Historic Downtown Trolley Tours
See p5

Holiday Gift Shopping in Historic Downtown
See p6

Sight & Sounds Festival & Parade
See Schedule p10
This is more than just a slogan. Our mission, as a Main Street organization, is to preserve, promote and build on the historic and natural treasures of our downtown waterfront community.

Main Street Fort Pierce has been serving our community for 29 years. We are proud of what we have been able to accomplish. We restored the Sunrise Theatre, Old City Hall and the Platts-Backus House. We managed grants for the Manatee Observation and Education Center and Saint Lucie County Library. We hold over 30 yearly events and so much more.

To meet our mission and provide services in our community, we rely on the generosity of individuals and businesses for support. Main Street Fort Pierce would like you to consider our organization when you are choosing which group to donate to for your end of the year giving.

We ask that you make a “one time” monetary commitment to support our mission. Remember that every donation is important, regardless of size. Your generosity will make a difference by allowing us to continue our work to bring people to our downtown waterfront community.

On behalf of the entire Board of Directors and staff, I want to thank all of our members, volunteers and sponsors for supporting Main Street Fort Pierce during 2017. I wish you and your loved ones a very joyous holiday season and a happy and prosperous New Year!
CALENDAR

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

December 15, Friday: CoffeewiththeMayor — 8:00 a.m., with Neighborhood Gems Awards presented by City of Fort Pierce and Keep Fort Pierce Beautiful Committee sponsored by All Things Treasure Coast; Holiday Music by the Fort Pierce Jazz & Blues Society; held at Fort Pierce Yacht Club; 466-3880; www.mainstreetfortpierce.org.

December 16, 13 & 20, Wednesdays: HolidaySipandshopindowntownfortpierce — 5 to 8 p.m. (See Merchant Minute feature page 16–17.)

December 7, Thursday: HolidayArtShow featuring the art of Colleen Nash Becht (5–7:30 p.m.); PottersBackusHouse @ 122 A.E. Backus Avenue; Raffle tickets available ($10 each or 3 for $25) for ‘Love Shack Pineapple’ value $2,000; Main Street Fort Pierce, 466-3880; www.mainstreetfortpierce.org.

December 9, Saturday: Fort Pierce Through the Decades — a tour of Fort Pierce through the decades and even centuries. Approximately six tours will be offered each month, beginning with December tours beginning December 9, Saturday @ 1 p.m. & 2:30 p.m. Tours begin at Seven Gables House; $10 per person; reservations required; Main Street Fort Pierce, 466-3880; www.mainstreetfortpierce.org.

December 14, Tuesday: January’s tours will relay stories from the Wild East – Tales from a Florida Frontier Town

December 21, Thursday: 7:00 p.m. — Broadway & Beyond On 2nd Street presents: A Charlie Brown Christmas Live on Stage; 461-4775, sunrisetheatre.com.

December 22, Friday: 8:00 p.m. — Sister’s Christmas Catechism — The Mystery of the Magis’ Gold at Black Box Theatre; 461-4775, sunrisetheatre.com.

December 23, Saturday: 3:00 p.m. — Sister’s Christmas Catechism — The Mystery of the Magis’ Gold at Black Box Theatre; 461-4775, sunrisetheatre.com.

December 29, Friday: 7:00 p.m. — The State Ballet Theatre of Russia presents “The Nutcracker” @ 461-4775, sunrisetheatre.com.

COMMUNITY INFORMATION

A.E. Backus Museum
772-461-9620 • www.backusmuseum.com
Downtown Fort Pierce Library
772-462-2787 • www.sf.lib.fl.us
Fort Pierce Jazz & Blues Society
466-520-5929 • www.jazzsociety.org
Fort Pierce Police Athletic League
772-733-4174 • www.fppol.com
Volunteers needed: 772-465-0630
Fort Pierce RiverWalk Center
772-488-8474 • www.ftpfortpierce.com
Heathcote Botanical Gardens
772-461-6672 • www.heathcotebotanicalgardens.org
Manatee Observation & Education Center
772-429-6266 • www.manateecenter.com
St. Lucie County Aquarium
772-242-3474 • www.stlucieco.gov/marine
Sunrise Theatre
772-461-4775 • www.sunrisetheatre.com

FORT PIERCE HISTORIC TROLLEY TOURS

Saturday, December 9 — 1:00 & 2:30 p.m.
Tuesday, December 12 — 9:30 a.m. & 11:00 a.m.
Tuesday, December 19 — 1:00 & 2:30 p.m.
Thursday, December 21 — 9:30 & 11:00 a.m.
Tuesday, December 26 — 9:30 & 11:00 a.m.

Ride Back in Time — on a Trolley!

Main Street Fort Pierce is pleased to announce its historic trolley tour schedule for the upcoming season. These popular tours offer a glimpse into life along the Indian River going back decades and even centuries. Approximately six tours will be offered each month from December to March, so call the Main Street office today at 772-466-3880 to secure your spot. The fee is $10 per person, paid in advance.

The December and February tours will focus on stories about people and events throughout the following eras in Fort Pierce:

The Beginnings – the Indian River Lagoon
Edgartown Neighborhood – fishing and pineapples
The Commercial District – Canvows to Fort Pierce Avenue A – the start and end of a carousel journey
Transportation Transformation – Henry Flagler and the FEC Railroad
The Roaring 20s in Fort Pierce – and the Florida Land Boom era

WWII and Fort Pierce – from small town to bustling city

New this year – January’s tours will relay stories from the Wild East – Tales from a Florida Frontier Town. The Wild East tours include accounts of frontier crimes & justice along the east coast of Florida and specifically Fort Pierce.

New this year – In celebration of Women’s History Month, March’s tours will detail the lives and contributions of at least 10 of Fort Pierce’s ladies through the decades.

All Historic Trolley Tours (unless otherwise noted) will begin promptly at the designated times.

Tours will begin at the Seven Gables House, 482 N. Indian River Drive. Please arrive at least 15 minutes in advance of your tour time. Advance registration is required.
Need Gift Ideas for the Holidays? Downtown Fort Pierce Has Them!

There is no place exactly like downtown Fort Pierce. We have shops, restaurants, and activities that you cannot find anywhere else. So, before you hit the unfriendly crowds at the mall or search the Internet for gift clues, come and shop downtown. Does the mall have a beautiful view of the Indian River Lagoon? Does the Internet have friendly clerks on hand with unique and personal gift options that you can see up close and touch? Enjoy yourself while you shop and spend local. Here is a glimpse of what you will find:

Gifts for all Ages
- A.E. Backus Gallery & Museum Gift Shop (Indian River Drive)
- Madison Estate Gallery & Boutique (U.S. 1 & Ave A)
- Ashley Dewitt Studio C & Gallery (Orange Avenue)
- Fort Pierce City Marina Gift Shop (Marina Square)
- Hy’She Boutique (U.S. 1)
- Key of Speed (Orange Avenue)
- Notions and Potions (2nd Street)
- Rizzo’s Tobacco Emporium (Orange Avenue)
- Treasure Coast Art Association (Avenue A)
- Rizzo’s Tobacco Emporium (Orange Avenue)
- King Christian Book Store (Avenue A)
- Seriously Mixed Media (Orange Avenue)
- Peacock Clay Collaborative (2nd Street)
- Paintings by Colleen Becht (2nd Street)
- Key of Speed (Orange Avenue)
- ChoppAway Saloon (Orange Avenue)
- Beaches House of Flowers (Avenue A)
- Hy’She Boutique (U.S. 1)
- Rizzo’s Tobacco Emporium (Orange Avenue)
- Treasure Coast Art Association (Avenue A)
- Paws Required (2nd Street)

For Our 4-Legged Friends
- Pampered Paws (Orange Avenue)
- Affordable Flooring (Orange Avenue)
- Bahamaville (Orange Avenue)
- Bed, Bath & Kitchen (2nd Street)
- Blown Away Salon (2nd Street)
- Dermatouch Day Spa (Orange Avenue)
- Last Dragon Tattoo (2nd Street)
- Leopet Cuts Barbershop (2nd Street)
- Makeup by Mariola (Arcade Building)
- Paradise Hair & Nail Salon (Arcade Building)
- The Cabin (Galleria of Pierce Harbor)
- Pape’s (Orange Avenue & 2nd Street)
- Southwest Antiques (Arcade Building)
- Affordable Flooring (Orange Avenue)
- One Yoga Planet (Avenue A)
- Studio 207 (2nd Street)
- The Cabin (Galleria of Pierce Harbor)

Food & Brew Gift Certificates
- 121 Tapas (Melody Lane)
- 12A Busy (Seaway Drive)
- Moxie’s Dance Studio (Orange Avenue)
- The Cabin (Galleria of Pierce Harbor)
- Moxie’s Dance Studio (Orange Avenue)
- Whimsy Boutique (Second Street)
- Whimsy Boutique (Second Street)

For the Home
- Affordable Flooring (Orange Avenue)
- Bahamaville (Orange Avenue)
- Bed, Bath & Kitchen (2nd Street)
- Chic and Shore Things (2nd Street)
- Magic Spot Shop (Orange Avenue)
- Pot Belly Deli (Arcade Building)
- Madison Gallery & Boutique (U.S. 1 & Ave A)
- Melia Provisions (Galleria of Pierce Harbor)
- Bed, Bath & Kitchen (2nd Street)
- ChoppAway Saloon (Orange Avenue)
- Aloe for Life (Arcade Building)
- Studio 207 (2nd Street)
- Fort Pierce Riverwalk Center Fitness Classes

Unique Gifts from Artists
- Art Connection of Fort Pierce (Arcade Building)
- Ashley Dewitt Studio C & Gallery (Orange Avenue)
- Galleria Paradise (2nd Street)
- Luraj Jill Allison Art Gallery (Melody Lane)
- Paintings by Colleen Becht (2nd Street)
- Peacock Clay Collaborative (2nd Street)
- Seriously Mixed Media (Orange Avenue)
- Treasure Coast Art Association (Avenue A)
- Art Connection of Fort Pierce (Arcade Building)
- Ashley Dewitt Studio C & Gallery (Orange Avenue)
- Galleria Paradise (2nd Street)
- Luraj Jill Allison Art Gallery (Melody Lane)
- Paintings by Colleen Becht (2nd Street)
- Peacock Clay Collaborative (2nd Street)
- Seriously Mixed Media (Orange Avenue)
- Treasure Coast Art Association (Avenue A)

Hair, Face, Nails, & Body
- Bangz Salon (Avenue A)
- Blown Away Salon (2nd Street)
- Doc Anna: Swamp Doctor of Florida
- Dr Kitty Oliver presents Race & Change Across Cultures & Generations: Florida Stories
- Nutritional World (Arcade Building)
- One Yoga Planet (Avenue A)
- Palm Health & Wellness (Avenue E)
- Taylor Creek Optical (2nd Street)

Florida History Speaker Series Comes to Fort Pierce

by Holly Theuns

Fort Pierce was selected as one of sixteen hosts for the 2018 Florida Humanities Council Lecture Series. Brought to you by a partnership between the A.E. Backus Museum & Gallery and Main Street Fort Pierce, this series of six Tuesday afternoon lectures shines the spotlight on some of our state’s fascinating history. Lectures were selected to cover a range of topics and are presented by professional speakers with time for audience questions.

The lectures are free but advanced reservations are necessary. The one-hour lectures will begin at 2:00 p.m., which provides an opportunity to enjoy lunch out before the lecture or early dinner afterwards at one of Fort Pierce’s many great restaurants. The locations alternate between the A.E. Backus Museum & Gallery and the Sunrise Theatre’s Black Box.

All lectures are on Tuesday from 2:00 p.m. to 3:00 p.m. Unless otherwise noted, the lectures are free but advanced reservations are necessary. Tickets are required. Visit the website for more information on the lecture series and other events going on in Historic Downtown Fort Pierce. MainStreetFortPierce.org or BackusMuseum.com.
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Also Open for Artwalk Nov 8th 5 – 8pm
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772-801-5700
29th Annual Sights & Sounds Festival, Parade & Tree Lighting Ceremony
Magical Musical Christmas on Sunday, December 3

SIGHTS & SOUNDS ON 2ND FESTIVAL

Outdoor Sunday service at 10:30 a.m. by Common Ground Vineyard Church at intersection of Orange Avenue and 2nd Street.

Stage 1 – Orange Ave. & 2nd Street
1:00 p.m. – Club Pure dance group performs
1:30 p.m. – Santa arrives in fire truck
1:45 p.m. – True Crew Dance group performs
2:30 p.m. – Mrs. P’s Dance & Aerobatic Studio performs
3:15 p.m. – Borras Dance Company performs

Stage 2 – North 2nd St. near 2nd Street Bistro Restaurant
1:15 p.m. – Movie’s Dance performs
1:45 p.m. – Sunrise Jazz Combo performs
2:30 p.m. – Starlight Dance group performs
3:00 p.m. – Sunrise Jazz Combo performs

Santa will be at the Sights and Sounds Festival to take requests and photos with children. Other children’s activities include: free children’s activity booths from area nonprofits, a “Build a Downtown” Lego brick area, pony rides, face painting, special characters, bounce houses and entertainment from local dance groups & musicians.

SIGHTS & SOUNDS ON 2ND PARADE

Organized & sponsored by the Sunrise Kiwanis

Grand Marshal – The Fort Pierce Jazz & Blues Society

The Sights & Sounds Parade starts at Tickle Tummy Hill on Second Street at 4:00 p.m. It will travel south to Orange Avenue; turn east on Orange and North on Indian River Drive, concluding at the River Walk Center.

SIGHTS & SOUNDS ON 2ND TREE LIGHTING CEREMONY

Immediately following the Parade will be the lighting of the holiday Christmas Tree located in the roundabout at Avenue A and Indian River Drive. The Fort Pierce Jazz & Blues Society will play holiday jazz music before and after the tree lighting.

After the tree lighting, stay around for the The Holiday Lights Spectacular in Marina Square on Melody Lane. The Holiday Lights Spectacular is presented by the City of Fort Pierce. The light show consists of over 100,000 lights synchronized to holiday music and is a must-see for both locals and out-of-town guests. The lights and music will run from 6:00 to 9:00 p.m. daily until January 4, 2018.

“Magical Musical Christmas” is special time and we hope you and your family will join us for the festival and parade. For more information call Main Street Fort Pierce at 772-466-3880 or mainstreetfortpierce.org

Fort Pierce – The Heart of Art

by Cheryl Lynn Ferrari

December is always an eventful month here on the Treasure Coast. Holiday decorations adorn the brick paver walks, lights and music make adults act like kids, and you can feel the excitement in the cooler temperatures everywhere you go. Who would want to be anywhere else?

There’s still time to make this season the most special yet when you join in the events and find those unique and original art pieces, gifts, and cards in the fabulous galleries of downtown and our Peacock Arts District. Things are happening and you won’t want to miss out on a single minute!

PEACOCK ARTS DISTRICT

The district, the corridor of Orange Avenue between U.S. 1 and 7th Street, is looking especially festive and it’s flourishing. Have you seen the colorful new banners affixed to the lamp posts boasting the peacock art logo? If you haven’t been out yet, be sure to travel this strip to see the banners and painted pots lining the route on your way to the spectacular singing trees by the river. But don’t just zip through! Make it a point to stop at the Arcade Building, the gateway to the arts district, where art is alive and well.

Art Connection (formerly Woodcarver’s Den on 2nd Street for winter visitors), in the Arcade Building, is winding up the St. Lucie Teen Art Competition this month. Thanks go out to the art teachers of Centennial High (most especially Karla Giametti), Fort Pierce Central High and Lincoln Park Academy for their help and encouragement in making this project work for their kids. The winners of each of the two-week competition segments are invited to do a final exhibit during December. Winners of the December show will get free art classes, gift cards for art supplies, and from our sponsor, Seacoast Bank on U.S. 1 in Fort Pierce, the artists will have the thrill of participating in an easel art show in the bank lobby during January!

On a special note; for December only, Art Connection is also open Mondays from 10 a.m. to 4 p.m. for your shopping convenience. Other hours are Tuesday through Thursday 10 a.m. to 4 p.m., Friday 10 a.m. to 6 p.m., and Saturday 8 a.m. to 3 p.m.

Cubby Hole Collectibles and Antiques, in the Arcade Building across from Pot Belli Deli, is yet another little treasure of a place to find art. Look for more information on this specialty shop in this issue’s feature article about them.

Come meet Santa! Several businesses in the Arcade Building are hosting a live Santa event on Saturday, December 9th, from 10 a.m. to noon. See details in the Calendar of Events.

DOWNTOWN GALLERIES AND STUDIOS

Sadly, we can’t report the re-opening of the 111 Building’s Art Underground for this season. Steve Tarr, owner of the building, says that the basement will be closed for several more months due to the remodeling that is taking place. According to Mr. Tarr, it’s doubtful that it will be available for artists when it is once again ready for occupancy, although he didn’t rule that out completely. He didn’t disclose any specific plans for the space at the time of our interview.

Any artists looking for space to exhibit their art for this winter season should check with the co-op members of Art Connection, 772-801-5700. By building a strong social involvement, they’re able to help the art community in seeking out and sharing artist opportunities.

ART MUNDO – THE GREAT MYSTERY

In many art conversations taking place throughout Fort Pierce, the name Art Mundo often comes up. People are wondering what happened to the group, which had been in the 111 Building on the corner of Orange Avenue and Indian River Drive. In fact, many people thought that the 111 Building was Art Mundo’s last home, but in reality that was not true. The artist’s association, which promoted events for artists, moved for a short time to the Backus House but then disappeared.

Continued on page 12 …
My investigative powers have reached their limit and I’ve hit too many brick walls trying to find out what happened; if they are regrouping, if they are planning any activities or events, or if they even continue to exist. The mystery continues.

Should any readers have the inside track on the Art Mundo story, please notify me with information; whom to contact, and how. The public has a need to know! Stay tuned for an update in the January issue of Focus.

**CALL TO ART INSTRUCTORS**

As our art galleries and studios fill with seasonal and local traffic, many shoppers are also asking where they can take art classes. If you are a Treasure Coast art instructor and would like to receive referrals, please visit Art Connection to be added to the list. Some photos of your work and information about your art history and what you teach is also important. In addition to individuals seeking instruction, Art Connection is working with social organizations looking to begin art programs.

**DECEMBER ART CALENDAR EVENTS**

**Meet Santa! Saturday, December 9th, 10 A.M. to Noon in the Arcade Building.** Santa needs a break from the busy elves so he will be making a live appearance in the centrally located Community Room at 101 N U.S. 1. Bring the kids to meet the jolly old guy, grab lunch in the Pot Belli Deli, get your nutrition needs filled at Nutrition World Deli, and a centrally located Community Room, which contains a centrally located Community Room, which contains

**Artwalk — Wednesday, December 13th, 5 to 8 P.M.** Pick up an Artwalk map in any downtown gallery. It will lead you to all the participating locations. Fort Pierce abounds in talented artists, artisans, and craftsmen. This is the final Artwalk event being held on a Wednesday. It will be moving to the 3rd Friday as of January, 2018. And don’t forget, the trolley will be running and its route includes 2nd Street, Orange Avenue, the parking garage, and the Peacock Arts District.

**Fort Pierce Public Library — December Art Exhibit.** The featured artist for the month of December is Willie Ortiz. Mr. Ortiz is exhibiting his extensive array of wildlife and travel photography. He also writes children’s books targeting ages 5 to 9 years and illustrates them with his wonderful imag-

Mr. Robert Brackett has a heart for building restoration. After a massive fire destroyed much of the Arcade Building in the 1980s, he was contacted by the City of Fort Pierce when the remaining building was in jeopardy of being leveled so that a Walgreens could be built. The city really wanted the Arcade Building restored to its 1926 glory as part of the redevelopment taking place in the early 2000s. Mr. Brackett and his wife felt it was worth the effort and restoration was complete around 2002. When you visit the Arcade Building, you’ll find several businesses lining the two open-air-covered walkways and a centrally located Community Room, which contains many photos of the history of the building, many interesting antiques, and even a huge original painting by Beanie Backus.

Continued on page 15 ...
ART CONNECTION … continued from page 13

The space in Suite 124 was just right for the newly-formed Art Connection and the timing was perfect. As the City of Fort Pierce already had plans to create an arts district in the works for some time, those plans were finally coming to fruition. And as Art Connection was filling its walls and opening its doors, the Peacock Arts District, the corridor of Orange Avenue from U.S. 1 to 7th Street, was kicking off its grand beginning with the unveiling ceremony of 15 terra cotta pots painted by local artists which now line that two-block stretch between 5th and 7th Streets. When something is meant to be, it just works out.

Art Connection rents spaces of varying sizes for set monthly amounts to their artists. They do not collect any commissions on the sales of the artwork, making it affordable to be there and giving the artists an opportunity to receive something for their time and creativity. In operating this way, everyone helps to cover the expenses. All artists are expected to participate in the operation of the store one day per month and to contribute once per year to the advertising fund. The co-op members believe strongly in promotion of their artist family.

With those policies in place, the available spaces in Art Connection have filled quickly. The store now contains the work of 40 local Treasure Coast artists, including the four working studios of the co-op members, in all types of mediums and price ranges. This combination of fine art, fine crafts and woodworking, and artisan creations provides something for every shopper. Art for collectors, for gift giving, and even hand-painted original note cards which can be framed by the lucky recipient, it’s all here.

Since opening, new relationships with the city and with other social and charitable organizations have been formed. New projects and programs for reaching out to the community are in the planning stages. Even an expansion of their space is being considered. Ideas of possibly providing space for art instruction, private exhibits, and juried art shows are on the table. Whatever the direction the ideas take, you can be sure that Art Connection is working on ways to benefit the art world right here at home.

Their first project was a teen art competition. The space was donated by artist Susan Whiting, and Seacoast Bank kindly helped to sponsor the three-month program with Michael’s gift cards for art supplies which are to go to the 2nd- and 3rd-place winners. The grand prize winner will receive four hours of free instruction from a successful local artist of the teen’s choosing. Several local art instructors have made themselves available so that the winner will have a variety of mediums and styles from which to choose. The winner and the instructor will be named in the January issue of Focus. The winners will also be showing their art in the lobby of the Seacoast Bank branch in Fort Pierce during January.

The City of Fort Pierce has a trolley which operates during special events and Saturday Market days to help transport visitors from free parking areas to the events. Discussions between the city and Art Connection have resulted in the addition of a trolley stop on 5th Street and Orange Avenue so that visitors can park west of U.S. 1, visit the Peacock Arts District, and use the trolley to get to the activities on the river. They’re also working on getting ‘Trolley Stop’ signs installed so it’s easy for the public to find the designated stops, and a rack for brochures in the trolley so visitors can see what our local businesses offer.

The future is bright for art in Fort Pierce, and Art Connection will be a part of shaping that future. The co-op members believe that art in schools, art in private homes and businesses, art in public places, and art as a career for our youth are important goals and will be working within the community to make these things happen. It all begins with making art visible, affordable, and enjoyable and offering the art experience to those who might not otherwise have the opportunity. Visit Art Connection to begin your personal ‘art connection’ and you’ll be hooked.
Holiday Sip & Shop
Wednesdays from 5 to 8 p.m.

The merchants of downtown Fort Pierce have joined together to offer extended shopping hours on Wednesday evenings throughout the month of December. Not only do these merchants stay open later to serve all your shopping needs, they are also offering tasty beverages to make these evenings even more enjoyable. So grab your girlfriends and your lists or grab dinner at one of our fabulous restaurants, drop your significant other off at Sailfish Brewery and hit the town.


Come Sip & Shop in downtown Fort Pierce every Wednesday evening in December before Christmas.

❖

Merchant Minute: News from Downtown Businesses

LeGit Cuts Hosts 3rd Annual Toy Drive Block Party

With a quest to bring smiles to local children this holiday season, our downtown barbershop, LeGit Cuts, is excited to announce its 3rd annual Toy Drive Block Party to be held on Saturday December 9. The party will take place in front of their shop on 206 N. 2nd Street with entertainment by local artists, dancers, Hip-Hop performers and graffiti artists.

Admission to the event is free, however, all they ask is for attendees to bring a donation of a new and unwrapped toy(s). Donations will be given to local disadvantaged children in our community through organizations such as: Suncoast Mental Health, the Castle, and Mustard Seed Ministries.

Ever since their opening, LeGit Cuts has made a name for themselves not only for their fresh hairstyles and traditional barbershop atmosphere but also for their involvement in helping the community. They consider it a privilege to help collect thousands of donated toys to be given to families across the Treasure Coast in need of assistance during the holidays. They also host an annual Barber-Q fundraiser each fall to fill backpacks with school supplies. “Together we strive to bring happiness to our future generation and our beautiful community,” says Jose Ruiz.

For more information about LeGits and the 3rd Annual Toy Drive Block Party, please visit their Facebook page or call (772) 801-5382.
Holiday Magic at the Farmers’ Market

It’s the most wonderful time of the year at the Downtown Fort Pierce Farmers’ Market! December is a merry and magical month for both Christmas and holiday celebrations and shopping delights each Saturday from 8 a.m. until noon at Marina Square.

Live music, surprise visits from Santa, holiday decorations, and good cheer abound at the Market. There’s something for everyone on your shopping list and plenty of hostess gifts to be purchased from an amazing selection of vendor goods. Food and beverage vendors will also fuel your spirits with breakfast and lunch delicacies, sandwiches, crepes and hot and cold beverages to nosh while you shop and browse the Market.

Specialty foods which would make the perfect Christmas present, treat, or gift basket item include sweet Indian River citrus, organic greens, fresh baked breads and sweets, herbs and spices, honey, nuts, cheeses, jams, homemade pastas, fish dips and salsas. And there’s even seltzer to top off a favorite holiday punch or cocktail.

Natural soaps, creams, and moisturizers, sponges, and beautiful orchids, bromeliads, flowers and plants sold at the Market also make lovely gifts. Making gifts and contributions to the community is not just a holiday goal, but a year-round endeavor of the Downtown Fort Pierce Farmers’ Market, Inc., a non-profit organization. The Market contributes to local food banks, charities, and education programs and maintains its mission of providing healthy, fresh foods, and horticultural products to St. Lucie County and the surrounding areas. The Market also strives to encourage commerce, entertainment, and trade in Downtown Fort Pierce.

Over the last 21 years of operation, the Market has become a “Saturday Morning Tradition” for the thousands of patrons who visit. For more information on the Downtown Farmer’s Market of Fort Pierce, visit their website at https://www.fortpiercefarmersmarket.com/ or go to the Facebook Fort Pierce Farmer’s Market page. The Market Manager can be contacted at 940-1145.

Cubby Hole Collectables

Cubby Hole Collectables is small, but that in no way diminishes the items it contains. Huge ceramic vases, bronze sculptures, fine furniture and a myriad of other objects to feast your eyes upon. John Rion, the owner, has spent over 30 years buying and selling antiques, collectibles and other vintage items. Along with his Mother they have over 70 years of experience in the business.

John was born and raised in Florida. He has lived and worked in Ft. Myers, Miami and West Palm Beach, and has decided to make his home in Ft. Pierce, in part due to the potential he sees in Ft. Pierce and the region. The Cubby Hole is his first actual store and he brings with him his good loyal customers from his years in the business and looks forward developing a broad base of support in the area. Most of his business is through word of mouth from satisfied customers. He does take items on consignment.

The Cubby Hole is not just “stuff” — some of the items are priceless; from a crystal and gold chandelier to exquisite needlepoint chairs and matching foot stool to five-foot ceramic vases. Cubby Hole also has a collection of jewelry, antique dolls, china, cutlery and works by local artists.

John is looking forward to the winter season. Cubby Hole Collectables is open Monday through Friday, 9 a.m. to 4 p.m. and by appointment on the weekend. The Cubby Hole is located in the Arcade Building, 101 N. 4th St. (U.S. 1), Suite 114, Ft. Pierce. You can reach John at (863) 969-6518 or visit his website at www.cubbyholecollectibles.com.

If you stop by and don’t see him, try next door at the Pot Belli Deli. John claims he’s gained 10 pounds since he opened the Cubby Hole and he can’t resist their food. If you come around lunchtime you can make it a two-stop trip.

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Love, JAZZ Community: Ring-a-Ding Ding!
by Don Bestor

One of the highlights for all the members and supporters of the Fort Pierce Jazz and Blues Society comes in December, when we pack up our instruments, check our lists twice, and head out to Summer Crush Vineyard and Winery for an evening that is holly and spice and everything nice. There’s dancing, wine, laughter and music, and if you’re lucky, you may even find a sprig or two of mistletoe hanging around in inconspicuous places for a surprise smooch under the stars.

On Wednesday, December 20th, we’ll host this year’s crazy annual bell-ringing, soul-swinging, arm-flinging, wild-singing Ring-a-Ding-Ding Big Band Swing Thing at Summer Crush Vineyard and Winery. Starting at 6:30 p.m., Summer Crush will be reverberating with the sounds of our 17-piece big band, FDO, and the dance floor will be open for business, so you can dance the night away under the stars, by the crackling fire, or beneath the thatched roof of the surfboard tiki. It’s the last big party before the holidays, and if you don’t leave this event in the holiday spirit, you may not ever achieve holiday bliss.

If you’re looking for a respite from the hassle of preparing for the holiday season, this will do the trick very nicely, and we highly recommend the wine slushies as the signature drink of the evening’s festivities. However, if you’re still running around looking for the perfect gifts to fill the stockings and slip under the tree this year, might we suggest stopping by the Saturday morning Jazz Market, which is adjacent to the weekly Farmers’ Market on Melody Lane in historic and beautiful downtown Fort Pierce? There are scores of artisans and crafts persons who have worked long and hard to help create the perfect, unique gift for everyone on your list.

You’ll find handcrafted artwork, natural lotions and potions, jewelry, woodcraft, clothing and textiles, and even places where you can snag a gift certificate that will delight the most difficult person on your gift list. It’s one-stop shopping, and there’s always plenty of parking, friendly folks, a light and briny breeze, and a view that reminds you of just why you chose to call this place home, after all.

Best of all, when you purchase from the Saturday morning Jazz Market, you’ll be helping to support the live performances, special guests, waterside concerts, master classes, and scholarships provided by Fort Pierce Jazz and Blues Society all year long. Instead of heading for the mall and fighting the crabby crowds and angry motorists, why not just take a leisurely stroll, and get all your shopping done before Noon in a place where you’ll actually enjoy the experience and help support a local organization and the arts?

If you’d like to know more about Fort Pierce Jazz and Blues Society, how to give a gift membership and receive discounts and early notification of area performances and events, visit www.jazzsociety.org or call 772.460.JAZZ right now.

❖
Small Business Solutions: Seven Marketing Mistakes That Can Come Back to Haunt You

by Rieva Lesonsky, Guest Blogger, www.SBA.gov

It may be the season for ghosts and goblins, but ghastly creatures aren't the only things that can haunt a small business owner. Making any one of the 7 common marketing mistakes below can have frightening consequences for your small business. Find out what you have to fear from these marketing mishaps and how to avoid them.

Mistake 1. Not setting goals for your marketing efforts
Whatever type of marketing you’re doing, you won’t know if it worked unless you know what you hope to achieve. Setting measurable, specific goals for each marketing campaign so you can assess its success.

Mistake 2. Not having a marketing plan
You can waste a lot of money and time by marketing haphazardly. Advertising in the wrong place, at the wrong time or to the wrong audience will do no good. Before you start, develop a plan for reaching your target customer base through the marketing channels they pay attention to.

Mistake 3. Not marketing to existing customers
Customers who return to buy from you again and again are the lifeblood of your business. Find out what you have to fear frightening consequences for your small business owner. Making any one of the 7 common marketing mistakes below can have ghastly goblins, but frightening consequences for your small business. Find out what you have to fear from these marketing mishaps and how to avoid them.

Mistake 4. Not managing your reputation
Word-of-mouth marketing is important for every type of business, whether B2B, B2C, online or off-line. That’s why it’s so vital to keep tabs on what people are saying about your business both online and off. If your business is listed on rating and review sites, monitor them and respond.

Mistake 5. Focusing on features, not benefits
Features are things your product or service has; benefits are how it helps your customers. Customers don’t care about your product’s features—they want to know what it can do for them. Create your marketing and advertising content with the customer in mind, and always answer their question, “What’s in it for me?”

Mistake 6. No call to action
When customers see your ad, receive your flyer in the mail or get your marketing email, what do you want them to do? It’s amazing how many small business owners forget to include a specific call to action in their marketing and advertising. Each piece should direct prospects to do something, whether that’s calling your business on the phone, visiting your website or scheduling an appointment.

Mistake 7. Not testing or tracking your marketing
Digital marketing offers incredible capabilities to track exactly what prospects do when they see your offer. If you are not testing multiple versions of the same ad or email, and not paying attention to which ads get results and which don’t, you’re throwing money away. Get familiar with the analytics tools that Google, social media sites and email marketing services offer to help you. The more you learn from your mistakes, the more your marketing will improve.

About the Author: Rieva Lesonsky is CEO and President of GrowBiz Media, a media company that helps entrepreneurs start and grow their businesses. Follow Rieva at Twitter.com/Rieva and visit SmallBizDaily.com to sign up for her free TrendCast reports. She’s been covering small business and entrepreneurial issues for more than 30 years, is the author of several books about entrepreneurship and was the editorial director of Entrepreneur magazine for over two decades.

The Perfect Mashed Potatoes

Let’s be honest, mashed potatoes can be watery, not fluffy enough, too dry, not seasoned properly, or just plain blah. Master the rules of perfect mashed potatoes and you’ll ensure that they’re at their buttery, fluffy best on your Thanksgiving table.

Choose Right — Choosing the right potato variety for mashed potatoes is key. For fluffy mashed potatoes, use starchy potatoes, like Russets or Yukon Golds. Or better yet, use a combination of both. Avoid waxy varieties like Red Bliss and fingerling when making mashed potatoes. Because these varieties have a low starch content, they don’t break down or absorb dairy as well as other starchier varieties, and often result in a gluey or gummy texture when mashed.

Salt the Water — Like pasta, potatoes absorb the water they’re cooked in. Leaving it out means you’re starting off with bland potatoes.

Start in Cold Water — Adding potatoes to already-hot water increases the chances of uneven cooking. The outside of the potato will end up overcooked, while the inside will remain firm and underdone.

Add Butter & Cream at Room Temperature — Butter and cream are critical for great mashed potatoes. Room temperature dairy gets absorbed into the potatoes more evenly than their cold counterpart.

Don’t Overwork the Potatoes — When potatoes are mashed, starch is released. The more you work the potatoes, the more starch gets released. When too much starch gets released, the potatoes become gummy, gluey, and unappetizing.
St. Andrew’s is Awarded Grant for Living Shoreline Project

St. Andrew’s Episcopal Academy’s long-standing commitment to the Indian River Lagoon was recognized with an $8,600 grant from The Episcopal Church Foundation’s Stewardship of Creation.

The academy’s premier S.T.E.M. programs benefit in no small part due to their location. St. Andrew’s students are afforded the opportunity to get out of the classroom and into nature, where research activities accelerate learning and benefit the ecology of the lagoon.

This grant will support the academy’s Living Shoreline Project. Seventh- through twelfth-grade students, along with St. Andrew’s partners, will construct 350 feet of living shoreline along the academy’s waterfront property. Living shorelines will consist of living shoreline reefs, seagrass plantings and native shoreline vegetation. Students will build reefs of different substrate types (oyster shell, coquina rock, concrete modules) to compare restoration metrics (% oyster cover, oyster density, associated species) among substrate types. Students will participate during class, after class, and during the summer as part of their service to their community.

Suzanne Barry, Head of Schools, knows the impact this grant will make. "In addition to the environmental benefits, our students will gain an understanding of how action can facilitate..."
Tech Byte: Phone Support Calls
by Michael Lewis, Mike’s Downtown Computer Repair

Look out! This month has been a busy month for phone scammers. I have had multiple customers come in with computers infected with viruses/malware related to phone-based technical support. Please do not give any information to anyone that calls to offer computer support. They are masquerading as tech support reps from Microsoft, Dell and HP and giving you a variety of errors that almost all users have regardless of having a virus or not. The most recent customer was told his Windows 10 key was going to expire. Once the customer allowed them into his computer they quickly added a message saying his key was expiring and locked him out of his computer. They will try a variety of ways to get into your computer so you must be vigilant. Remember that tech companies never proactively call customers and offer support for free. Good luck and safe computing!

Mike’s Downtown Computer Repair is located at 209 Orange Ave. Suite E in Fort Pierce; phone (772) 448-8153, cell (772) 480-3427.

St. Andrew’s … continued from page 25

positive change,” says Barry. “Our Living Shoresline Project combines Science, Technology, Engineering and Math into a one-of-a-kind learning opportunity.”

Barry’s vision is highly collaborative. The program also offers an unprecedented opportunity for students to interact with successful leaders employed in S.T.E.M. fields, particularly the Researchers, Animal Care Specialists, and Research Associates employed by the partner agencies who are directly involved in the restoration project. “Our students will be working hand-in-hand with people leading the charge on the health and sustainability of the Indian River Lagoon. It’s an exceptionally high level educational opportunity,” she states.

The proposed project aligns with the goals of the Indian River Lagoon National Estuary Program established by Congress in 1987.

St. Andrew’s Episcopal Academy is a nationally accredited school serving students Pre-K – 12th grade. SAEA offers a world-class S.T.E.M. based curriculum that prepares students for 21st century success. For more information, visit their website at staaacademy.org or call their office at 772-461-7689.

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Treasures of the Past
A Look Back: These article excerpts appeared in the December 17, 1909 edition of the St. Lucie County Tribune.

Fort Pierce Merchants Displaying Splendid Holiday Stocks

Why should any of our residents go out of town for Christmas gifts, when our merchants have gone to the trouble and expense of putting in such an attractive line of such goods? A visit to our home stores will surely convince one that they can get just what they want, and at reasonable prices at home, and thereby help build up the town.

P.P. Cobb carries a full line of everything to eat, wear, and use, and has just received a very handsome stock of neckties and fancy socks for men and boys. All the latest novels and story books for young and old can be purchased here, also toys and substantial gifts of all descriptions. He has a fine line of umbrellas and parasols, rugs, matting and furniture, china and cut glass….

…. “The Big Store on the Corner” is proving very interesting for young and old. W.J. Nesbitt certainly knows what would please the children, as his stock of dolls and toys of all sorts is very complete. He carries a strong line of notions, leather goods, etc. suitable for the older members of the family. His line of Cornwall ware is very handsome. Other past merchants mentioned in this article include: Jeweler, A.B. Lowery; the Fee & Steward store; St. Lucie Drug Co.; W.R. Jackson’s; Griffin & Griffin; Toddler & Toddler; Star Market; Bon-Ton store; City Market; Hendry & Penney; the Fort Pierce Drug Co.; C.J. Swain’s store & the Florida Photographic Concern’s recent new branch store in the Fort Pierce Drug Co.

For more local history please visit the St. Lucie County Regional History Center, the Bud Adams-Cobb Cultural Center, the Navy Seal Museum, the A.E. Backus Museum and Gallery, and the 7 Gables Visitor Center. In addition to these museums, Main Street Fort Pierce has historic trolley tours from December – May (see schedule in this edition). A free, self-guided walking tour is available through the Florida Humanities Council’s Florida Stories app.
Local Fishing Report: Tripletail Time

by Captain Bo Samuel, Pullin Drag Charters

The cooler months are a great time to take the opportunity to catch the Atlantic Tripletail. Tripletail is a pelagic, aggressive feeding and fighting fish that gives a great battle and a great meal! They are recognized by the closeness of the dorsal, caudal, and anal fins appearing to look like three tails. Tripletail are found throughout Florida waters, inshore and offshore, and are considered by many to be one of the tastiest fish in our state. Per Florida Fish and Wildlife Commission, tripletail must be at least 15 inches long and there is a limit of two fish per angler, per day.

Tripletail typically hang out near floating debris, channel markers, weed lines, buoys and crab trap markers and are easy to spot if you’re looking. The tripletail has the ability to change colors to better blend in with their surroundings and can be silver, yellow, or black. Placing your bait directly in front of a tripletail will almost always get a hit. Shrimp and crab are favorites for this fish but they will also go for small baitfish and artificial lures. Be prepared for runs and jumps as this fish starts to fight and have a dip net ready because they may be easy to hook, but hard to land! Using light tackle, 30-pound fluorocarbon and a small weight will get the job done.

When deciding how to prepare the white and flaky fillets of the tripletail, less is definitely more. Forget batter and simply pan sear, bake or broil to enjoy the unique and savory flavor. License and regulations can be found at your local bait and tackle shops. If you see Santa, all I want for Christmas is to keep Pullin Drag!

License and regulations can be found at your local bait and tackle shops. If you see Santa, all I want for Christmas is to keep Pullin Drag!

Easy Christmas Morning Recipes

Here are a few quick and easy ideas for a no-fuss Christmas breakfast.

Cinnamon Roll Christmas Tree
Too cute! Just use canned cinnamon rolls and you have an easy and adorable Christmas breakfast!

1 can cinnamon rolls
Sprinkles

Nutella Deviled Strawberries

1 pint strawberries
2/3 cup nutella
1/3 cup finely chopped nuts

Wash and hull strawberries. Slice in half. Using the tip of your knife, create a little hole or groove in the center of the strawberry halves. Spoon nutella into the corner of a ziplock bag and cut corner off. Squeeze and fill each strawberry half and sprinkle with nuts. Serve or store in refrigerator.

Bacon, Egg & Toast Breakfast Muffins

12 slices of white bread
1 4-oz. can chopped green chiles
10 eggs
1 1/2 tablespoon half & half
1 1/2 cups shredded cheddar cheese
6 slices cooked & crumbled Farmland bacon

Use Pam to spray muffin tins. Use a large biscuit cutter to cut circles out of the bread slices. Press the circle of bread into a muffin tin to line the bottom. Spread a teaspoon of chopped green chiles over the bread. Whisk together eggs and half & half. Pour into each muffin tin cavity. Top each muffin with cheese and crumbled bacon. Bake at 350 degrees for 15 to 20 minutes or until cooked through. Allow to cool before removing them from the muffin tin.
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