Main Street Fort Pierce Marks Banner Year With New Look And Location

The folks at Main Street Fort Pierce, from the board and staff to the volunteers, always seem to have boundless energy and a noticeable “can-do” attitude. So it’s no wonder the group accomplishes more every year.

This year Main Street has already seen the transformation of the Sunrise Theatre enter its final stage; the launching of the official Main Street newspaper, Main Street Focus; a record-breaking fundraiser; and the undertaking of a new historic renovation project—the A. E. Bean Backus House.

The Backus House was a social and cultural gathering place in the days when downtown was the center of activity in Fort Pierce. By renovating it and moving Main Street’s offices to the building, the group plans to restore the house to a central position in the community while giving the organization a permanent home.

“Beanie believed in Fort Pierce and its people,” says Main Street Manager, Doris Tillman. “I can’t think of a more appropriate place for Main Street to be than in the building that was his home and studio.”

With so much to celebrate, Main Street decided to update its logo with one that better represents the organization today. The design of palm trees and rooftops that Main Street has shared with the Florida Main Street program since the 1980s has helped to identify the organization as part of a successful nationwide movement; but it was never Main Street’s intention to use the state logo permanently. “We really wanted something that would bring the city’s past and future together,” says Main Street Finance and Marketing Manager, Joanne Davis.

Main Street turned to Fort Pierce-based Blair Advertising for help redesigning the logo. Agency president Doris Blair and Doris Tillman met while planning the Fort Pierce Centennial in 2000. Since then, the two Dorises have worked together on several projects, including the elegant Sunrise Theatre fundraising materials.

“Doris and her staff just get what Main Street is all about,” says Tillman. “Lots of companies talk about

Continued on page 6...
Visit Downtown Ft. Pierce
The Shoppes at Second Street Station
www.secondstreetstation.us
Under New Ownership

Rumites
Day Spa

The Barkery

Java Charlie's

Trew & Sons
Fine Jewelers

Parties Petals
Gift Boutique

Lazy Daze
Grill

PEACOCK + LEWIS
Architects and Planners, Inc.
Looking Forward with Great Expectations

Anne Satterlee, President

What a difference a year makes in Fort Pierce. While we are not out of hurricane season yet, we certainly have been fortunate so far to dodge any severe storms. We can all sympathize with the less fortunate people of the Gulf Coast for the direct hit they took recently and realize what they are going through struggling to survive and rebuild.

With perseverance and determination, programs and day-to-day activities resume and we can attest to that in Fort Pierce. After a summer break, Coffee with the Mayor begins in September and kicks off with the Mayor’s Gold Hammer Awards Business Owners and Residents are nominated and recognized for their improvement efforts with this bi-annual award. Mayor Benton keeps the one hour event informative and positive with interesting monthly sponsors—3rd Friday every month, at 8:00 a.m., Historic City Hall.

Main Street Fort Pierce Fall features include the Historic Ghost Walk on October 26 which brings out the “spirit” in some of the local haunts around town. You do not want to miss this event—you can discover history and meet our local ghosts too! November brings the “Progressive Wine Stroll” through the Arcade Building on Friday, November 18. Sunday, December 4th, is the annual Sights and Sounds on Second Christmas event with the ever popular Parade and Downtown Tree Lighting in the round-about.

Looking Forward with Great Expectations

Anne Satterlee, President

What a difference a year makes in Fort Pierce. While we are not out of hurricane season yet, we certainly have been fortunate so far to dodge any severe storms. We can all sympathize with the less fortunate people of the Gulf Coast for the direct hit they took recently and realize what they are going through struggling to survive and rebuild.

With perseverance and determination, programs and day-to-day activities resume and we can attest to that in Fort Pierce. After a summer break, Coffee with the Mayor begins in September and kicks off with the Mayor’s Gold Hammer Awards Business Owners and Residents are nominated and recognized for their improvement efforts with this bi-annual award. Mayor Benton keeps the one hour event informative and positive with interesting monthly sponsors—3rd Friday every month, at 8:00 a.m., Historic City Hall.

Main Street Fort Pierce Fall features include the Historic Ghost Walk on October 26 which brings out the “spirit” in some of the local haunts around town. You do not want to miss this event—you can discover history and meet our local ghosts too! November brings the “Progressive Wine Stroll” through the Arcade Building on Friday, November 18. Sunday, December 4th, is the annual Sights and Sounds on Second Christmas event with the ever popular Parade and Downtown Tree Lighting in the round-about.

With holiday spirit and giving, December holds the largest gift to the Fort Pierce community—the reopening of the Historic Sunrise Theatre, truly a cultural gift for all of St. Lucie County and Treasure Coast residents! You will hear more exciting news about the Sunrise as the new year approaches. Stay tuned and keep up to date with all the events with the Main Street Focus.

MAIN STREET FORT PIERCE

Membership APPLICATION

Membership Levels:
(check one)

❑ Student ...............$15
❑ Friend (individual) . . .$25
❑ Family ...............$50
❑ Small Business (less than 10 employees) .......$100
❑ Medium Business (11-50 employees) . . . . $250
❑ Large (51 or more employees) ...........$500
❑ Sponsor (any of the above categories) . . . . . $1,000
❑ Enclosed is check for

❑ I would like to become a Main Street volunteer.
Please call with information.

Member Name: _____________________________
Business Name: ___________________________
Mailing Address: ___________________________
City / State / Zip: ___________________________
Business Phone: ___________________________
Home Phone: ______________________________
Fax: _____________________________________
Email: ____________________________________
Signature: ________________________________

Please complete form, detach and return with membership payment to:
Main Street Fort Pierce, Inc.,
210 South Depot Drive, Fort Pierce, FL 34950
For information call 772-466-3880 • Email: www.mainstreetfortpierce.org
Dine, Shop and Enjoy beautiful, historic Downtown Fort Pierce

~Event Spotlight~

WHO: Main Street Fort Pierce & Fort Pierce Downtown Business Association

WHAT: Fall Family Fun Fest & "Ghosts of Fort Pierce Past" Walking Tour

WHEN: Wednesday, October 26, 2005

TIME: 5:00 PM - 8:30 PM
Tours begin at 6:00 PM

WHERE: Tours begin at Historic City Hall, 315 Avenue A. Children’s activities & pumpkin decorating contest will be held at participating downtown businesses.

WHY: Proceeds of the tours will benefit the projects of Main Street Fort Pierce

COST: Tours $5.00 per person over 5 years. The tour is free to children younger than 5 years.
Fort Pierce Utilities Authority invites community members to participate in our celebration of Public Power and Natural Gas Week at Main Street's Friday Fest in downtown Fort Pierce on October 7, from 5:30 to 8:30 p.m. All FPUA activities are FREE. Activities will include bucket truck rides, dressing up like a Lineman, temporary tattoos, and balloons. Using pipe fusion, our Natural Gas department will create customized Hula Hoops for kids to take home, plus there will be Hula Hoope Contests at 6:30 and 7:30 p.m. There will be displays and demonstrations covering outdoor lighting, a model town called Safety City, appliance energy usage, utility meters, energy conservation, and Customer Service programs. The Manatee Center will be giving away trees through the “Tree Power” Program, and there will be visits from Moe the Manatee, along with McGruff the Crime Dog and his nephew Scruff.

"Ghosts of Fort Pierce Past" Walking Tour & Fall Family Fun Fest

One of the most popular activities to do in a well-known historic city such as Savannah, Charleston or St. Augustine is to view its beautiful architecture and learn about the city's past while on a historic walking tour. Fort Pierce has its own unique stories that are told once a year during the "Ghosts of Fort Pierce Past" history tour. This guided tour will feature approximately 10 stops where live characters from Fort Pierce's past will tell stories about the history of the area, as well as any known ghosts that frequent that particular spot. Florida is home to the first city in the United States, but it was also one of the last frontiers to be settled. Early pioneers of Florida were hardy people that lived in isolation near jungles and swamps with mosquitoes and almost no escape from the constant heat. During the 1920s, Florida and Fort Pierce experienced a boom in real estate, construction and population which was quickly followed by a bust late in the decade. Many of the buildings on the "Ghosts of Fort Pierce Past" tour were built during Florida's boom era. The people and events of these and additional eras are celebrated during the tour.

This year, the Downtown Business Association is working with Main Street Fort Pierce to provide children's activities throughout the evening. There will also be a Halloween pumpkin decorating contest between participating businesses.

This year's tour will be held on Wednesday, October 26th, just in time for Halloween. The "Ghosts of Fort Pierce Past" tours begin at 6:00 PM in front of the Historic City Hall building on 315 Avenue A (on the corner of US1 and Avenue A next to the Fort Pierce City Hall building) and will leave every 10 minutes with the last tour leaving at 7:15 PM. The cost of the tour is $5.00 per person over the age of 5. There is no charge for children younger than 5 years of age. Reservations are required to ensure adequate guides. For more information or to make a reservation, please call (772) 466-3880.

Main Street Fort Pierce board member and St. Lucie County Commissioner, Chris Craft, portrays an early 1900's railroad employee during the "Ghosts of Fort Pierce Past" walking tour.
Continued from page 1...

taking an active role in the community, but they make service part of their daily walk. It’s a huge commitment for a small company.” As examples, Tillman points to Blair staff members who serve on the boards of the Downtown Business Association and Fort Pierce Area Council as well as the editorial board of Main Street Focus. Blair even recognized all of her staff with commemorative brick pavers—which were recently upgraded to engraved seat plaques.

“The advantage of working with Blair is that they already know and understand our objectives,” says Davis. “We brought them our ideas and they ran with it!”

Blair developed several possible logos based on local Fort Pierce icons, including the downtown gazebo, the areas signature lampposts, and the P. P. Cobb building. But one featuring the Backus House won Davis and Tillman over. “It represents both where we are going and where we have been,” says Davis of the design, which pairs a photo of the historic house with a pair of pineapples—a reference to the pineapple plantations that once occupied much of what is now downtown Fort Pierce.

The logo made its debut last month, on the cover of Main Street Focus in the newspaper’s newly redesigned banner—which Blair Advertising also created. “It’s exactly what we wanted,” says Tillman, “a fresh look that celebrates all of our accomplishments.”

Become a Member of Main Street Fort Pierce. See page 3.

SUNRISE CITY CARPET, INC.
127 N. Second St.
Brian & Angela Campbell
“Come see your next new floor!”
772-489-8859
In-Home Consultation Available

Treasure Coast Abstract
401 South Indian River Drive
Fort Pierce, Florida 34950
Frank H. Fee III Esq.
President
Frank H. Fee IV Esq.
Vice President
Wendy Lounds
Office Manager

State Farm
Family Insurance Checkup

It’s the simple way to answer any questions about your family insurance protection. And it’s free.

Bill Knight, Jr., Agent
“24 Hour Good Neighbor Service”
2301 Sunrise Blvd. • Fort Pierce • 772-461-7900
State Farm Insurance Companies
Home Offices Bloomington, IL
“Like a good neighbor State Farm is there.”
AFFORDABLE HEALTH INSURANCE

- Individuals
- Families
- Self-Employed
- Small Business

✓ A+ Rated Companies
✓ Any Doctor / Hospital
✓ Diabetes / Some Pre-Existing OK

The AMERICA FINANCIAL GROUP
772-532-8330

To Advertise in the Very Next Issue of Main Street FOCUS
Call Delila at 772.466.3880

Social Security Disability
Personal Injury
Bankruptcy
HOSKINS & TURCO
www.hoskinsandturco.com

“There’s more to a good ad than meets the eye.”

And there’s more to marketing than good-looking ads. Effective marketing materials grab customers’ attention and sell your business. Good design helps, but bad design can stop your message in its tracks. It’s harder than it looks – but the reward is in the results.

Put our design expertise to work for you, call Blair Advertising today.

Virginia Thomas
ART DIRECTOR
100 Avenue A, Suite 2-C
Fort Pierce, Florida 34950
772.465.4654 • Fax 772.466.5428
www.blairad.com

BLAIR ADVERTISING
Your Marketing Partner™

©2005 Blair Advertising
Clock Shop Celebrates 25 Years in Paradise

By Sydney Liebman
Special to Main Street Focus

Tempus fugit: time flies. And no one knows that better than Mel Liebman, owner of The Clock Shop of Fort Pierce, Inc., who is celebrating his 25th anniversary in business in historic downtown Fort Pierce.

In the age of digital watches and radio-controlled atomic clocks, Mel's shop is made up of machines composed of wheels and springs rather than wires and microchips. It hearkens to an era when the keeping of time was a commodity, when pocket watches and grandfather clocks were passed down through generations.

Clock repair isn’t “just a job” for Mel. Because his father and grandfather were also clock repairmen, he holds a special place in his heart for clocks. Mel learned his trade from his father, Joseph Liebman, a Miami clock-shop owner who passed away about 19 years ago. Unlike modern time-piece experts who tend to specialize in either watches or clocks, Joseph worked on timepieces of all kinds.

Says Mel about his father, “My father was the smartest man I’ve known. He was one of the few people who actually cut wheels for movements. But for my dad, it wasn’t only about the repairing; he had a strong desire to share his knowledge and talent with others. He made numerous training films on both clock and watch repair that were used all over the nation. He also made his own tools used in the intricate work of clock-tooth replacement. He was an amazing man and I’m grateful to have learned from the best. I’d call him a genius of this trade and I still use some of his tools today.”

Specializing in repairs of all kinds of clocks, Mel’s mission has always been to find out what made the shop work. He was the inspiration behind the successful Fort Pierce Bike Night, which takes place on Thursday evenings in downtown Fort Pierce.

Mel sells clocks of all shapes and sizes out of his shop in the historic P.P. Cobb building. He also makes house calls for repairs or installations.

Mel and his motorcycle buddies (Jeff Alter, Bob Davis, and Bill Platts) were the inspiration behind the successful Fort Pierce Bike Night, which takes place on Thursday evenings in downtown Fort Pierce.

Continued on page 14...
October 2005

**Shopping for “Home” in Historic Downtown**

By Marti Reno

Ft. Pierce has evolved into the latest hot spot in the Real Estate Market of Florida. WQCS, our local NPR based radio station, interviewed author Albert Heller on his new book “Highway A1A.” A statement of his from the interview emphasized that Ft. Pierce is one of the best of the many Florida downtowns in renovations, improvements and locations. The Ft. Pierce Library, which is located on Melody Drive, with a spectacular second-story view of the Indian River, has the book on order.

This precious window of real estate “market time” is upon us now! Main Street Focus wants to help its readers with information on some of the possibilities of homeownership in historic downtown, while prices are still in an affordable range. As we all know, Florida has very limited river and ocean view property. Having a downtown, and surrounding residential area like Ft. Pierce that sits along the Indian River, is making the City’s innate livability with nature a highly sought after opportunity.

It’s always the pioneers of any newly renovating area that reap the benefits of the highest home equity financial nest egg!

Continued on page 20...
Gary Ferch Retires; Honored for Lifetime of Community Service

September 9, 2005 to move to Hilton Head, South Carolina to be with his wife, Pam, and their two sons, Tyler and Chase. Gary has been a tremendous asset to the City and Main Street with his “can do” attitude. A native of Long Island, New York, Ferch came to Fort Pierce out of the Navy in 1974, where his parents owned a winter home in White City.

Over the years, he spent his City career working on street construction and later moved into the Engineering Department. His first large project was construction of the City Marina in 1987. After being promoted to assistant Public Works Director and after his boss died of a heart attack, City Manager Dennis Beach promoted Ferch to Director of Public Works 10 years ago.

With a long list of accomplishments, Ferch’s attitude was contagious. “He has always been a positive and supportive individual to work with in the City, states Anne Satterlee, Assistant to the City Manager. If there were weeds to be cut, trash cans or ice needed for a special event in the City, Gary was ready and able to have his department assist.”

The Fort Pierce Mayor and City Commission recognized Ferch’s work with a plaque at the September 6 Commission Meeting. The Public Works Department hosted several luncheons for the staff to bid Gary farewell.

Main Street Says Goodbye To Gary Ferch!

By Doris Tillman

A lot of people ask if Main Street Fort Pierce, Inc. is part of the City of Fort Pierce. Although Main Street Fort Pierce is a separate organization from the City of Fort Pierce, the relationship between the two is unique and very effective in improving the City. This occurs because of the dedication of employees to work with the Main Street Fort Pierce, Inc. program to help with many improvement projects and events that are done. Gary Ferch was always a leader in lending a hand with staff or materials in support of Main Street Fort Pierce’s efforts.

In the early days, before the City’s streetscape efforts, Gary had many crews with supplies and equipment assisting in the landscaping projects done by the Main Street Fort Pierce, Inc. program. More recently, the City assists Main Street with putting on the events for the community or working with the construction projects.

Gary Ferch and the Public Works employees have always been wonderful supporters of Main Street Fort Pierce, Inc. A final request of Gary’s was to tour the Sunrise Theatre before he left town. We will miss Gary, but we know his staff with carry on with their support following Gary’s leadership. Gary’s final comments were, “I hope to get involved in Hilton Head and perhaps help start a Main Street program there.”

Become a Member of Main Street Fort Pierce. See page 3.
Got A Tough Question?  Ask A Professional

Walk along the streets of Main Street Fort Pierce and you notice fun shops, enticing eateries, and attractive landmarks. But you might miss one of our most valuable resources - our professionals. Tucked away in second-floor offices and on side streets are expert practitioners of law, medicine, marketing, accounting, real estate and more. Best of all, they are ready and willing to share their expertise with you!

How many times have you found yourself with a tough question and thinking “I wish I knew an attorney” or “I wish I knew an accountant.”

Now you can “Ask A Professional.” Send your questions to Main Street Focus “Ask A Professional.” We’ll ask one of our Main Street professionals to reply, and we will publish the answers right here in the Focus - where we can all learn from them.

This month's feature professional is Gary Berger, a CPA and partner with the downtown Fort Pierce accounting firm, Berger, Toombs, Elam, Gaines & Frank. The firm is located in the Suntrust Building at 111 Orange Avenue and can be reached by calling (772) 461-6120

Should I lease my new vehicle or buy it?

The answer may depend on whether the vehicle is for personal or business use. If it is a personal vehicle you normally only keep it two – three years, leasing may benefit you since you will have a lower monthly cost. However, if you intend to own your vehicle four years or longer, purchasing it may increase your equity.

A business vehicle presents more choices. Lease payments generally are a business write off. Whereas buying means you will have to consider depreciation and financing costs.

Consult your tax advisor to determine which method will fit your situation.

Can I use a “like kind exchange” to defer the tax on the sale of property?

If you follow these rules, you may be able to postpone paying tax on the gain on your business or investment property:

1. Identify up to three replacement properties within 45 days of relinquishing your property.
2. You must receive the replacement property within 180 days of relinquishing your property.
3. Use a qualified intermediary to handle the transactions, i.e. an escrow agent or title company.

Consult your tax advisor for more details.

Have a question you’d like to “Ask A Professional?”

E-mail questions to MainStreetFocus@aol.com (with “Ask A Professional” in the subject line.)

Or mail them to us at: Ask A Professional, Main Street Focus, 210 South Depot Drive, Fort Pierce, FL 34950.

We look forward to hearing from you!
Not rich? Call Mitch!

Hilburn Bail Bonds
(Formerly Gallott-Hilburn Bail Bonds)
24 Hour Service
42 years Serving the Treasure Coast

Mitch Hilburn
Danette Hillburn
Dan Huber
Rachel MacBlane

326 South Second Street
Fort Pierce

461-2420
335-BOND

FEE, DeROSS & FEE
Attorneys at Law
An Affiliation of Professional Associations
401 South Indian River Drive
Fort Pierce, FL 34950
Since 1905

FEE & FEE, P.A.
Frank H. Fee, III
Frank H. Fee, IV
(772) 461-5020

JOSEPH J. DeROSS, JR., P.A.
Joseph J. DeRoss, Jr.
(772) 465-3500

Fred Fee (1888-1939) • Frank Fee (1913-1983)

Peacock + Lewis
Architects and Planners, Inc
Established 1961
Donald L. Bergman, AIA
210-A North 2nd Street
Fort Pierce, FL 34950
T: 772.460.6085
F: 772.460.8515
www.peacockandlewis.com

Sweet's Jewelers
Diamonds, Watches, Jewelry
Handmade Custom Designs
Jewelry Repair
461-4686
209 Avenue A
Fort Pierce

Beachfront Mann Realty
Sales~Management~Rentals

"Nobody Knows Hutchinson Island &
The Treasure Coast Better!"
1007 Seaway Drive
Fort Pierce
(In The South Beach Plaza, across from Pelican Yacht Club)
772.467.9229 800.817.3703
www.HutchinsonIsland.com
clock stop. Reasons range from the so-called overwinding to the clock falling off the wall, or from the "neighbor" spraying it with WD-40 to the clock being neglected. But Mel has an eye for minutiae and can tell what's wrong with a clock within minutes after examining it.

Both Mel and his father served as presidents of the Florida State Watchmakers Association, an organization that, in its prime, had more than 3,000 members. Now with less than 100 members, it's a true indication that clock repair is a dying trade.

"St. Lucie County has been good to me and my family," said Mel. "When my wife, son and I moved here from Fort Lauderdale in 1980, I was still dependent upon business from my father's old shop in Miami. I traveled there once a week to pick up work. Today, I have work backed up for 12 weeks, and as time goes by, the wait for repair work gets longer."

"Our business has survived the rise of dollar watches and clocks that have digital faces rather than brass hands. And, now we're celebrating 25 years in business on the same block – right here on Avenue A," continued Mel. "Fort Pierce just keeps getting nicer and nicer as the years go by."

The Clock Shop of Fort Pierce has the largest selection of new clocks on the Treasure Coast. Located at 100 Avenue A, Suite 1-B, customers will find cuckoo, ship's bell, desk, anniversary, mantle, wall and grandfather clocks in both modern and traditional styles and various price ranges. Stop by and wish Mel a happy anniversary and check out the holiday specials. There's a clock for everyone's taste.

Mel, a strong supporter of Main Street Fort Pierce and the Downtown Business Association, seen here serving drinks at Friday Fest with volunteers, Mike Goforth and Andy Ingle.

THE CLOCK SHOP
of Fort Pierce

Celebrating 25 Years
on Avenue "A"
Your Time Keeper

100 Avenue A • Suite B
The P.P. Cobb Building
Historic Downtown Fort Pierce
772-465-2768

Kendall J. Phillips
Steve Ziskinder

The Historic Boston House
239 S. Indian River Drive, Ft. Pierce, Florida 34950
Phone: 772-466-8000
Fax: 772-468-1833

Yates Funeral Homes
Serving the Area Since 1897
Salutes
Main Street Fort Pierce

1101 So. U.S. 1, Fort Pierce, 461-7000
Sunrise Theatre Announces Season Performances

The Sunrise Theatre Executive Director, staff, and Board of Directors recently announced a portion of the performances that will take place during the first year of operations in the restored Sunrise Theatre.

SATURDAY, JANUARY 14, 2006 – DIONNE WARWICK
The official Grand Opening of the Sunrise Theatre will bring to the stage the act identified by Billboard Magazine as the second most charted female vocalist of the past fifty years, a true American classic, Dionne Warwick. Winner of five Grammy Awards, Ms. Warwick’s career spotlights at least a dozen indelible pop hits including “Don’t Make Me Over,” “Walk On By,” “Anyone Who Had A Heart,” and “Alfie.”

TUESDAY, FEBRUARY 14, 2006 – VALENTINE’S NIGHT SHOW FEATURING LESLIE GORE & BOBBY VEE
Lesley Gore was one of the very few American acts to flourish during the onslaught of Beatlemania and the British Invasion. Initially under the guidance of producer Quincy Jones, Ms. Gore racked up hit after hit including, “It’s My Party,” “Judy’s Turn To Cry,” and “You Don’t Own Me.”

Bobby Vee, described by Billboard as “one of the ten most consistent chart-makers in American pop history,” is best known for string of singles that earned him 7 Gold records. Always tinged with a particular brand of melancholy, his hits include, “The Night Has a Thousand Eyes,” “Devil Or Angel,” and “Take Good Care of My Baby.”

FRIDAY & SATURDAY, FEBRUARY 17 AND 18, 2006 – CECE WINANS
The Sunrise will welcome the young woman regarded by much of urban media as being the most popular gospel singer in the nation… a winner of five Grammy Awards… a staggering 18 Dove Awards from the Gospel Music Association… the extraordinary Cece Winans.

SATURDAY, MARCH 11, 2006 – BO DIDDLEY & THE FABLUOUS THUNDERBIRDS
One of the few men who can claim to have given birth to rock will hit the Sunrise stage as we welcome Rock and Roll Hall of Fame recipient Bo Diddley, and the Fabulous Thunderbirds will open this evening of gritty, hard driving blues and rock.

SATURDAY, MARCH 25, 2006 – BJORN AGAIN
Just as the musical “Mama Mia” was inspired by the songs of ABBA, the band that inspired Abba founders Bjorn and Benny to write the show was the phenomenal Bjorn Again. After 18 years of touring across the globe performing well over 3,000 shows, after selling out London’s Royal Albert Hall four times, and after being recently hand picked by Cher to open her final European Tour, the act described by Time Out Magazine (NY) as being “maybe the most entertaining live rock show in the world today,” and by Rolling Stone as being “fabulously flawless,” is headed for Fort Pierce.

Information on showtimes, ticket costs and purchasing, corporate sponsors and other event details will be released in early November. The public can call 772-461-4775 to be added to the mailing list or check the theatre’s web site at sunrisetheatre.com for updates.
1923 – Rubert “Pop” Koblegard hired Miami architect, John N. Sherwood, to develop a plan to build a vaudeville theatre on Koblegard’s downtown Fort Pierce property. Once completed, it would be the largest vaudeville theatre on Florida’s east coast between Jacksonville and Miami.

August 1, 1923 – The Sunrise Theatre officially opened its doors with a gala evening event complete with a parade, live musical performances, and a presentation of The Famous Mrs. Fair and the Charlie Chaplin comedy, The Vagabond.
1928 - The Sunrise Theatre was refitted to show talking movies. The first talking picture to be shown at the Sunrise Theatre was, Al Jolsen's The Jazz Singer. Live performances continue to also thrive at the Sunrise Theatre and it is used for many community performances.

1929 - The Great Depression hits the United States after the Florida land bust had begun. The Sunrise Theatre becomes a haven for residents to come and temporarily forget their troubles.

1930s - A.E. "Bean" Backus paints unique posters and promotional materials for upcoming performances. He also sets up a studio on the second floor of the Sunrise Theatre building.

1943-1945 - Thousands of soldiers train in Fort Pierce during World War II. Many soldiers begin romances with local ladies and return to the area after the war. A popular destination and date location for the soldiers was the Sunrise Theatre.

1950s - Television is introduced into the American home.

1960s - Kent Theatres takes over the operation of the Sunrise Theatre. The Sunrise Theatre remains a popular source of entertainment.

1970s & 1980s - New technology, the completion of I-95, and the suburban shopping mall trend slowly force businesses out of the downtown Fort Pierce area.

Continued on next page...
September 8, 1983 - The Sunrise Theatre officially closes.

1988 - Fort Pierce is one of the first cities in Florida to receive a Main Street designation. The Main Street program was created in the early 1980’s by the National Trust for Historic Preservation to save American downtowns from extinction.

1997 - Main Street Fort Pierce’s sister corporation, St. Lucie Preservation Association, Inc., completes a feasibility assessment on the Sunrise Theatre as a performing arts center. The determination was that a revitalized theatre would enhance the economic future of the downtown area, as well as all of St. Lucie County.

Sunrise Theatre, Inc. was formed to handle the restoration and operations of the Sunrise Theatre. The Sunrise was also listed on the National Register of Historic Places.

St. Lucie Preservation Association buys the theatre portion only of the Sunrise Theatre building from the Koblegard family.

1999 - The scope of the Sunrise Theatre project was expanded and a decision was made to purchase the remainder of the Sunrise Theatre building property to expand production capabilities. The project increased from the renovation of the theatre portion only, to a complete renovation of the Sunrise Theatre building.

2002 - The restoration of the Sunrise Theatre officially began in October of 2002.

September 2005 - Executive Director, David Jenkins, announces the Sunrise Theatre opening performance and a portion of the first season’s shows.

January 2006 - The Sunrise Theatre will open its doors as a 1200 seat performing arts theatre and will be the largest performing arts venue on the east coast of Florida between Melbourne and West Palm Beach.

- Stocks
- Bonds
- Mutual Funds
- Annuities
- Retirement Plans
- Life Insurance
- Asset Management

H. Calvin McDermid, CSA
Investment Advisor Representative

JEFFERSON PILOT SECURITIES CORPORATION
Member NASD/SIPC
328 South Second Street, Suite B, Fort Pierce, FL 34950
Continued from page 9

for home improvements, and Part Three will be some of the ways, though interior decorating, to make your new house reflect the personal ambiance that makes it your home!

Thondra Lanese is Vice President, Creative Director for Blair Advertising, located in the historically renovated PP Cobb Building in downtown. Living in St. Lucie County for 9 years and coming into downtown for the past 4 years to work developed Thondra’s love and goal of owning a home close to her office. Besides the unique luxury of seeing the Indian River from work everyday, she would be a short few miles to South Beach: everything from a quiet respite, with only the sound of waves softly lapping the sand, to the excitement of parasailing and jet skis are available for every day entertainment. These assets can give Thondra everything she wants at her doorstep!

Realtors and investors, especially, know that the exceptional location of Ft. Pierce is what secures a long-term investment for real estate financial planning, as well as an immediate enrichment to lifestyle. Talk with your Realtor about some of the financial incentives offered to buyers in an historic downtown area.

Even with lots of overall knowledge of the downtown area, Thondra was unsure just how to begin her search. She knew she needed a Realtor, like Stone Real Estate, JoAnn & Associates, Allen Real Estate, Hoyt C. Murphy Real Estate, REMAX Midway, Sunrise City Realty or Beach Front Mann to utilize their years of working and living in the Ft. Pierce housing market. (MSF welcomes Cher’s Realty Office newly located on Ave A!) An important note in today’s downtown market is the need to “act fast” when you do see a house that fits your needs. Homes are selling at record rates and are still accelerating.

Thondra started at the historic Seven Gables House located on Indian River Drive next to the Manatee Observation Center. It serves as a “Visitor Information Center,” a part of the Chamber of Commerce. Anne Berner can give you an information packet to use along with your Realtor.

Continued on page 22...
Happenings at the Library

What is Waggin' Tales?
It is a reading program designed to help children increase their reading skills. Children will read to a therapy dog for a period of 20 minutes. Our volunteers will assist the children as necessary in learning to read. Children may bring in their own books to read or one will be selected by the volunteer.

Computer Classes
"Basic Windows and the Internet" Monday, Tuesday, Wednesday and Thursday, 9:15-10:45 AM. For additional information please contact Reference Services at 772.462.2187.

Children's Programs
Pre-K Jamboree for Ages 4-6 years, Wednesdays 1:00-1:45 PM.
Toddler Time for Ages 18 months-3 years, Fridays 10:00-10:30 AM.

Great Library Book Club
1st and 3rd Thurs. 10:00 a.m., Ft. Pierce Branch Library. Call Beverly Klemenc, Adult Services Librarian for more information.

Lakewood Park Book Discussion Group
First Mondays at 3:00 p.m., Lakewood Park Branch Library. Call Mary Beth Pickney, Branch Manager, for more information.

Free Monday Movies @ your Library
Every Monday at 2:00 PM. Classics, Literary based, Foreign and Suspense films. Ft. Pierce Branch Library.

Young Adult Book Club
Third Saturdays of the Month. Sponsors lively discussions including favorite fantasy novels, mysteries, renaissance literature, Florida history, writing workshops. For readers 9 years old and up. Get a schedule at the Ft. Pierce Branch! 772-462-2787.

"Featured" Local and Florida Author Book Signings
Authors vary locations and times; please check with the library to see who will be visiting next.

Treasure Coast Writers' Guild
Guest Speakers. Interested in publishing, marketing or locating editors for your writing? 4th Fridays at 2:00 PM.
Next, Thondra opted to apply for a program grant. She went to the Community Development Center located in Ft. Pierce City Hall and spoke with Sadie Cooper about the State Housing Initiative Partnership (SHIP). Sadie, who can be reached at 460-2200, extension 226, was a great help, Thondra explained, in giving her the 3-Step Packet to pre-qualify for this program.

Part One included a Credit Counseling Workshop which Thondra attended at the Ft. Pierce Community Center. Thondra then went to a lender for a pre-approval and the downtown area has local offices for Harbor Federal, Riverside National Bank, and First National Bank & Trust. Thondra noted with enthusiasm that Sadie made a “straight forward process” to what initially appears to be lot of paperwork. Some of the incentives in utilizing the SHIP program are the “lock in rate” and an exemption from the costly monthly payment of Private Mortgage Insurance (PMI), often required on home loans.

While your Realtor and lender become strong partners for a home purchase, in some cases you may want to make your own contacts. Here’s a list of businesses specific to the Mainstreet area: Land Surveyor, McLaughlin, 465-0250 or Culpepper & Terpening; Appraiser, Protec Inspections, 871-9500, Fuller, Armfield, Wagner, 468-0787 or Callaway & Price, Inc. 464-8607; Title Companies, First American Title 464-7837 or Treasure Coast Abstract, 461-7190.

Reviewing the history of Ft. Pierce in areas such as Edgar Town or the new retail/residential housing, One Marina Place, next to the PP Cobb Building diversity of lifestyle selections and how exciting downtown will quickly become. Definitely add the City’s website, http://www.cityoffortpierce.com/html/communitydevelopment.html, to assist your initial research to homes available in town.

Just be sure you start soon. And, while you’re walking around town, stop at the river’s edge on Melody Lane and savor the perfection of the downtown’s natural assets. Then stroll over to Java Charlie’s for a gourmet coffee or ice cream and spend some quality, quiet time perusing your information packets. Good luck in your new home shopping... I’m heading to One Marina Place!
Delivering a Tradition...

Helping To Build A Better Way For Over 100 Years

YARDS - Cocoa, Ft. Pierce, Melbourne, Stuart and Vero Beach
TRUSS PLANTS - Ft. Pierce, Melbourne

1902 1902 2005 2005
New Restaurants & Property Owners in Downtown Fort Pierce

**Gately's Grill SOLD** — *Gately's Grill Restaurant* has been a regular in downtown Fort Pierce for the past six years. The restaurant is similar to the popular bar in the 1980s TV sitcom, “Cheers,” in that it is a friendly place to go where employees and locals know everyone. Recently, Lori and Jim Gately decided to take a break and sell their restaurant to another local restaurateur. Dominick Collura, owner of *Domenick's Corner Grill* located on Jenkins Road and Orange Avenue, purchased *Gately's Grill*. Although he plans to make several major changes, he wants to maintain the friendly atmosphere that Gately's Grill was known for.

![Gately's Grill](image)

Gately's Grill has been a fixture on the corner of Second Street and Orange Avenue for almost four years.

One of Domenick's major changes is to increase the size of the restaurant by expanding into the retail space on the north side of *Gately's Grill*. This expansion will also increase the seating capacity of the restaurant. Domenick also plans on exposing the kitchen during the renovations. Once the renovations are complete, the restaurant will be renamed **“The Yellowtail Grille and Raw Bar.”** The menu will be somewhat different and the restaurant will feature a full bar. Domenick also plans on extending the hours to include lunch and dinner six days a week. This is great news for downtown Fort Pierce businesses. Since Gately’s Grill is located on a prime corner that connects two major streets in downtown, it is important the restaurant remain open to encourage after-hour activity during the week and on weekends. It is possible that the increased traffic will encourage other retail shops to remain open longer and increase sales for the downtown businesses as the popular weekly event “Thursday Bike Night” has done.

**Second Street Station SOLD** — The retail center on the corner of Avenue A and North Second Street known as the **Second Street Station** has sold. The property was originally the site of the *Atlantic Hotel*, built in 1908, and was later recognized as the Cardin Building when the *Cardin & Sons Carpeting* business was located inside the building. In 1998, a local resident, Vicki Ward, purchased the property and completely renovated the structure into a multi-retail center. It was then renamed the **Second Street Station**.

The new owner, whose members are an international group of investors, plans on significant physical improvements to the building, active promotion of the center and its tenants, and aggressive marketing of vacant space to potential local, regional and national retail tenants.

Lori and Jim Gately were strong advocates for downtown Fort Pierce and will be missed. Although Domenick’s plans include some change, the corner restaurant is sure to remain a place “where everyone knows your name.”
“We are very pleased to have this project in our portfolio,” said Bransom Bean the operating member. “We see Second Street not only as a unique building but a unique retail opportunity given the planned development in the immediate neighborhood.” Bean is a native of Laconia, New Hampshire, and a resident of the Isle of Main in the British Isles with real estate development experience in the Americas, Europe, and Africa.

Local architect, John Foster, has been retained to coordinate the design, planning, and construction of the physical improvements. For more information about Second Street Station, please visit the project’s website, www.secondstreetstation.us, or call 786-218-8589.

Lazy Daze Café OPENS in the Second Street Station—Three friends, Kevin Nelson, Percey Kepfer, and Fred Lehman, recently decided to start their own business in the Second Street Station location formally occupied by the Cuban Café. Lazy Daze Café opened its doors to patrons last month and the reviews are already circulating throughout downtown about the wonderful Grilled Chicken, Avocado, & Portobello Sandwich that is just one of the many featured items on the Café’s menu. Kevin Nelson and Percey Kepfer grew up in Fort Pierce and have been friends since childhood. Fred Lehman moved to the area from Chicago four years ago. All three friends have extensive restaurant experience. Their food specialty is Kevin Nelson and Percey Kepfer are ready to take your order at Lazy Daze Cafe.

Lazy Daze Cafe is located in the Second Street Station building at 208 North Second Street.

Continued on page 27...
Joanne Weiss, and her sons Alex and Ethan (above) of Pizzoodles Italian Restaurant in downtown Fort Pierce, participate in the Fort Pierce Jazz Society’s 9th Anniversary Celebration.

The Mayor’s Gold Hammer Awards (above, right) were announced during the September Coffee with the Mayor event. Main Street Board Member, Gene Sereg, was awarded the Mayor’s Volunteer Award by Fort Pierce Mayor, Bob Benton.

The Jazz Society (bottom, right) celebrated their 9th Anniversary on Saturday, September 17, 2005 with a series of concerts on Second Street in downtown Fort Pierce.
Continued from page 25

basically American Grill with a touch of South American flair. Kepher was born in Guatemala City where he and Kevin Nelson picked up a few recipes for their new establishment including the tasty Cilantro-Mayonnaise sauce. Kepfer’s mother makes a delicious Black Beans & Rice that can be ordered as a side dish. The café also makes its own bread daily.

The Lazy Daze Café is open for lunch Monday through Friday from 11:00 AM until 3:00 PM and for dinner on Thursday and Friday evenings. The café offers free deliveries to downtown Fort Pierce businesses. To place an order at Lazy Daze Café, please call (772) 489-2262 or visit them at 208 North Second Street.

Karen Kane Interiors
Decorating • Wallpaper
Windows • Accessories • Gifts
Bed, Bath & Kitchen
201 North Second Street
465-2574

Bradford L. Jefferson, P.A.

Proud supporter of Main Street Fort Pierce

- Personal Injury
- Wrongful Death
- Commercial and Civil Litigation
- Circuit Court Mediator

Historic Arcade Building
101 North U.S. 1, Suite 208
Downtown Fort Pierce

Telephone: 772.468.8887
Fax: 772.468.2226
October is Breast Awareness Month

For the best in care with modern technology and “old time” attention to patient service.

Facilities designed with particular attention to women’s health issues.

- Mammography
- Open MRI and High Field MRI with Computer-Aided Detection (CAD) for Breast MRI Evaluation
- Computerized X-Rays
- Ultrasound
- Bone Density Evaluation
- Multislice CT
- Advanced Work Station for CT & MRI

Diagnostic Radiology Center of the Treasure Coast, Inc.

Dr. Ajay K. Goyal, M.D. • Dr. Maria R. Beltran, M.D.
Ft. Pierce 468-7020 • St. Lucie West 878-4490
Become a Member of Main Street Fort Pierce. See page 3.
“We overlook nothing... except the beautiful Indian River”

Serving Lunch & Dinner 7 Days a Week
Governor’s Grill
Now Open 7 Days a Week
for Lunch & Dinner

Football Specials Sunday & Monday
Live Music Every Saturday Night with MATRIX from 6 – 9 p.m.
Ladies Night Thursday with STARTIME Karokee,
Ladies drink FREE 10 – 12 p.m.
Happy Hour 4-7 Monday – Friday

122 North Second Street • Downtown Fort Pierce
772.466.6944

Receive Main Street Focus Directly in Your Mail... FREE!

Name__________________________
Street Address___________________
City, State, Zip___________________
E-mail_________________________
Phone__________________________

E-mail the information above to
MainStreetFocus@aol.com
or send this form to
Main Street Focus, 210 South Depot Dr.,
Ft. Pierce, FL 34950

Roy’s Liquors

Boozgeois Saloon

Fine Wines • Full Beverage Catering
720 South U.S. 1, Ft. Pierce
461-3097

Java Charlie’s

Coffees • Sandwiches • Salads • Desserts
Mon - Fri 7 a.m. - 5 p.m., Sat 10 a.m. - 4 p.m.

Ph.: 772-460-5445
Fax: 772-460-5548
Mon-Sat 11:30 a.m. to close

Pizzoodles

A Neighborhood Pizza & Pasta Company
222 Orange Ave. Ft. Pierce, FL 34950

GRIND HOUSE

Located in Historic Downtown Ft. Pierce
“coffee and conversation”

211 S. 2nd Street
Fort Pierce, FL
772.468.7098

Bring this ad in for a
FREE GRIND BEVERAGE
Serving The Treasure Coast For Over 32 Years!

2005 DURANGO

2005 MAGNUM

Just North of Midway Rd. • Ft. Pierce

461-4770

2005 RAM

2005 350Z

2005 TITAN

1/2 Mile North of Midway Rd. • Ft. Pierce

464-4645

2005 ALTIMA

2005 ENDEAVOR

Just North of Virginia Ave. • Ft. Pierce

468-3100

2005 NISSAN

2005 ECLIPSE

2005 ISUZU

2005 ROEDEO

2005 AXIOM

Just North of Midway Rd. • Ft. Pierce

461-4770

Where You Buy Is As Important As What You Buy!