



Volume 18, No. 12 July, 2023

FOCUS

The Official Monthly Newspaper of Main Street Fort Pierce

Stars *Over* St. Lucie

4th of July Celebration



NICOLE, RAIKO, BELLA, EMMA AND EVER BLANCO. PHOTOGRAPHY BY MARYANN KETCHAM

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PRESIDENT'S MESSAGE

Happy 4th of July

by Donna Sizemore



On July 4th, America will celebrate its 247th birthday as independence was achieved from Great Britain following the Revolutionary War. Although there were no fireworks on that day in 1776, as that came as a later tradition, there will be fireworks in downtown Fort Pierce on July 4th along with music and food vendors. Please come out and join the festivities! *Friday Fest* will follow on July 7th.

There are other milestones to celebrate in downtown Fort Pierce. The Sunrise theatre and the Fort Pierce Police Department are celebrating their 100-year anniversaries. Fun Fact - Main Street Fort Pierce purchased the Sunrise Theatre building and began renovations in 1997 and then in 1999 purchased the entire property. The project received over 2.7 million dollars in State Grants; 8 million in government funds and over

2 million in private donations. The theatre reopened in 2006 with a stellar performance from Dionne Warwick. Main Street Fort Pierce donated the theatre to the city who handles the daily operations. <https://mainstreetfortpierce.org/what-we-do> This is one of Main Street Fort Pierces proudest projects and a prime example of our mission to preserve, promote and build on historic and natural treasures of our downtown waterfront. Happy 100th birthday!

We also are celebrating *Christmas in July* in downtown Fort Pierce on July 22nd with a downtown shopping spree and an opportunity to win \$1600. Speaking of Christmas, the Main Street Board was provided several ideas for a theme for the annual Christmas parade and I'm excited to tell you that the theme will be Under the Sea. I can't wait to "sea" all of the creative ideas that come out of this parade theme.

Happy Independence Day! ❖



Volume 18, No. 12 July, 2023

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★ ★ ★ ★ ★
UNITED STATES OF AMERICA
SINCE 1776

4th JULY
INDEPENDENCE DAY



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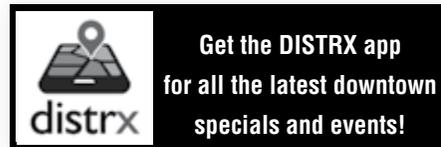
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Phone: 772.466.3880 • mainstreetfortpierce.org

Calendar

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



MONTHLY EVENTS

July 4, Tuesday: STARS OVER ST. LUCIE 4TH OF JULY CELEBRATION — 6–9:30 p.m.; City Marina, Downtown Fort Pierce; Live music by *Jesse and the Thieves*; sponsored by the City of Fort Pierce and Main Street Fort Pierce; see page 15 for more information.

July 7, Friday: FRIDAY FEST AT MARINA SQUARE — 5:30 to 8:30 p.m.; live music by *Fonda Cash Trio*; sponsored by Cobbs Landing and Little Jims restaurants; **Please remove all vehicles from the permitted Friday Fest road closure area (Marina Way & Melody Lane) by 2:00 p.m.;** Facebook—Main Street Fort Pierce, 466-3880; mainstreetfortpierce.org.

July 21, Friday: ARTWALK — 5 to 8:00 p.m.; Various studios and shops open throughout the downtown area; artstlucie.org.

July 22, Saturday: CHRISTMAS IN JULY GRAND PRIZE SHOPPING SPREE — See page 5 for more information.

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, 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

Wine Down Wednesday
Fort Social in the Galleria on the 2nd and 4th
Wednesday of each month, 6 to 8 p.m.
TheFortSteakhouse.com

Sailfish Brewing Company
[facebook/Sailfish Brewing Company](https://facebook.com/SailfishBrewingCompany)

Pierced Cider
[Facebook @piercedcider](https://facebook.com/piercedcider)

Cobbs Landing
cobbs-landing.com

Bottom's Up Public House
facebook.com/bottomsuppublichouse

121 Tapas on the Water
facebook.com/121tapasonthewater

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772-461-4775 • sunrisetheatre.com

Tuesdays: *Jazz Jam at the Sunrise Black Box Theatre* — 7:00 to 10:00 p.m.; 460-5299; jazzsociety.org.

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429-6266 • ManateeEducationCenter.org

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462-2787 • www.st-lucie.lib.fl.us/

SUNDAY DOWNTOWN CHURCH SERVICES

Common Ground Vineyard Church; 460-5414, commongroundvineyard.com.

First Church; 464-0440, firstchurchfp.org.

Fort Pierce Haitian United Methodist Church; 940-6728, haitianmethodist.org.

Notre-Dame Mission Catholic Church; 466-9617, notredamecc.com.

St. Andrews Episcopal Church (founded 1893); 461-5009 mystandrews.org.

COMMUNITY INFORMATION

A.E. Backus Museum
772-465-0630 • backusmuseum.com

Bud Adams Gallery
of Historical Photographs
772-462-1795
2nd Floor of P.P. Cobb Building

Fort Pierce Police Athletic League
772-370-6162 • fortpiercepal.com
Volunteers needed: 772-466-0606

Fort Pierce Jazz & Blues Society
772-460-5299 • jazzsociety.org

Fort Pierce RiverWalk Center
600 North Indian River Drive
772-489-6473 • cityoffortpierce.com

Heathcote Botanical Gardens
772-464-4672
heathcotebotanicalgardens.org

Manatee Observation & Education Center
772-429-6266 • ManateeEducationCenter.org

National Navy UDT-SEAL Museum
772-595-5845 • navysealmuseum.org

St. Lucie County Marine Center
772-462-3474
stlucieco.gov/marine_center

St. Lucie County Regional History Center
772-462-1795 • stlucieco.gov/history

JULY: NATIONAL ICE CREAM MONTH
JULY 1: SECOND HALF OF THE YEAR DAY
JULY 2: MADE IN THE USA DAY
➔ JULY 4: INDEPENDENCE DAY
JULY 6: NATIONAL FRIED CHICKEN DAY
JULY 7: COMIC SANS DAY
JULY 8: MATH 2.0 DAY
JULY 11: COW APPRECIATION DAY
JULY 11: NATIONAL 7-ELEVEN DAY
JULY 12: ETCH A SKETCH DAY
JULY 14: NATIONAL MAC AND CHEESE DAY
JULY 15: CELEBRATION OF THE HORSE DAY
JULY 16: NATIONAL ICE CREAM DAY ➔
JULY 19: NATIONAL HOT DOG DAY
JULY 27: BAGPIPE APPRECIATION DAY
JULY 30: WORLD SNORKELING DAY

Downtown Merchants Present Christmas in July, Saturday, July 22nd

The *Christmas in July Grand Prize Shopping Spree* is at \$1,000 and climbing! Come Downtown and take selfies in your Christmas shirt with store logos in the background and earn tickets to enter our *Downtown Shopping Spree Giveaway!* Bring school supplies to **Legit Cuts Barbershop** and take a selfie showing the supplies — and earn two extra tickets. Take one selfie per store or selfie station and receive one ticket. All selfies must be taken with store logo in the background. The more stores or restaurants you visit downtown the more tickets you earn to win. The drawn winner takes all!

Participants must be 18 years or older. To enter tickets in the drawing, contestants must bring their phones to **Notions & Potions** by 5:30 p.m. for verification and to receive their tickets. The drawing will be held at 6:00 p.m. (do not have to be present to win). There are no worries for those that need help taking selfies — there will be plenty around willing to help. Win ugly t-shirt contest by adding hashtags: #downtownfortpierce #xmasinJuly2023. Winner receives an SPF shirt. Several giveaways will take place throughout the day. ❖

Donating Businesses

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Legit Cuts Barber Shop
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The Cake Lady
Varsity Sport Shop
Chaney's House O' Flowers
Ft. Pierce City Marina
Taylor Creek Optical
Florida Hemp Collective



2nd Street Art
Dunkin' Donuts
Protein Harbor
Havana George
Sweets Jewelers
Thirsty Turtle
Hard Axe Lounge
Freedom Boat Club
Old Florida Coffee



City of Fort Pierce Honored with Two *Home Rule Hero Awards* in 2023

The *Florida League of Cities* (FLC), the united voice for Florida's municipal governments, recently honored Mayor Linda Hudson and Commissioner Curtis Johnson, Jr. with a *2023 Home Rule Hero Award* for their hard work and advocacy efforts during the 2023 Legislative Session. Mayor Hudson and Commissioner Johnson worked tirelessly throughout the session to promote local voices making local choices, protect the *Home Rule* powers of Florida's municipalities and advance the League's legislative agenda.

"The League and its legislative team appreciate the individual advocacy efforts undertaken by municipal officials throughout the state," said FLC Chief of Legislative Affairs Casey Cook. "*Home Rule Heroes* are some of our biggest advocates for protecting local decision-making. They are League members who stand out for their high level of participation, knowledge, and effec-

tiveness. This year's *Home Rule Heroes* continuously advocated for their communities throughout the 2023 Legislative Session."

Home Rule is the ability for a city to address local problems with local solutions with minimal state interference. *Home Rule Hero Award* recipients are local government officials, both elected and nonelected, who consistently responded to the League's request to reach out to members of the Legislature and help give a local perspective on an issue.

Founded in 1922, the *Florida League of Cities* is the united voice for Florida's municipal governments. Its goals are to promote local self-government and serve the needs of Florida's cities, which are formed and governed by their citizens. The League believes in "Local Voices Making Local Choices," which focuses on the impact citizens and city leaders have in improving Florida's communities. For more information, visit flcities.com. ❖

The Fort Pierce Redevelopment Agency is Launching Paint Program

The *Paint Program*, initiated by the *Fort Pierce Redevelopment Agency* (FPRA), is set to reopen on June 5. The primary goal of the *Paint Program* is to revitalize and renovate residential and commercial properties within the FPRA district.

The FPRA *Paint Program* provides financial assistance by offering a reimbursable grant of up to \$1,000 per home or business. This grant can be used towards the cost of exterior paint and paint supplies, with a maximum limit of \$100 for paint supplies.

The property must be located within the FPRA District to be eligible for this program. The funds will be distributed on a first come, first served basis until the allocated funds are depleted.

For more information, please contact Miriam Garcia, Redevelopment Specialist at 772-467-3786 or mgarcia@cityoffortpierce.com. For an application and a complete list of eligibility requirements, please visit: <https://choosefortpierce.com/969/FPRA-Incentive-Program>. ❖

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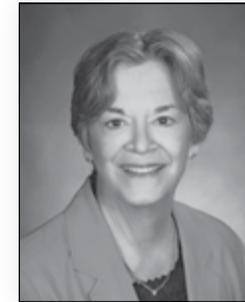
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Mayor's Message Summer in The Fort

by Linda Hudson, Mayor, City of Fort Pierce



Fort Pierce is an ideal spot for outdoor activity any time of the year. Prior to air conditioning, many escaped Florida heat for points north and often in the mountains of North Carolina' and while some still do, year-round residents find plenty to do outdoors and indoors.

Main Street Fort Pierce schedules *Friday Fest* the first Friday of every month. This outdoor, street fest features live music and vendors at the waterfront. Each year, *Main Street* and the *City of Fort Pierce* sponsor the fireworks for the Fourth of July celebration. The **Manatee Observation and Education Center** (MOEC) is open from 11 a.m. to 3 p.m., Tuesday through Saturday, and offers summer activities for children and adults, including fish feeding every Saturday at 2 p.m.

Downtown Fort Pierce welcomes **Harmony Music Lounge**, located at 116 Avenue A. Owner Priscilla brings all genres of music from local artists to this intimate, living-room setting, including classical, jazz, and rhythm and blues. You can book a private party in the *Mermaid Art Room* in the back.

The **Downtown Fort Pierce Farmers Market** is a year-round Saturday morning *tradition* at Marina Square from 8 a.m. to Noon. Featuring live music and quality vendors, you can shop, visit with friends, listen to music and eat breakfast or lunch, or people-watch, sitting along the seawall. Due west of the **Farmers Market** is the **Fort Pierce Jazz and Blues Craft Market**, where vendors about, selling arts and crafts, clothing, jewelry and products from many cultures and countries. Open 8 a.m. to 1 p.m., the **Jazz Market** uses proceeds to fund music scholarships for local youth.

The **Sunrise Theatre** will mark its Centennial with a *Speak-easy Celebration*, Saturday, July 29, along with **Black Box** and theatre events all summer long.

The **Adams Cobb Cultural Center**, upstairs at the **P.P. Cobb Building** will be open Saturdays, 10 a.m. to 2 p.m. Enjoy Fort Pierce history in vintage photographs and coffee at the

Old Florida Coffee Company downstairs.

Shop downtown at **Chaney's House of Flowers, Notions and Potions, Rosslow's, Chic and Shore, Sweet's Jewelers, 2nd Street Art, The Varsity** and and the many shops in the **Galleria**.

Eat downtown at **Casa Pasta** in the **Galleria**, along with fine dining at **The Fort Steakhouse. Second Street Bistro** is a popular place year-round, as well as **Cobbs Landing, Crabby's Dockside, Pot Belli Deli, Importico's** and **Sunrise City Café. Crocaddillo's** and **Captain Galley's** are both in the Port neighborhood.

Enjoy locally brewed beer at **Sailfish** and **Pierced Cider** and the *July 1 Stars and Stripes on Second Street Block Party*. Try the **Hard Axe Lounge** and **Bottoms Up Pub House**. Play golf at **Indian Hills Golf Course** for reduced rates in the summer. Join the **Fort Pierce Yacht Club's 13th Annual July 4th Boat Parade**.

Shop historic **East Coast Lumber and Supply's Ace Hardware** for your summer improvement projects.

Find out more about *Freebie App* for free rides Thursday through Sunday, beginning at 10 a.m. here: <https://www.cityoffortpierce.com/CivicAlerts.aspx?AID=818>. ❖



Painting by Doc Kinney



VETERAN & MILITARY EXEMPTIONS

Thank you for your service!

Our Veterans are a treasured asset to our community, and the state of Florida provides special exemptions for some disabled veterans and active-duty military, so the Saint Lucie County Property Appraiser has declared July as Veterans Benefits Month.

We welcome every veteran to call 772.462.1000 or stop by the office for an exemptions check-up.

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Main Street Fort Pierce Would Like to Thank the Following Sponsors for Making this Year's Annual Golf Tournament a Success



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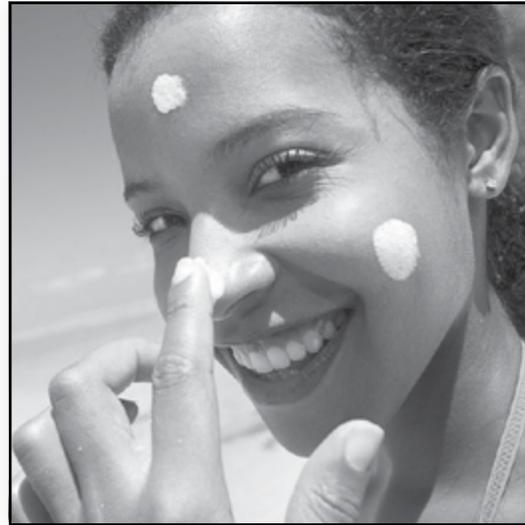
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Is Your Sunscreen Reef-Safe?

by Meredith Bennett

Sunscreen is not just for the beach or the boat! In Florida it is highly recommended to wear sunscreen daily. Applying sunscreen can help prevent skin damage, including wrinkles and cancer. Even though your sunscreen may protect your skin it may be harming the environment. All sunscreens contain mineral and/or chemical elements to disrupt the sun's harmful rays but at what cost to our oceans? The problem



is these minerals and chemicals wash off in the water. An estimated 14,000 tons of sunscreen is believed to be deposited in our oceans every year.

One of key ingredients in most chemical sunscreens is oxybenzone, a synthetic molecule known to be toxic to corals, algae, sea urchins, fish and mammals. A single drop of this compound in more than 4 million gallons of water is enough to endanger organisms. According to a 2016 study published in the journal Archives of Environmental Contamination and Toxicology found oxybenzone and octinoxate cause the most harm, causing bleaching, "a condition that leaves the coral vulnerable to infection and prevents it from getting the nutrients it needs to survive."

Coral reefs are vital to our marine ecosystems. Thousands of species of fish, invertebrates, mammals and other organisms depend on coral reefs for food and shelter. If you have ever been snorkeling, diving or seen a *National Geographic* special you know how beautiful they are and how they resemble a bustling metropolis.

Conscious individuals who care about what they put on their body and into the water should not just read the labels on their skin care products but read the ingredients. Be careful, there are many companies "greenwashing" their product by claiming to



MANATEE OBSERVATION AND EDUCATION CENTER



be eco-friendly. If they contain oxybenzone or octinoxate do not wear them! These chemicals are not good for the ocean or you.

There are sunscreens out there that are much safer for the environment and still provide good protection from the sun.

The **Vanishing Mermaid** gift shop at the *Manatee Observation and Education Center* (MOEC) carries a sunscreen that is SPF 30 and safe for the ocean, Stream2Sea.

But the best reason for us to promote it is because it supports the *Marine Life Rescue Project!* The *Marine Life Rescue Project* believes in preserving our environment while inspiring the human spirit through leadership in the rescue, rehabilitation, and release of marine life, environmental education, research and conservation. For more information about this initiative, please see their website: <https://marineliferescueproject.org/>

Come visit the **Vanishing Mermaid** gift shop at the *Manatee Center*. It's a hidden gem along the water in downtown Fort Pierce. And best of all, the proceeds of the **Vanishing Mermaid** gift shop support the educational activities of the *Manatee Center*. ❖



The Manatee Center July Events

Summer Hours Tuesday–Saturday 11 a.m.–3 p.m.
Admission \$3.00 • Age 5 and Under Free

Wednesdays at 12:00 p.m. & Saturdays at 2:00 p.m.
Fin-tastic Fish Feeding

The **Manatee Observation and Education Center** is home to over 30 fish species including lion fish, porcupine puffer fish, and a black edge moray eel. Learn more about these friends by visiting the **Manatee Observation and Education Center** and attending one of our education programs.

Fridays, July 7th and 21st at 2:00 p.m.
Creekside Chat

Join us at the Manatee Center's back walk, right along Moore's Creek for an informal educational talk led by a ManaTeam volunteer. Learn something new each month — and maybe even spot a manatee or two! Creekside chats are hosted in our outdoor classroom. No registration required. The *Creekside Chats* series is a part of our regular programming offered Every 1st and 3rd Friday at 2:00 p.m.
Free Event

Wednesday, July 12th
Free Admission Day

We offer Free Admission Day as part of our regular programming on the 2nd Wednesday of every month.

Wednesday, July 12th at 11:00 a.m.
ManaTales Storytime

Nurture your child's natural curiosity about nature through this free Mommy-and-Me style program. Each session will focus on a new nature theme and includes a story, craft, and more. Some classes feature live animals. Fun for preschoolers. This series is part of our regular programming. It is offered the 2nd Wednesday of each month.

Friday, July 14th at 12:00 p.m.
Port, Inlet, and Beaches for St. Lucie County

Lunch & Learn — Join us as *Joshua J. Revord* talks all things regarding our St. Lucie County port, inlet and beaches. Mr. Revord is a native of St. Lucie County, and previously worked as the Sr. Coastal Engineer, where he helped manage the Erosion District and the County's 21 miles of Atlantic shoreline, including Fort Pierce Inlet. As Director of PIB, Mr. Revord will continue the management of the County's beaches and inlet but will now help manage the Port of Fort Pierce and the county's relationship with Derektor Shipyards (a tenant servicing mega yachts at the port). Other responsibilities will include the routine maintenance of the inlet's navigation channel (and turning basin) and the future development of the County's Harbour Pointe Park, consistent with the adopted *2020 Port of Fort Pierce Master Plan*. Bring a lunch and bring a friend. This event is hosted by **Fort Pierce Yacht Club** at 700 N. Indian River Drive.
Free Event.

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The City of Fort Pierce Offers Two Housing Workshops Highlighting Hurricane Disaster Preparedness for June and July

The City of Fort Pierce Grants Administration Division is partnering with St. Lucie County Emergency Management Division and the Fort Pierce Utilities Authority to offer two Housing Workshops highlighting Hurricane Preparedness for June and July. These workshops will be held at the River Walk Center located at 600 N. Indian River Drive at 5:30 p.m. These workshops are free and open to the public; no registration is required.

Hurricane season began June 1 and runs through November 30, 2023. The City of Fort Pierce recognizes the need for community education and that being prepared is the key to protecting your home and loved ones during a severe storm. St. Lucie County Emergency Management Division, Fort Pierce Utilities Authority, and the City of Fort Pierce Solid Waste and Grants Administration Divisions will come together to provide information, materials, and hands-on learning at this Disaster Preparedness Workshop.

Throughout 2023, the City of Fort Pierce Grants Administration Division will host additional housing workshops tailored to a specific topic and feature helpful information, training, and opportunities to speak to specialists in the field.

The dates for the 2023 Housing Workshops for Disaster Preparedness are as follows:

Thursday, June 22, 2023, at 5:30 p.m.

Thursday, July 20, 2023, at 5:30 p.m.

For more information on upcoming Housing Workshops, please call the City of Fort Pierce Grants Administration Division at 772-467-3161 or email grantsadministration@cityoffortpierce.com. ❖

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Summer's End in the Community Garden at First Church

The Community Garden at First Church on Avenue A will be part of the fun of the "Summer's End" Art and Music Camp. While the crops of tomatoes, kale, cabbage and lettuce have already been harvested, the work in the garden goes on. Getting ready for the upcoming growing season means plenty of activity for the volunteers in this downtown community garden. The rich soil is resting after producing more than 1,300 lbs. of fresh produce. Sharing with neighbors is one of the hallmarks of the garden, and the desire of volunteers who work diligently to make it possible. The majority of the harvested vegetables were distributed to neighbors in public housing near First Church. Campers from kindergarten to fifth grade will visit the garden with the garden's leader, Bernie McBee, during camp week (July 31–August 4).



Science activities are a special part of camp week. This year

campers will be learning to appreciate the work of pollinators. To help the First Church Community Garden attract helpful pollinators, campers will create "pollinator hotels." Campers will be making tin can pollinator hotels for their own home gardens, as well. Because the First Church Community Garden is right across from the church parking lot, the Summer's End campers will just make a quick walk from camp to garden. Outdoor exploration in the garden is just one part of camp. Crafts, games, stories, music (chimes and drumming), and lunchtime are all part of an exciting adventure before summer ends and school begins. It may be "Summer's End" but it is just the beginning of the First Church Community Garden's second growing season. More raised beds are being built and readied for planting. Composting is happening and plans for increased yield are in the works.

A small olive grove is part of the diversity of the First Church Community Garden. There is another recent addition to the garden. A Brogdan Avocado tree was gifted to the garden by the Garden Club of Fort Pierce. The Garden Club of Fort Pierce is one of the early supporters of the First Church Community Garden. The First Church Community Garden involves volunteers from both church and community partners. Experienced and novice gardeners, agriculture experts and skilled partners have connected to create a beautiful and productive space. ❖



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It Takes All of Us to Make Our Historic Downtown Prosper and Grow!



Main Street Fort Pierce wants to invite you to become a part of the renaissance of our Historic Downtown area. Over the past twenty-nine years, we have worked to repair streets and sidewalks, upgrade storefronts, renovated the Sunrise Theatre, Old City Hall and the Platts Backus House, sponsor charrettes to design a downtown "Master Plan," built the Manatee Observation and Education Center and so much more! Annually, Main Street Fort Pierce sponsors over 30 events — most which are free of charge.



Yet there is still so much more to be done! We need you to be involved in our continued planning for the area. Become a member and support *Main Street* financially. We rely on the participation and the voluntary annual dues from our members to accomplish our goals and complete our projects.

Whether you own a downtown business or you just love Historic Downtown Fort Pierce, we need your energy and support to continue to rejuvenate our community's heart and soul.

Why Main Street Fort Pierce?

- Downtown Fort Pierce is an important employment center.
- The area is a reflection of the community image.
- Locally owned businesses keep profits in town and support other local businesses and community projects.
 - A vibrant downtown creates a feeling of "hometown pride" and sense of place.
- The downtown district is a public gathering area, where parades, special events, and celebrations are held in a unique setting.
 - Community character and historic integrity cannot be recreated.

What are Membership Benefits?

- Your membership dues are an investment in the future of Historic Downtown Fort Pierce, helping us to sponsor improvements and events throughout the year.
- Members receive advanced notice and invitations to special events.
 - You will receive the monthly subscription to *Main Street Focus* magazine and links to *Focus On-Line*.

As a member of *Main Street* you are automatically aligned with others who want to preserve the past and influence the future of Fort Pierce. You can belong to Fort Pierce *Main Street* at one of eight different membership levels, starting at just \$15.

Main Street Membership Levels

Benefactor Levels	Community Levels	Corporate Levels
Headline Sponsor (\$1,000) Patron Sponsor (\$500)	Main Street Friend Membership (\$25) Main Street Family Membership (\$50)	Main Street Small Business Membership (less than 10 employees) (\$100) Main Street Medium Business Membership (11-50 employees) (\$250) Main Street Large Business Membership (51 or more employees) (\$500)

Please Take a Minute to Join Today!

Complete the form below and join our growing group of committed members. By joining Main Street Fort Pierce, Inc., you are supporting the economic well being of the entire community.

Name: _____ Membership Level: _____

Company/Organization: _____

Street Address: _____

City / State / Zip: _____

Phone: _____ Email: _____



Become a Member of Main Street Fort Pierce

Three Easy Ways to Join!

- 1 – Call Main Street Fort Pierce at (772) 466-3880
- 2 – Visit our Website at www.mainstreetfortpiece.org, click the membership link
- 3 – Fill out the membership form and mail to:

Main Street Fort Pierce
122 A.E. Backus Ave.
Fort Pierce, Florida 34950



Annual 4th of July Celebration



A City of Fort Pierce & Main Street Fort Pierce Event

**Tuesday, July 4th, 6:00–9:30 p.m. (rain or shine)
City Marina, Downtown Fort Pierce**

Music performed by Jessie and the Thieves

Food Vendors

Massive American Flag display provided by the Fort Pierce Utility Authority

Fireworks Over the Indian River Lagoon

Start at 9:00 p.m.

Many thanks to the City of Fort Pierce and our local businesses for sponsoring the fireworks.

Bring chairs, but no coolers please

The Downtown Parking Garage is open and free for your convenience.



JESSIE AND THE THIEVES LIVE MUSIC



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For more information, contact Main Street Fort Pierce (772) 466-3880.



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Both local Main Street Programs Receive 2023 Accreditation

The *Main Street Fort Pierce* and *Lincoln Park Main Street* programs have both been designated as an *Accredited Main Street America*™ program for meeting rigorous performance standards. Each year, *Main Street America* and its partners announce the list of Accredited programs to recognize their exceptional commitment to preservation-based economic development and community revitalization through the *Main Street Approach*™.



“We are very proud to acknowledge this year’s 862 Accredited *Main Street America* programs, and their steadfast dedication to nurture economically and culturally vibrant downtown districts,” said Hannah White, Interim President and CEO of *Main Street America*. “The increase in the size and impact of our network speaks volumes to the power of the *Main Street* movement to respond to the needs of local communities and drive innovative solutions.”

In 2022, *Main Street America* programs generated \$6.2 billion in local reinvestment, helped open 7,657 net new businesses, facilitated the creation of 29,174 net new jobs, catalyzed the rehabilitation of 10,688 historic buildings, and

leveraged 1,528,535 volunteer hours. On average, for every dollar that a *Main Street* program spent to support their operations, it generated \$24.07 of new investment back into their downtown communities.

Collectively, two million people live or work within the boundaries of designated *Main Street America* districts. An estimated workforce of 1.1 million people contribute their skills and expertise to advancing the missions of these historic downtowns and commercial corridors.

Both the *Main Street Fort Pierce* and the *Lincoln Park Main Street* programs performance are annually evaluated by the *Florida Main Street* program, which works in partnership with *Main Street America* to identify the local programs that meet rigorous national performance standards. To quality for Accreditation status, communities must meet a set of rigorous standards that include commitments to building grassroots revitalization programs, fostering strong public-private partnerships, nurturing economic opportunity for small businesses and entrepreneurs, and actively preserving historic places, spaces, and cultural assets. ❖

Love, JAZZ Community: The End of the Tuesday Blues



by Don Bestor

Sometimes we find ourselves at loose ends and looking for something fun to do on a weeknight. This seems to happen a lot on Tuesdays, and maybe that’s because we got through Monday on the leftover adrenaline from the wonderful weekend, but now it’s Tuesday, and we’re wondering if we remember how to twiddle our thumbs ... or if that’s even a thing anymore! Perhaps you could call it a case of the Tuesday blues.

Don’t worry; you’re not alone in this teensy bit of Tuesday doldrums, and just in time to keep you from looking up a YouTube video on thumb-twiddling, the *Fort Pierce Jazz and Blues Society* and *Fort Pierce Yacht Club* have teamed up to make sure Tuesdays turn into your favorite night of the week.

Every other Tuesday this summer and fall, *Fort Pierce Yacht Club* will host a Tuesday evening *Jazz Jam* featuring the *Fort Pierce Jazz and Blues Society* — and you, too. It started back in June, so you’ve missed the first couple of jams, but you still have a chance to blow the crowd away with your musical talent because at this jam, musicians and singers are invited to sit in and play with the pros. That means you can bring your go-to tune and bring the house down with your personal rendition, backed by some of the most sought-after professional musicians in the business.

No kidding. On Tuesdays, July 11th and 25th, August 8th and 22nd, September 12th and 26th, and October 3rd and 31st (yup — Halloween!), you could be singing your version of “Chances Are” with backup from the same musicians who play backup for Johnny Mathis! And here’s the best part ... the cost for members (of *Fort Pierce Jazz and Blues Society* or *Fort Pierce Yacht Club*) is only \$8, and just \$10 if you’re not already a member — and we can take care of that when you come in, too, if you’d like, so you can get the discount that very night and all the other perks that come with being a member of either organization.

But wait, there’s even more! When you support these Tuesday night *Jazz Jams*, you’re also helping support ecological education and scholarships for St. Lucie County students and music mentoring and scholarships for students throughout the Treasure Coast — all that for just ten bucks! And you get to sing with the band, too? Talk about making Tuesdays terrific! What are you waiting for? Get your favorite Sharpie pen and mark that calendar in ink right now for the cure for the Tuesday blues ... and isn’t it ironic that the cure for the blues is to enjoy a little blues? ❖

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Upcoming *Main Street Fort Pierce* Events

Friday Fest — 1st Friday of each month (Melody Lane next to Fort Pierce City Marina)

Annual Stars Over St. Lucie 4th of July Event — July 4th (Melody Lane next to Fort Pierce City Marina)

Ghosts of Fort Pierce Past Walking Tours — October 25th & 26th (5 historic walking tours with characters from Fort Pierce’s past) **VOLUNTEERS NEEDED** - Please call the *Main Street* office at 466-3880 or e-mail mainstreetfocus@gmail.com to learn about playing a role or guiding a tour.

Sights & Sounds on 2nd Street Festival, Parade and Tree Lighting Ceremony — Sunday, December 3rd. This year’s theme: *Under the Sea*.

Sponsorships for all events are available. Please visit www.mainstreetfortpiece.org or call 466-3880 for more information.

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Downtown Fort Pierce Business Profile: Phoenix Music

Phoenix Music officially opened its doors in downtown Fort Pierce on May 12, 2023. Established in 2018, **Phoenix Music** has grown out of the desire to provide the best, most enjoyable musical instruments at the most competitive prices possible. They have over 30 different models of trumpets in stock, 20 different trombone models, 10 different saxophone models, along with many flute and clarinet models.

Owner, Paul McCall, has owned his own technology business since he was 21 years old. Paul is a passionate musician (trumpet, piano) and this business is a natural extension of what Paul has done for years and loves. He wanted to serve an unmet need for providing musical instruments. When asked what advice he would have for other entrepreneurs, Paul said, "Be deliberate, count all the costs involved (personal, financial, family time, etc.) and then fully commit and be persistent. Simply don't quit. Align yourself with people that will adopt the vision as their own and work passionately with you to reach your goals."

Phoenix Music has scoured the world to play-test and select the instruments that they sell. These brass, woodwind and other instruments are second to none in quality, and because of that, are more fun to play and will provide clients with years of enjoyment.

They have a wide range of instruments for professionals, students and everything in between. Lessons are offered for beginning musicians, which can start at any age. With the schools, instrumental music usually starts around the middle school age. **Phoenix Music** also has very high-end

instruments for those entering high school or those that are experienced professionals.

Visit **Phoenix Music** to be matched with professional grade instruments and personalized advice instruction.

Phoenix Music is a proud supporter of the *Treasure Coast Jazz Society*.

Business Type: Musical Instruments, Lessons, Rentals

Hours:

Monday	11 a.m. – 6 p.m.
Tuesday	11 a.m. – 6 p.m.
Wednesday	11 a.m. – 6 p.m.
Thursday	11 a.m. – 6 p.m.
Friday	11 a.m. – 6 p.m.
Saturday	11 a.m. – 6 p.m.
Sunday	Closed

Address: 218 Orange Ave, Ft. Pierce, 34950

Phone: (833) 574-6364

Website: www.phoenixmusic.us (Website is constantly evolving with new instruments, product reviews and special offers)

Facebook: www.facebook.com/PhoenixMusic.us



Downtown Fort Pierce Business Profile: The Painted Giraffe Art Studio

The Painted Giraffe Art Studio is downtown Fort Pierce's latest gathering place for local creative expression. Owner, Gioia Nevaeh, is 21 years old and has been passionate about art since she could pick up a pencil as a toddler (so her mom tells her)! Art has always had a special place in her heart but she always struggled to express her passion with others.

She started her business by hosting *Paint & Sip* parties at other local businesses in hopes that putting herself out there would help her overcome her social anxieties. "Learning to guide people to express their own creativity proved to be therapeutic for me too! I gained self-confidence as a young woman and feel that giving to the community has helped me bloom into my true personality and conquer my fears! Art is a beautiful form of self expression!" said Gioia.

Gioia had been hosting mobile paint-and-sip party services since 2020 and jumped on the opportunity to become part of the Downtown community when the former artist at her location, Christian Yong, reached out to her to offer the opportunity of taking over his space. She officially opened the **Painted Giraffe** in February, 2023. To other future entrepreneurs she offers this advice: "Never give up! Even when it seems like the seeds you are trying to plant aren't fruitful, I promise that they are worthwhile, and you will see the results in time! Instant gratification doesn't win the race when trying to start a business!"

She invites anyone who has a heart for creating (p.s. we all do in some shape or form! #artisforeveryone) to her studio. The **Painted Giraffe Art Studio** is a gallery for local

consignments that doubles as an art supply store. It also services the local art community by offering print making, promo products and more.

The **Painted Giraffe** has many exciting offerings in the works, including open studio projects and classes for ceramics, resin art, mosaics, jewelry making, and glass fusion (keep checking social media page for more information).

Business Type: Art Gallery, Supply Store & Studios

Hours:

Monday	Closed
Tuesday	Appointment Only
Wednesday	11 a.m. – 5 p.m.
Thursday	11 a.m. – 5 p.m.
Friday	11 a.m. – 7 p.m.
Saturday	10 a.m. – 2 p.m.
Sunday	Closed

Address: 229 Avenue A, Fort Pierce 34950

Phone: (772) 333-6494

Online: facebook.com/thepaintedgiraffeart/
[Instagram @the.painted.giraffe](https://www.instagram.com/the.painted.giraffe)



TREASURES OF THE PAST

100 years ago this month as reported in the Monday, July 30, 1923 edition of the Tampa Tribune

Raulerson Building Plans Will Be Ready Within A Few Days

Plans for the proposed Raulerson building to occupy the block on the southwest corner of Second Street and Avenue A have been completed and within a few days the specifications will be in the hands of bidders, it is stated. Contract will be awarded at an early date and it is hoped to have the new building ready for occupancy the early part of the coming year.

The plans of the building call for six store rooms on the first floor and a number of offices on the second. It will be of hollow tile and reinforced concrete construction, attractive in design facing on the main business street, Second 140 feet and 90 feet on Avenue A. Located as it will be in the main business section of the city the addition of the building will add greatly to the business part of town.

Occupants of the two buildings now located on the present site the Raulerson grocery and the Pioneer Drug Store are vacating the premises in anticipation of the beginning of dismantling operations across the street in the old Masonic building and the Pioneer Drug Store will move soon to the Cobb block.

Ft. Pierce Theatre to Open Wednesday – Sunrise One of the State’s Very Finest

New Sparks Playhouse Has Seating Capacity Up to 1,300

The magnificent Sunrise Theatre, one of the finest playhouses in Florida is to be

thrown open to the public Wednesday evening, according to an announcement made by the local manager M.F. Estes.

The theatre housed in the \$150,000 Sunrise building just completed will be operated under the direction of the Fort Pierce Amusement company of which E.J. Sparks of Jacksonville, operator of a string of theatres in Florida is the head.

It has a seating capacity of from 1000 to 1300 and it fitted with the finest equipment, including a \$10,000 organ. The ventilation system, the picture projection machines, the seats, etc., are all of the finest type.

A fitting program is to mark the opening of the new playhouse. It will include a concert by the Fort Pierce band, vocal solos by Mrs. J.W. Dunn of this town.

100 years ago this month as reported in the Monday, July 23, 1923 edition of the Tampa Tribune

Will Lay Rock on Fort Pierce Okeechobee Road

The work of laying rock on the east end of the unimproved part of Fort Pierce-Okeechobee Road is to be started at once by the St. Lucie County road forces. The work will be continued if weather conditions are such that it is found practicable.

Grading on the highway is approximately 60 percent complete, it is stated. Work on the highway, as well as on the other roads of the county, has been greatly handicapped for the past couple of months on account of weather conditions. Some stretches of the Okeechobee Road have been in bad shape but were so wet that scarcely no amount of sand or rock would remedy the situation it is declared. A week or so of dry weather would greatly improve the condition of the road.

The sum of \$93,000 is available for the Okeechobee Road and the work of

improving it is to be carried along as rapidly as practicable, it is stated by the county road authorities.

Two, six and a half-ton locomotive gasoline propelled engines, a bunch of trailers and two miles of steel track are to be carried out to the grade to be used in placing the rock which must be hauled out from Fort Pierce.

The St. Lucie County road forces last fall, with a bunch of equipment and a gang of men spent five weeks in finishing up and asphaltting Okeechobee county’s portion of the road. For years St. Lucie County had a good hard surfaced road most of the route, but for the last several years it has been permitted to go the bad, and now it is found to be a man’s sized job to put it back in shape, especially when it rains almost every day.

The Fort Pierce-White City road has been completed and provides a much shorter route between the two places than has been available heretofore by the river route. The newly made part of the road has all been asphalted except about two-thirds of a mile just south of Fort Pierce.

100 years ago this month as reported in the Tuesday, July 24, 1923 edition of the Tampa Tribune

Summer Building at Fort Pierce Brisk

The summer building program in Fort Pierce is growing steadily and the indications are that as the season advances it will continue to expand.

Work on the project now underway is coming along in good shape. These include the McAfee apartments on North Fourth Street (US1), the three story Masonic temple and the two-story addition to the Fort Pierce Bank & Trust company building on Avenue A. Richard’s filling station Indian River Drive and Orange Avenue and a number of residences that are being built in different sections of the city.

In addition, the Grocerteria building adjoining the Sunrise building, a fine \$150,000 structure just completed. Another addition is to be built on the south side and when the whole is completed the entire building will cover almost a block.

Work on the parish house of St. Andrew’s Episcopal Church is to be started at once, the material being on the ground. Tenants in the Raulerson block on Second Street are beginning to move their stock to other loctions preparatory to vacating their present premises and make way for the starting of work on the large two-story building which is to cover the entire block, the cost of which will be around \$75,000 or \$100,000. The plans for this structure are practically ready for the contractors.

Site was purchased this week for the location of a fine apartment house that will, according to the plans, surpass in size and magnificence anything in the city, details relative to this proposition will be announced shortly it is expected.

Plans are being formulated for another fine business building to be located on one of the prominent downtown corners, though this project is not, yet far enough along for definite announcement.

The big dredge which is to start work the early part of August on the causeway across Indian River is enroute here. The causeway and related projects, including improvements of the Fort Pierce inlet, will approximate \$620,000 in cost. The starting of work on these projects will serve to stimulate other building and development activities, it is expected.

100 years ago this month as reported in the Tuesday, July 3, 1923 edition of the Tampa Tribune

Buys Fort Pierce Property By Cable

Purchasing Fort Pierce property by cablegram is the latest stunt. A local realty agency the other day received from a party in South America a cablegram directing the purchase of a block of property on the ocean beach opposite this city. The purchaser was Norman Platts, formally of White City, near here, who is now located in South America.

Since the announcement of so many proposed improvements within the city and along the beach, notably the causeway-ship channel and inlet

projects, there has been shown a renewed interest in local property, and it is predicted that the demand for it will grow stronger with the beginning of work on the projects.

75 years ago this month as reported in the Thursday, July 22, 1948 edition of the Miami News

Fort Pierce War Victim to be Honored

Funeral services for the first World War II victim whose body has been returned to Fort Pierce from abroad are to be conducted from the Yates Funeral home chapel here at 3 p.m. Saturday, it was announced today.

He is Paul L. O’Quinn, son of Mrs. Charles F. O’Quinn of this place. He died in an army field hospital in England Jan. 28, 1944 from wounds received aboard an LCI in the invasion of Italy, according to official information supplied his mother. He was 29 at the time, and had the rating of motor machinist’s mate first class, U.S. Navy.

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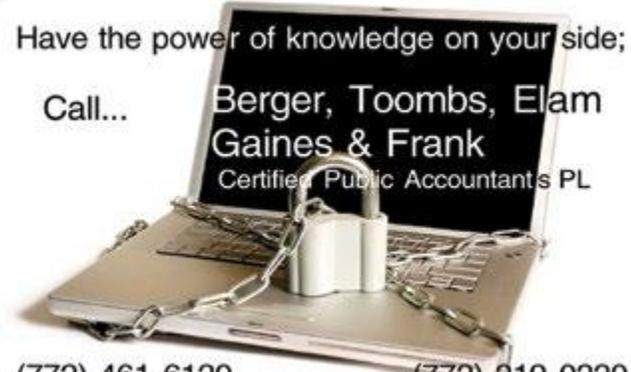
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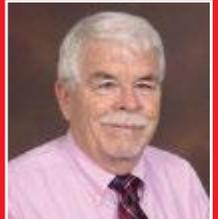
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The Fort Pierce Yacht Club Around Downtown

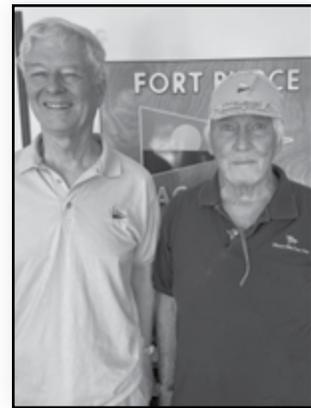
by Robynn Holland, Community Liaison

The Fort Pierce Yacht Club, in addition to being a boating and social club, has as a goal to be actively involved in the community. As an all-volunteer club the success of the FPYC is dependent on the involvement and volunteerism of the membership. We are very proud of the various ways our membership is involved in the community, not only with the FPYC but with many other organizations in the City of Fort Pierce.

Donations to FPPD Courageous Kids Program: Volunteers from the FPYC participated in the April Main Street Friday Fest by serving drinks from 5–8:30 p.m. Through this effort, tip money was raised. The FPYC is donating the “tip” money to the FPPD Courageous Kids Program for supplies for their summer program. The FPYC Foundation is also in conversation with the FPPD for ways the Foundation can support the *Courageous Kids Program* during the summer and throughout the school year.



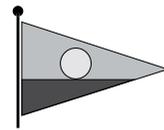
Congratulations to Commodore Forest Blanton, Coffee with the Mayor, Volunteer of the Month: Forest Blanton, the Commodore of the FPYC, is serving his second term and while he is at the helm of the



FPYC Commodore, Forest Blanton and Ernie Small, Director of the TCYSF.

off on a sailing adventure, his lovely wife, Kathy accepted the award for him.

Donation to Main Street Fort Pierce: Main Street Fort Pierce is very important to the economic growth and stability of downtown Fort Pierce and the FPYC has been a longtime supporter, both with donations and participation in Main Street programs. In May, Commodore Forest Blanton presented a check to Doris Tillman for membership renewal and sponsorship of the *Main Street/City of Fort Pierce Annual Fourth of July Celebration, Stars Over St. Lucie. Stars Over St. Lucie* includes spectacular fireworks which can be seen from many



FPYC he still finds time to volunteer for other programs. At the May meeting of *Coffee with the Mayor*, Forest Blanton was recognized as the *Volunteer of the Month*. The May *Coffee with the Mayor* was sponsored by the *Treasure Coast Youth Sailing Foundation* and Forest was cited for his volunteer efforts with the TCYSF. Forest serves as the Vice President of the TCYSF. Since Forest was

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FPYC Commodore, Forest Blanton and Doris Tillman, Main Street Fort Pierce Manager.

venues around the city and is a favorite outing for the community. We thank all that are involved for making this a special time in our city.

16th Annual Treasure Coast Waterway Cleanup, Saturday, July 22, 8 a.m. – 12:30 p.m.: Commodore

Forest Blanton is the FPYC contact person for this annual event. For many years the FPYC has been a cleanup/check in site and has had good membership participation. Both the FPYC and the FPYC Foundation are sponsors for this event. We encourage all that live in the Treasure Coast area to register to participate at <http://www.tcwaterwaycleanup.com/register-here.html> Here you will find all the details needed for registration. Clean up week is Saturday, July 15th — Sunday, July 23rd. You can go out by yourself, with a group, on a boat or clean up on the shoreline. Commodore Blanton will be manning the FPYC check-in site, along with other members of the FPYC so if you need a place to start, please come join us.

Memorial Day: Memorial Day is a very special day at the FPYC as they honor the men and women who died while serving in the U. S. military. This year, Mathew Marques, a student at Lincoln Park Academy, played taps during the ceremony. He did an outstanding job and added greatly to the ceremony. In addition to Mathew, we appreciate the many volunteers of the FPYC who made this Memorial Day remembrance possible.

100th Anniversary of the Sunrise Theater: Congratulation to the Sunrise Theater on their 100th Anniversary. The Sunrise Theater has a very unique history and has been a part of the City of Fort Pierce since the “roaring twenties.” The Sunrise Theater website states: “Listed on the National Register of Historic Places, the Sunrise opened its doors on August 1, 1923 as the largest theatre on Florida’s East Coast between

Jacksonville and Miami. It quickly became the center of all St. Lucie County’s cultural activities. The theatre closed its doors on September 8, 1983, due to the decline of the downtown area and a refusal to convert to multi-screen operation. In 1988, *Main Street Fort Pierce* was established and soon realized the need for the **Sunrise Theater** as a center for local, national and international world class performing arts presentations. *Main Street Fort Pierce* began an effort to save the historic theatre. In 1997, the **Sunrise Theater** was purchased by the *St. Lucie Preservation Association Inc.*, and today, after reopening on January 6, 2006, the theatre is completely renovated to its original splendor with state-of-the-art sound and lighting systems and is owned and operated by the *City of Fort Pierce.*”

Make plans to attend The *Sunrise Theater Speakeasy*, the *Sunrise Theater Centennial Celebration*, Saturday, July 29th, from 7–11. To learn more about being a sponsor or buy tickets go to: <https://www.sunrisetheatre.com>. It will be a night to celebrate with fun, laughter, music and friends. Hope to see you there! ❖



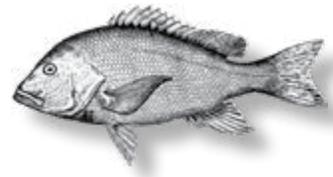
Beat the Heat!

by Captain Bo Samuel

Take it from me, the best way to beat the summer heat is to get out on the water! Fishing, boating, and swimming are great activities to enjoy on the Treasure Coast when it's just too hot to do much else. Since we live in a fishing paradise, a trip on the amazing waters of Fort Pierce should land you a cool fish dinner.

Mangroves, lanes, and muttoms are a great choice to target on the reefs in 50-100 feet and the mangrove bite has been exceptional the last two months. Live bait is best for snapper fishing but frozen will work, too. I like to use live pilchards or shrimp with 30-pound fluorocarbon and a #2 hook and keep the bait on the bottom for best results. Typically, some stellar bites come with night fishing right before the full moon.

Mahi fishing is going strong offshore with some decent 10 to 20+ pounders being caught recently. Naked or skirted fresh ballyhoo are the bait of choice for dolphin fishing. Keep an eye out for weed lines, diving birds,



color changes, and floating debris for the best chance of finding a school of dolphin. Everyone is still anticipating higher than normal levels of seaweed in our waters and on our beaches as the summer continues from the Great Atlantic Sargassum Belt that spans about 5,000 miles. University of South Florida scientists report they are using satellites to track the larger than normal sargassum mass.



The *Fish Photo of the Month* is Stefanie Wachtel Krause holding a pretty pair of monster mangrove snapper on a recent *Pulin' Drag* charter!

Lobster mini-season is the last Wednesday and Thursday of the month so you can expect more boat traffic and lots of divers. Come visit me at my home base of **Little Jim Bait & Tackle**. They

have all your fishing needs, rules and regulations, and will even have a fun fireworks show on July 3rd at 9 p.m. Wishing everyone a very safe *Fourth of July* as we celebrate the freedom to keep *Pullin' Drag!* ❖



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School may be out for summer, but learning is always in — especially when you're a business owner. In an ever-evolving marketplace, continuous learning helps you keep up with current trends and hone your skills, ultimately improving your credibility as an entrepreneur and increasing your chances of sustained success. To that end, SBA is excited to announce that small business summer school is officially in session! All summer long, the SBA hosts workshops, webinars, and other events centered around a wide variety of topics — from marketing and financing to government contracting. There is also the SBA Learning Platform, an online forum with programs designed to train and guide business owners as they navigate the various challenges that they'll surely face. Explore one of the SBA Learning Platform's many resources today.

Learning Center: Running a business is a time-consuming responsibility. Fortunately, the SBA Learning Center features pre-recorded, on-demand lessons that business owners can access on their own terms. The Learning Center's courses are designed to cover the main stages of business ownership, with objectives that help users master the material. Learn how to plan, launch, manage, grow, and more at the click



of a mouse or a touch of the screen. **Ascent:** Women entrepreneurs can elevate their businesses to new heights with Ascent. A free digital learning platform, Ascent was created by experts in women's entrepreneurship. There are 12 topics (referred to as Journeys) to explore, and within each journey are several exercises called excursions.

Infographics, videos, fireside chats, and more await those who decide to embark.

Boots to Business (B2B): Small business ownership is a natural transition for many individuals with military experience. They just need the right tools to achieve entrepreneurial success. That is what B2B offers to veterans, active-duty and transitioning service members, military spouses and National Guard and Reserve members stationed around the globe. Whether online or in person, B2B trains veteran entrepreneurs on the basics of business ownership. For veterans who may not have access to take courses on base, B2B Reboot brings the program directly into communities.

The SBA makes learning flexible and rewarding for small business owners. Consider taking advantage of one of our many small business summer school opportunities. Find out more at sba.gov/learning. ❖



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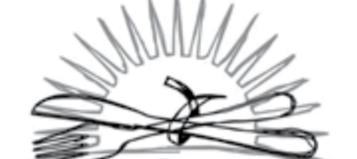


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