3rd Annual
Souvenirs of Downtown
Plein Air Paint-Out
April 21 to April 23
Normally Florida is known for its milder weather during the winter months. However, this year’s weather has been unusually cooler even through March. Thankfully April is here and it’s time to bring out the shorts and flip flops again.

Main Street Fort Pierce has a couple of great events planned this month. The first, of course, is our monthly Friday Fest and then at the end of the month we have our 3rd Annual Souvenirs of Downtown Plein Air event. Both of these events are outdoors and in the warm April sunshine.

Friday Fest is April 2nd and Souvenirs of Downtown is a three-day event from April 21st to April 23rd. During our Souvenirs of Downtown event you will see dozens of talented artists capturing scenes from downtown Fort Pierce using their favorite medium from 9:00 a.m. until 4:00 p.m. each day. Then on both Thursday and Friday, April 22nd & 23rd, you will have the opportunity to view and buy any of the pieces of art that were created throughout the event. The receptions begin at 5:00 p.m. at the recently restored Backus/Platts house on Avenue C. If you would like more information on either event, please talk to Doris or Pam at 772-466-3880.

In addition to our events there are plenty more reasons to visit downtown Fort Pierce. The weekly Farmer’s Market, Music on the Plaza, ArtWalk, the Classic Car Cruise In, and Sunrise Theatre performances are just a few of the happenings in April. Please visit our calendar page for information on these and other events.

Get involved and come see us downtown!

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.mainstreetfortpierce.org;
3. Fill out the form on page 20 and mail it or drop it off at Main Street Fort Pierce, 122 A.E. Backus Avenue, Fort Pierce, Florida 34950.
Main Street and Downtown Business Association

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

Friday, April 2:  Friday Fest — 5:30 p.m. to 8:30 p.m.; Main Street Fort Pierce, 468-3880, www.mainstreetfortpierce.org.

Sunday, April 3:  Easter Brunch — 10:00 a.m. to 4:00 p.m.; Cobbs Landing Restaurant, 460-9014, www.fortpierce-fl.com.

Tuesday, April 6:  Coffee with the Mayor — Historic City Hall, 8:00 a.m.; Main Street Fort Pierce, 466-3880, www.mainstreetfortpierce.org.

Wednesday, April 14:  Artwalk — 5:00 p.m. to 8:00 p.m.; Downtown Business Association, 461-0655.

Friday, April 16:  Coffee with the Merchants — Sunrise Black Box, 8:30 a.m.; Main Street Fort Pierce, 468-3880, www.mainstreetfortpierce.org.

Sunday, April 11:  Music on the Plaza — Marina Square/Fort Pierce Marina Plaza 12:00 p.m. to 4:00 p.m.; Blue Bird Productions, 979-6176, www.bluebirdshows.com.

Wednesday, April 21st to Friday, April 23:  3rd Annual Souvenirs of Downtown, Plein Air Paint Out — 9:00 a.m. to 4:00 p.m.; Reception — April 22 & April 23 — 5:00 p.m. to 8:00 p.m.; Main Street Fort Pierce, 468-3880, www.mainstreetfortpierce.org.

Friday, April 30:  Classic Car Cruise-In — 6:00 p.m. to 9:00 p.m.; Downtown Business Assoc., 465-7080, www.fortpierce-fl.com/.

DOWNTOWN FORT PIERCE LIBRARY
For information, please call 462-2787 or visit www.stlucie.lib.fl.us.

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

SUNRISE THEATRE’S BLACK BOX PERFORMANCES
For information, please call 461-4775 or visit www.sunrisetheatre.com.

MANATEE OBSERVATION AND EDUCATION CENTER
For information, please call 466-1600, ext. 3333 or visit www.manateecenter.com.

ST. LUCIE COUNTY REGIONAL HISTORY CENTER
For information, please call 462-1891 or visit www.stlucieco.gov/history.

ST. LUCIE COUNTY MARINE CENTER
For information, please call 462-3474 for more information or visit www.stlucieco.gov/marine_center.

Ft. Pierce Farmer’s Market — Saturdays, 8:00 a.m. to Noon; Marina Square on Melody Lane; Market Manager, 940-1145. Arts and Crafts Show & Sale — Saturdays, 8:00 a.m. to 1:00 p.m.; 1/4-mile north of downtown Fort Pierce Library; Jazz & Blues Society, 468-5299, www.jazzsociety.org.

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

March 17 to April 10:  Looking Back: Vintage Paintings from the Florida Highwaymen — In 1950, a small number of African Americans began painting Florida landscapes as a livelihood. With encouragement from A. E. Backus, these young Treasure Coast entrepreneurs developed their individual techniques and rendered landscapes with beauty and allure. Enjoy an exhibition of vintage paintings from some of the best private collections, as well as a variety of vintage paintings for sale.

April 14 to May 15:  Waves of Motion — This delightfully eclectic mix of artworks features diverse creations inspired by water, the seas and the skies. Artists include Jim Kern, Sydney McKenna, Kenneth Muth, Joel Johnson and Marilyn Shepherd.

March 17 to April 10:
Looking Back: Vintage Paintings from the Florida Highwaymen — In 1950, a small number of African Americans began painting Florida landscapes as a livelihood. With encouragement from A. E. Backus, these young Treasure Coast entrepreneurs developed their individual techniques and rendered landscapes with beauty and allure. Enjoy an exhibition of vintage paintings from some of the best private collections, as well as a variety of vintage paintings for sale.

April 14 to May 15:  Waves of Motion — This delightfully eclectic mix of artworks features diverse creations inspired by water, the seas and the skies. Artists include Jim Kern, Sydney McKenna, Kenneth Muth, Joel Johnson and Marilyn Shepherd.

For more information, please call 468-6030 or visit www.backusgallery.com.

Volunteers needed for Ft. Pierce Police Athletic League. Persons interested in teaching the fundamentals of sports, mentoring and tutoring should contact Paul Pearson or Gabe Gaona 460-0606. The PAL Center is located at 1401 N. 2nd Street, Fort Pierce.


For more information, please call 468-6030 or visit www.backusgallery.com.

March 17 to April 10:  Looking Back: Vintage Paintings from the Florida Highwaymen — In 1950, a small number of African Americans began painting Florida landscapes as a livelihood. With encouragement from A. E. Backus, these young Treasure Coast entrepreneurs developed their individual techniques and rendered landscapes with beauty and allure. Enjoy an exhibition of vintage paintings from some of the best private collections, as well as a variety of vintage paintings for sale.

April 14 to May 15:  Waves of Motion — This delightfully eclectic mix of artworks features diverse creations inspired by water, the seas and the skies. Artists include Jim Kern, Sydney McKenna, Kenneth Muth, Joel Johnson and Marilyn Shepherd.

For more information, please call 468-6030 or visit www.backusgallery.com.

March 17 to April 10:  Looking Back: Vintage Paintings from the Florida Highwaymen — In 1950, a small number of African Americans began painting Florida landscapes as a livelihood. With encouragement from A. E. Backus, these young Treasure Coast entrepreneurs developed their individual techniques and rendered landscapes with beauty and allure. Enjoy an exhibition of vintage paintings from some of the best private collections, as well as a variety of vintage paintings for sale.

April 14 to May 15:  Waves of Motion — This delightfully eclectic mix of artworks features diverse creations inspired by water, the seas and the skies. Artists include Jim Kern, Sydney McKenna, Kenneth Muth, Joel Johnson and Marilyn Shepherd.

For more information, please call 468-6030 or visit www.backusgallery.com.

March 17 to April 10:  Looking Back: Vintage Paintings from the Florida Highwaymen — In 1950, a small number of African Americans began painting Florida landscapes as a livelihood. With encouragement from A. E. Backus, these young Treasure Coast entrepreneurs developed their individual techniques and rendered landscapes with beauty and allure. Enjoy an exhibition of vintage paintings from some of the best private collections, as well as a variety of vintage paintings for sale.

April 14 to May 15:  Waves of Motion — This delightfully eclectic mix of artworks features diverse creations inspired by water, the seas and the skies. Artists include Jim Kern, Sydney McKenna, Kenneth Muth, Joel Johnson and Marilyn Shepherd. 
Fort Pierce Jazz & Blues Society Jazz Jams are on Tap at Black Box

Story and photo by Debra Magrann

Historic downtown Fort Pierce continues to be the foremost showcase of arts and culture, and given the scope of talent on the Treasure Coast, the Fort Pierce Jazz and Blues Society is by far a leader in providing the community with quality entertainment venues.

Over the years, this premier arts organization has set the framework of building a dynamic coterie of jazz aficionados whose zest for life is rooted in their music. As jazz ambassadors, the members network with affiliated artists toward the goal of bringing jazz center stage in the heart of downtown. “The idea is to advance the art form of jazz and to focus on the culture of jazz, community involvement and educating children,” said pianist Don Bestor.

Their cooperative efforts have produced an esprit de corps among social affiliates such as Main Street Fort Pierce, the Sunrise and Lyric Theatres and the Blues Alliance of the Treasure Coast. Founded in 1996, its growth has expanded to become an integral aspect of other non-profit organization programs including “A Jazzy Valentine,” part of the candlelight concerts at Heathcote Botanical Gardens and the Fort Pierce Farmer’s Market.

Formerly located at the Community Center, the corps of professionals are jammin’ weekly in new digs. Taking full advantage of the new Black Box Theatre setting, Society musicians have been performing at their jazz jam sessions every Tuesday night. “It is an honor to be at the Black Box because of its professional sound and the atmosphere,” commented Society Vice-President Roberta Hanley. For $5 at the door, the public can enjoy an evening of standard and improvisational tunes from a rotating cadre of working and retired musicians. “We make an effort to mix it up and give everyone a chance to perform,” said Bestor. There are three sets, the second being open to vocalists, students and visiting musicians. “Anyone can jump in and jam with the ensemble,” added Hanley. “There’s a sign-in sheet and you let us know what song and key it’s in and you’re golden.”

Local jazz and blues enthusiasts support the Society through membership which entitles them to discounts at the Sunrise Theatre and Heathcote’s candlelight concerts. The Society also publishes a quarterly newsletter and operates the weekly Arts and Crafts Market on the riverfront plaza in front of the library which serves as a funding mechanism for student scholarships. At the jazz tent, any local non-profit can freely post their brochures, pamphlets and business cards. “Beyond membership fees, all of our outreach and special events like Mardi Gras, Jazz Week, the Waterside Festival and Jewelry Expo and the Candlelight Concerts in the Gardens provide us scholarship funds for college-bound students,” stated Hanley. Other educational initiatives include workshops, demonstrations, master classes, lectures and concerts to students in St. Lucie county from kindergarten through college.

The Jazz Ensemble can be found every other Saturday at the waterfront gazebo on Indian River Drive during market hours. Musicians and vocalists are welcome to bring an instrument or sheet music and sit in with the Ensemble at their alternate jazz jam site on Wednesdays at Holy Faith Episcopal Church, 6990 US 1, Port St Lucie. To learn more or apply for a scholarship, call the jazz hotline at 460-Jazz (5299) or visit www.jazzsociety.org.
Wachovia Wells Fargo Foundation Grant Spurs Growth in Historic Downtown

by Debra Magrann

As we prepare to celebrate historic preservation month in Fort Pierce this May, Main Street has many accomplishments of which to be proud.

Where would historic downtown be without the annual events and initiatives that Main Street has inspired these past 21 years? Main Street Fort Pierce has revived the Sandy Shoes Festival, organized the annual Christmas Sights & Sounds on Second Annual and Parade with the help of Sunrise Kiwanis, launched Friday Fest and laid the groundwork for the Jazz & Blues Society’s weekly arts and crafts market. It also spearheaded the City of Fort Pierce 2001 Centennial Celebration, joined forces with local government in an effort to link citizens with their elected officials at the monthly Coffee with the Mayor and created an artistic buzz drawing dozens of artists to participate in the Swearins of Downtown – Plein Air Paint Out. These activities could not have happened without the spirit and energy of volunteers and board members who had the vision to create a happenin’ atmosphere in historic downtown.

During its history, Main Street Fort Pierce also has saved and restored a handful of significant buildings like the 1923 Sunrise Theatre, 1925 Historic City Hall, and the anchor of its efforts, the 1895 Platts/Backus House which serves as Main Street’s office. With these accomplishments, the city is enjoying a thriving economic district with pedestrian pathways, eateries, mixed-use areas of public and private enterprises – all with the added bonus of hometown friendliness.

Of course these successes were not achieved by going it alone and Main Street has many partners for which they are deeply grateful. Since its inception, the drive has been to embrace the National Trust for Historic Preservation’s Main Street 4-point approach: organization, promotion, design and economic restructuring, resulting in a strong sense of place for downtown. One partner has captured the vision of Main Street and has committed to be a stakeholder in the future.

The Wachovia Wells Fargo Foundation has awarded Main Street Fort Pierce its third grant. The $10,000.00 check was presented by Joe Lembo, Area President for Wachovia Wells Fargo, on behalf of the Foundation and follows two previous grants totaling $15,000.00. Lembo was instrumental in securing the grant, which will spur economic development. As Main Street moves ahead, its mission of promoting businesses and encouraging new investors is making a positive mark on historic downtown.

“I love what they’ve done!” said Lembo as he toured the renovated Platts/Backus House. “I thought if the termites quit holding hands, it would fall down,” remarking on the condition of the structure prior to being restored. He added that it is noticeable how more investment has sprung up along 2nd street on the heels of the renewal of downtown’s historic buildings.

Commenting on his own upbringing, Lembo noted the house in Sebastian where he grew up was built in the 1870s. “Restoring is the best way to go rather than start from scratch.”

When you start looking at the costs, if done right, preservation is the better way to go,” said Main Street Fort Pierce manager, Doris Tillman. She shared a remembrance from her youth of the impact of shopping in a historic district and the distinctiveness it held in her memory, wondering aloud if this generation can compare its quality to a modern mall. “Are our children going to remember walking through a multi-plex?”

Using the Wachovia Wells Fargo Foundation grant money, the next phase of improvements to the Platts/Backus House will be the landscaping. Implementing the upgrades is a group effort and much of the ‘ground’ work has already been drafted and prepared.

Working with a team of professionals, one of the first steps was to involve the public in a triad of educational workshops held in the spring of 2009. The gardening trio – St. Lucie County Master Gardeners together with South Florida Water Management and St. Lucie County IFAS Extension Office held brown bag lunches on the property. They made easy work of teaching about native plants and wildflowers, purging the right plant in the right place and the importance of improving water efficiency in landscaping by creating rain gardens and using rain barrels.

These eco-enhancing features will not only add value to the Platts/Backus House, but it will be an aspect that will beautify the northern sector of downtown. And there are a few surprises in store.

An army of experts in the field have donated their services: Conkling & Lewis Construction, Land South Design, Treasure Coast Irrigations & Landscape Inc., Hunter Industries, Inc., and Burkhardt Construction. With the completion of beautifying the grounds, Main Street will conclude a 3-year remodeling of the Platts/Backus House, establishing it as an anchor for future restorations in historic downtown Fort Pierce.

About The Wachovia Wells Fargo Foundation, Inc. The Wachovia Wells Fargo Foundation is a private foundation that provides grants to eligible 501(c)(3) tax-exempt organizations to support the following focus areas: Education, Community Development, Health/Human Services, Arts/Culture, Civic and Environment. The mission of the Wachovia Wells Fargo Founda- tion is to build strong and vibrant communities, improve the quality of life, and make a positive difference.
Three Events – One Powerhouse Weekend in Downtown Fort Pierce

by Pae Gillette

Main Street Fort Pierce, the Fort Pierce City Marina, the Hibiscus Children’s Center, the Farmer’s Market and the Jazz Society have joined together for a weekend packed full of events from May 7th through May 9th.

Main Street Fort Pierce and Budweiser kick off the weekend on Friday, May 7, at 5:30 p.m. with the May Friday Fest. The May Friday Fest is sponsored by the golden original, the unmistakable color, the one-of-a-kind taste, the unparalleled flavor of relaxation and one of the most recognizable bottles in the world — Corona Extra. Stop by the Corona Extra Specialty Tent for special surprises, giveaways and ice cold Corona Extra.

Grab your Corona Extra, pull up a seat and listen to the Treasure Coast’s premier Blues and R&B band, Category 5. Category 5 will be playing music that will get you out of that seat and keep you on your feet. Band members Al Nawrocki (bass guitar/vocals), Gerry Mullany (guitar/vocals) Mike Heneks (guitar/vocals) and Glenn Nelson (drums) will perform tunes by such artists as Ray Charles, Robert Cray, BB King, Willie Nelson (guitar/lead vocals), Gerry Mullaney (guitar/vocals) Mike Heneks (bass/lead vocals), and Glenn Nelson (drums) will perform tunes by such artists as Ray Charles, Robert Cray, BB King, Willie Nelson (guitar/lead vocals), Gerry Mullaney (guitar/vocals) Mike Heneks (bass/lead vocals), and Glenn Nelson (drums). Category 5’s band members are not only excellent instrumentalists, but also accomplished vocalists and share in singing lead and harmony vocals. Be sure to catch Category 5 at the May Friday Fest. They will definitely leave you blown away and screaming for more.

Be sure to bring your dancing shoes, for in between sets is Jeff Brown, from Clear Channel Radio. Jeff entertains the crowd with Dance and Top 40 music. Bring the kids to Friday Fest.

All in Fun, Inc., has teamed up with Main Street Fort Pierce to provide children’s activities during Friday Fest. The children’s activities include a giant slide and a bounce house or have your face painted by Mauquade Expressions. For a unique shopping experience, arts & crafts vendors will line up along Indian River Drive in grassy field, and for your dining experience there are many food varieties to choose from including Greek, Caribbean, barbeque ribs & chicken, seafood, American, and various snack items. Admission is FREE and there is always plenty of food, music, and activities for all ages!

Main Street Fort Pierce will take Master Card, Visa and Discover for tokens at Friday Fest! The Credit Card Machine will be at the tent sent located by the Special Beer Booths. Yearly sponsors of Friday Fest include: Budweiser, Coca-Cola, St. Lucie News Tribune, All in Fun, Inc., Reliable Poly Johns, Clear Channel Communications – WAVE Country 92.7, 103.7, STAR 94.7

Downtown Fort Pierce is the place to be the weekend of May 7 through May 9. Join us for sun, fun and all the Downtown events at Fort Pierce City Marina Square.

Time to set sail for the best boat show ever! Hosted by the Fort Pierce City Marina, the 12th Annual Fort Pierce Boat Show / Waterfront Festival will begin on Friday, May 7th and run through Sunday, May 9th. In addition to scores of boats in and out of the water, there will be dozens of land yachts of all sizes, nautical crafters and vendors.

The boat show showcases historic downtown Fort Pierce and kicks off the summer season. We invite everyone to participate. Boat dealers, vendors, and sponsorships are available. For an application or information you can contact Dean Kubitschek, City Marina Manager at (772) 528-2186, fax (772) 464-2589 or e-mail: FPCM@city-ftpierce.com.

The boat show is a great backdrop for a weekend event package including, Friday Fest street party, Farmer’s Market and Jazz Society Arts & Crafts on Saturday morning. Hibiscus Children’s Center will be hosting their annual fishing tournament. The weigh-in will be held on Saturday afternoon with lots of big fish to check out while checking out the boats and marine items.

Of course all events are free to the public and parking is available at City Hall Parking Garage between Orange Avenue and Avenue A.

Our beautiful waterfront is a great place to showcase the 12th Annual Fort Pierce Boat Show / Waterfront Festival. Come join us on Friday and stay through the weekend as Historic Fort Pierce comes alive at Fort Pierce City Marina Square.

Friday, May 7th & Saturday, May 8th
6th Annual Offshore Big 3 Fishing Tournament

by Angela Astrup

The 6th Annual Offshore Big 3 Fishing Tournament to benefit Hibiscus Children’s Center will be held May 7 – 8, at the Fort Pierce City Marina. The tournament will coincide with the downtown festivities of Friday Fest, the Annual Boat Show, and the popular Farmer’s Market. There will be a mandatory Captain’s Meeting and reception held on Friday, May 7th at the Fort Pierce River Walk Center (formerly the Community Center) with the festivities beginning at 6:00 p.m. and the rules being read at 7:30 p.m.

The excitement continues on Saturday, May 8th at the tournament with boats checking out of the Fort Pierce, St. Lucie, and Sebastian Inlets. Check out begins at 6:30 a.m., with the weigh-in beginning at 3:00 p.m. and ending at 5:00 p.m. at the Fort Pierce City Marina (check in only at the Fort Pierce City Marina). Back by popular demand is a Ladies category as well as Junior Men and Junior Women categories. Matching weight prizes will allow anglers the opportunity to win over $35,000 in prize money. Entry fee is $225 per boat and includes two buffet dinner and drink tickets to the Captain’s Party, 1 event bucket, and 1 tournament shirt. Late entry fee is $250 per boat after April 30th. The 6th Annual Offshore Big 3 Fishing Tournament will have a variety of food and live music for your enjoyment on Saturday during the tournament. But, if you can’t come on Saturday, the festivities will continue on Sunday from 10:00 a.m. to 5:00 p.m. with more entertainment and food. All of the proceeds from the 3 days go to the Hibiscus Children’s Center. For more information, call Angela Astrup at 772-978-9313 x 313 or visit www.offshorebig3.org.
St. Lucie County is seeking volunteers to serve on a newly formed Historical Commission. Volunteers are needed in the following fields:

- Anthropology, archaeology, history, preferably local history or folklore
- Conservation or curation
- Architecture, preferably historic Florida architecture, landscape architecture
- Land use planning or historic preservation planning
- Professional engineer or certified general or residential contractor

The major function of this committee is to make recommendations on the historical designation of structures and, once designated, make decisions on major alterations to designated structures to the Board of County Commissioners. Currently, the committee is scheduled to meet only four times per year.

Applications to serve on this committee can be found at www.stlucieco.gov/bocc.htm on the left-hand links under Board and Committee Applications. For questions about St. Lucie County’s new Historical Commission contact Kara Wood in the Planning Division at (772) 462-2822.

Coffee with the Merchants – Positive Workshops for Downtown Businesses

by Pam Gillette

Taking its lead from the popular Coffee with the Mayor, Main Street Fort Pierce, the St. Lucie Chamber of Commerce and the Downtown Business Association have teamed up to assist local merchants with positive workshops and networking experiences during the monthly Coffee with the Merchants.

Terisa Aronson, membership director of the St. Lucie County Chamber of Commerce, said “The Chamber is proud to be working with Main Street Fort Pierce and the Downtown Business Association on the Coffee with the Merchants workshops. We feel this is another opportunity to reach out to the Fort Pierce business community and offer our support in creating and maintaining viable, successful businesses. By bringing merchants together and uniting them in a common goal, a positive outcome is inevitable for these business owners.”

On Tuesday, February 2, 50 people attended the first Coffee with the Merchants at the Platts/Backus House. Gerry Hoefner, Personnel Dynamics Consulting, donated his time and gave a workshop before a mixed group of merchants, business owners and community leaders. His positive views and ideas motivated the crowd leaving the business owners inspired and ready to succeed.

The St. Lucie Chamber of Commerce, Main Street Fort Pierce and the Downtown Business Association believe that these workshops are the key to understanding of the importance of downtown Fort Pierce and to help these businesses grow and prosper.

If you have a small business or are a local merchants interested in learning how to improve your business by means of these special workshops join us for Coffee with the Merchants. The next Coffee with the Merchant will be held on April 6, at the Sunrise Theatre Black Box, sponsored by the Sunrise Theatre and on May 4, 2010 at Historic City Hall, sponsored by Seacoast National Bank. Times are 8:30 to 9:30 a.m.

For more information on Coffee with the Merchants call the Main Street Fort Pierce office at 772-466-3880.
Hometown Heroine – Beth Williams
by Jeanne Johansen

This month’s Downtown Hero says being recognized for volunteering for the Main Street Board just doesn’t seem right. Beth Williams, Vice President of the Board and a ten-year member of the leadership group says team recognition is really more fitting when talking about accomplishments at Main Street. “The great thing about sitting on this Board and volunteering is that you really feel like part of a collective effort that is aimed solely at making our community better,” says Williams. Williams joined the Main Street Board in 2000 after moving to the community to work at Lawrence Regional Medical Center & Heart Institute. In 2008 she left the hospital to start her own free lance writing business. During Williams’ term as a board member, Main Street Fort Pierce worked to rebuild the Sunrise Theater, purchase and renovate the Platts/Backus house (its current headquarters on the corner of 2nd Avenue and Avenue B), organized the very successful Fort Pierce Centennial Celebration in addition to over 26 other events held year round, and applied for a much desired national competition. As a free-lance writer, Williams recently assisted in preparing the complex application for the Great American Main Street Award and was thrilled when our local organization was named a semi-finalist in the national competition. “This was a great example of many people and resources pulling together to achieve a goal,” she says. Williams points out that Main Street staff, members of city and county government, business people, and representatives of other non-profits all contributed to the application process.

Williams helped obtain some of the funding for the Sunrise Theatre and the Platts/Backus House renovations. The renovation and reopening of the Sunrise Theatre and the Platts/Backus house helped Main Street Fort Pierce accomplish one of its four specific goals. Economic restructuring is described as “the strengthening of a community’s existing economic assets while expanding its economic base.” The renovation of the Sunrise Theatre took a historic building that was not in use and turned it into an economic stimulator. Along with the cultural benefits the theatre brings to our community, it also brings business to our local restaurants and shops.

Promotion is another of the Main Street four points. Beth has assisted Main Street Fort Pierce with many of its annual and monthly events. “All the decisions, events and venues are well thought out, and the deciding decision is always about bringing people to downtown Fort Pierce,” explains Williams. The purpose of the events is to bring people to the downtown area to showcase the area. These events are even more important during tough economic times and Main Street works with the Downtown Business Association to support the merchants. “Main Street’s focus continues to be on how to enhance businesses and keeping upbeat and positive,” says Williams. “It is about doing what's best for the community and downtown Fort Pierce.”

Williams says that serving on Main Street’s board is a positive experience. “Main Street’s focus is right on target. Projects are continued enthusiastically: renovations of historic homes, residential homes, and office buildings as well as working closely with the city, businesses and other non-profits in the area.” “Sitting on any non-profit right now is going to be challenging, but the volunteer and staff leadership at Main Street are strong and focused,” she says. “Each month we sit at Board meetings and have to make decisions regarding events, finances, and projects. There’s always healthy discussion and decisions are made in a thoughtful way that ensures the best interests of downtown Fort Pierce and the city as a whole,” she says. “Being involved with Main Street is meaningful and at the same time it is a ton of fun!” Williams is also a contributing writer for the Main Street Focus. Williams says Fort Pierce is a great place to live and work. She has a special fondness for the community because this is where she met the love of her life, husband Karl. They live on North Hutchinson Island with their two dogs Minnie and Quincy. Williams’ daughter and family recently relocated to Fort Pierce as well.

Main Street Fort Pierce thanks Beth Williams for her dedication over the past ten years and looks forward to her input and assistance with future projects.

Announcement

In an effort to better serve our customers, you may make your utility payment at the following locations. No additional fees charged for this service.

<table>
<thead>
<tr>
<th>Location</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riverside National Bank</td>
<td>M-F 4:00 am to 6:00 pm</td>
</tr>
<tr>
<td>Fort Pierce Locations</td>
<td>Sat 4:00 am to 1:00 pm</td>
</tr>
<tr>
<td>Jackson Drugs</td>
<td>M-F 8:30 am to 6:00 pm</td>
</tr>
<tr>
<td>2301 Ocean Drive</td>
<td>Sat 9:00 am to 1:00 pm</td>
</tr>
<tr>
<td>Dixie Coast Credit</td>
<td>M-Thur 9:00 am to 7:00 pm</td>
</tr>
<tr>
<td>Avon Park</td>
<td>Fri 9:00 am to 6:00 pm</td>
</tr>
<tr>
<td>Dixie Coast Credit</td>
<td>Sat 9:00 am to 2:00 pm</td>
</tr>
<tr>
<td>Four Brothers City</td>
<td>M-F 7:00 am to 7:00 pm</td>
</tr>
<tr>
<td>Shady Grove</td>
<td>Sat 8:00 am to 6:00 pm</td>
</tr>
</tbody>
</table>

For all your Air Conditioning needs...

For more information or to provide our customers with economically, reliable, and energy wise new air conditioning units to enhance the quality of life in our community.

Keep COOL - call 772-283-0944

Serving the Treasure Coast since 1978
It’s a beautiful morning in Fort Pierce. The winds whisper softly off the Indian River and a group of pelicans are flying overhead. It’s a perfect time for painting! An elite group of artists have gathered at the Platt’s/Backus House. This group of artists meets each year to capture the beauty of our downtown and create images with their paints and brushes. It’s a perfect time for the 3rd Annual Souvenirs of Downtown En Plein Air Paint-Out.

“Plein air” (to paint in the open air) is popular with many artists. This French Impressionist movement began in the late 1800s when artists started taking their easels to the countryside to capture the ever-changing light and moods of nature. Taking the spirit of those early plein air artists, our diverse group of artists will take to the streets of downtown Fort Pierce. The artist techniques and methods may vary, but their goals are the same: to bring their own individual style into capturing the beauty of Fort Pierce in an extraordinary piece of artwork.

For these artists, the unique historic buildings, the location of the waterfront and our southern hospitality make Souvenirs of Downtown a destination event. But what makes an artist stop at a certain place? For Harry McVay, the inspiration for his “One Day Only, Cactus Flower” painting (see front cover) was the Crain House at the corner of Orange Avenue and 7th Street. The blooming cactus flower and a peacock in the tree caught his eye and this striking painting was created.

Souvenirs of Downtown, by Pam Gillette

3rd Annual Souvenirs of Downtown, En Plein Air Paint-Out

April 21 to April 23

Main Street Fort Pierce encourages you to be part of Souvenirs of Downtown and for you to welcome each of the artists who are coming to our town to capture these special moments. Your support will help make a difference in the historic preservation and pave the way to preserving our unique heritage.

Come join us April 21st through April 23rd, 2010 for Souvenirs of Downtown En Plein Air Paint-Out. For more information on the event call the Main Street office at (772) 466-3880.
Fort Pierce South Beach Association Presents 2010 Islander Award to Christine Coke

by Carole Mushier, SBA President

On February 11, 2010, the Fort Pierce South Beach Association held their annual meeting. The coveted Islander Award was presented to recognize the efforts of this year’s recipient, former Fort Pierce City Commissioner and downtown business owner, Christine Coke. SBA President, Carole Mushier, attributed a statement to Bette Davis: “If you want a thing done well, get a couple of old broads to do it!” Christine can get it done all by herself and she is not quite old yet!

Mushier said, “Living on Hutchinson Island you knew that if there was a problem or needed something done — be it very small or very large — the answer was to call Christine Coke. The interesting thing is that you could contact her, speak directly with her or have a return e-mail and the task was done. What more can you ask? Christine has been a true public servant for all of Fort Pierce.

Some of the projects Christine championed during the past eight years include: rebuilding the beach parks and significant enhancement of Causeway Beach Park, dune vegetation to keep us safer, appropriate development on the beach including the South Beach Overlay and a new turtle ordinance. Most recently, she was responsible for the win/win negotiation between the City and County regarding City Parks which resulted in over $600,000 that will come to the City for capital improvements in City Parks. Christine Coke has been a best friend to beach and mainland residents, whatever her capacity, she will continue to work for our best interests.

Mayor’s Gold Hammer Award Winners, March 2010

Patricia Scott — Whimsy
Commercial Improvement
521 N. 2nd Street, Fort Pierce

Doctor Dana Juillerat — Tri-County Animal Hospital
Commercial Improvement
1811 Okeechobee Road, Fort Pierce

Fred Votino — Votino’s Pizza Kitchen
Commercial Improvement
2515 Okeechobee Road, Fort Pierce

Bloomin’ Art & Plant Sale
April 17 & 18
Call 464-4672 or visit the Gardens at 210 Savannah Road, Fort Pierce or www.heathcotebotanicalgardens.org

Heathcote Botanical Gardens

www.heathcotebotanicalgardens.org

FT. PIERCE ALTERNATOR SERVICE
In Business Since 1961

• Batteries • Alternators
• Starters • Exchange or Repair
Passenger Cars • Marine • Heavy Equipment
1913 Okeechobee Rd., Ft. Pierce
461-6786

April 2010 MAIN STREET FOCUS

April 2010 MAIN STREET FOCUS
History Center Opens New Special Exhibit on Florida Tourism

Discover the “Golden Age of Florida Tourism” with a visit to the St. Lucie County Regional History Center’s new special exhibit. More than the Mouse: A History of Tourism in Florida, on display Friday, March 12 – Saturday, July 31.

From the early days of steam boating and tin-can tourists to the arrival of roadside attractions such as Musa Island and Gatorland, tourism has been the key driving force in Florida’s economy and growth.

The exhibit will be centered on themes that explore all facets of our state’s tourism heritage including: Getting Here, A Place to Stay, Beaches, Garden Delights, Gone Fishing and more. This special exhibit uses retro advertising, postcards, vintage souvenirs, photographs and 19th century travel guides to tell the story of the Sunshine State’s most famous industry with an emphasis on Treasure Coast tourism. Included will also be artifacts from the Treasure Coast’s historic hotels and transportation systems, fish camps, roadside attractions, citrus groves and more.

Natives, transplants and visitors alike can take a seat and watch vintage TV commercials advertising all of Florida’s beautiful assets. Children and adults can enjoy sifting through the sands of the exhibit’s “beach scene” in a Floridian-themed treasure hunt!

The St. Lucie County Regional History Center is located at 414 Seaway Drive, under the South Bridge on Museum Pointe Park in Fort Pierce. Since its opening in 1968 the Center has provided educational programming and permanent special exhibits that explore the Treasure Coast’s rich and colorful history. Center hours are Tuesday through Saturday from 10 a.m. – 4 p.m. Regular admission is: $4 for adults, $3.50 for seniors over 55, and $1.50 for children 6 – 17 years and college students. Children under 6 are free. Group rates, guided tours, outreach programs and rentable History on Tour Trunks are available by registration. For further information, please contact Brynn Batsche at (772) 462-1891 or by e-mail at batscheb@stlucieco.org. Visit the Center on the web at www.stlucieco.gov/history.
Sunrise Theatre Acknowledges Partnership to Win 4 ADDY Awards

The Sunrise Theatre for Performing Arts, wishes to acknowledge the collaborative partnership with Indian River Publishing, Hometown News, Indian River State College (IRSC) and Envisia Design with their recent ADDY wins at the Treasure Coast Ad Federation Award gala, held last week at the Lyric Theatre in Stuart. The Ad Federation of the Treasure Coast belongs to the 4th District, which represents 25 local advertising federations in Florida and the Caribbean. The national organization, the American Advertising Federation (AAF), serves every sector of the advertising industry, with over 50,000 members in more than 200 chapters in 15 districts nationwide; their annual ADDY Awards® is the world’s largest advertising competition – and the only three-tiered competition in the industry.

The Sunrise Theatre won two Gold ADDYs and two Silver ADDYs. The first Gold ADDY was presented for the Category of ‘Arts and Newspaper’ for the Sunrise Theatre’s Playbill Campaign. A second Silver ADDY was presented for the Sunrise Theatre Playbill, for the “Museum, Self Promotion Campaign” category. The Sunrise Theatre would like to officially thank Indian River Publishing (Gregory Enns and Allen Osteen, publishers) for the design, selling of ads, printing and distribution of the Playbill. Both award-winning multi-media campaigns utilized TV, radio, web, print, social media and email marketing technologies, and featured a coffee cup with the Sunrise Theatre marquee superimposed in the coffee, with a headline that said, “Get your coffee, your pen, your paper, and your calendar, and start making plans for the best entertainment on the Treasure Coast.”

The second Gold ADDY was presented to the Sunrise Theatre for the Kenny Rogers Toy and Food Drive, in the category of a “Non-Traditional Campaign.” This campaign involved a Toy and Food Drive, with the partnership of the Homeowne News, Harvest Food and Outreach and Insight Management, Kenny Rogers’ management company. The award-winning multi-media campaign included print ads in the Hometown News (Steve Erlanger, Publisher), radio ads, and e-mail blasts from both Sunrise Theatre and Harvest Food and Outreach; it also included a telemarketing campaign with Kenny Rogers himself, making a plea to over 10,000 people in the Treasure Coast to donate toys and food at the Sunrise Theatre.

A second Silver ADDY was presented to the Sunrise Theatre for their “Membership Campaign,” in the category of Website/Consumer, HTML Services. This multi-media campaign included TV and radio ads, a website video, newspaper ads, e-mails and an online membership form promoting the benefits of Sunrise Theatre membership. The Sunrise Theatre would like to offer special thanks to Envisia Design for website design and hosting.

Finally, although the Sunrise Theatre did not receive any ADDYs for their posters, Indian River State College (IRSC) did receive several Student ADDYs for their work for the Sunrise Theatre. IRSC students, under the art and design direction of Walt Hines, have produced all the performance posters for the Sunrise Theatre for the past 2 seasons; this year, as they did last year, IRSC students won several ADDYs. We would like to congratulate IRSC and thank them for their invaluable contribution to the Sunrise Theatre.
Boys & Girls Club of St. Lucie County Names Youth of the Year

Choosing the best of the best was a challenge, but the judges ultimately chose 18-year old Kenyaria “KiKi” Noble as the Boys & Girls Club of St. Lucie County 2010 Youth of the Year. An honor roll senior at Lincoln Park Academy, KiKi will represent St. Lucie County at the Florida Youth of the Year competition in March.

In addition to Lee, the judges included Highwaymen artist Mary Ann Carroll; Don Cooper, CEO of Culpepper and Terpening; Doug Davis, president of RK Davis Construction; Willis Dingle, VP of Human Resources at Liberty Medical; and Deborah Ross, Executive Assistant at Torrey Pines Institute.

Richard and Pamela Houghten hosted the competition at Torrey Pines Institute. More than 75 friends and family members attended to support their candidates.

The Youth of the Year is the highest honor a Boys & Girls Club member can receive. The title recognizes outstanding contributions to a member’s family, school, community and Boys & Girls Club, as well as personal challenges and obstacles overcome. KiKi will graduate this June and is looking forward to pursuing a degree in psychiatry at the University of South Florida.

The Boys & Girls Club of St. Lucie County is a nonprofit organization dedicated to serving the youth of the community. By providing a safe place to learn and grow, as well as life enhancing programs and character developing experiences, the club strives to enable all young people, especially those who need them most, to reach their full potential as caring, responsible and productive members of the community.

With nineteen locations throughout the county, the Boys & Girls Club programs serve a diverse group of kids age 5-18. The 3,600+ members come from a variety of backgrounds, although special effort is made to reach out to children from disadvantaged circumstances. Contact the Club by calling (772) 460-9918 or visit www.bgcofslc.org.
In this article, the author explores how people make irrational investment decisions. The article discusses several psychological biases that cause us to overvalue our current states and undervalue our future states. These biases include the illusion of movement, the sunk cost fallacy, and the status quo bias.

The illusion of movement is the idea that we operate on a boat with a motor to make real progress. However, we often have the illusion of movement when we are not making real progress. This is because we focus on what we have already done instead of what we could have done.

The sunk cost fallacy is the idea that we are so averse to accepting loss that we will throw good money after bad. This is sometimes called the "sunk cost fallacy," and it is caused by the disappointment in your "loss" of $20,000 than the pleasure in your gain of $30,000. You may focus on your phantom loss rather than your available gain. This can lead you to be less willing to sell a profitable stock and buy an undervalued one, even though we have all heard that it makes more sense to buy low and sell high.

The status quo bias is the preference to keep things the way they are. We tend to fall in love with what we own and stick to the familiar even if we would likely be financially better off with a different investment. We validate our prior choice by sticking with it. What we know feels better than what we don't know. The familiar is what we are comfortable with it. What we know feels better than what we don't know.

The article also discusses the feeling of pain that comes from loss more acutely than the pleasure we derive from an equal or greater gain. If you invest $100,000 in a stock portfolio, and it rises in value to $150,000 but then drops to $130,000, you are more likely to be motivated by the disappointment in your "loss" of $20,000 than the pleasure in your gain of $30,000. You may focus on your phantom loss rather than your available gain.

The article concludes with the idea that we often decide not to decide, and that inaction can be cost serious money. There are so many options out there that we become paralyzed and stay with the familiar. Often this is motivated by fear of short-term regret at making a less-than-perfect decision even though we know that there are no perfect decisions. But, as Mark Twain said, "Twenty years from now, you will be more disappointed by the things you didn't do than by the things you did do." By placing more emphasis on what we have already expended than on what could be gained by change, we ignore lost opportunity costs because they don't seem real. But with your financial security at stake, where you are headed is much more important than where you have been. This material has been prepared for informational purposes only and is not an offer to buy or sell or a solicitation of any offer to buy or sell any security or other financial instruments, or to participate in any trading strategy. The securities/instruments discussed in this material may not be suitable for all investors. Any particular investment should be analyzed based on its terms and risks as they relate to your specific circumstances and objectives. This material was not intended or written to be used, and it cannot be used by any taxpayer, for the purpose of avoiding penalties that may be imposed on the taxpayer under U.S. federal tax laws. Clients should consult with their tax advisors before making any tax-related investment decisions. Investments and services offered through Morgan Stanley Smith Barney LLC, member SIPC. GP09-01813P-Y05-09 J06/09. Branch Name: Morgan Stanley Smith Barney Vero Beach, FL. Phone Number: 772-231-3800.
Spring Forward
by Dan Dannahower

Recently we all set our clocks forward one hour in observance of daylight savings time, a sure sign that spring is just around the corner. We’ve had one of the coldest and windiest winters in many years. Weather records have been broken and tied, and many tropical plants have been injured or killed. Cold fronts have rolled through with greater frequency than we’ve ever seen. The common comment around town is “when’s it going to be warm again?”

April is a transition month, often half wintery and half summery. One thing’s for sure, the very pleasant days of spring and early summer are not far away. Sunny days with moderate temperatures and very light winds are the norm for April and May. Sunny days with moderate temperatures will continue and visitors alike. Fishing in the lagoon and offshore are both generally good. Opportunities abound for bottom fishing in the river, fishing from shore in the river or on the beaches, or offshore for the larger game fish. Private charters for fishing both inshore and offshore are available with very experienced local guides. Party boats will get you offshore for a very reasonable price with experienced captains and mates. For the non-fisherman, boating and on-shore opportunities abound. Cruising the river and ocean, sailboating, picnicking at our many parks and beaches, the list goes on and on. Talk to your local bait and tackle shops, marinas and chamber of commerce for information and ideas on where to go and what to do. The coming spring weather is sure to be nice. I hope you get out and enjoy our wonderful natural resources and waterways.

Last Minute Tax Tips
by J. Gaines, Berger, Toombs, Elam, Gaines, and Frank

If you haven’t already signed, sealed, and sent off your 2009 tax documents to the IRS, I encourage you to take time to review these tips and make any last minute changes that could save you money. Congress has inserted a handful of temporary tax breaks to stimulate the economy and you don’t want to overlook any deduction or credit that will help lower your tax bill.

Tuition Deduction – The above the line higher education tuition deduction is extended through 2009. For 2009, a $4,000 above the line deduction is available to single taxpayers with adjusted gross income (AGI) of $65,000 or less ($130,000 for joint filers). A $2,000 above the line education deduction is available to single taxpayers with adjusted gross income up to $80,000 ($160,000 for joint filers.) You may be able to accelerate or delay part of this deduction by paying tuition and fees for a spring semester before or after the end of the year.

Property Tax Deduction for No Homeowners – Relief for homeowners who do not itemize is available by means of an additional standard deduction for state and local real property taxes for tax years through 2009. The increase in the standard deduction cannot exceed $500 ($1,000 for married filing jointly) and applies to any state or local property tax paid, whether or not it relates to a principal residence.

Qualified Motor Vehicle Taxes – A taxpayer is permitted to claim a deduction from gross income with respect to “qualified motor vehicle taxes.” A qualified motor vehicle is a passenger vehicle, light truck, or motorcycle that has a gross weight of 8,500 pounds or less, or a motor home of any gross weight. The amount of deduction is limited to the portion of the state sales or excise tax imposed on the first $49,500 of the purchase price. This limit applies on a per vehicle basis; there is no limit on the number of vehicles purchased. The amount of deduction is phased out for high income taxpayers, which begins when a taxpayer modified adjusted gross income is $125,000 ($250,000 for joint filers). Original use of the vehicle must commence with the taxpayer (new not used) and be purchased after February 16, 2009 and before January 1, 2010. The new motor vehicle sales tax deduction may be claimed as an addition to the standard deduction, or as an itemized deduction.

First Time Homebuyer Credit – Congress extended and changed this benefit making it more beneficial to many. The new rules took effect November 6, 2009. The provision is a true dollar for dollar credit of up to $8,000 or 10% of the purchase price. The credit is also refundable, meaning that even if the taxpayer doesn’t owe any tax, they can receive a refund. The new law also has more generous phase outs. The credit now has phase out rates starting at modified adjusted gross income of $125,000 and married couples at $250,000. This credit is available for purchase through July 1, 2010 if the buyer has a contract in place before May 1, 2010. Unlike the prior law, this credit is capped; those buying homes more than $800,000 get no credit at all. A first time homebuyer is someone who has not owned a principle residence within the last three years. The new law also authorizes a similar credit of $6,500 for buyers who have a home. It too is also a refundable credit for 10% of the purchase price of a house costing no more than $800,000. To qualify the buyer has to have owned and lived in the same home for five of the eight preceding years preceding the new home purchase, and the new home becomes the principle residence.

Self Employed Health Insurance – Self employed individuals are allowed to claim 100% of the amounts paid during the taxable year for health insurance for themselves, their spouses and dependents. These are above the line deductions and not subject to the 7.5% adjusted gross income as other medical expenses would be.
Main Street DINING

Main Street DINING

Italian Homemade Ice-Cream
Made With Only The Finest Ingredients
PANINI • SALADS • PASTRIES • COFFEES

9 a.m. – 9 p.m. Mon – Sat
11 a.m. – 9 p.m. Sun
Located in the New Renaissance
772-672-4401
141 Melody Lane

Roy's Liquors and Boozgeos Saloon

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

Cobb's Landing
Waterfront Dining

Cobb's Landing
Daily Happy Hour
4:00 p.m. – 7:00 p.m.

Join Us in Our New Floridian Room
Open Friday & Saturday for Dinner
Private Banquet Facilities Available
Located at the beautiful Ft. Pierce City Marina

772-460-9014  772-460-1483 Fax
200 N. Indian River Drive
www.cobbs-landing.com

The Original

In the middle of everything
that makes Fort Pierce Fun . . .

Tiki Bar & Restaurant

Daily Drink Specials
featuring
Cruzan Rum
Margaritaville Tequila

“We overlook nothing . . .
except the beautiful Indian River”

Live Entertainment
Friday, Saturday & Sunday
Fort Pierce Tribune's People's Choice Award for Best Happy Hour

Two Avenue A • Fort Pierce City Marina
Tel: 772.461.0880 • Fax: 772.461.3989 • www.originaltikibar.com

GATOR TRACE Golf & Country Club

“tee times 464-0407”

Banquets

Our Beautiful Clubhouse is
Available for your Special Occasion
464-7442
www.gatortracecountryclub.com

4302 Gator Trace Drive • Fort Pierce
Conveniently Located 1/2 Mile East of U.S. 1 On Weatherford Road

Sunrise City Bakery Café

Italian Cheese Cake • Wheat Pies
Poppy & Prune Rolls • Hot Cross Buns
St. Joseph's Cakes • Egg Cakes
(Large & Mini Egg Cakes, made of Old Fashioned Buttermilk Yeast Cake)

Fresh Baked Pastries | Breads | Cookies
Occasion Cakes
Serving Breakfast and Lunch
Coffee Bar – Espresso / Iced / Lattes
Cappuccino and Specialty Drinks

In the Renaissance Building
134 S. Indian River Drive • Fort Pierce
772.429.3435
Hometown Banking

Where you’re doing business with a friend . . . . at home

We’ve been helping friends and neighbors since 1982 with the friendly, helpful, local style of business we call, ‘hometown banking’. It’s all about making banking easy. Stop by and see us. We’d like to become your banking home.

Front Row:
Lori Wuchte
Lakewood Park
461.3000

Pat Alley
President St. Lucie County
462.4100

Lynette Rodriguez
St. Lucie West
871.6683

Cheryl Regan
Port St. Lucie
878.1100

Donna Greene
Ohio Avenue
464.4900

Back Row:
Cooie Newman
Okeechobee Road
466.1200

Crystal Nelson
Lakeside Center
878.3112

Diana Miskow
Regional Manager
216.1258

RIVERSIDE BANK
Welcome Home!

Member FDIC / Equal Housing Lender
800.741.3283
www.riversidenb.com