

**Public Relations/Communications**  
**Activities Update – Submitted by JoNell Modys**  
**October 24, 2005**

**Top PR Activities for Sept/Oct 2005**

- Los Angeles Media Mission. Met with top LA travel editors and writers. Actively following up with a number of story possibilities including Coastal Living, LA Times, American History magazine and other.
- Conducted interviews and selected final PR administrative employee candidate. Tentative start date November 1 pending final HR arrangements.
- Advised Ad Agency and participated in photo shoot scouting and actual photo shoot.
- Finalized plans for CVB media mission to call on top Chicago media. Scheduled to depart Monday afternoon 10/24.
- Directed Ad Agency efforts to begin targeted niche advertising to boating/fishing audiences.
- Emergency communications efforts for hurricanes.

**Top News Clip**

- Full 39-page chapter in Moon Handbook's new book "Florida Gulf Coast." Chapter is titled The Paradise Coast and incorporates our branding and photography throughout. Worked with author last February/March to arrange itinerary and then did extensive follow up and research afterwards.
- Broadcast interview about Everglades City stone crab business and the destination on October 19 during morning drive on WIOD-AM, Miami's top news/talk station.

**Top News Coming Soon**

- Chicago Daily Herald – expecting a repeat of a recent Peoria Journal Star story on the destination resulting from a FAM last year with writer Randy Mink.
- Southern Living – working on food editor to cover Naples Winter Wine Festival
- Several top UK and German stories in development.

**Media Relations**

Ongoing handling of over 50 media submissions provided for both incoming requests and proactive outgoing initiatives.

Participated with VISIT FLORIDA writer FAM at Inn on Fifth – assisted with activities and met with the group.

**Accomplishments**

Emergency communications for hurricanes

Copy layout completed and approved for customized CVB intro page for Beyond the Blue Horizon book.

Washington Post shopping story has resulted in Elite Personal Shopping service expanding their business and spin off publicity in Naples Daily News and Gulfshore Life.

**Events & Important Meetings Attended**

**October**

Photo shoot scout

Photo shoot

PRSA board meeting

CVB Advisory Marketing meeting

Los Angeles media mission

Chicago media mission

MOON HANDBOOKS®

# FLORIDA GULF COAST



# The Paradise Coast

Many people describe this part of Florida as the "Paradise Coast." Unhelpful, it seems to me, as one person's paradise is another's episode of *Survivor*. And really, the three cities that make up the paradise in question couldn't be more different. Like three wildly disparate siblings stifling under the umbrella of a common surname, **Naples** is all glamorous sophistication and effete charm; **Marco Island** is the uncomplicated, sunny, outdoors "jock" of the family; and **Everglades City** is the sinister, infinitely more interesting ne'er-do-well of the kids, the one Mama worries about.

Take a luxury boat tour through the canals that make up the backyards of the multimillion-dollar homes of Naples's Port Royal, then pilot your own kayak quietly through the mangrove

jungle of the Ten Thousand Islands and you'll see: Paradise is in the eye of the beholder.

The Calusa people were the first to recognize paradise, settling in southwest Florida centuries before Spanish explorers found their way here. But even after the Spanish had evicted and killed off these first residents, the land lay virtually empty until the late 1800s. Survey teams brought back news of the beauty of the wilds of southwest Florida, sparking the imagination of General John S. Williams, a senator from Louisville, and Walter N. Haldeman, owner of the *Louisville Courier-Journal*. The men chartered a boat and came to look, mesmerized by the miles of white-sand beaches. Not long after, in 1886, the Naples Town Improvement Company was formed, purchasing



## Must-Sees

Look for **M** to find the sights and activities you can't miss and **L** for the best dining and lodging.

### **M** Naples Municipal Beach & Fishing Pier:

Some of the area's top beaches here are a little more urban than in other parts of the Gulf Coast. Naples Municipal Beach features a 1,000-foot fishing pier considered the heart of the city, flanked on either side by a wide swath of beach the long length of fancy houses known as "Millionaires' Row" (page 33).

**M** Corkscrew Swamp Sanctuary: Head north out of Naples to this wildlife sanctuary. You'll see wood storks with faces only a mother could love and a strange wizened plant called a Resurrection Fern that comes back from the botanically deceased (page 33).

**M** Naples Museum of Art: A recent addition to the Philharmonic Center for the Arts complex, the museum packs quite a bit into its 15 galleries. From Dale Chihuly glasswork to Modern Mexican Masters to a tiny exhibit of antique

walking sticks, exhibits are mesmerizing and expertly curated (page 38).

**M** Caribbean Gardens: Families visiting Naples usually find their way here, with good reason. Little ones enjoy the gator-feeding show, the Panther Glade, the big cats show, and the boat ride out to see the antic monkeys on their little islands. Parents, on the other hand, will appreciate the park's incredible native and exotic plants, as well as the adult humor of the animal handlers (page 39).

**M** 3rd Street South: Some of Florida's most sophisticated boutiques, antiques shops, and galleries line both sides of Naples's main drag. There's even a street concierge to help get you oriented (page 46).

**M** Tigertail Beach: Against the backdrop of Marco Island's tall skyline of resort hotels, Tigertail Beach draws a fun-seeking crowd. For some, fun is Jet Ski rentals and water sports, for others a cutthroat game of beach volleyball, and still others linger equipped only with a pail and shovel (page 48).

**M** Calusa Shell Mounds: Take a boat tour through the deep backwater with Florida Saltwater Adventures. You'll motor out through the tiny mangrove islands near Marco Island, stopping to gingerly walk around, peering to find remnants of this extinct Native American culture (page 50).

**M** Everglades Rentals & Eco Adventures: Paddle through the Ten Thousand Islands and part of Everglades National Park with this ecotour company out of Everglades City. A guide glides with you through mangrove tunnels, drifting by wading birds, rare orchids, and gators of all sizes (page 58).

**M** Totch's Island Tours: There are other ways to get out and explore the area's exotic "walking trees." Don a pair of protective headphones and hop aboard a backcountry or open-water airboat tour at mangrove islands with Totch's Island Tours (page 58).

