

River District Alliance



June 2015

Membership Monthly

Message from President Kevin Boyd

As summer has set in we often fall back to thoughts of slowing down and taking a break from the businesses of season, yet looking forward it appears there's no slowdown in sight for the River District. June alone has events and activities throughout the month, with more scheduled throughout the summer than I can ever recall.

During this past year the River District has collectively experienced an outstanding winter season with record breaking attendance numbers at events, continuing positive upward growth by our member merchants, new business development, and exciting future redevelopment within the district.

On the RDA side, we're working now to begin increased road closures for various events as the demand has become so great. We're continuing to welcome new members, and are taking a brief pause to reevaluate each of our events. We're also working on goal setting to further benefit our membership, including implementation of a new RDA website later this summer that focusses on promoting our merchant members and the always exciting on goings of the River District. You'll also see in the upcoming year the RDA shift slightly and focus more efforts on our merchants and business success. Much lies ahead for us, as a community and your merchant's organization. This is an exciting time to be in the River District!

While the activity of our summer season continues to grow and blend much more closely with our winter season, I and the board of directors hope you take some time to enjoy the successes of the past year, while also looking forward to even greater successes in the upcoming year.

“Art of HeART” at SBDAC Opens at Art Walk

In its annual juried exhibition SBDAC invites artists to explore both the physiological heart as well as art that speaks to what is at the core of their being. Pieces submitted to the exhibition should fit the call to artists and the artist statements submitted should serve to



explain how those pieces fit,

For more information please visit:
www.sbdac.com



THE LONGEST DAY
BENEFITING THE ALZHEIMER'S ASSOCIATION

MARK YOUR CALENDARS!

WHERE:
PATIO DE LEON,
DOWNTOWN
FORT MYERS

WHEN:
JUNE 21, 2015
6 AM - 10 PM

WHO:
WEAR THE FUND
&
THE RIVER DISTRICT

WHAT:
A DOWNTOWN
BUSINESS/BAR CRAWL,
LIVE MUSIC, RAFFLES,
AND MORE

P.S.
REMEMBER
ITS FATHER'S DAY.
SO DON'T
FORGET DADI

FOR MORE INFO, PLEASE CONTACT
PETER@WEARTHEFUND.COM OR (239)362-2401

wearethefund's
THE LONGEST DAY
alzheimer's association

Special for Dad on
Father's Day
in the
River District!



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

complimentary admission for dad's at the **Edison Ford Estate**, on Sunday, June 21st, www.edisonfordwinterstates.org.

Pure Fort Myers offers a free cruise for dad's with the purchase of a full price spouse or children's ticket on both Saturday June 20th and Sunday June 21st! For more details please visit,

www.purefortmyers.com. 

Other special events include "Dad's are Superheroes Storytime and Crafts at **Cornog Plaza** on Saturday, June 20th at 9:15 am, and don't miss the "Longest Day" from 6 am until 10 pm in the **Patio de Leon** to support Alzheimer's by Wear the Fund!

Musician Applications:

Please visit www.riverdistrictevents.com to download and complete an application.



This Month at Cornog Plaza

Saturday, June 6th, 4pm: **Family Art & Music**

Time; Family-friendly arts, crafts and songs.

Offered in partnership with Music Together and Pushing Daizies.

Friday, June 19th, 6pm: **Teen Author & Talent**

Night; Teens, come with your hidden talents.

Sing, read your own poetry or play an instrument during this contest for the best performer.

Meet and greet local teen authors. A panel of teen authors will be here to answer your questions. Books can be purchased and signed at the event.

Sponsored by the Friends of the Fort Myers Regional Library. Registration is required.

Saturday, June 20th,

9:15 am: **Dad's are Superheroes Storytime & Crafts;** special storytime on the plaza.





Sunday Funday at the Butterfly Estates

The first Sunday of every month 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{



Held the fourth Saturday of every month from 4-8 pm, Car Cruise-In is a free event open to the community. 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.

wearthefund's
THE LONGEST DAY
alzheimer's association

FREE ADMISSION

4 Live Bands
Featuring: Memphis 56

Zumba & Yoga
By: Around The Clock Fitness

Kids Activities!
Raffles & Prizes!

Father's Day, June 21st 6am-10pm
Patio De Leon

For more information:
peter@wearthefund.com or call 239-362-2401

Rockin' the Patio, Summer Concerts

Event begins at 6pm, music at 7pm in the Patio de Leon, with portion of proceeds benefit charity:

June 13th: Stolen Fruit; June 27th: Deb & the Dynamics; July 10th: The Trips; July 24th: High Five Friday; July 25th: Memphis 56; July 31st: Bad Banditos; September 25th: The Trips; September 26th: Memphis 56

RDA Supports "The Longest Day"

June 21st, 6am - 10pm

The River District Alliance proudly supports Wear The Fund's benefit for The Alzheimer's Association.

The Alzheimer's Association is a non-profit organization with the mission to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Wear The Fund is an apparel company which gives a percentage of wholesale and retail sales back to non-profit organizations.

Wear The Fund is hosting "The Longest Day", a fundraiser to benefit the Alzheimer's Association, for the third year in a row. The event will be in the heart of Downtown Fort Myers at Patio De Leon with raffles, kid activities, food, drink, and live music all day!

The Longest Day is held annually on the Summer Solstice, June 21st; the longest day of the year. The date falls on Father's Day, making this event even more special. The celebration begins at Starbucks at 6am. Purchase of an event t-shirt entitles guests to a goody bag and special perks at participating River District businesses. The shirts will be on sale for \$10 at several locations, so pick one up and join the fun!

For more information, please contact:
peter@wearthefund.com or 239-362-2401

June Dates:

Monday, 1st: RDA Board Meeting at the VCB, 4pm

Friday, 5th: Art Walk

Friday, 5th: Art of HeART at SBDAC Opens

Friday, 5th: SWFL Critical Mass

Sunday, 7th: Sunday Funday at the Butterfly Estates

Saturday, 13th: Rockin' the Patio: "Stolen Fruit"

Friday 19th: Teen Author & Talent Night at Cornog Plaza

Friday, 19th: Music Walk

Saturday, 20th: Dad's are Superheroes Storytime & Crafts at Cornog Plaza

Sunday, 21st: The Longest Day

Saturday, 27th: Downtown Car Cruise-In

Saturday, 27th: Rockin' the Patio: "Deb & the

Freedom Fest 4th of July

The annual Freedom Fest 4th of July celebration well underway and will be another great event for the River District!

There are many opportunities to be involved in the event, and sponsorships are available.

For detailed information please visit:
www.riverdistrictfreedomfest.com.

Applications for sponsorship, vendors, and performers are also available at
www.riverdistrictevents.com.

For additional information, please contact:

Rob: robjohnson@thebutterflystates.com

Patsy: pnascarstar24@aol.com



RDA New Website

As the RDA and the events we produce for the River District continue to grow, so does the need to further enhance the information about them and the merchants that create the district.

As you know, 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 new site is looking great and will be a much better resource for the River District. 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 follows to consider donating to help defray this expense.

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



Welcome Recent Members:



Holiday Inn

2431 S. Cleveland Ave. 239-332-3232



Kelli & Krystal 239-770-7097