

BE A PART OF THE NDD

NAPLES  
DESIGN  
DISTRICT

# MEMBERSHIP PACKET



2024

WANT TO  
JOIN?

Email  
[info@naplesdesigndistrict.com](mailto:info@naplesdesigndistrict.com)  
and let us know what membership  
you are looking at!

We will send you an invoice.

# MEMBERSHIP BENEFITS

\*Memberships are renewed each year on September 15th.



## CATALYST FOR OUR BUSINESS CLIMATE

We bring together businesses, our community, and government leaders to advocate for members and focus on issues and opportunities.



## CITY RELATIONS

We are strong advocates for our member businesses and have built strong relationships with key leaders and staff at Naples City Hall.



## NETWORKING OPPORTUNITIES

We host Member Socials with an opportunity to network with existing and new members.



## PRINTED MARKETING MATERIALS

The NDD brochure with a member directory is given to customers, local hotel concierges, and popular surrounding businesses. In addition, each member is provided with a window decal.



## MARKETING EFFORTS

Professionally manage social media campaigns, monthly newsletter distribution, tailored content creation, and printed/digital advertising for NDD.



## SIGNATURE EVENTS

The NDD hosts signature events, like our annual Holiday Stroll, to help bring customers in our community and provide networking opportunities to members.



The City is currently investing time and resources to execute the Master Plan. These efforts will improve the pedestrian experience, increase parking, adding lighting, and so much more!



# MEMBERSHIP LEVELS

The Naples Design District is Southwest Florida's creative quarter offering locals, seasonal residents, and tourists, an eclectic mix of art, design, style, food, and culture.

With the Master Plan unfolding, many are interested in being part of this next chapter of the neighborhood. We welcome businesses in our neighborhood, beyond our boundaries, and open up opportunities to those that was to invest at a higher level.

## OUR BOUNDARY:

Between 5th Avenue South to 7th Avenue North and the East side of US 41 to Goodlette-Frank Road.

## NAPLES DESIGN DISTRICT NEIGHBOR (Social Membership)

Located outside the boundaries of the Naples Design District.

- Pending application submittal, review, and approval by Board Members
- Attendance to all events including Member Mixers (up to two employees)
- Listed on website directory and membership portal
- Opportunity to highlight your business happenings
- Position on a NDD Committee
- Receives internal Member Newsletter

**ANNUAL FEE: \$400**

## NAPLES DESIGN DISTRICT MEMBER (Equity Membership)

Required to have a business located in the Naples Design District and within its boundaries.

- First rights to sponsoring events and other marketing efforts after the Executive Members
- Listed on website directory and membership portal
- Listed on brochure
- Opportunity to highlight your business happening(s), job posting(s) and/or promotion(s) on website
- Ongoing promotion through social media channels
- Attendance to all events including Member Mixers (up to 4 employees)
- Position on a NDD Committee

**ANNUAL FEE: \$750**

Non-profit organization: **\$400**

## NAPLES DESIGN DISTRICT EXECUTIVE (Only 4 available)

Required to have a business located in the Naples Design District and within its boundaries.

- First rights to sponsoring events and other marketing efforts
- Prominent listing on website directory and membership portal as Executive NDD Member
- Prominent listing in brochure as Executive NDD Member
- Ad placement in e-newsletter (analytics upon request)
- Opportunity to highlight your business happening(s), job posting(s) and promotion(s) on website
- Ongoing promotion through social media channels
- Unlimited attendance to all events including Member Mixers
- Position on a NDD Committee

ANNUAL FEE: \$2,000

ADD-ONS: \$250/EACH

These new prices will be implemented starting September 15, 2024.  
Only Annual Memberships will be available.

# COMMITTEES TO JOIN



### Stewardship

- Become a Block Captain!
- Recruiting members, Re-engaging current members
- Welcoming new members and providing an orientation
- Member engagement



### Events, Marketing and Social Media

- Create and maintain event calendar (for district and members)
- Organize established seasonal events
- Create new events based on interest
- Manage marketing collateral
- Monthly e-newsletters
- Create event materials



### Community Relations and Development

- Attend City Council meetings
- Liaison with the City to provide area update to members
- Connect with other committees and efforts in the area
- Build relationships with local nonprofits