

River District Alliance

Membership Monthly



River District Event Reminders

It's been a great winter season for RDA events, and we look forward to continuing with the growth of these in the River District. The success in attendance and participation also makes clear the need to ensure that we are producing orderly, safe, and enjoyable events for all attendees and merchants. Please keep in mind a few items that apply to all events in the River District, whether or not produced by the RDA:

- Events with road closures do not permit open container (adult beverage) use on the city streets unless indicated so by the event organizers with proper permits.
- Permitted events do not remove liability from restaurants, bars, and merchants, so please be sure to operate as you would if it were not an event.
- Keep in mind that event organizers pay for all costs associated with their events, including road closures, police presence, cleanup, and so forth. The less dollars spent on these items allows greater funds to be allocated to the organizers mission and event purpose.

Art Walk Trolley

The Art Walk trolley continues to be a great success. Many may not know that the trolley operates through private donations and funds generated, which is what allows it to be a free service. To help ensure the trolley can remain in Art Walk nights year around, please consider offering your tax deductible support:



<http://www.gofundme.com/p2yuh4>



Sunday Funday at the Butterfly Estates

The first Sunday of every month our Non Profit Organization called The Florida Native Butterfly Society opens its doors to the public with free admission. Our purpose is to expose as many people as we can to the importance of Florida's incredible butterflies. We hope to inspire guests to plant butterfly gardens to support and increase natural populations. Enjoy many new vendors every month, kids projects and activities. Please be our guest and join us for a beautiful day. ...}i{



Quarterly Bike Night Saturday May 9th!

The last of the quarterly Bike Nights for the 2014/2015 season will be Saturday, May 9th from 6 - 10 pm. Streets will be closed.

Free admission, great sounds, and an awesome time to be had!

Sponsorships and vendor opportunities are available, please contact:
kruisinwithkati@aol.com

Special for Mom's on Mother's Day in the River District!

Happy Mother's Day



2150 McGee Blvd • Fort Myers, FL 33901 • 239.334.7419
www.edisonfordwinterestates.org

Celebrate Mother's Day with great events in the River District! Special free events include

complimentary admission for mom's at the **Edison Ford Estate** and special discounts in the Museum Store, Ford Cottage Shoppe, and the Garden Shoppe: www.edisonfordwinterestates.org.

Pure Fort Myers offers an exciting free cruise for mom's with the purchase of a full price spouse or children's ticket! For more details please visit, www.purefortmyers.com.



Other special events include "Matchless Mother's Tea" offered by the Uncommon Friends at the Burroughs Home and True Tours. For ticket information, visit www.burroughshome.com.

Smoke on the Water BBQ & Festival

This free event will be held at the downtown Fort Myers River Basin on Edwards Drive and Hendry Street on Friday, May 15th beginning at 7:00 pm and Saturday, May 16th beginning at 11:00 am. BBQ and Music Enthusiasts mark your calendars for this new competition on the Fort Myers Riverfront! Sanctioned by the Florida Bar-B-Que Association, watch cook teams from across the state and nation compete for the top prize. Savor smoky creations and Music listen to Sean Chambers Band and others.

For more information please visit:

www.sbdac.com



Music Walk Musician Applications:

The continued popularity of Music Walk has been great to see in the River District. However, with this growth there is an increase in performers and musicians that are not registered with the RDA. For the overall success and enjoyment of this event, we will be making changes during the summer months to ensure we continue to have a fun and successful event.

This will include registering with the RDA for all performers located on the public sidewalks. For a registration/application form, please visit: www.riverdistrictevents.com



Kids to Parks Day in Centennial

The City of Fort Myers will host Kids to Parks Day! a nation-wide day of outdoor play organized by National Park Trust (NPT) in cooperation with a host of local and national collaborators.



The event will take place on Saturday, May 16, from 9:00 am - 3:00 pm in Centennial Park.

This is a free event that will include games, activities and food for Kids of all ages including a fun run, potato sack race, dance contest, kids' Zumba, beach volleyball, bounce houses, arts and crafts and much more!

Volunteer opportunities welcome for Team Leaders to help with Registration, goodie bag assembly, game assistance, food prep/service, and many other duties please contact Amber Smith or Donna Lovejoy at (239) 321-7445 or by email at apsmith@cityftmyers.com or dlovejoy@cityftmyers.com.

River District Alliance: May 2015

Car Cruise-In

Held the fourth Saturday of every month from 4-8 pm, Car Cruise-In is free to participate with your vehicle and no registration required.

For vehicle loading please enter First Street from Monroe Street. Show parking located along: First, Hendry, Broadway, and Jackson Streets.



Like our Website? Help us Help You

As the RDA and the events we produce for the River District continue to grow, so does the need to further enhance both the function of these events, as well as the organization and our ability to best serve you, the membership.

A focus this past year has been to enhance communication on both special events and general items of interest to the River District. You've seen the introduction of a newsletter, a recognized Facebook presence, and a more up to date website. Yet with this, there is opportunity for improvement. Central to this is the current RDA website.

We've all seen the limitations with our current site and know it's past time for a new one. With that, the RDA is currently in development of a new, comprehensive site that will be better geared towards event attendees of the River District, and more importantly, to you as merchants. The RDA is a merchants organization and enhancing awareness of the things important to all of us is key. The new site will include a host of new features, increased compatibility, and greater user functions. While we look forward to this, we also recognize the cost associated with it. To help in minimizing that, we have created a Go Fund Me account and would ask any interested followers to consider making a tax-deductible donation to help defray this expense.



<http://www.gofundme.com/rdawebsite>

"Art in the Gardens" at the Edison Ford Winter Estates

The 7th Annual "Art in the Gardens" continues at Edison Ford until May 15 in the Heritage Garden, to honor the teachers and their students who created the artwork. More than 20 Lee County Schools will have their artwork on display for visitors to enjoy. Edison Ford invites student groups each year to participate in the annual event, in collaboration with the Lee Art Educator's Association.



For more information, visit:
www.edisonfordwinterestates.com

Memorial Day in the River District

Two great family friendly and free events to enjoy on Memorial Day!

The **Edison Ford Winter Estates** opens complimentary to veterans and their families with free admission to the award winning property from 9:00 am - 5:30 pm. Enjoy an audio tour of the winter homes and gardens, the botanical laboratory, antique car collections and hundreds of inventions in the museum. Must present VA identification card of DD214 papers.



Active duty military are admitted free to the estates year round.

The **City of Fort Myers Recreation Division** hosts "A Tribute to America's Heroes" beginning at 9:00 am in Centennial Park. Event will include:

- Rifle Salute, Flyover, Wreath Laying on the River, Guest Speakers & Music!



River District Alliance: May 2015

May Dates:

Friday, 1st: Art Walk

Friday, 1st: SWFL Critical Mass Fun Ride

Sunday, 3rd: Sunday Funday at the Butterfly Estates

Monday, 4th: RDA Board Meeting

Saturday, 9th: Fort Myers Bike Night

Sunday, 10th: Mother's Day in the River District

Friday, 15th: Music Walk

Friday, 15th - Saturday, 16th: Smoke on the Water BBQ & Music Festival

Saturday, 16th: Kids to Parks Day!

Saturday, 23th: Downtown Car Cruise-In

Sunday, 24th: Memorial Day at Edison Ford

Sunday, 24th: Tribute to America's Heroes

Freedom Fest 4th of July

The annual Freedom Fest 4th of July celebration planning is in the works, and will be another great event for the River District!

The event this year is being led by RDA Member Rob Johnson and Board Member Patsy French, who are planning a great day of activities.

To become involved in the planning of the event, for sponsorship information, or for vendor space, please contact Rob or Patsy:

Rob: robjohnson@thebutterflyestates.com

Patsy: pnascarstar24@aol.com

There will also be a committee meeting this Tuesday, 3:00 pm at the Visitor and Convention Bureau, 2201 Second Street. Please email Rob or Patsy if you plan to attend.



River District Alliance

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