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With the summer months coming to a close, September signals the resumption of the monthly Coffee with the Mayor and the Gold Hammer Award presentation on Friday, September 19, 8:00 a.m. at Historic City Hall. The Gold Hammer Award recognizes the efforts of city residents and business owners in Fort Pierce that have significantly improved their home or business through new construction or rehabilitation efforts. The Award is presented on a semi-annual basis — September and March.

Our community has seen rising property values, new developments and overall positive changes in and around Fort Pierce — with more to come! With numerous public revitalization projects completed or underway in the City, homeowners and businesses in the community can be nominated for the Mayor’s Gold Hammer Award by contacting the Mayor’s office at 460-2200, x212, for a nomination form before the deadline of September 10.

Another new addition to the growing 'historic designated' building recognition in downtown is the 1924 Andrew J. Kennedy Building at 207/209 Orange Avenue. Owned by Ed and Ivy Zillioux since 2001, restoration to the stately two-story structure has been significant with a new roof, lighting, flooring, windows, etc., over the past several years. The Zillioux’s have been great supporters of downtown Fort Pierce for many years and continue to improve the image and quality of life we enjoy in the city. Keep up the good work!
BUSINESS REBRANDING

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Why Blair Advertising is Now Comet Creative

“Technology is changing the way people engage with each other. It’s changing the way they select one product over another. We must align marketing with technology if we want to connect with our audience and stay in business”. —George Byfield

Effective 1st September 2008, Blair Advertising Inc. will commence trading under its registered name Comet Creative Inc. Reverting to its registered name will allow Comet Creative to better reflect its expanded product and service offerings, as well as establish a prominent brand identity as the leading business growth solution provider on the Treasure Coast.

Comet’s expanded services include: Public Relations, Business and Product Branding, Web Development and Online Marketing.

Comet Creative is located in the PP Cobb building in Historic Downtown Fort Pierce. Comet’s client list includes companies in the real estate development, aviation, banking and finance, environmental services, health care, technology, marine manufacturing, personnel placement and other fields. Comet Creative is also the marketing agency for St Lucie County Tourism Development Council, as well as the publishers of the first travel magazine for the County due out December ’08. For more information on the premiere issue of this travel guide go to: STLUCIETRAVELGUIDE.

“The agency is passionate about working with local businesses to develop practical solutions that will position their services and products in a manner that leads to increased visibility, new customers and ultimately revenue.” said George Byfield, CEO of Comet Creative Inc.
Dine, Shop and Enjoy Beautiful, Historic, Downtown Fort Pierce!

Friday, September 5: Friday Fest — 5:30 p.m. to 8:30 p.m.; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org

Saturday, September 13: Treasure Coast Beer Fest — 1:00 p.m. to 5:00 p.m.; Learn to Read of St. Lucie County, www.treasurecoast-beerfest.com.

Friday, September 19: Coffee with the Mayor — 8:00 a.m. Historic City Hall; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org.

Saturday, September 20: Service of Remembrance — 11:00 a.m. Fort Pierce Yacht Club; This event is put together by The Harbors of Treasure Coast Hospice Community Grief Support Center to remember loved ones who have passed. It is available to anyone for no charge regardless of the type of loss. For more information: 772-403-4557.

Friday, September 26: Classic Car Cruise-In — 6:00 p.m. to 9:00 p.m.; Downtown Business Association, 465-7080, www.fortpierce-fl.com.

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For information, please call 462-2787 or visit www.st-lucie.lib.fl.us.

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For information, please call 461-4775 or visit www.sunrisetheatre.com.

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For information, please call 466-1600, ex. 3333 or visit www.manateecenter.com.

ST. LUCIE COUNTY HISTORICAL MUSEUM
For information, please call 462-1795 or visit www.st-lucie.lib.fl.us/museum.

FORT PIERCE COMMUNITY CENTER
For information, please call 462-1792.

BACKUS GALLERY & MUSEUM
For information, please call 465-0630 or visit www.backusgallery.com.

HEATHCOTE BONTANICAL GARDENS
For information, please call 464-4672 or visit www.heathcotebotanicalgardens.org.

The Heathcote Herb Society meets the first and third Sundays of every month at 9:15 a.m., at Heathcote Botanical Gardens, 210 Savannah Road, in Fort Pierce. The Society meets to maintain the Heathcote Herb Garden, and to learn about growing and using herbs in south Florida. For more information contact Miriam Charles at (772) 336-8047 or e-mail jupitermama-pa@yahoo.com.

Heathcote Kids Garden fall session meets Thursdays 4:15 – 5 p.m.; $5 fee for 14 week session. To register, please call (772) 464-4672.

FORT PIERCE POLICE ATHLETIC LEAGUE
For more information, please call 370-6162, ppearson@fppd.org

Saturday, September 6 — Fort Pierce PAL hosts Pro Wrestling Fusion! Six big matches! Three titles on the line! Wrestling Superstars from all over the globe will compete in matches at the Fort Pierce PAL Center. Doors open at 7:30 p.m.; first bell at 8 p.m. Live, in person, see Bruiser Bradley, King Kong FU, The Sheik Freedom Ryder, The Shane T wins and others compete to raise funds for PAL’s Youth Crime Prevention. General admission is $10; ringside seats are $20.00.

Girls, ages 7-12, are invited to participate in the Arts & Crafts program offered by the Fort Pierce Police Athletic League. Barbara Web instructs this free class from 5:30 – 7 p.m. every Wednesday. The girls create holiday cards, decorations and other fun items. Call Barbara at 461-3820, e-mail ppearson@fppd.org, or visit www.fortpiercepal.com.

Register now for Boxing! Local youth, ages 11-17, learn to box at the Fort Pierce PAL Center. Train under Head Coach Ralph Murgola; Coach Ralph as been with the PAL boxing program for nine years, training many local champions, and he is currently the coach for Lenroy Thompson, 2008 heavyweight USA National Champion. Instruction at the PAL Center every Monday – Thursday, 6 – 8 p.m. Call Head Coach Ralph, 466-0606.

Register now for Bando Boxing! Local youth, ages 11 – 17, are invited to register. It is your opportunity to learn a Burmese Martial Art emphasizing self-defense and kickboxing skills like Muay Thai. The class, instructed by Saya Gustavo Santa, will be held Monday – Thursday, 6 – 8 p.m.

The Fort Pierce PAL Center is located at 1401 N. 2nd Street; call 224-9332 or visit fortpiercepal.com or prowrestlingfusion.com. The Fort Pierce Police Athletic League: “Filling playgrounds ... not prisons.”
Fort Pierce Florida will host the first Treasure Coast Beer Fest on September 13th from 1:00 p.m. until 5:00 p.m. The event will take place on the bottom floor of the newly built city hall parking garage located behind city hall on Orange Avenue. The festival will feature over 60 different beers for tasting. The cost is $25.00 in advance or $30.00 at the door. Tickets can be purchased at P.P. Cobb General Store, Roy’s Liquor, Inc., and online at www.treasurecoastbeerfest.com. Proceeds will benefit Learn to Read of St. Lucie County Inc. Learn to Read focuses on teaching adults 16 and over to become a better readers through tutoring one on one and computer generated programs. Learn to Read was started in 1981 and operates on donations only.
“Brides to Be” Event in Historic Downtown Fort Pierce

The Downtown Business Association of Ft Pierce is hosting the “Brides to Be” event on Saturday, October 13th, 2008 starting at 10 a.m. All brides are invited to come to Historic Downtown Fort Pierce to meet local vendors that will stop at nothing to make sure that each bride has the wedding of her dreams. Downtown Fort Pierce has everything that a young couple will need for their upcoming nuptials all at reasonable prices. What does downtown Fort Pierce have to offer? How about caterers, floral arrangements, travel agencies, hair and nails techs, wedding party clothing, bridal registries, gifts for the wedding party, stationary, and wedding presents. Downtown Fort Pierce is a one-stop-shopping opportunity for all your wedding needs.

In addition to all your wedding shopping needs, there are many beautiful locations available to host your wedding and reception in Historic Downtown Fort Pierce. The day begins with a personally guided shopping tour in which you will meet with each participating store owner and representatives of the many venues available.

This is a day set aside for all brides, grooms, mothers, fathers, and bridesmaids to experience all that downtown Fort Pierce has to offer for the ultimate dream wedding. Bring your ideas and watch the downtown vendors transform them into reality.

Valorie at Visions Hairstyling will be taking reservations for the tour and providing any additional information. Please call (772) 460-1755 for more information or to make a tour reservation.
The economy is in constant change. Since I have been in Fort Pierce I have seen at least three recessions hit Florida. However, I have also seen the bounty of positive economic times flowing like a mountain stream. It is all how you view your glass; whether it is half full or half empty.

Thirteen out of thirty corporations that make up the Dow Jones started in a recession such as Disney, Hewlett Packard and Microsoft. Now may be a great time to find the niche that needs filling. It might mean you have to bring out your creative side, but the rewards could be vast.

We have several entrepreneurs who have taken the leap of faith and have opened new businesses in downtown. One is the Next 2 Nothing Consignment and Antiques shop. This business is a great concept in two ways. It allows individuals to sell things they are no longer using and allows you to purchase things slightly used at a reduced price. The owners are entrepreneurial women who took advantage of an opportunity to provide services that work in weak economic conditions.

Another business that has recently opened and is fast becoming the talk of the town is the new Uncle Carlo’s Gelato. This business cleverly opened in the new Renaissance condo development. Their location gives them access to all of the events on the water, people living in the development and a wonderful view to sit and relax with heavenly flavored ice cream.

So, is your glass half full? There are several great locations that have become available in downtown Fort Pierce. The City has a marketing study that shows many types of businesses that are wanted by the people of our area.
community. Now all we need are creative entrepreneurs.

For more information on locations or opportunities please contact the Main Street Fort Pierce, Inc. office at 772-466-3880.

Here is a brief list of current retail space vacancies within downtown Fort Pierce:

**Second Street Station** – Has a 1,600 square foot retail space. It is completely modernized in a historic structure. Formerly a hair salon it could be converted to other retail needs. Call John Goodman at Hoyt C. Murphy Real Estate at 772-461-3303.

**Raulerson Building** – A prominent historic building with several 200- to 240-square-foot office spaces available and a well located 1200 square foot retail space. Call Richard at Coke’s Stationary at 772-464-9446.

**The Arcade Building** – A beautifully restored building with a lot of character. There are both retail and office spaces available. Call Brackett Family Limited Partnership at 772-567-4303.

At **205 Orange Avenue** is a wonderful space that has just become available due to retirement after being in business for over 18 years. This space is a perfect retail location with approximately 2,000 square feet. Call Beau Bryant at 772-971-1934.
Fun, Funky and Affordable Treasures Await Shoppers at Next 2 Nothing

by Beth Williams

When Lana McCain and Barbie Sykes show off their new 6,700 square foot consignment and antiques shop in downtown Fort Pierce on Avenue A (just across the street from Sweet’s Jewelers), they beam with excitement. “Fun and funky,” said Lana. “That’s what this place is going to be for our customers, our consigners and dealers, and our community.”

Next 2 Nothing is one of the newest additions to the thriving business community in St. Lucie County’s oldest city. “We are Fort Pierce natives, born and raised here. We’ve seen this downtown during its boom time, then through its bad days, and now its revival,” comments Barbie. “I remember the early days when coming downtown to see a show at the Sunrise, getting something to eat, and just walking around was the thing to do on a Saturday. My husband bought my engagement ring at Sweet’s. Downtown Fort Pierce has always been an important part of our lives.”

“Now we want to be a part of the growth and revitalization of this great city’s hub,” Lana stresses. “We’re real downtown supporters and are so proud to contribute in a positive way.” And with the plans Lana and Barbie have for Next 2 Nothing, they are sure to meet that goal.

With a grand opening planned in mid-September, the two cousins talk about special events such as fashion shows, antique auctions, a dealer’s night and being a place to visit during Friday Fest, Farmer’s Market, and Bike Night downtown. “Our regular hours will be 10 a.m. until 5:00 p.m., Monday through Saturday, but we’ll have our doors open for Main Street and other...
organizations who have special events that draw people downtown,” explains Lana. “We’re going to be one of those places people want to visit whenever they are in the area just to see what interesting new things we’ve brought in from consigners and dealers.”

One side of the store will contain high-end fashions and vintage clothing for men, women, and juniors. It will include a tuxedo rental service housed in one of the many individual rooms in the building. The service called “Puttin’ on the Ritz,” will be an affordable option for tuxedo rentals. Wedding and evening gowns, suits, casual clothing, handbags, shoes, and accessories will be priced right and a great alternative resource for upgrading your closet. “Clemmie’s Closet,” a small bright pink room will honor their grandmother and house vintage wear, collectibles, and other items that remind them of her.

Lana and Barbie have a “passion for fashion” and are looking forward to working with consigners. “We want the people who have items here for sale to benefit as much as we do. Again, this will be a fun place to shop and a fun way to earn some extra money,” says Lana.

Both women have done a lot of research in preparing to open Next 2 Nothing. Lana and her sister Debby

Continued on page 12 …
Norvell originated the very first White City mercantile so she has plenty of experience with antiques and collectibles. “I’ve been to Mount Dora and most of the other small antique communities in Florida and really have the bug,” says Barbie as she walks through the antique and collectibles side of the store. “Our goal is to help dealers keep their inventory moving. We’ll have special auctions, early ‘buy now’ opportunities for customers who can’t make the auction, and a dealer’s night to allow them to network.” Dealers pay 10% commission on items sold at the store. A resource library and ‘on-call’ expert will be available to customers to assist them in understanding the history and value of their purchases.

Lana and Barbie chime in together with their slogan “Consignment doesn’t mean less quality, it means more money in your wallet!” And given the enthusiasm and southern charm of these two new downtown businesswomen, Next 2 Nothing will be a favorite shopping experience for downtown visitors.

For information on how to become a consigner or dealer, contact Lana or Barbie at 772-672-4646. And for a “fun and funky” shopping experience, visit Next 2 Nothing at 208 Avenue A in beautiful downtown Fort Pierce.
St. Lucie Battery & Tire: Home of Honest and Reliable Service for Over 30 Years

by Beth Williams

Sitting with Joey Miller, long-time owner of St. Lucie Battery & Tire, you get a sense of a man who has an incredible passion for his community. “I’ve invested my whole life in St. Lucie County. While the economy is not good right now, I believe it will come back, and if our local governments work together they can make St. Lucie County the most prestigious destination on the East Coast of Florida,” says Miller, a 63-year resident of the community.

The West Orange Avenue property that houses a modern, spacious customer service center, offices, and mechanics bays is the original site of St. Lucie Battery & Tire. The downtown Fort Pierce location was opened in 1999 after Miller acquired what was a used tire store. “We painted it, put on a new facade, landscaped, and created a much nicer facility,” he points out. He has purchased the vacant lot just south of the building for a parking lot that will be nicely landscaped and a plus for his customers and the aesthetics of that length of U.S.1.

As he talks about his history in the community, Miller notes that the Orange Avenue spot was originally owned by his father in 1947 and served as a chicken ranch/grocery store. “We added batteries in 1965 just to keep us going,” he explains. “Back then Fort Pierce was very seasonal and you could starve during the summer.” In 1968 tires were added to their inventory and eventually the chicken farm and groceries gave way to oil changes and automobile supplies and accessories.

Given the current economy and trends of people shopping on-line in an effort to conserve fuel, time, and money, Miller’s next enhancement to St. Lucie Battery & Tire will be a website that allows for on-line ordering. With a laugh he emphasizes that the website development will be his sons’ responsibility. “My brother and I built this business and it’s time for our sons to begin taking over so we can hopefully semi-retire.”

Continued on page 14 …
In thinking about Main Street’s effort and the changes that have occurred in the city, Miller reflects on the days of 14 cent movies at the Sunrise Theatre and then what has been viewed by many long-time residents as a very negative period for the city. “But the City Commission, spearheaded first by Mayor Dannahower many years ago, have shown the commitment needed to bring it back.” He mentions the renovation of the Sunrise Theatre as one of the most important projects in recent years. “The Sunrise, the new parking garage, and the other developments that are complete or underway are just going to keep the positive momentum going for downtown. We have a lot to look forward to and be proud of in our city.”

St. Lucie Battery & Tire has two locations in Fort Pierce, one on 317 Orange Avenue and U.S.1 and the original shop located at 5500 Orange Avenue near the interstate. There are also five other locations from Vero Beach south to Palm City. For more information on services and specials, call 1-800-432-1064.
Yellowtail Grill & Raw Bar Hosts Tuesday Night Trivia

by Pam Gillette

Whether you’re a trivia buff or just like to go where the fun is, you’re sure to enjoy Trivia Night every Tuesday at the Yellowtail Grill & Raw Bar, located at 101 North 2nd Street in downtown Fort Pierce. The fun starts at 7:00 p.m. and continues until 10:00 p.m. as emcee, D.J. Ron, guides participants through topics from sports to music and everything in between.

Owner Brian Lory was the mastermind behind this popular weekly event. The Yellowtail started hosting its first trivia contest on August 5th and it immediately became a crowd pleasing event.

Contestants are divided into teams, and the number of teams is determined by how many people want to play that evening. One to six man teams register to play random trivia, with 20 questions and 1 bonus question. Teams compete in four rounds, and at the end of the competition the winning team will receive a $50.00 gift certificate to the Yellowtail Grill. Other prizes will also be available and drink specials include $7.00 pitchers, $12.00 domestic beer buckets and $15.00 corona buckets.

Other activities at the Yellowtail Grill include happy hour which begins at 4:00 p.m. every day and a Monday night wine tasting.

Every Monday night there is a wine tasting from 6:00 p.m. to 7:30 p.m. There is no cost for the wine tasting and the Yellowtail Grill will supply cheese, crackers and a fruit platter.

For your musical enjoyment, Ben Lewis will be playing at the Yellowtail Grill from 7:00 p.m. until 10:00 p.m. every Friday night with the exception of the car show night (the last Friday of every month). Come listen to Ben as he plays the guitar outside the restaurant for your pleasure.

Lots of great activities are taking place downtown. Join the Yellowtail Grill for their wine tasting, trivia night, bike night, Ben Lewis on Fridays and the Classic Car Show the last Friday of each month. Discover the wonders of downtown Fort Pierce and stop at the Yellowtail Grill for their new Trivia Night!
The Sunrise Theatre Shines on the Treasure Coast and Palm Beaches

by John Culverhouse

The regional spotlight was recently focused on the Sunrise Theatre in Downtown Fort Pierce, when WPTV Newschannel 5 conducted live news broadcasts during their July On the Road tour through the Treasure Coast, starring Kelley Dunn, Chandra Bill and Steve Weagle.

The On the Road shows aired in four cities along the Treasure Coast, starting in Stuart, then on to Port St. Lucie, Fort Pierce, and finally Vero Beach.

Kelley Dunn, anchor, WPTV Newschannel 5, said that the On the Road shows gave their entire crew a great thrill. “We always hope that people are watching us on television, but to actually see them in person is such a treat,” she said. “These shows give us the opportunity to prove that we are real people, just like our viewers. They took us out of the studio and really let us connect with our neighbors on the Treasure Coast. Thank you, Fort Pierce, for such a warm welcome!”

The Fort Pierce broadcast drew a crowd of 250-300 enthusiastic viewers, who were treated to watching a live news broadcast in the comfort of a renovated historic theater. This would not have been possible without the efforts of Main Street Fort Pierce’s restoration of the theater.

WPTV’s 5:00 and 5:30 broadcasts were devoted to Fort Pierce, showcasing its unique Downtown waterfront area, a glimpse of its history, and current issues facing the city.
Highlights included Highwaymen artist James Gibson and some of his artwork, and a step performance by local youth group *Men of Tomorrow*.

*Main Street Fort Pierce* President, Anne Satterlee, was also featured in a live interview, discussing *Main Street’s* restoration of the *Sunrise Theatre* and some of its other many accomplishments.

John Wilkes, Executive Director of the *Sunrise Theatre*, said he was grateful for the opportunity to be interviewed and promote the upcoming busy season, which include shows by Ron White and Bill Cosby, musical performances by Dave Brubeck, Big Bad Voodoo Daddy, the Charlie Daniels Band, and Broadway spectacles like *CATS* and *Hairspray* — just to name a few of the many shows coming to the *Sunrise Theatre*.

“It was great to be chosen as the Fort Pierce location for Newschannel 5’s *On the Road* broadcast,” Wilkes said. “People from Palm Beach County through the Treasure Coast had the opportunity to see how beautiful the *Sunrise Theatre* is for the very first time. Many people called to express how beautiful the theatre is, and to inquire about coming to see shows.”

Though Kelley Dunn was busy co-anchoring the show, she enjoyed her first visit to the *Sunrise Theatre*. “It was restored so beautifully and it made me want to sit in the front row and enjoy a show,” she said. “It is quite a gem in the heart of Fort Pierce.”

For more information on the *Sunrise Theatre* and the wide variety of shows coming to Downtown Fort Pierce, call the box office at 772-461-4775, or click: www.sunrisetheatre.com.
“Thank You!” from Fort Pierce PAL

Thank you! On behalf of the Fort Pierce Police Department and Fort Pierce PAL, I want to thank WPSL Christmas Kids and the Children’s Service Council of St. Lucie County. The funding you provided made the Fort Pierce PAL Summer Camp program another great success for 2008. Your assistance made it possible for local youth to participate in a variety of summer activities like learning to swim, play golf, play tennis and other fun, physical & challenging activities. Sincere thanks from the kids and all of us at Fort Pierce PAL.

Trevor Alexander participating in Fort Pierce PAL Summer Camp activities at the Indian Hills Golf Course in Fort Pierce.

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Riverside Bank will forgive the fee(s) for one overdraft or insufficient funds (NSF) occurrence for every new checking account customer. “We understand that customers are human and sometimes make mistakes with their checking account — especially when the account is new,” said Pat Alley, Riverside Bank President in Fort Pierce. “We care about our customers and one way we show them how much we care is by giving them a break on their first overdraft incident.”

About the Bank. Since 1982, Riverside Bank has been helping people across Florida manage their money and achieve financial goals through a caring hometown style of banking. The Bank is known in the home towns it serves for friendly service, helpful solutions and local decision-making, as well as local community involvement. Its hometown style of banking has made Riverside one of Florida’s fastest-growing, independent and locally owned community banks serving customers in 42 home towns throughout eastern and central Florida.
St. Lucie County Libraries Reduce Hours of Operation

Due to a reduction in staff of nearly 25 percent, St. Lucie County libraries will be decreasing their hours of operation beginning Sunday, August 31.

St. Lucie County Commissioners recently approved the change in hours for the five libraries. The proposed changes would ensure that at least three branches are open Monday, Tuesday and Wednesday evenings, all branches are open on Thursday, Friday and Saturday and one branch is open on Sunday.

Beginning August 31, the Fort Pierce and Hurston Branch libraries will be closed all day on Mondays, the Lakewood Park and Port St. Lucie Branch libraries will be closed all day on Wednesdays, the Hurston Branch will close early on Thursdays and the Morningside Branch will be closed on Sundays.

The new hours of operation for the St. Lucie County Library System are:

• Sunday from 1 – 5 p.m.: Fort Pierce Branch Library.

• Monday from 9 a.m. – 8:30 p.m.: Morningside, Lakewood Park and Port St. Lucie Branch libraries.

• Tuesday from 9 a.m. – 8:30 p.m.: Fort Pierce, Morningside, Lakewood Park, Port St. Lucie and Hurston Branch libraries.

• Wednesday from 9 a.m. – 8:30 p.m.: Fort Pierce, Morningside and Hurston Branch libraries.

• Thursday from 9 a.m. – 6 p.m.: Fort Pierce, Morningside, Lakewood Park, Port St. Lucie and Hurston Branch libraries.

• Friday from 9 a.m. – 6 p.m.: Ft. Pierce Branch Library.

• Friday from 9 a.m. – 5 p.m.: Morningside, Lakewood Park, Port St. Lucie and Hurston Branch libraries.

• Saturday from 9 a.m. – 5 p.m.: Fort Pierce, Morningside, Lakewood Park, Port St. Lucie and Hurston Branch libraries.

For information about the St. Lucie County Library System visit http://www.st-lucie.lib.fl.us.

Become a Member of Main Street Fort Pierce Today! Call 772-466-3880. See page 26.
Hot Salsa Nights

at Main Street Fort Pierce's
15th Annual Reverse Raffle Fundraiser on August 16, 2008
Holiday Charitable Giving Offers Tax Benefits

Submitted By: Jim O’Connor, CFP®, CIMA®, Financial Advisor

With the holiday season just around the corner, now might be a good time to begin thinking about a year-end charitable gifting strategy. Show your appreciation to charities you admire while receiving tax savings and other benefits.

How do you develop a successful year-end gifting strategy? Here are a few suggestions:

Establish a clear goal for your gift-giving
Compare the tax savings from different gifting options

To help you start thinking about developing a strategy, we have provided some basic information about philanthropic gift-giving.

Giving To Charities
Most charitable gifts also provide you with a current year income tax deduction. There are several types of charitable beneficiaries, including public charities, pooled income funds, private foundations, donor-advised funds and Charitable Remainder Trusts.

Charitable Remainder Trusts: A Smart Way to Leave a Legacy
One effective and popular choice for individuals who wish to leave a lasting legacy to their favorite charity but also reap various financial benefits is the charitable remainder trust. In exchange for a future gift to charity, the charitable remainder trust provides you with several major tax and economic benefits. A charitable remainder trust allows you to:
• Defer capital gains taxes
• Increase diversification and cash flow
• Receive a current-year federal income tax deduction
• Reduce future estate tax liabilities
Remember, a charitable remainder trust is irrevocable. Assets in the trust eventually pass to charity, not to your family. You should work with your tax and legal advisors so that a charitable remainder trust, or any other year-end gifting strategy, fits into your overall estate plan. If it does, you could potentially enjoy significant tax and economic benefits as well as leaving a lasting legacy to your favorite charity.

For more information: If you would like to learn more about year-end gifting, please write in care of Main Street Focus, 122 AE Backus Ave., Fort Pierce, FL 34950.

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Uncle Carlo’s Gelato is truly a culinary delight. Everything is homemade, their gelato and sorbetto is made fresh daily. And the paninis, sandwiches and salads truly gourmet.

Opened on July 4, 2008 in the new Renaissance of the River building, owners Stacey and Carlo’s dream finally came true. Their dream took over 2 years to culminate. Carlo was born and raised in Italy and has brought his culinary skills to Historic Downtown Fort Pierce.

So what is gelato? Gelato is Italian ice cream. Gelato is an all natural product made without artificial ingredients or preservatives. It is made from milk instead of cream, so it has 30-40% less fat than regular ice cream. There is only 5% air incorporated into gelato, unlike ice cream which has up to 50% forced air. This makes gelato dense and creamy. The delightful flavors come from the freshest fruits, nuts and chocolate instead of fat. Sorbetto (Italian sorbet) is fruit based so it is dairy and fat free. A lot of the ingredients are imported from Italy.

How about breakfast? Uncle Carlo’s Gelato has cappuccino, latte, Espresso, Tazo tea, and hot chocolate which make a great match for the succulent homemade Italian pastries available for consumption.

Need a mid afternoon pick-me-up? Try the gourmet chocolates, homemade waffle cones & bowls filled with gelato or sorbetto: grapefruit, tiramisu, chocolate hazelnut, and many more. Or try Uncle Carlo’s Affagato (a scoop of gelato with a shot of espresso, whipped cream and nuts), a shake, banana split (three scoops of gelato, hot fudge, strawberry or pineapple.
sauce, whipped cream and nuts or a sundae.

Looking to have a tasty meal for lunch or dinner? Try a panini! Uncle Carlo’s panini (prosciutto, capocola, salami, roasted red peppers, romaine lettuce & fresh mozzarella with a custom blended Italian dressing) or the Billy’s Roasted Chicken Breast (roasted chicken breast, provolone, tomato & Romaine lettuce with a herb mayonnaise dressing) are wonderful.

Does a croissant sandwich sound appetizing? Try Jeri’s gourmet chicken salad: roasted chicken breast, toasted pecans, celery, onion, & green peppers topped with a custom mayonnaise dressing in a buttery croissant roll.

Are you in the mood for a gourmet salad? There is the Renaissance Salad (Romaine lettuce, red onion, dried cranberries, walnuts, blue cheese) and Dominic’s antipasto salad (prosciutto, salami, roasted red peppers, red onion, olives, hot peppers over a bed of Romaine lettuce). This succulent salad is my favorite!

Bring the family to Uncle Carlo’s Gelato which, in addition to its normal operating hours, is open 1 hour after each Sunrise Theatre performance.
As Fort Pierce Main Street begins its 20th successful year, it is undertaking an aggressive Membership Drive. “The Next Big Thing” campaign took off in May, 2006. Please consider becoming a Main Street Member.

Membership in Main Street Fort Pierce is open to anyone interested in helping preserve our unique heritage. Our goal is to encourage and assist in keeping Downtown Fort Pierce a vibrant shopping and business district for future generations.

We invite you to share your expertise and contribute toward making Fort Pierce Main Street a success in historic preservation and revitalization. Donations to Fort Pierce Main Street, a 501(c)3 corporation, are tax deductible.

Main Street Membership Levels

Private:
- Student ........................................... $15.00
- Friend ............................................. $25.00
- Family ............................................. $50.00

Corporate:
- Small Business (less than 10 employees) ............................. $100.00
- Medium Business (11 - 50 employees) ................................. $250.00
- Large Business (51 or more employees) ............................... $500.00
- Patron (all others) .................................. $500.00
- Sponsor ............................................. $1,000.00

I would like to become a Main Street volunteer.

Name: ____________________________

Company/Organization: ____________________________

Street Address: ____________________________

City / State / Zip: ____________________________

Phone: ____________________________

Email: ____________________________

When residents support and appreciate the business district, the businesses flourish. When the businesses flourish, the residents in the neighborhood prosper as well. We are all neighbors investing in each other’s success.

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.

Main Street Membership Benefits:
- Subscriptions to Main Street Focus and Website Links to Focus On-Line
- Advance Notice and Invitation to Special Events
- Membership to St. Lucie County Preservation Association
- Listed on our On-Line Membership Page (Corporate & Private)
- Networking & Volunteer Opportunities

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Main Street Fort Pierce, Inc., a 501©3 not-for-profit corporation, has encouraged and participated in the revitalization efforts of downtown Fort Pierce for the past 20 years. The efforts of many have paid off. Downtown Fort Pierce is now recognized as one of the most desirable locations to live and work on the Treasure Coast, as well as, in the state of Florida.

The Main Street program was created by the National Trust of Historic Preservation in the early 1980s. The program was designed to revitalize the historic commercial districts that were threatened to extinction by urban sprawl. The four-step Main Street approach is used by over 1,600 communities across the United States and its model has been studied internationally.

The success of Main Street Fort Pierce over the past 19 years is due to the faithful commitment of current and past members of the Main Street board of directors, the City of Fort Pierce, local community organizations, local businesses, and general public support. Currently, the program consists of fourteen volunteer board members and two full-time employees. During its existence, Main Street Fort Pierce has held approximately twenty-six downtown promotional events each year, educated public school children about the history of the area, won numerous local, state, and national awards, restored historic buildings including the Sunrise Theatre, recruited businesses to the downtown area, held downtown charrettes to encourage the public participation in revitalization efforts, created outdoor art programs, and helped fund an award winning image campaign along with the Downtown Business Association, the Community Redevelopment Agency, and the City of Fort Pierce.
Erik Melville Receives CFP® Certification

Erik Melville, CFP®, a financial advisor at Raymond James & Associates, Inc in Fort Pierce, has been authorized by the Certified Financial Planner Board of Standards (CFP® Board) to use the certification marks CFP®, Certified Financial Planner™, and CFP® (with flame design)® in accordance with CFP® Board certification and renewal requirements. Mr. Melville has worked at Raymond James & Associates, Inc., since October 2007 and he provides wealth management services, financial planning, investment advice, and retirement planning services to his clients.

These marks identify those individuals who have met the rigorous experience and ethical requirements of the CFP® Board, have successfully completed financial planning coursework and have passed the CFP® Certification Examination covering the following areas: the financial planning process, risk management, investments, tax planning and management, retirement and employee benefits, and estate planning. CFP® certificants also agree to meet ongoing continuing education requirements and to uphold the CFP® Board’s Code of Ethics and Professional Responsibility and Financial Planning Practice Standards.

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Stay Cool With a Fishing Pole!

by Dan Dannahower

The hottest part of summer is upon us. Most of us are hiding indoors, praising whoever invented air conditioning while cursing the cost of electricity! Although it’s stifling this time of year, especially inland, if you can get to a place with a large open area where the breeze isn’t blocked by trees and buildings, you can usually find a little wind and cooler temperatures. For those who like to fish it’s easy: the ocean, the beaches, the Indian River Lagoon or its shores. Get yourself to one of these places and you have a good chance to catch a breeze coming off of cool water, dodge the a/c for awhile, and maybe catch a fish while you’re at it.

I’ve had several chances to get out and “wet a line” recently. An ocean trip with good friend Ed Lewis aboard the Renegade saw nearly flat seas and enough breezes to keep us cool. After a struggle finding live bait we finally started trolling the inshore reefs off the power plant and fairly quickly hooked up a huge kingfish, easily 30 lbs plus. Several baits were cut in half with no more hookups so we moved further offshore. A nice dolphin and another smaller kingfish were hooked and again a number of baits were cut without hookups. We didn’t fill the boat with fish but we had enough action that all had a good time. We stayed out just a little too long for the afternoon thunderstorms and ended up having to hang out well offshore longer than we wanted due to rapidly building storms showering the inlet and beaches with...
lightning. If you are going offshore this time of year plan to head in early to avoid the inevitable afternoon storms that frequently produce deadly lightning and dangerously high winds.

Several trips in my boat the “T-Bone” with children and grand-children visiting provided more opportunity to escape the heat and hook a few lunkers. We caught a few catfish, lost a number of live shrimp to smaller fish, and in the last minute of fishing on the last trip caught a Spanish mackerel on the flats in the river. You never know what you’ll get when you throw a line in!

We never hooked a trout or redfish from the boat despite good action all around us. My kids did however catch a number of trout, a small shark, and several other species from a dock in the lagoon at night. The trout were just tearing up the needlefish under a light. So bottom line, the river fishing is good, just be sure to be in the right place at the right time!

So grab a pole, find somewhere on the water or on shore where the breeze is unobstructed and comes off the water, and relax and beat the summer heat. Bring home a seafood dinner and a relaxed attitude. Good luck and good fishing!
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