



BUSINESS EXPANSION PROPOSAL (EXECUTIVE SUMMARY)

CIT'E' HOPPER

“Contributing to the future of public transportation in downtown Naples”

Business Expansion Proposal

The Naples Bay Water Shuttle, LLC would like to expand its existing water taxi service to include a land-based shuttle operation (hereby known as Cit"E" Hopper) to better serve the key business sectors within the city of Naples.

Goals

- Implement a first-class, budget-friendly, efficient and reliable means of transportation for residents and visitors to easily move around the various business districts within the city of Naples.
- Enhance the entire downtown business climate by exposing potential customers to local-owned products and services.
- Reduce car traffic but increase consumer circulation in all business sectors around the city.
- Add 6-8 new jobs downtown.
- Provide a "green" form of public transportation with the City of Naples.

Proposal Details

Implementation of the Cit"E" Hopper loop would be accomplished by initially utilizing up to eight 8-person zero emission electric shuttles (picture below). The land loop would connect with the existing Naples Bay Water Shuttle boat loop at The Naples City Dock and at Tin City. These two "hubs" allow passengers to easily transfer onto the water shuttle from the Cit"E" Hopper and vice versa. This synergy of services would create an extensive water/land-based transportation service and efficiently link every sector of the Naples business district.

The land and water-based shuttle services would operate on a set route— stopping at designated pick up/drop off locations. Cit"E" shuttle pick-ups would occur approximately every 5 - 8 minutes. A separate shuttle will be used to transport guests back and forth from the Naples Beach Resort to Third Ave South where passengers may transfer into the main Cit"E" shuttle route.



Proposed Cit"E" Shuttle Stops (30 Minute Loop)

A visual route map is provided on the next page of this proposal.

1. Naples City Dock Unloading Zone (East End of 12th Ave S)
2. East Corner of 12th Ave S & 3rd Street S
3. Naples City Pier
4. West side of 3rd Street S at Tommy Bahamas
5. Alley South of 5th Ave @ 500 5th Ave S
6. Alley South of 5th Ave @ Cultural Walkway
7. Garage @ 8th St S & 4th Ave S
8. Garage @ 8th St S & 6th Ave S
9. Trianon Hotel - 955 7th Ave S
10. Tin City
11. Cove Inn – 900 Broad Ave
12. Naples Beach Hotel

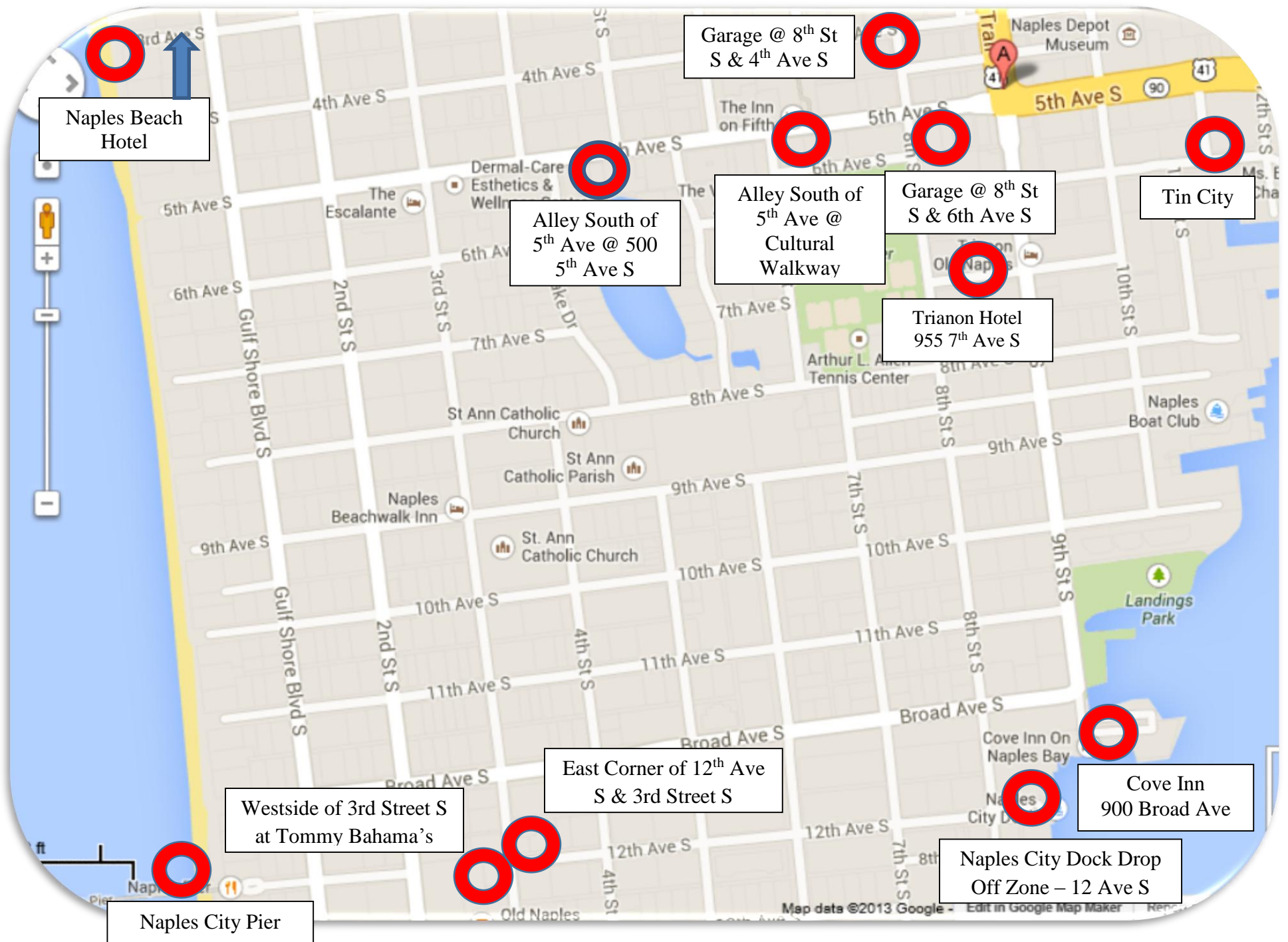
Proposed Hours of Operation (Cit"E" Shuttle)

7 Days-A-Week

Noon to 10:00 PM

Proposed Fares (All Day Pass)

Option 1:	Cit"E" Shuttle Only	\$7.00
Option 2:	Water Shuttle Only	\$7.00
Option 3:	Cit"E" and Water Shuttle	\$10.00



Owner:	Andrew R Nottidge
Business Name:	Naples Bay Water Shuttle, LLC
Year Established:	October 1, 2009
Business Plan:	Provides a water shuttle service on Naples Bay that links 10 waterfront destinations. The service allows passengers to easily circulate around to the waterfront businesses.
Annual Growth:	2010 (124%) 2011 (42%) 2012 (32%) 2013 (23% YTD)
Recognition:	2013 "Certificate of Excellence" (Trip Advisor) Award is given to less than 10% of all companies world-wide Average Trip Advisor Rating: "Excellent" 2012 "Best Place to Explore the Waterfront" (Gulfshore Life Magazine) 2012 "10 Best Nights Out in SW Florida" (Gulfshore Life Magazine) 2012 "Top 5 Date Nights in Naples" (Hub Pages)
Safety	Perfect Safety Record 2009-2013
Employees	3 US Coast Guard Master Captains