



Volume 15, No. 1

August, 2019

# FOCUS

The Official Monthly Newspaper of Main Street Fort Pierce

## Island Vibes – Get Your Vibe On at the 25th Annual Reverse Raffle on August 17



See page 8

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Main Street Focus  
122 AE Backus Ave.  
Fort Pierce, FL 34950



We are **Main Street**. For centuries, downtowns were the economic centers and the heart of their communities. Their buildings held the restaurants that hosted first dates and 50th anniversary dinners. Their shops supplied goods from the very basic to very extravagant. They were where the community gathered to celebrate joyous occasions; to hold public demonstrations; or to grieve during periods of mourning.

When the people and businesses left, downtowns became desolate. When life was breathed back into the heart of these communities, their vibrancy was restored.

Created by the *National Trust for Historic Preservation* in 1979, the *Main Street Approach*® has helped revive thousands of historic downtowns and business districts across the country.

This year we celebrate the 40th Anniversary of the *National Main Street Program* and the 31st year of *Main Street Fort Pierce, Inc.* Check out the *Main Street* communities nationwide at [www.mainstreet.org](http://www.mainstreet.org) or statewide at <https://dos.myflorida.com/historical/preservation/florida-main-street/>.

Join Us at *Friday Fest* on August 2

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## PRESIDENT'S MESSAGE

### Join us at the Pelican Yacht Club for the 25th Annual Reverse Raffle

by Sue Dannahower



This year's 4th of July Celebration was bigger and better than ever thanks to our generous sponsors: **CenterState Bank, City of Fort Pierce, Dyer Chevrolet Fort Pierce, Fort Pierce Utilities Authority, Fort Pierce Yacht Club, Hoskins, Turco, Lloyd & Lloyd and Southern Eagle Distributing.** The event was held at the **River Walk Center** and attracted thousands of folks from the four-county area.

August rings in our most popular annual fundraiser, the **Reverse Raffle and Live & Silent Auction** at the **Pelican Yacht Club**. This year's theme is "Island Vibes." The dress is beachy, comfortable and casual. If you have been to this event before, you know it's always fun and you have a very good chance to win cash prizes and to pick up wonderful silent auction items

as well as spectacular live auction packages. You won't want to miss the greatest party in Fort Pierce. Proceeds benefit *Main Street Fort Pierce's* many projects.

Would you like to work on an exciting event? Think about helping with the **Reverse Raffle** this month. We need volunteers of all kinds: decorations, desserts, silent auction, live auction, check in and so much more. Our volunteers are important to us. We couldn't put on over 30 events each year without you. Please give us a call today!

Members keep our organization successful. We couldn't exist without your support. Your personal involvement and membership commitment helps *Main Street Fort Pierce* accomplish goals, set new ones, and support downtown's economic wellbeing, revitalization and cultural vibrancy in the very heart and soul of our downtown community.

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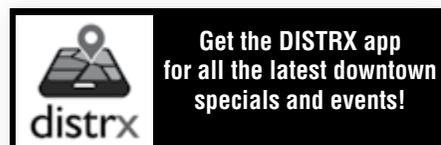
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# Calendar

Dine, Shop and Enjoy Beautiful, Historic, Downtown Fort Pierce!



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## MONTHLY EVENTS

**August 2, Friday: FRIDAY FEST** — 5:30 to 9:00 p.m. at Marina Square & Melody Lane; Live music with **Therapy**; Main Street Fort Pierce, 466-3880; [www.mainstreetfortpierce.org](http://www.mainstreetfortpierce.org).

**August 16, Friday: ARTWALK** — 5 to 8:00 p.m.; Various studios and shops open throughout the downtown area; [seriouslymixedmedia.com](http://seriouslymixedmedia.com), [artconnectionfp.com](http://artconnectionfp.com).

**August 17, Saturday: 25TH ANNUAL REVERSE RAFFLE** — "Island Vibes" at **Pelican Yacht Club**; 6:00 p.m.; \$100 per ticket / 2 people admitted per ticket; Main Street Fort Pierce, 466-3880; [www.mainstreetfortpierce.org](http://www.mainstreetfortpierce.org).

## UPCOMING MAIN STREET EVENTS

**September 6, Friday: FRIDAY FEST** — 5:30 to 9:00 p.m. at Marina Square & Melody Lane; Live music with **Category 5 & the Storm Horns**; Main Street Fort Pierce, 466-3880; [www.mainstreetfortpierce.org](http://www.mainstreetfortpierce.org).

**September 20, Friday: COFFEE WITH THE MAYOR** — returns at 8:00 a.m. at the **Pelican Yacht Club**; Main Street Fort Pierce, 466-3880; [www.mainstreetfortpierce.org](http://www.mainstreetfortpierce.org).

## WEEKLY EVENTS

**Wednesdays: Wednesday Green Market & Food Co-Op** — rain or shine 12:00 to 6:00 p.m., Downtown Marina Square; 971-8480.

**Saturdays: The Jazz Market** — 8:00 a.m. to 1:00 p.m.; north side of the Downtown Fort Pierce Library; Jazz & Blues Society, 460-5299, [www.jazzsociety.org](http://www.jazzsociety.org).

**Saturdays: Ft. Pierce Farmer's Market** — 8:00 a.m. to Noon; Marina Square on Melody Lane; Market Manager, 940-1145.

## LIVE MUSIC DOWNTOWN

[www.allthingstreasurecoast.com](http://www.allthingstreasurecoast.com)

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**Pierced Cider**

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**Cobbs Landing**

[www.cobbs-landing.com](http://www.cobbs-landing.com)

**Bottom's Up Public House**

[facebook.com/bottomsuppublichouse](https://facebook.com/bottomsuppublichouse)

## SUNRISE THEATRE & SUNRISE BLACK BOX

772-461-4775 • [www.sunrisetheatre.com](http://www.sunrisetheatre.com)  
SEE BACK COVER FOR UPCOMING SHOWS

**Tuesdays: Jazz Jam at the Sunrise Black Box Theatre** — 7:00 to 10:00 p.m.; 460-5299; [www.jazzsociety.org](http://www.jazzsociety.org).

## MANATEE OBSERVATION & EDUCATION CENTER

429-6266 • [www.ManateeEducationCenter.org](http://www.ManateeEducationCenter.org)

**Tuesdays @ 2:00 p.m.: Fin-Tastic Fish Feeding** — come meet the fishes in the Center.

**Wednesdays @ 2:00 p.m.: Tide Pool Touch Tank** — touch and hold the urchins, conchs, and more.

**Thursdays @ 2:00 p.m.: Meet the MOEC Reptiles** — touch and hold Diego the corn snake and turtles

**Fridays @ 2:00 p.m.: Seahorse Snack Time** — watch the MOEC seahorses eat and play.

**Saturdays @ 2:00 p.m.: Fin-Tastic Fish Feeding** — come meet the fishes in the Center.

## SUNDAY DOWNTOWN CHURCH SERVICES

**Common Ground Vineyard Church** — 8:30 a.m. & 10:30 a.m.; 460-5414, [www.commongroundvineyard.com](http://www.commongroundvineyard.com).

**First United Methodist Church** — 9:30 a.m.; 464-0440, [www.umatter2Godandus.com](http://www.umatter2Godandus.com).

**Fort Pierce Haitian United Methodist Church;** 940-6728, [www.haitianmethodist.org](http://www.haitianmethodist.org).

**Notre-Dame Mission Catholic Church** — 8 a.m. & 9:30 a.m.; 466-9617, [www.notredamecc.com](http://www.notredamecc.com).

**St. Andrews Episcopal Church (founded 1893)** — 8 a.m. & 10:15 a.m.; Sunday School for all ages at 9:00 a.m.; adult Bible study at 9:15 a.m., nursery provided; 461-5009 [www.mystandrews.org](http://www.mystandrews.org).

## COMMUNITY INFORMATION

**A.E. Backus Museum**

772-465-0630 • [www.backusmuseum.com](http://www.backusmuseum.com)

**Bud Adams Gallery of Historical Photographs**

772-462-1795

2nd Floor of P.P. Cobb Building

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8:00 a.m. – 2:00 p.m.

**Downtown Fort Pierce Library**

772-462-2787 • [www.st-lucie.lib.fl.us](http://www.st-lucie.lib.fl.us)

**Fort Pierce Jazz & Blues Society**

772-460-5299 • [www.jazzsociety.org](http://www.jazzsociety.org)

**Fort Pierce Police Athletic League**

772-370-6162 • [www.fortpiercepal.com](http://www.fortpiercepal.com)

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772-489-6473 • [www.cityoffortpierce.com](http://www.cityoffortpierce.com)

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**Heathcote Botanical Gardens**

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[heathcotebotanicalgardens.org](http://heathcotebotanicalgardens.org)

**Manatee Observation & Education Center**

772-429-6266 • [www.ManateeEducationCenter.org](http://www.ManateeEducationCenter.org)

**National Navy UDT-SEAL Museum**

772-595-5845 • [www.navysealmuseum.org](http://www.navysealmuseum.org)

**St. Lucie County Marine Center**

772-462-3474

[www.stlucieco.gov/marine\\_center](http://www.stlucieco.gov/marine_center)

**St. Lucie County Regional History Center**

772-462-1795 • [www.stlucieco.gov/history](http://www.stlucieco.gov/history)

## Fort Pierce Gold Hammer Awards Nominations Now Open



Mayor Linda Hudson,  
City of Fort Pierce

Mayor Linda Hudson is now accepting nominations for *Gold Hammer Awards*. The award recognizes the efforts of residents and business owners in the Fort Pierce community that have significantly improved their homes or businesses through new construction or rehabilitation efforts.

The *Gold Hammer Awards* will be presented at *Coffee with the Mayor* on October 18, 2019 at the **Fort Pierce Yacht Club** beginning at 8:00 a.m. Forms are available in the Mayor's Office at City Hall or online at [cityoffortpierce.com](http://cityoffortpierce.com). For more information, call 467-3065.

Deadline for nominations is October 1, 2019 and should be submitted to the Office of the City Clerk, 100 N. U.S. Highway 1, Fort Pierce, FL 34954 or via email to [lcox@cityoffortpierce.com](mailto:lcox@cityoffortpierce.com). ❖

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## Audubon Development Incorporates History, Community into Future of King's Landing

"I've always been a builder of one sort or another," explains Dale Matteson, founder of **Audubon Development**, the firm recently tapped by the City of Fort Pierce to develop the H.D. King Site. Matteson's passion and talent for recognizing potential began in radio and has grown over time to include multi-channel broadcasting and real estate development. Matteson was a partner in the group that built the country's largest radio and live entertainment company, **Clear Channel**, and is a current shareholder and managing member of **Sinclair Broadcast Group**. He is also a real estate developer with a record of success in single family housing in Houston, TX; Las Vegas, NV; New Orleans, LA; and West Palm Beach, FL. As the sole developer of **Post Road Lofts**, a multi-family live/work development directly underneath the flight path of McCarran Airport in Las Vegas, he transformed blighted, industrial land into a vibrant and enviable artists' colony that is now considered one of the most original live-work spots in the Valley region. Through all his development endeavors, he explains that his approach remains the same: "Success comes from doing the common things uncommonly well."

This mantra begins at team building, according to Matteson. Matteson sought out proven partners rooted in the Fort Pierce community and surrounding areas to join him in developing a proposal to invigorate the city's waterfront. Matteson explains, "In order to do create something that truly speaks to the Fort Pierce community, we need to actually work with



the community — from the professional firms in the development phase to the staffing required to build and sustain the businesses once its complete."

"Our team of development professionals, architects and builders have long and successful histories of bringing innovative, intelligent and inclusive concepts to life," begins Matteson. "Our builder has played an integral role in the preservation and renovation of some of Fort Pierce's most iconic buildings." **Conkling and Lewis Construction, Inc.** served as the general contractor for **Main Street Fort Pierce, Inc.** projects that include the **Sunrise Theatre** and the **Platts/A.E. Backus House**.

Matteson continues, "Our architect is incredibly excited to include so many historical nods within our new construction." **Cronk Duch Architecture** served as a guiding light during the layout and design of elements within the site's programming, including stylistic details synonymous with 1920s architecture in the lower region of Florida. Caribbean-inspired design, a



single "skyscraper," reaching the height of 1920's-era buildings, and roadways named after historic landmarks within Fort Pierce are just a few of the tributes found in the **King's Land-**

**ing** proposal. Even the development itself bears the namesake of its predecessor, the H.D. King Plant.

"And I'm eager to get started," Matteson says with purpose. The \$85 million proposal includes approximately 44,000 square feet of retail and office space, specifically structured to accommodate market needs, two stand-alone restaurants, 60 condominiums, 12 townhomes, eight courtyard homes, and a boutique-style 120-room Marriot hotel. The mixture of for-sale and rental residences is meant to facilitate new family growth and business within the region, helping Fort Pierce residents live, work and enjoy the area, within walking distance to the basic necessities. A common courtyard is sketched into the design, and ample outdoor space has been accounted for in the site layout.

"Thanks to the wisdom and foresight of the mayor and city council, we were equipped with insights into the city's needs and the community's wishes," when it came to outlining the site's structural programming, Matteson explains. "We relied on the results of past charettes and discussions with current residents and members of the CRA to develop these plans — making sure to include enjoyable and unique space for residents, workers and tourists. And we will continue to listen to the community as we refine our programming."

Matteson expects to enter into negotiations with the city this quarter to finalize site programming and financing. When construction begins, the job will begin its endeavor to eventually create 752 jobs and an estimated annual tax revenue impact of \$1,788,156. ❖

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# Island Vibes – Get Your Vibe On at the 25th Annual Reverse Raffle

by Sue Dannahower & Michelle Miller

Main Street Fort Pierce cordially invites you to attend the 25th Annual Reverse Raffle Live & Silent Auction, to be held on Saturday, August 17th. The theme this year for dress and attitude is *Island Vibes*.

Main Street Fort Pierce knows how to throw a great party. All who attend this tropical-themed, casual event, will begin their evening vibing in the *Indian River Room*. There, an array of silent auction items donated by



local, statewide, and national businesses will be on display as partygoers mingle with friends. There is something for everyone and with the holidays around the corner, this is a great opportunity to get deals on gifts for others or yourself.

At 6:30 p.m., crowd favorite and always a highlight of the evening, the *Reverse Raffle* kicks off. The *Reverse Raffle* starts with 300 numbers on the board. Depending on when a number is

pulled determines if it wins money or not. There is a chance to win money 10 times, up until the last 10 numbers. Each of the last 10 numbers drawn will win funds starting at \$100 and ending with the grand prize of \$2,000.

In addition to watching the entertainment and socializing, a variety of appetizers and homemade desserts will be available to munch on while sipping a favorite beverage. Grab a friend and/or significant other and capture the moment with a free photo from the *Take a Shot Photo Booth* sponsored by **Sunrise Volkswagen**. And don't forget to get tickets for a chance to win big with the lottery tree drawing!

Starting at 8:15 p.m., another highlight begins — the live auction. Favorite returning items include: the *Adams Ranch Back Country Safari & Chuck Wagon Dinner* catered by **The Flavored Fork**; a *Royal Poinciana Mosaic* by Anita Prentice; the *Enchanted Edgartown Evening* catered dinner and tour; and a painting by *Doretha Hair Truesdell* (wife of original, late



Britt Reynolds & Kaitlyn Heilfurth

highwaymen Alfred Hair). In addition to these items, there are some exciting new items that will be on the live auction this year including a *5-Star Surf & Turf Dinner* hosted by Art & Sande Allen, owners of **A & G Concrete Pools**; *Hydro Fight Lessons* provided by Britt Reynolds; and a *Watercolor & Wine Party* with Colleen Nash Becht.

Continued on page 10 ...

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2018 Reverse Raffle Silent and Live Auctions



Ainsley Channon

**ISLAND VIBES ... continued from page 9**

Each ticket is \$100, admits two people and has a chance to win the grand prize of \$2,000 along with all the food and entertainment mentioned above. This event sells out every year due to the limited number of tickets sold. They must be purchased in advance and will not be available at the door. Call 772-466-3880 to reserve.

The **Reverse Raffle** has been a major fundraiser for the projects and mission of *Main Street Fort Pierce, Inc.* since 1994. *Main Street* is extremely grateful to the local business sponsors that contribute to this event. When the need arises, please consider supporting these local businesses that support our local community:

**Associated Coastal Ear, Nose & Throat Physicians P.A.****Conkling & Lewis Construction, Inc.****Airtronics Automation & Security****John Jacobs Construction****CenterState Bank****Melville Wealth Management Group****Clarizio CPA, PLLC****Sunrise Volkswagen****Haisley Funeral & Cremation Service****Hill, Barth & King LLC****Berger, Toombs, Elam, Gaines, & Frank CPAs PL****Louden Bonded Pools****Custom Air Systems, Inc.****Mr. Johnny's Car Wash****Dibartolomeo, McBee, Hartley, & Barnes, PA****Post Insurance & Financial****Hoskins, Turco, Lloyd & Lloyd****St. Lucie County Sheriff****Audubon Development****St. Lucie Eye Associates****Fee Yates & Fee****East Coast Lumber/ACE Hardware****Fort Pierce Yacht Club****Epic Events****McAlpin Cavalcanti & Lewis CPA****Jiffy Photo & Framing****RK Davis Construction****Southern Eagle Distributing****Seacoast Bank****The Cake Lady Custom Cakes**

All proceeds benefit the projects of *Main Street Fort Pierce, Inc.*, a 501(c)3 nonprofit corporation. The *Main Street Program* was created by the *National Trust for Historic Preservation* in the late 1970s to revive downtown commerce and save historic properties nationwide. *Main Street Fort Pierce* restored the **Historic City Hall** building, the **Sunrise Theatre**, and managed the grant to build the **Manatee Observation & Education Center**. *Main Street Fort Pierce's* most recent and current restoration project is the **Platts/Backus House**. Along with major restoration projects, *Main Street Fort Pierce* organizes over 30 community events each year to draw people to eat, shop and play in beautiful, historic downtown Fort Pierce.

This fabulous event sells out quickly so call *Main Street Fort Pierce* today at (772) 466-3880! ❖



2018 Reverse Raffle



Bill &amp; Kim Clarizio, Joe &amp; Frankie Lott, Dave &amp; Laura Varn

# 25th Annual Reverse Raffle Sponsors

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**Associated Coastal Ear, Nose & Throat Physicians PA** has four, full-time board certified Physicians, 2 Doctorate level Audiologists and an Advanced Registered Nurse Practitioner specializing in allergy. Our physicians and staff live in St. Lucie County and believe that providing comprehensive, compassionate care for families throughout the community is our top priority. We take pride in providing our patients with the best Ear, Nose & Throat care available on the Treasure Coast. We keep same day appointments available and have two full service, centrally located offices in Fort Pierce and Port St. Lucie.

In addition to treating disorders of the ear, nose, and throat, a large portion of Dr. Slack's practice is devoted to cosmetic facial surgery: Richard B. Allen, MD, Christopher L. Slack, MD, Michele L. Richards, MD, Jesse E. Phillips, MD, Nicole Thompson, ARNP; phone 772-464-9595, website www.coastalent.org.

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759 S Federal Highway, Suite 321. During our 70 years in business, we have had the pleasure of serving individuals, businesses, government agencies, civic, religious and other organizations with all their financial needs. We look forward to continuing our service to the community. Contact us at (772) 461-6120 or visit our website BTEGF.com

**Conkling & Lewis Construction, Inc.**

**Conkling & Lewis Construction, Inc.**, is a family-owned, mid-sized general contractor and construction management firm based in West Palm Beach. **Conkling & Lewis** was established in 1983 and has worked on projects from Key West to Orlando. We are proud to have completed the renovations of the **Sunrise Theatre**, the **Sunrise Theatre Black Box** and the **A.E. Backus House** for *Main Street Fort Pierce, Inc.* We look forward to building the *King's Landing Project* at the old King Power Plant site in downtown Fort Pierce. We are pleased to continue our support of *Main Street Fort Pierce*.

**Law Firm of Hoskins, Turco, Lloyd & Lloyd**

At the **Law Firm of Hoskins, Turco, Lloyd & Lloyd**, we have deep roots in the Treasure Coast providing excellent legal representation for people in the areas of personal injury, workers' compensation, Social Security and Veterans' disability, and bankruptcy. Our attorneys and staff live and work here and continuously volunteer and contribute to numerous community events, and we have supported *Main Street Fort Pierce's Reverse Raffle* for years. The firm is led by senior partner Steve Hoskins, a fourth generation Fort Pierce resident and a Board Certified Civil Trial Lawyer by the Florida Bar since 1989. Together with partners Louis Turco, Colin Lloyd, and Ian Lloyd, they have over 100 years of combined legal experience, successfully representing thousands of clients on the Treasure Coast. Because of our experience, we know how to handle just about any legal issue presented to us — no case is too complex. Whether you've been injured, are facing bankruptcy, or have been denied benefits you deserve, our legal team is here to help you. Call us at 866-460-1990 for a free review of your case. ❖

# The Dog Days of Summer

by Britt Anderson

We've had it hot and humid earlier than usual, thankfully not as hot and humid as the rest of the country, but we're just entering the *Dog Days of Summer*. But what are the *Dog Days*? Technically they start in July and last through mid-August. The *Dog Days* start with the rise rising of Sirius in Canis Major. Procyon ("little dog star"), is in Canis Minor. It's position in the sky varies by latitude and is not visible in the Southern Hemisphere. Sirius's rising coincides with the Julian but not the Gregorian calendar. Regardless of the astrological relationships, most of us associate the *Dog Days* with the month of August.

Scientifically, Sirius is the brightest star but it's a long way off. Its position shifts relative to the sun and will probably rise

in mid-winter in maybe 10,000 years. But as we live in the here and now, the summer heat, humidity and rain patterns are real, but they are relative to latitude, location and ocean currents.



The location of Sirius affects how previous civilizations have recognized the *Dog Days*. In Egypt, citing Sirius meant that the flooding of the Nile was in the near future. To the Greeks it meant unpleasant heat, fever, thunderstorms and suffering which would be abated only when

Zeus sent the autumn rains. During this period, the Greeks said, "this is the season of worrisome heat, when the goats are plumpest and wine sweetest, women are most wanton, but men are feeblest, because Sirius parches head and knees and skin is dry through heat." (See Evelyn-White (1914)

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transcription of Perseus for a full citation.) I note that the name of *The Sirius* means "scorching" in Greek.

The Romans blamed Sirius for lethargy and disease, for dog attacks (cured by chicken manure), calling upon men to abstain from women and heed the feeling of extreme violence. The Japanese and Finns (finding a higher rate of infection) also have legends related to Sirius and the *Dog Days*, so for better or worse the *Dog Days* affect all of us in the Northern Hemisphere.

So, what are we to do to ease the effects of these "awful" days? In this age we are fortunate to have air conditioning! But what else? Here are some suggestions. The **Sunrise Theatre** located at 117 S. 2nd St. has four days of free movies in the afternoons for those in need of some entertainment in a cool setting. The schedule is at the back of this magazine and well worth a look.

Another option is the **Backus Museum and Gallery** at 500 N. Indian River Drive. It's open on weekends during the summer, Saturday from 10 a.m. to 4 p.m. and Sunday from 12 to 4 p.m. The *Highwaymen Exhibit* as well as the rest the Gallery is also worth a visit. You can call them at 772-465-0630 for special exhibits. My favorite is the **Kilmer Library** located at 101 Melody Lane. They are open Tuesday through Saturday and whether you just want to browse or sit in their comfy chairs and read, or whether you want to check out books or CDs to take home, to the beach or to sit under your favorite shade tree, you'll find it there. These are a few things you can do to mitigate the *Dog Days*. There is also your local favorite bar or restaurant but beware of the above, we can learn from the past. The *Dog Days*, like all things, will pass. As always wishing you *fair winds and following seas*. ❖

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# Stars Over St. Lucie

## 4th of July Celebration



Julia Baiz, fireworks fan and beach cleaner/recycler



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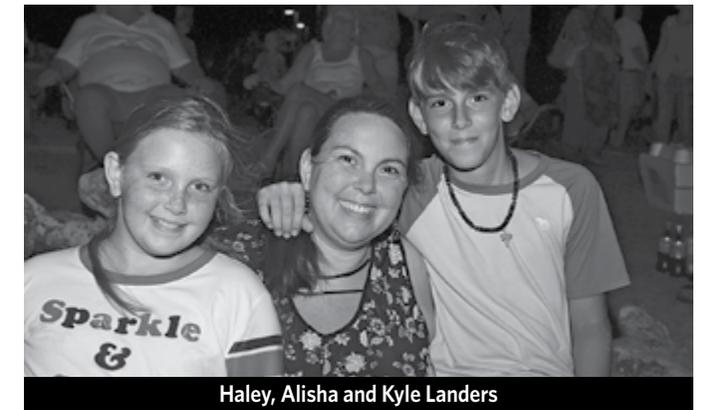
Abdias and Nicile LeBranche with Asia, Zaria, Carri and AJ

**"Thank You!" to all our Sponsors and Supporters for the Stars Over St. Lucie 4th of July Celebration in Historic Downtown Fort Pierce.**

*Photos by Maryann Ketcham*



Sean Aubree and Samantha Gondok



Haley, Alisha and Kyle Landers



The Chowehury Family sit waterfront waiting for the fireworks show to begin



Common Ground Vineyard Church volunteers



Lewis Graham Katie and Wesley Davis with girls Paisley and Isabelle with Chickie Hayek



Photo by Nicole Johnson at Stars Over St. Lucie

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# The Fort Pierce Hotel

by Joanne Blandford

The chosen proposal for development of the King property site (see article in this month's edition) includes a boutique hotel as one of its features. A downtown hotel has been in the community's wish list for a long time. In the early 1900s, another man saw the need for a hotel in the newly minted city of Fort



Pierce. His name was Frank Merritt Tyler and a remnant of the hotel he built still remains in downtown though it is unrecognizable from the structure it once was.

Frank followed his father, Julius, to Fort Pierce in 1891. Julius came to Florida around a year earlier as a partner in an

oyster cannery business that operated in the former trading post that would later become a general store operated by Peter P. Cobb. Father and son became partners in pineapple cultivation and sales as had many other early residents of the Treasure Coast area.

In the very early 1900s, Frank built a 25-room wooden

hotel that stood where the St. Lucie Clerk of Courts building resides today. Articles from local newspapers mention that the hotel served as host to teacher receptions and church functions as early as 1902, a year after Fort Pierce was incorporated. One of the most descriptive articles written about the hotel was in 1905



when Newton Newkirk from *The National Sportsman* wrote about his visit to the area. His article was titled "Fishing in the Indian River" and included the following passages about the hotel:

*I reached Fort Pierce late on the evening of Saturday, March 18, 1905, and, fortunately for me, found my way to the Fort Pierce Hotel, which proved a comfortable hostelry and is best adapted to the needs of the fisherman, being the only hotel in the town facing the water and only a stone's throw from it...*

*...In the office of the Fort Pierce hotel is a beautiful mounted tarpon five-and-a-half feet long, and weighing, when caught,*

*102 pounds. The first tarpon ever taken in Florida waters, by way, was killed at Fort Pierce. Guests of this hotel took, with hook and line in January and February, 1904, 7,621 pounds of game fish. Over 183,000 pounds of Spanish mackerel were taken here with hook and line during April, 1904, by the fleets of the local fish company. These are not fish stories. In looking over the record book of catches kept by the hotel, I was interested to find the following entry: Joe Jefferson's Record. "Twenty-eight fish, comprising 17 varieties. Total 62 pounds. Taken by Mr. Joseph Jefferson, Dec. 3, 1899." Upon inquiry,*

Continued on page 18 ...

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## FORT PIERCE HOTEL ... continued from page 9

I learned that this verteran actor used to come here every winter to fish these waters. At St. Lucie, two miles north of here, opposite the inlet, is the winter home of the late Senator Matt S. Quay.

Newkirk goes on to describe the fishing skills of Frank Tyler, who was known as a legendary angler in his day. The Fort Pierce hotel was a frequent stop for serious anglers as Fort Pierce was a destination for fishing pursuits as it is today.

In October 1916, a brief article in the *Orlando Sentinel* mentions a foundation that was being formed behind the property's sea wall for the New Fort Pierce Hotel. Then in June 1917, the *Tampa Tribune* reported from the *Fort Pierce Tribune*:

*Construction work on the New Fort Pierce hotel on the seawall addition is moving along nicely, the greater part of the concrete foundations, about four feet from the ground in height, having been poured. Brick and lumber for the remainder of the building are being place on the ground and it is hoped to have the structure completed within the next six or eight weeks. The new building is to be three stories in height and to have forty-four rooms. Added to this will be the present Fort Pierce hotel, remodeled, with twenty-two rooms, providing an up-to-date commercial-tourist hotel of sixty-six rooms.*



The original Fort Pierce hotel was moved just east to its new location and an L-shaped brick addition would become known as The New Fort Pierce Hotel. It was a waterfront resort for many years until World War II, when it became housing quarters for the military as many of the coastal resorts did during the war. On its last days as a hotel it housed the jury and reporters of the Judge Peel trial that was moved from Palm Beach to St. Lucie County in the 1960s.

As the automobile and highway system allowed more access for Americans, big resorts, like the passenger trains that once brought their guests, became outdated and unused relics. Eventually, the lanky New Fort Pierce Hotel became too large to maintain. In 1981, most of the building was demolished except for a portion that was renovated into office space. Only a small plaque on the building's northwest side gives a hint of the grand hotel that once occupied an entire city block.

After many years of reinvestment, restoration, and rejuvenation, downtown Fort Pierce is once again a waterfront destination. And once again, a hotel will rise to offer conference attendees, tournament contestants and visitors to our fair city a place to rest their heads. ❖



## Fort Pierce Yacht Club Encourages All to Sail into Season

Summer is the time we are out boating in large numbers. As such, and in honor of **Fort Pierce Yacht Club's** devotion to boating, Mayor Hudson and the Fort Pierce City Commission proclaimed July as *Celebrate Our Waterways Month*, encouraging residents to join the **Fort Pierce Yacht Club** in celebrating the treasure of our waterways.

Started in 1980 as an organization for sailors with an active interest in boating, the **Fort Pierce Yacht Club** has since grown into an active yacht club with fleet events designed for sailboats, power boats, and paddle boats; and now has the most active fleet on the Treasure Coast. While organized as a private club, the **Fort Pierce Yacht Club** also is dedicated to the growth and enjoyment of boating activities, and thus shares its love of the water by sponsoring community-wide boating events including leading the **4th of July Boat Parade**, sponsoring the **Offshore KDW** fishing tournament, and by hosting inter-club regattas which bring boating visitors from Martin, Brevard and Space Coast counties.

You can join with the **Fort Pierce Yacht Club** throughout the year in support of our waterways by serving and contributing to **Treasure Coast Youth Sailing Foundation**, **FAU Harbor Branch Oceanographic Institute**, and **SHIP**; attending our monthly **Third Thursday Eco Evenings**; joining the **2020**

**On the Water Poker Run** to fund scholarships for students passionate about environmental related oceanographic and marine studies and as a supporter of **Rivers Coalition**; and attending boater and water safety educational courses for residents and visitors of the Treasure Coast.

Whereas, the **Fort Pierce Yacht Club** is interested in the current health and the future of our community on the water and off, we raise and distribute funds to other nonprofit community-oriented organizations whose focus is on our youth and our less fortunate community members. These have included *Aaron's Project*, the *Boys and Girls Clubs of St. Lucie County*, *Fort Pierce Jazz and Blues Society Dollars for Scholars*, *PATCHES*, *Avenue D Boys and Girls Choir*, *Police Athletic League*, the *Food Bank*, *Family Meals, Inc.*, *Oak Hammock School*, *Mustard Seed Missionaries*, *Sara's Kitchen*, and *Adam's Place*.

**Fort Pierce Yacht Club** aims to be a strong, positive influence on the community, a goodwill ambassador on behalf of the community and the entire Treasure Coast within the boating community, and an ardent promoter of outdoor and water-related activities available year-round in the Sunrise City.

We hope you will join us throughout the year, supporting our waterways and supporting our community! ❖



## Boys and Girls Club Brings Fishing for Futures to the Manatee Center

by Rachel Tennant, MOEC Manager

The **Boys and Girls Club 2nd Annual Fishing for Futures** tournament will be held at the **Manatee Observation and Education Center** with emphasis on a free family day event open to the public. On Saturday, August 31st, the **Boys and Girls Club** will host an in-shore and off-shore fishing tournament that serves as a fundraiser for **St Lucie County Boys and Girls Clubs**. From 10 a.m. to 4 p.m. that day, enjoy free admission to the **Manatee Center** as well as an assortment of crafts, educational games, and guest exhibitors like the **Children's Museum** bringing hands-on activities for a day of *Family Fun*. There will also be hourly fish-feedings and a manatee talk that you don't want to miss! *Family Fun* is open to the public, and you do not need to be a tournament participant to join.

The mission of the **Boys and Girls Club** is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. The mission of the **Manatee Observation and Education Center** is to promote understanding and responsible actions for the protection of the Treasure Coast's fragile ecosystems and their inhabitants. Together these two organizations will bring a fun and educational fundraiser to Downtown Fort Pierce, empowering our local youth with hands-on environmental education.

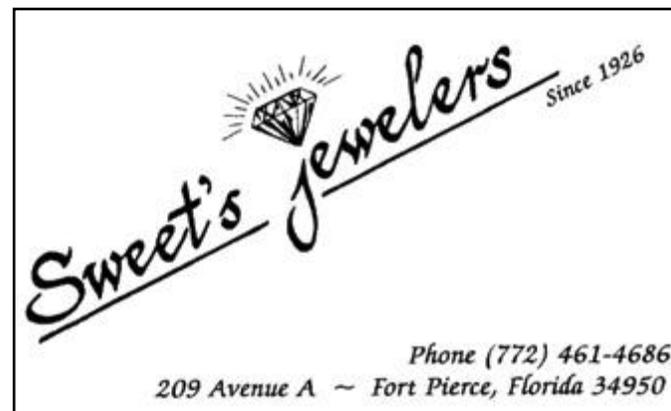
This partner event represents an effort by the **Manatee Center** to connect with our community and reach as many local community members — kids and adults alike — as possible. We emphasize hands-on environmental learning with a full-time educator dedicated to bringing environmental education to camps

and schools, as well as hosting camps and schools at the Center.

Earlier this year, the **Treasure Coast Manatee Foundation** sponsored the **Manatee Center** to lead an eight-week environmental education curriculum at a local **Boys and Girls Club**. The curriculum, entitled *Indian River Lagoon Investigation*, is designed to meet all Sunshine State Standards for fourth and fifth grade students. April Frederick, the **Manatee Center** environmental educator, visited a Fort Pierce **Boys and Girls Club** each week for two months covering topics such as lagoon habitats, adaptations, watersheds and water cycles, and more. Plans are in place to expand this curriculum to other Clubs for the upcoming year. The **Treasure Coast Manatee Foundation** will also participate in the **Fishing for Futures Tournament**, providing a BBQ lunch for **Boys and Girls Club** kids and their families.

Visit the **Manatee Center** website at [www.ManateeEducationCenter.com](http://www.ManateeEducationCenter.com) to learn more about the **Fishing for Futures** tournament and *Family Day*. If you would like to get involved or bring your family-friendly vendor tent to this event, contact MOEC Manager Rachel Tennant at [rtennant@fpu.com](mailto:rtennant@fpu.com).

The **Manatee Center** is grateful for the opportunity to bring this event to you alongside the **St. Lucie County Boys and Girls Club**, and grateful to all of our volunteers who make this possible. If you are interested in volunteering either in the exhibit hall, gift shop, or back office, please contact MOEC Volunteer Coordinator Trish Parker at [Volunteer@ManateeEducationCenter.org](mailto:Volunteer@ManateeEducationCenter.org). And remember that all purchases at the **Vanishing Mermaid** gift shop support the **Manatee Center** and our mission. ❖



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## The Manatee Center August Events

**Summer hours: From July through September, MOEC is open Thursday to Saturday 10 a.m. to 5 p.m.**

**Friday, August 9th at 12 p.m.**

**Heathcote Botanical Gardens**

*Lunch & Learn* — Join us for a free presentation at the Manatee Center led by Diane Kimes, Director of Fort Pierce's **Heathcote Botanical Gardens**. You'll learn about Heathcote's history, collections, and education and volunteer programs, as well as the value of gardens to thriving communities. Bring your lunch and bring a friend. *Free event.*

**Saturday, August 31st**

**Fishing for Futures Tournament and Family Day**

Join us for a special **Boys and Girls Club** fundraiser and free family day with free admission to the Manatee Center plus hourly activities, crafts, and family-friendly exhibitors from 10 a.m. to 4 p.m. *Free event.*

**Recurring Programs**

*Thursdays, 2:00 p.m. — Meet the MOEC Reptiles* — and witness Diego the corn snake eating.

*Fridays, 2:00 p.m. — Seahorse Snack Time* — watch the MOEC seahorses eat and play.

*Saturdays, 2:00 p.m. — Fin-Tastic Fish Feeding* — come meet the fishes in the Center.



by Sue Dannahower

## Fluffy Scrambled Eggs

I love good scrambled eggs. Here is a fast and easy technique for fluffy, fully cooked, diner-style scrambled eggs.

**Ingredients:**

- 3 large eggs
- 1/8 teaspoon kosher salt, see note
- 2 tablespoons (1 ounce; 30ml) milk (optional)
- 1/2 tablespoon (1/4 ounce; 8g) unsalted butter
- Freshly ground black or white pepper

**Directions:**

In a small bowl, beat eggs with salt. In a nonstick skillet, melt butter over medium-high heat until foamy. Add eggs and cook, stirring, until large, fluffy curds form and eggs are fully cooked through, about 3 minutes. Season with pepper and serve.

**Why It Works**

Pre-salting helps eggs retain moisture and tenderness. A small proportion of milk provides a sense of creamy richness, without going overboard. Adding the eggs to a hot pan encourages the formation of big, fluffy curds.




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# Love, JAZZ Community: The Magic of Music

by Don Bestor

Grief is a funny thing, and I don't mean funny "ha-ha," I mean funny as in strange. It's been on my mind lately because the **Fort Pierce Jazz and Blues Society** is really one big family, and though we love one another and find so much joy in providing music throughout the Treasure Coast and creating scholarships for young musicians, we also share the tough times as a family. The past couple of years have been a test of our family's strength to cope with profound grief as we've dealt with losing beloved family members to death and trying to help others recuperate from life-challenging illnesses. I did a little bit of research — or "Googling," as the kids say — and I thought I'd share with you a few interesting things about the healing power of music.



Seasoned pro Gene Bruno uses the horn to keep the blues at bay.

According to Dr. Michael Friedman in *Psychology Today*, one in four adults in the United States suffers from a mental illness in any given year, but only 40 percent receive treatment. Some choose to do nothing but suffer and hope to come out on the other side of the illness, while others try creative endeavors,

supplements and vitamins, exercise, or a host of other things they hope will help with healing.

What the article said is that "listening and playing music is a potent treatment for mental health issues," helping reduce the pain of "depression, anxiety and chronic pain." Further, Friedman claims that research "clearly demonstrates that improved social connection and support can improve mental health outcomes. Thus, any music that helps connect people can have a profound impact on an individual's mental health."

That music can heal should not come as a surprise to us. It's the whole reason for the field of music therapy, the goal of which is to activate portions of the brain that may have been damaged or are in need of strengthening. It's now being used with stroke patients to help regain speech; Alzheimer's and memory loss patients to help reclaim portions of memory; cancer patients to help treat pain and anxiety; and heart patients to help improve blood pressure, respiratory and heart rates. That's a whole lot of healing and

providing live music therapy sessions every Tuesday evening at the **Sunrise Black Box Theatre** in Fort Pierce, every other Wednesday at the **Port St. Lucie Botanical Garden**, and most Saturdays at the **Jazz Market** by the waterside in beautiful, historic downtown Fort Pierce. If you're interested in learning more about **Fort Pierce Jazz and Blues Society**, becoming a member, or sponsoring a scholarship, please visit [www.jazzsociety.org](http://www.jazzsociety.org) or call **Fort Pierce Jazz and Blues Society** at (772) 465-JAZZ (5299). ♦

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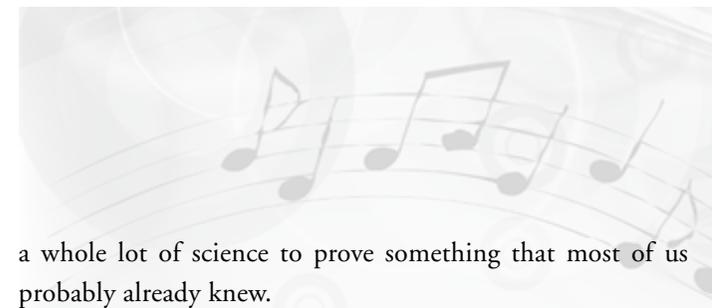
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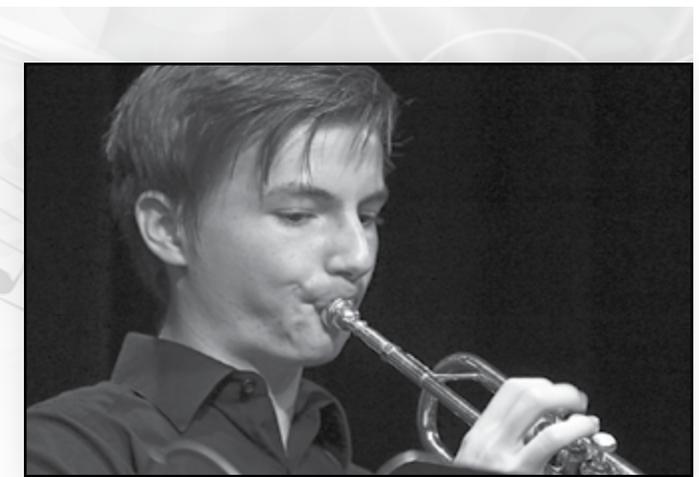
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a whole lot of science to prove something that most of us probably already knew.

When we are feeling sad, sometimes a song can pull us out of our funk and wash away our blues. We've all experienced a sudden stab of memory (good or bad) when a certain song is played that takes us back to another time in our lives. And even those among us with a tin ear have probably tried to hum or soothe our crying children to comfort or transition them to dreamland. Music is a powerful medicine, and it's one that all of us in the **Fort Pierce Jazz and Blues Society** feel compelled to share with one another and with our community.

We know that music has magical, healing powers, so during these 'dog days' of summer, when many of us have a little more time to get caught up in thoughts and memories that sometimes make us feel a little blue or have us missing those who have left us too soon, we wanted to remind you that we're here



Young musician Casey Dunajewski uses the horn to keep the day on a high note.

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## Small Business Solutions: Five Classic Fails in Budgets and Forecasts

by Tim Berry, [www.sba.gov](http://www.sba.gov)



You don't have to be a CPA or have an MBA to run your numbers and make predictions for your business.

What are common mistakes in budgets and forecasts? I've compiled this list more than once during my four decades of writing, reading, and

evaluating more than 100 business plans every year. This is my latest list.

A word about words: budget or forecast, you choose. They are essentially the same thing. Sales budget, expense budget, sales forecast, profitability forecast, cash budget, cash flow projection ... whatever wording you prefer. I'm talking about running the numbers of what's going to happen with your money, and regularly comparing what you expected to what actually happened (also called plan vs. actual analysis, or variance analysis).

Before I start my list, let me get this out: the worst mistake, by far, is where business owners don't budget or forecast. You may know how this goes ... busy selling, putting out fires, managing a team ... who has time for forecasts? You check the bank balance and it seems okay.

The quickest path to peace of mind, for a business owner, is knowing your numbers. And those bank balances that seem okay may have looming threats like declining fundamentals, hidden problems, that don't show up until it's too late.

Run your numbers. You don't have to be a CPA or have an MBA. You don't have to do it all yourself. But whether you hire an expert or do it yourself, you need to know your numbers. And here are four common errors to avoid.

**1. Type and category misalignment.** Your budget should look like a spreadsheet, with months in columns and categories and types as rows. Make those categories and types match the information you get from your accounting as actual financial reports, such as accounting statements, sales reports, and so forth.

**2. Ignorant guessing.** Forecasting is guessing; but make educated guesses. Start next year's forecast with last year's numbers as a baseline. From there, estimate the differences

between last year and next year. If you have a new business, find benchmarks and rules-of-thumb for your type of business. These are available online for free for some businesses or for less than \$100 for most businesses.

**3. Confusing profits with cash.** This is especially dangerous for businesses that sell to other businesses (with sales on credit) and businesses that manage physical products and inventory. Sales on credit become accounts receivable, so sales in your Profit and Loss statements (P&L) aren't actually money in the bank. Money spent on inventory doesn't show up in the P & L, but it does cost you cash. Debt repayment and buying assets are other common spending items that don't show up in the P & L.

**4. Margins and delays.** Too often I see sales forecasts that ignore the need to account for margins and delays. A business that sells products through retail channels will almost always have to deal with the standard margins that retail stores take. When my business sold packaged software through big box stores we had to sell to distributors for 60% of suggested retail price. Our sales forecast needed to reflect those margins through channels.

*About the author: Tim Berry is founder and Chairman of Palo Alto Software and [bplans.com](http://bplans.com), on twitter as [Timberly](https://twitter.com/Timberly), and blogging at [timberly.bplans.com](http://timberly.bplans.com). His collected posts are at [blog.timberly.com](http://blog.timberly.com). Stanford MBA. Married 46 years, father of 5. Author of business plan software *Business Plan Pro* and [www.liveplan.com](http://www.liveplan.com) and books including his latest, 'Lean Business Planning,' 2015, Motivational Press. Contents of that book are available for web browsing free at [leanplan.com](http://leanplan.com). ❖*

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## Saturday Morning Surprises

If it's Saturday, it's Market day! A trip to historic downtown Fort Pierce has become a Saturday morning tradition and folks are flocking to the **Downtown Fort Pierce Farmers' Market**. Weekly shopping has become the norm for locals and visitors to this quaint and delightfully unique venue.

Rise and shine for early morning surprises. Just smell the aroma of freshly brewed coffee at **Barefoot Gourmet**. As vendors set up, Kathy and David grind and brew the perfect cup to start the day. When the bell rings, coffee's ready! It's amazing how many pots of java they serve up in a morning.

Then follow the delicious aroma of specialty breakfasts at **K-Malou**, where chef Kevin creates the most taste tantalizing omelets and breakfast bowls for the heartiest of appetites. **Tony's Delights** prepares delicious made-to-order dishes with tons of choices. For lighter fare, **Importico's Bakery** brings in their famous Danish and croissants freshly made earlier in the wee hours of the morning. Then of course, the authentic old-world breads are a must for take home — now offering traditional loaves, as well as yummy savory or sweet treats and gluten-free and vegan delights.

Patrons at the **Downtown Fort Pierce Farmers' Market** have a vast array of locally-grown and locally-made products to choose from. Summertime is not the growing season in Florida but **Gibbons Farms Organics** maintains a few varieties of vegetables and seasonal fruits produced right here in St. Lucie County. **Tony's Produce** has a dazzling array of both vegetables and fruits, domestic and exotic. Between these vendors, even the most demanding consumers will find everything needed for the week's menu.

After the quick start to the day, the Market comes alive to sounds of live bands, each week welcoming some old favorites

or showcasing one new to this crowd. Dancing in the aisles is not required but often observed; and singing the words to the oldies is just plain fun.

Strolling through the walkways, vendors are proud to talk about their products. **Macy's Smoked** fish dip is locally made from locally caught fish and Josh or Dennis have lots of stories to tell about fishing and smoking, and maybe even surfing. **Lola Tortola** or **Wicked Good Spices** has every imaginable herb and spice from around the world. Carrie makes sure she has it all or will make every effort to have it next time when asked.

Pick up a **Fresh Fusion** acai bowl or fresh pressed sugar cane drink. Or grab a specialty coffee or latte from **Rio Coco**. **Cottage Garden Teas** has a dazzling array of dried teas and often has fresh brewed or even iced versions. So many choices! **Granny Gail's Goodies** offers fresh, home-baked, and oh, so good.

The **Downtown Fort Pierce Farmers' Market** is home to **Kee Botanicals**, where making their own soaps and lotions with luscious chocolate and coconut fragrance and benefits has been their standard. Barbara, the lavender lady, at **Garden Friends**, brings all things lavender and is happy to give the rundown on the beneficial effects of this fabulous herb. Connie at **Chung's Plants** displays beautiful and Florida-acclimated plants for both indoor and outdoor growing.

Ready for lunch? **B-More Crabcakes** serves the most delicious, authentic Maryland crabcakes cooked to order. They also have them for take-home and prepare later. **Tony's Gyros** carves meat right from their vertical rotisserie for delicious Greek gyros served with tangy tzatziki sauce. There are so many choices!

Take a break and sit along the seawall to watch the birds and feed the fish. The occasional porpoises gracefully breaking the surface of the lagoon create quite a spectacle. Huge schools of mullet and minnows swarm and jump much to the delight of the crowds watching their antics.

Old friends, new friends, visitors and locals all enjoy the fabulous **Downtown Fort Pierce Farmers' Market** every Saturday. Make it your destination and make it your Saturday morning tradition. Open on **Marina Square** every Saturday from 8 until 12, rain or shine. Follow the Market on facebook and twitter or check out the website at [www.fortpiercefarmersmarket.com](http://www.fortpiercefarmersmarket.com). ❖

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# Scales and Tails

by Captain Bo Samuel, Pullin Drag Charters

Yes, it's lobster season here on the Treasure Coast! The greatly anticipated spiny lobster season opens on August 6th and runs through March 31st. Divers will be trying their luck on inshore and offshore reefs as well as the shallow waters of the Indian River. Even after the



Frequently, kingfish can be found near schools of baitfish and if this is the case, put a line out and be prepared for some great action. Bottom fishing on the reefs has been great for snapper.

So scales or tails, there's great dinners in the future for anglers and divers. Fish fingers

busy lobster mini-season of July, there are still "bugs" to be found, especially if the conditions are good. A saltwater fishing license and lobster permit are required to harvest spiny lobster.

Offshore, anglers are reeling in the kingfish. There's also a decent amount of mahi still being caught and schools of tarpon are moving through the area. For kingfish, free line or slow troll around weed lines with live bait like threadfins and pilchards.

or lobster bites are good choices if you want something fried but either can be quickly broiled with butter and spices. Check your local bait and tackle for rules and regulations and keep *Pullin Drag!* ❖

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## Recipe Corner

by Sue Dannahower

### Celebrating the Pineapple

#### No Bake Pineapple Whipped Cream Cake

One of our wonderful volunteers, Genie Brady, brought this cake to a Main Street party. It was a hit!

- 4 packages unfilled Lady Fingers
- 1 pint whipping cream
- 1 8-ounce package cream cheese
- ¾ cup sugar
- 1 20-ounce and one 8-ounce can pineapple filling (or make your own, see below)

Line sides of a 10" spring form pan with lady fingers; then line the bottom. Whip cream until stiff. In a large bowl beat together sugar, softened cream cheese and one teaspoon vanilla. Fold whipped cream into cream cheese mixture and beat slightly.

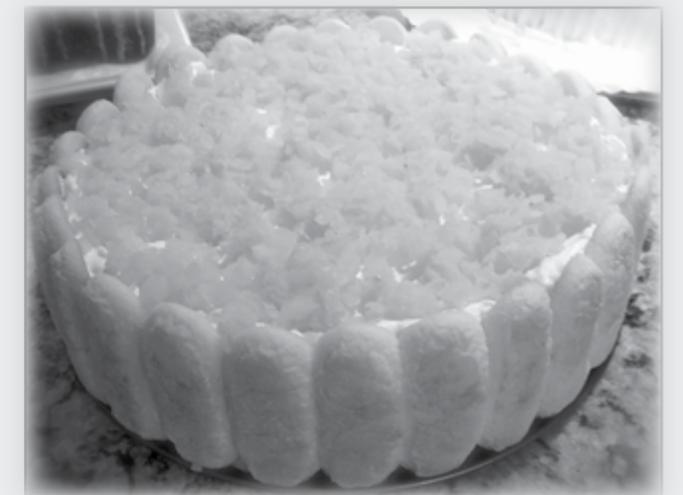
Spread one-third of the whipped cream mixture over lady fingers, then top with one-quarter of the pineapple filling. Add a layer of lady fingers. Repeat whipped cream mixture, pineapple and ladyfingers two more times. Top with the last of the pineapple filling.

Chill overnight. Decorate if desired.

#### Homemade Pineapple Pie Filling

- 3 10-ounce cans crushed pineapple, juice and pineapple
- 2 teaspoon corn starch
- ½ cup sugar
- ¼ teaspoon salt
- 1 tablespoon butter
- 1 tablespoon lemon juice

Cook first four ingredients until thick. Add butter and lemon juice. Cool completely in fridge before use. ❖



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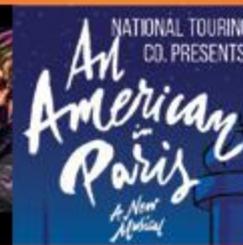
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