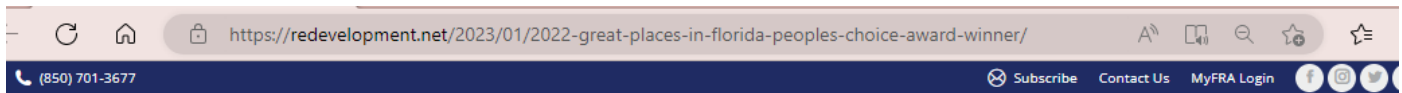
All Adopt-A Road Applications must be Collier County Board of County Commissioner Approved

What Collier County Provides Volunteers

- Signs at each end of the adopted roadway identifying the name of the sponsor.
- Supplies orange safety vests, pick-up sticks, and gloves to be returned following a pick-up.
- Supplies litter bags and removal and disposal of the filled litter bags following a pick-up
- (Please call at least 24 hours prior to ensure all materials are available upon arrival.)

What Sponsors must Provide

- A commitment by contract to pick up litter along their designated stretch of county roadway at least once a month.
 - Conduct a roadside safety instruction program with their volunteers from material supplied by the county.
- All volunteers to sign a special release to hold harmless Collier County and the State of Florida from any liability.
- Complete and return a report indicating the number of volunteers and amount of litter picked up.



ACADEMY AWARDS ▼ MEMBERSHIP ▼ RESOURCES ▼ ANNUAL CONFERENCE ▼ NEWS ▼ CONTACT US

2022 Great Places in Florida People's Choice Award Winner

On December 13, 2022, Wiatt Bowers, President of the Florida chapter of the American Planning Association presented the 2022 Great Places in Florida People's Choice Award to Collier County Community Redevelopment Agency. Karen Beatty, Chairwoman of the Bayshore Gateway Triangle Community Redevelopment Area and Maurice Gutierrez, Chairman of the Bayshore Beautification MSTU accepted the award on behalf of the community. Please visit www.bayshorecra.com to watch the award presentation.

Great Places in Florida is a unique award program because communities submit nominations, and the public determines the winner. Each year the nominees focus on unique, memorable places in Florida. This annual award recognizes places with a sense of place, cultural and historical interest, community involvement, and a vision for tomorrow. The program is based on an annual theme to celebrate an element of community planning that contributes to the "greatness" of a place. This year's theme is Great Healthy Places.

Bayshore Drive is recognized for being one of the most distinct Healthy Places in Florida. Stretching nearly 2 miles in unincorporated Collier County, Bayshore Drive has evolved over the last several decades from a 2-lane corridor of underutilized businesses and residences to a complete street with a true sense of place. Bayshore Drive is anchored by the award-winning Naples Botanical Garden to the south and a vibrant waterfront and arts district to the north.

Revitalization has been achieved through comprehensive community visioning and public investment in complete street improvements led by Collier County's Bayshore Triangle Community Redevelopment Area and Bayshore Beautification Municipal Service Taxing Unit. As the street's infrastructure transformed, it energized private investment. Now Bayshore Drive is a place for people of all abilities and backgrounds seeking to embrace healthy living, social engagement, and a sustainable environment.

For more information, contact Debrah Forester at (239) 252-8846.



Florida Redevelopment Association
P. O. Box 1757
301 S. Bronough Street, Suite 300
Tallahassee, FL 32302-1757
Toll Free: (800) 342-8112, ext. 3608
or 3622
Local: (850) 701-3608
Fax: (850) 222-3806

Outlook

A quarterly publication by:



Winter 2022

In This Issue:

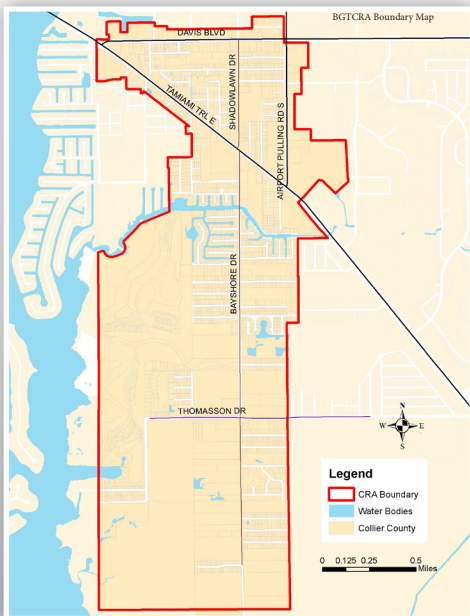
BAYSHORE GATEWAY TRIANGLE COMMUNITY REDEVELOPMENT

Bayshore Drive recognized with the 2022 Great Places in Florida Award

The year 2022 has been significant for this Bayshore Gateway Triangle Community Redevelopment Area in many ways. The pace of private development and redevelopment activity continues to tick upward. Construction of the Courthouse Shadows complex, including 300 apartments, is entering

final stages, and construction has kicked off for the mixed-use catalyst project Metropolitan Naples at the intersection of Davis Boulevard and US 41. The CRA office completed the opening of a public parking lot with 37 parking spaces, 2 rideshare pull-offs, and low impact stormwater design, plus space for one electric car charging station. The CRA office also launched preliminary planning and permitting activities for the first phase of a boardwalk connecting CRA owned property along Bayshore Drive to Sugden Park, and initial steps are underway to launch a Master Plan for the Gateway Triangle Area.

The area's redevelopment accomplishments have captured attention outside Southwest Florida. In November 2022, Bayshore Drive was named Winner of the Florida American Planning Association's 2022 Great Place in Florida Award. Other finalists included places from Deltona, St. Petersburg, and Tallahassee.



The Bayshore Gateway Triangle Community Redevelopment Area is in the urban area of Collier County bordering the City of Naples.

CONTINUED ON PAGE 2

**Bayshore
Gateway Triangle
Community
Redevelopment**



**Cape Coral
New Weir 29**



**City of Clewiston
Infrastructure
Enhancements**



**Johnson
Engineering Has
Acquired Marco
Surveying &
Mapping**



Photo source: Bayshore Gateway Triangle CRA

PEOPLE & PROJECTS: ON THE MOVE



Florida Gulf Coast University's President Mike Martin and Johnson Engineering's Director of Development Dana Hume, PE at the ribbon cutting for the newest academic building #9, the School of Water Resources & Integrated Sciences, nicknamed "The Water School", which opened this fall for students. Johnson Engineering was the civil engineer for the project and provided the overall site and parking design, stormwater management plan, environmental, utilities, and associated permitting.

NAPLES BOTANICAL GARDEN

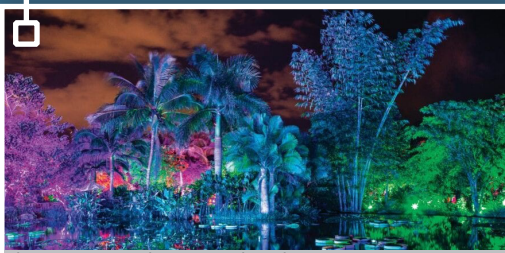


Photo source: Naples Botanical Garden

GATEWAY ROUNDABOUT



Photo source: Bayshore Gateway Triangle CRA

GREEN COLORED BIKE LANES



Photo source: Bayshore Gateway Triangle CRA

CELEBRATION FOOD TRUCK PARK



Photo source: David Corban Architects, PLLC

HALDEMAN CREEK



Photo source: David Corban Architects, PLLC

LOCAL ART INSTALLATIONS



Photo source: Bayshore Gateway Triangle CRA

<https://florida.planning.org/community-outreach/great-places-florida>. The CRA joins an elite list of notable locations to have received this award since 2014: Mount Dora, Downtown Fernandina Beach, Cascades Park in Tallahassee, Downtown Pensacola, Downtown Winter Garden, Downtown Winter Haven, Historic Downtown Stuart, and Mill Lake Park Continuum in Orange City. This is the ninth year for this award. This year's theme was Great Healthy Places. With attributes like Naples Botanical Garden, the gateway roundabout where Bayshore intersects Thomasson Drive at Del's Corner, green colored bike lanes, a waterfront gathering place at Celebration Food Truck Park, and local artist installations, the corridor stands apart as a complete street and community asset, setting the standard for other jurisdictions looking to bring health, well-being and vibrancy through redevelopment.

Our planning team has provided planning and zoning services to the CRA office by assisting with monitoring development activity, advising the CRA on development Growth Management Plan amendments and Land Development Code amendments that help implement the adopted CRA Redevelopment Plan. The amendments went into effect in April 2022 changing governing policies and regulations to align with three priorities identified in the Redevelopment Plan: appearance standards for outdoor sales, display, and storage; architectural standards for single family homes; and creation of public realm improvement requirements for the density bonus program along with a limited bonus density pool allocation process for properties of two contiguous acres or smaller. These new standards will help the CRA continue its trajectory with quality infill and redevelopment projects that contribute to the character of the area.

The impacts of Hurricane Ian's landfall in Southwest Florida on September 28, 2022 was felt intensely in the Bayshore Gateway Triangle Community Area. The area's older infrastructure and buildings were inundated with storm surge that compromised homes and businesses. In the days and weeks following the storm, the resilience of the people who live and do business in this area was steadfast. Through the community spirit and the lessons learned from this storm, the Bayshore Gateway Triangle Community Area will continue robust engagement and planning efforts to continue making strides toward redevelopment programs and projects that are recognized as a models for success.

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