



**GET DOWN. HERE.
RIVER DISTRICT**



**Historic Downtown Fort
Myers River District**





River District Alliance: Organized in 2008 by downtown businesses during a 50+ block streetscape & utility replacement project and the onset of the Great Recession to generate pedestrian foot traffic.



Art Walk: The first event created and funded by the businesses showcased the one dozen galleries within downtown. Nearly 50 people turned out for the launch event.



Music Walk: Optimistic with their commitment and growing attendees at Art Walk, the second RDA event launched in 2009. A partnership was created with the CRA that same year.



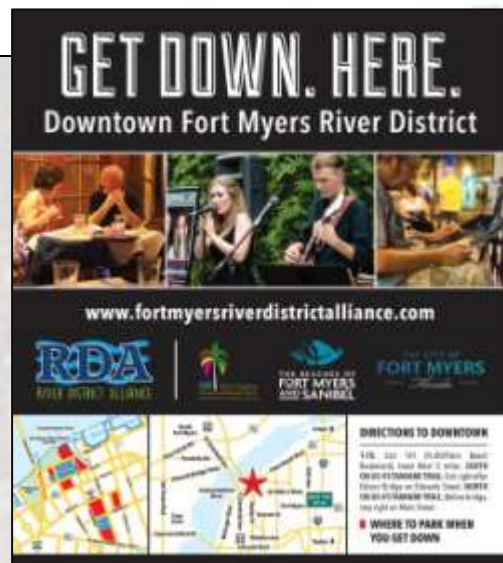
2010: With an operating agreement in place, a focused board, and a growing number of businesses involved, the RDA believes through self funding, sponsorships, donations, and volunteers it can take on annual and other events the CRA and City could not afford during the Great Recession.



2011-2013: Proving success thus far and with growing community support, the RDA continues to expand and create new events, raise funding, and takes an increasing role in the business and community development in the River District



2014: The RDA takes stock of existing events and business outreach. Board reorganizes and hires first part time support staff. New events are added, and the RDA generates more than 60% of costs through sponsorships, revenues, in-kind and volunteer support.



2015-2016: New businesses continue to open. RDA membership and community partnerships grow, economic impacts are studied, the RDA embarks on a branding and marketing campaign, and a website redesign is completed



2015-2016 Events: Art Walk, Music Walk, Pet Walk, Mystery Walk (Friday Nights) Bike Night, River District Holidays, Veterans Day Parade, Creative Arts Market, Downtown Car Cruise-In, Freedom Fest July 4th, New Year's Eve & St. Patrick's Day

ECONOMIC IMPACTS

The RDA began with a goal of activating pedestrian foot traffic and related spending. Nearly a decade after beginning, the impacts are impressive:

CITYWIDE :

- **\$4.4 Million** Estimated Annual Economic Impact
- **124 Estimated FTE** Created
- **\$224,000** Estimated Local Government Revenue

COUNTYWIDE :

- **\$5.1 Million** Estimated Annual Economic Impact
- **131 Estimated FTE** Created
- **\$245,000** Estimated Local





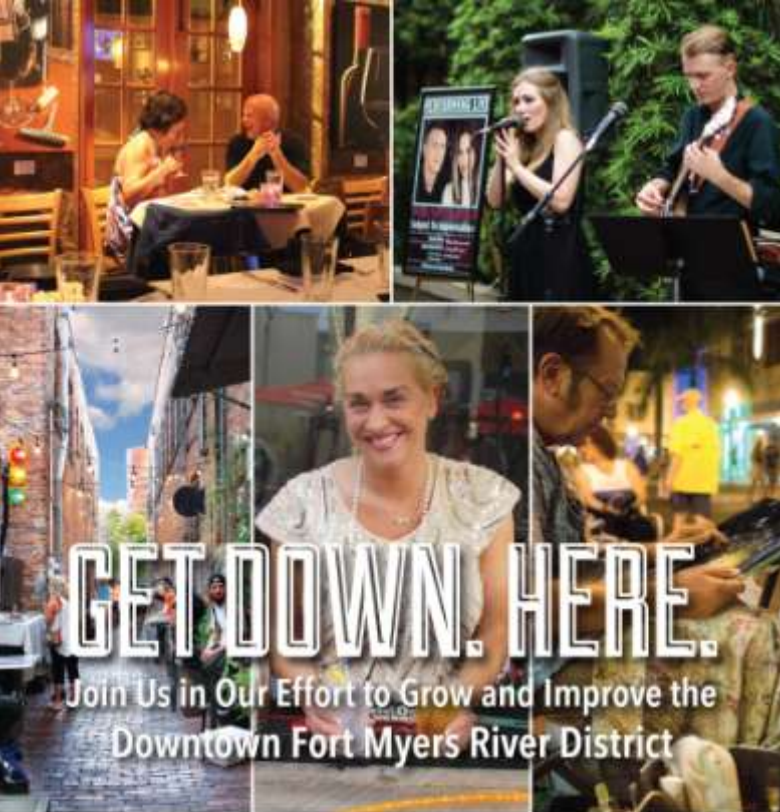
FUNDING: To fund more than 50 free events each year, the RDA, in addition to the CRA operating agreements, brings sponsors, offers fee based membership programs, generates revenue at events, pursues competitive grants, and trades with partner organizations.



IMPLEMENTATION: Beyond the all-volunteer board, the RDA has increased its revenues to support a part time administrator and part time events assistant. A volunteer base adds to this with +/- 4,200 hours annually in event support



SCHEDULE: A growing destination, the RDA provides free family friendly events all year long in the historic downtown Fort Myers River District.



GET DOWN. HERE.

Join Us in Our Effort to Grow and Improve the
Downtown Fort Myers River District

EMBRACE THE JOURNEY

The Downtown Fort Myers River District, where irreplaceable old Florida charm meets trendy today, is continuing its internationally award-winning renaissance. With its prestigious designation on the National Register of Historic Places, state-of-the-art redevelopment, unique riverside vibe and eclectic array of music, art, food and culture make the Downtown Fort Myers River District a one-of-a-kind destination for visitors of all ages in Southwest Florida.

Support the Growth of the Downtown River District
JOIN THE RIVER DISTRICT ALLIANCE



www.fortmyersriverdistrictalliance.com



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