

# APRIL



BONITA SPRINGS DOWNTOWN  
ALLIANCE NEWSLETTER

## DOWNTOWN TALK



### President's Message:

*April 2026*

Thank you to everyone who participated in Celebrate Bonita! I'm thankful that so many people enjoyed the week long stroll leading up to the event, and I hope that it was a benefit to our downtown businesses.

It's an early Easter this year, so we should start to see season winding down. I've already seen a handful of car transports picking up cars. As we heard from our hospitality chair, Zach Smith at our February meeting, they are working on some off season events to bring people out to our downtown.

This month we will hear from Nancy MacPhee from the Lee County Visitor and Convention Bureau whose mission is to increase tourism in the off season for our area. She will let us know what they have planned and how they can help us with events as well. Thank you to TLC for sponsoring this month's meeting and Shangri-La Springs for hosting.

Have a Happy Easter to those to celebrate!

Mike



**Tuesday, April 28th**  
**is the next BSDA Meeting at**  
**Shangri-La Springs at 5:30 p.m.**

**Speaker: Nancy MacPhee**

**Sponsor: TLC Marketing & Creative Services**

Interested in sponsoring a meeting? Email Mike Gibson at [bsdaprez@gmail.com](mailto:bsdaprez@gmail.com).

Please RSVP for BSDA Meeting's  
Contact: [lee@shangrilasprings.com](mailto:lee@shangrilasprings.com)

**April's Speaker: Nancy MacPhee Product**  
**Development Manager for Lee County's**  
**Visitor and Convention Bureau**



Nancy MacPhee has lived and worked in Lee County for 36 years. In her current role as ***Destination Development Manager for the Lee County Visitor & Convention Bureau***, she manages Tourist Development Council's Beach and Shoreline Funding program which allocates an average of \$12 million for maintenance and improvement projects in the destination. In addition, she fosters collaborative partnerships and creative marketing projects with event and attraction partners that result in an enriched visitor experience. Currently she leads placemaking and sustainable tourism initiatives to ensure Fort Myers Islands Beaches and Neighborhoods are protected and continue to provide memorable moments for visitors and residents.

In Lee County, she was instrumental in the development of Caloosahatchee Regional Park, Hickey's Creek Mitigation Park and the Calusa Blueway Paddling Trail. She is a Certified Outdoor Leader, Florida Master Naturalist and a Certified Guest Service Professional. She graduated from Slippery Rock State University with a degree in Parks & Recreation.

**April's Sponsor:**

# TLC Marketing & Creative Services



**TLC Marketing & Creative Services, Inc.** has grown into a results-driven, award-winning AD agency dedicated to helping businesses, nonprofits, and associations succeed. What began with small acts of service has become a trusted resource throughout Southwest Florida and beyond. Our work is rooted in building lasting partnerships, understanding client needs, and delivering tailored solutions that drive both immediate results and long-term growth. We provide creative, strategic, and impactful marketing that strengthens connections and creates growth opportunities for clients.

**Our Motto: “Every Business Needs A Little TLC”!**

### **Our Mission:**

To deliver superior service and foster outstanding relationships by upholding quality, positivity, and social responsibility.

### **Our Vision:**

To be the trusted leader in marketing, delivering exceptional service, purposeful creativity, and sustainable solutions. We are committed to dynamic partnerships while upholding our dedication to client success.

## Discover All That Downtown Has to Offer This Month (Click the Flyer for More Info)



# Do You Have an Upcoming Event?

We invite BSDA members to send us an email with the event details and/or a graphic **by the 15th of each month** to be featured in the **following month's email**. If you need design help TLC would be happy to assist for a small fee.

**The deadline to submit events and graphics for the second April newsletter is Wednesday, April 15th.**

Please email [emma@trishleonard.com](mailto:emma@trishleonard.com) with your event information or any questions you may have regarding the newsletter.

## Thank You to Everyone Who Participated in Our March Meeting!



## Membership:

BSDA is a community-driven organization that brings together businesses, nonprofits, and local residents dedicated to the growth, promotion, and preservation of Old Downtown Bonita Springs, maintaining its unique old Florida charm.

Bonita Springs Downtown Alliance Inc. is organized exclusively as a business league. We are a Florida nonprofit corporation and IRS 501(c)6 organization with Federal tax FEIN ID #81-1385933.

The annual Membership period is from September 30th - October 1st  
JOIN OR RENEW AT: <https://bonitadowntownalliance.com/membership/>



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NEWSLETTER

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Marketing & Creative Services  
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[Click here to view the website.](#)



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