Watching Business Grow
Downtown Fort Pierce

SEE STORY PAGE 7
I'm not sure why but the beginning of a new year always feels like the opportunity for a fresh start. Somehow taking out a new calendar and being able to look forward rather than at what's already passed gives me a little boost! Main Street Fort Pierce certainly has a lot to look forward to on behalf of our community.

We recently received word that for the second year in a row, we've been named as one of the top ten semifinalists in the Great American Main Street Awards. What an honor and testament to the great work this organization does. We'll learn later this year if we receive the award but in my book, Main Street Fort Pierce is already a winner! You will hear more from us this year regarding plans for the Platts/Backus House and how continued improvements are just one more way Main Street is influencing the district’s economic growth. We'll continue to work with our partners to ensure that all of our efforts help strengthen the historic significance of downtown, the district's business community, and the overall atmosphere which creates a buzz of positive activity.

If you’ve made resolutions for the New Year, I hope that at least one of them involve Main Street. Whether it's attending one of our signature events for the first time, becoming a member, or volunteering to assist with one of our projects, I hope you'll keep this great organization in mind throughout the year!

Each month I like to invite our readers who may not be members to join us. You'll find a membership application in each edition of the Focus. Everything we do at Main Street to benefit the community is accomplished through the support of our members, sponsors, and donors. We need your help to continue this important mission of making our community the very best place to live, work, and play!
Friday, January 7: Friday Fest — 5:30 p.m. to 9:00 p.m.; Main Street Fort Pierce, 466-3880, mainstreetfortpierce.org.

Wednesday, January 12: ARTWALK — 5:00 p.m. to 8:00 p.m.; Downtown Business Association, 461-0655, fortpiercedba.org.

Friday, January 21: Coffee with the Mayor — 8:00 a.m. at Historic City Hall; call Main Street Fort Pierce for more information, 466-3880, mainstreetfortpierce.org.

Friday, January 21: Classic Car Cruise-In — 6:00 p.m. to 9:00 p.m.; Downtown Business Association, 465-7080, fortpiercedba.org.

WeeKLY eVeNtS

Art Mundo open Studio — Wednesdays, 5:00 to 8:00 p.m.; The ArtBank at 111 Orange Ave., Artmundo.org@gmail.com or artmundo.org.

Fort Pierce Bike Night — Thursdays, 6:00 to 9:30 p.m.; 2nd Street, Downtown Fort Pierce; Yellow Tail Grille & Raw Bar, 468-7071.

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.; ½-mile north of downtown Fort Pierce Library; Jazz & Blues Society, 460-5299, jazzsociety.org.

Fort Pierce’s own enclave of artists and artistic expression

Daily & By Appointment Hours

Open House
Every Wednesday 5-8pm

New Artists, New Art, Every Week!

For information, please call 772-429-0145

DOWNTOWN FORT PIERCE LIBRARY

For information, please call 462-2787 or visit stilucieco.gov/history.

HeATHCOTE BONTaNICAL GaRDENS

For information, please call 464-4672 or visit heathcotebotanicalgardens.org.

FOrp PIERCE POLICE ATHLETIC LeAGUE

For more information, please call 370-6162, fortpiercepal.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 Gonzales 460-0606. The PAL Center is located at 1401 N. 2nd Street, Fort Pierce.

FOrP PIERCE JAZz & BLUES SOCIETY

For more information, please call 460-5299 or visit jazzsociety.org.

ART MUNDO

For more information, please call 336-3999 or visit artmundo.org

SUNRiSE THEATRE'S BLACK BOX PERFORMANCES

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

MANAteE OBSErVAtIoN AND eDUCAtIoN CeNteR

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

ST. LUCIe COUNTY REGIONAL HiSTORY CeNteR

For information, please call 462-1891 or visit stilucieco.gov/history.

ST. LUCIe COUNTY MArINE CeNteR

For further information or visit stlucieco.gov/marine_center

A.E. BACkUS MUsEUM & gALLery

For information, please call 465-0630 or visit backusmuseum.com.

December 8 to January 15: Eclectic Holidays — The museum will present an eclectic array of fine art, just in time for holiday gift giving including furniture, jewelry, ceramics, paintings, photography and more. Artists in the show include Bud Adams, Cindy Adams, Robbie Adams, Martin Cushman, Rebecca Brown, Colleen Nash Becht, Sue Ritter, Jean Tyson, Ty Tyson and Suzanne Yarn.

January 29 to February 5: The Treasure Coast Collects — Not all art masterpieces are owned and exhibited in the great museums of the world. Even people with modest budgets love to collect art objects during their travels or when they stumble upon something they simply must have. Collecting art today can means spending millions of dollars to buy a piece or simply buying things you like and can afford. The Treasure Coast Collects will feature some of the very best works of art from private collectors from Jupiter to Vero Beach. January 28 to 30: Art in Bloom — Art in Bloom is a three-day celebration pairing original works of art with fresh flowers. The works of art in the exhibition The Treasure Coast Collects will serves as the backdrop and inspiration for this year’s Art in Bloom. Friday, January 28: Preview Cocktail Party — 6 to 9 p.m. $50 / Friends $45.

Saturday, January 29: High Tea and Featured Speakers — 10 a.m. to 5 p.m.; $25 / Friends $20. $5 General Admission to see the exhibition and hear speakers / $2 Friends Admission.

Sunday, January 30: Family Day with Kids Crafts — $5 General Admission / Friends $2; kids free.

HeATHCOTE BONTaNICAL GaRDENS

For information, please call 464-4672 or visit heathcotebotanicalgardens.org.

FOrp PIERCE POLICE ATHLETIC LeAGUE

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FOrP PIERCE JAZz & BLUES SOCIETY

For more information, please call 460-5299 or visit jazzsociety.org.

ART MUNDO

For more information, please call 336-3999 or visit artmundo.org
Downtown Fort Pierce: Open for Business

Did you ever dream of owning a business? It is hard to think about that now when times are hard and money is tight. Every day we are reminded about how bad the business economy is. However, this may actually be the time to pursue that dream and what a better place to start then in Downtown Fort Pierce.

Economic cycles are a fact of life. Every business will have its best year, best time of year, best time of the week and best time of the day. Some cycles are predicted by the product or service being sold, while others are determined by the local market and seasonal flow of traffic. Some cycles are bad, but there is always an upturn.

Main Street Fort Pierce Inc., started in 1988 when the trend of businesses was to move away from downtowns and the focus was on the suburban malls. This movement was not just in our town but across the country. The National Trust developed the Main Street concept to revive the struggling downtowns and to make it a grass root effort based on community support. Their concept worked and is still successful nationwide.

Main Street programs work in a slow economy by successfully reversing negative trends in our communities. Economists are expecting downtowns and neighborhood business districts to grow stronger than suburban commercial areas in the upturn and opportunities are available now for those interested in being part of the recovery.

Fort Pierce has faced many cycles throughout the years but there are a lot of survivors and newcomers to the Downtown. Take Sweet’s Jewelers for instance; Sweet’s Jewelers opened in 1943 during World War II. The Navy men stationed in Fort Pierce were valuable customers coming downtown to buy for their sweethearts. Jan Russell, Sweet’s Jewelers owner, believes what has kept them in business for 84 years is good customer service. They have kept their prices reasonable and have re-grouped their merchandise to adjust to changes in trends. Jan feels that the Main Street program has been the best thing to happen to downtown and the opening of the mall was probably the hardest hit to their business.

Another survivor of downtown businesses is Rosslow’s department store. Located on the corner of Second and Orange for 62 years, Rosslow’s has expanded their store and diversified their merchandise to stay current with today’s market. Ross- low’s has always been the anchor to downtown shopping in Fort Pierce. Greg Rosslow, owner of the business, feels that it is their ability to carry products that appeal to their customer base and to service the customer’s needs is what has made Ros- slow’s a success. Greg feels that the 80s trend of the closed-in mall on Second Street and the new Orange Blossom Mall built out west of downtown have had the most negative impact. He feels the partnership developed by Main Street and the City of Fort Pierce has made the greatest impact for the focus of down- town as the heart of the city.

Last year, even with the slowing economy, downtown Fort Pierce had several new businesses open their doors and are still doing well with their new beginnings. Sentiment gift store on Orange Avenue has a wonderful selection of unique items and makes their own candles. Also new are: Whimsy women’s clothing and accessories with its fresh fashion flair with a hint of country appeal; S & S Takeaway with their green cuisine; and Studio 207 for your salon needs. Who says you can’t open a business when the economy is bad?

For those who have had the desire to open a business this might be the time for you. Downtown Fort Pierce has great locations to realize your dream and take the leap of faith to start your own business. If you have not been to downtown Fort Pierce in awhile, come down and see what our city has to offer. Jill Powers, 139 N. 2nd Street, Ft. Pierce, FL 34950 772-466-3880 or go to www.MainStreetFortPierce.org.
Sebastian Railway Depot
by John Rude and Steam Locomotive Association #253

Daybreak came on Sunday morning, December 12, and the 1916 Florida East Coast Railway Freight Depot started its journey to its new home in Fort Pierce. Tom Youngblood & Sons Movers relocated the Freight Depot from Sebastian to Fort Pierce via a planned route along U.S. 1. The 25-mile journey provided some spectacular photo opportunity for those who came to watch and follow.

The relocation of the depot occurred when Roz Foster, a Brevard County historian, heard a circa 1916 railway depot in Sebastian was slated for demolition. Roz did what she does best and contacted the non-profit Steam Locomotive Association #253 to see if they could help by adding the depot to a growing museum collection of rail equipment in Fort Pierce.

The depot, long ago moved from the FEC Railway property, had languished for decades in the citrus groves surrounding the town of Sebastian. The passenger half of the depot was burned by vagrants and later was reduced to ashes as a training exercise by the Sebastian Fire Department, but the freight side remained.

When grove property ownership was transferred to the Florida Inland Navigation District (FIND), it appeared the old depot’s days were numbered. Yet David Roach, FIND Executive Director, thought bulldozing it into oblivion would be a huge loss in Florida history. Foster and Roach, with assistance of Jon Ward, executive director of the Fort Pierce Redevelopment Agency, the City of Fort Pierce Engineering Department, and members of the SLA #253, were determined the old depot indeed could be saved and a piece of history preserved.

Once on-site, the depot will be restored to its former glory for housing museum interpretive displays helping tell the story of Florida east coast development from the early 1900s onward. The SLA #253 hopes is that this restored depot once again can be used to welcome visitors, educate the public on the value of the railway and highlight the historical downtown and surrounding areas of Fort Pierce.

The centerpiece of Steam Locomotive Association #253 effort involves restoring a 1924 Alco steam locomotive and now the restoration of the 1916 Florida East Coast Railway Freight Depot. If you would like more information contact John Rude of the Steam Locomotive Association #253 at 954-270-7766.
Toys for Tots Christmas Train Made a Fort Pierce Whistle Stop

by Debra Magrann

A happy crowd met the FEC Christmas Train that rolled into the downtown stop at Orange Avenue on Saturday, December 11. Musical greetings from Nat King Cole met the public wishing them good tidings and thanks for their Toys for Tots / Marine Corps donations of unwrapped gifts.

In an earlier announcement from FEC President and CEO James R. Hertwig, he said, “Our Christmas train will give our employees an opportunity to contribute toys to children living in the communities we touch every day along the East Coast of Florida.” At the event, FEC Director of Operations David Maddux showed his enthusiasm. “We have been working on this for about three months and it is the result of employee contributions in gifts and money.” FEC management agreed to match the total amount of all toys and checks given by their employees for the cause. The final greeting was a message of thanks from local Toys for Tots representatives and members of the United States Marine Corps.
January 2011

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January 2011

Main Street Focus

by Brynn Batsche

Your news for the day of July 21st, 1905:

The St. Lucie County Tribune on its inaugural day reported the following, “Architect Klopp of Fort Pierce has just completed the new Walton Inn at Tibbals.” It is stated that, “This hotel will be second to none in appearance, comfort, convenience, etc.” The pineapple crop is listed as being “…under good circumstances.” The article continues to report that although prices were holding steady, the quantity of pineapple was down as compared to past years. Advertisements include businesses such as the Jensen Drug Company and Hendry and Goldsmith Clothiers.

These simple newsbytes help historians paint a broader picture of our local history. However the newspaper we know today as the St. Lucie News Tribune is actually a conglomeration of early local newspapers that were merged together throughout the years.

Originally two Brevard County newspapers, the Florida Star and the Indian River / East Coast Advocate, covered news in Fort Pierce and the surrounding area. In December of 1903, Charles Emerson and Arthur Brown published the first, local newspaper, the Fort Pierce News. However, when the new county of St. Lucie was carved out of Brevard County in summer of 1905 it was only fitting that it have its own paper and on July 21st, 1905 the first edition of the St. Lucie County Tribune was published. A yearly subscription sold for one dollar. The new Tribune started by A.K. Wilson and F.J. Reed was based in the O’Brien Building in downtown Fort Pierce and also contained a custom stationary printing department. The paper came out once a week on Fridays and contained an eight-page spread utilizing a five vertical column format much like its competitor the Fort Pierce News. Both newspapers contained newsbytes from individual towns including Quay, Viking and others. In late 1905 the Tribune gave one whole page to the city of Stuart calling it the “Stuart-on-the-St. Lucie” section. Both newspapers had very few photographs in their early issues but in 1906 local photographer Harry E. Hill allowed the Tribune to use his photos. Although he is rarely given credit in the captions he was the primary photographer for the Tribune for a number of years.

The use of photographs gave the Tribune an advantage over its rival and on March 21st, 1920, the St. Lucie County Tribune merged with its former competitor the Fort Pierce News to become the Fort Pierce News-Tribune. By this time, towns like Vero and Stuart had their own newspapers. Throughout the 1920s, the newspaper was sold to various local families, including the Raulersons and eventually the Enns family.

By 1954, the newspaper was sold again to the Clearwater Sun; it sold again in 1969 to Freedom Communications. By 1960, the newspaper had changed its name to the News Tribune in an effort to capture the Port St. Lucie market. Another competitor, the Port St. Lucie News was formed by E.W. Scripps Co. in 1978. In 2000, the News Tribune was acquired by E.W. Scripps Company. In 2009, E.W. Scripps looked to the paper’s past and produced one paper that served all of St. Lucie County named the St. Lucie News Tribune. It continues to be the main source of news coverage for Fort Pierce and Port St. Lucie.

 Archived copies of the St. Lucie County Tribune and the Fort Pierce News can be accessed via the St. Lucie County Main Library in Fort Pierce and online through the Library of Congress’s, “Chronicling America” initiative. Visit http://chroniclingamerica.loc.gov/ to browse through these time capsules of local history.
New Arts Partnership Links Downtown Neighbors

by Holly Theuns, Art Bank artist

Recently, ArtBank studio artists Betty Brown, Stacy Givens and Holly Theuns met with Renee Page of the Sunrise Theatre marketing department to look for ways to work together to increase traffic at both the ArtBank and the Sunrise Theatre.

The combined efforts of the community landmarks have birthed a joint venture called “Arts Intersection: Where Visual Art and Performing Arts Meet.” Arts Intersection was born during a brainstorming session and includes three art exhibit openings prior to a trio of Sunrise Theatre shows. Original art by local artists from the ArtBank will be on sale at the next two dates with half of the proceeds benefiting the Sunrise Theatre Foundation. The public is invited to select favorites that will be featured in a first annual ArtBank / Sunrise Theatre Arts Intersection calendar.

Last month’s successful inaugural event was held on December 26th during the Nutcracker ballet performance. With a Florida scene theme, the exhibit moved to the ArtBank’s 3rd floor Loft Gallery and is open for calendar voting through the end of April.

The next art exhibit, “Water,” will be held on Sunday, February 13 during the traveling production of “The Music Man” and the art will be available for sale. The People’s Choice voting of artwork to be selected for the calendar will also take place at the ArtBank’s 3rd floor Loft Gallery. The 2011 calendar will be on sale next season with proceeds to benefit both organizations and will have the dates of performers at the Sunrise Theatre next year.

The third Arts Intersection opening will be held on Sunday, April 3rd, before and after the Sunrise Theatre’s production of the traveling show “Grease.” Again, all of the artworks will be for sale with a portion of the proceeds to benefit the Sunrise Theatre Foundation and calendar voting will continue at the ArtBank 3rd floor Loft Gallery through the end of April.

A reciprocal exchange of marketing tools is another feature of the new partnership. Information for the Sunrise Theatre schedule of shows for 2011 and the new Advantage Program is available at the ArtBank and ArtBank happenings are included in every ticket package sent from the Sunrise box office.

For information on tickets to any of the Sunrise Theatre shows or to inquire about sponsorship opportunities in the 2012 Arts Intersection ArtBank / Sunrise Theatre calendar, call the Sunrise Theatre at 461-4775.
**22nd Annual Sights & Sounds Parade Sponsors**

**Festival Sponsor** – TD Bank, America’s Most Convenient Bank®
Fort Pierce Sunrise Kiwanis

**Yearly Sponsors**
All in Fun, Inc., Clear Channel Radio, Ocean Chiropractic & Health, Park’s Rental, Reliable Poly Jochen, Seacoast National Bank, Southern Eagle Distributing, and St. Lucie News Tribune

Main Street Board of Directors (especially Gene Jerny)
City of Fort Pierce – Public Works Department
City of Fort Pierce – City Clerk’s Office
City of Fort Pierce Police Department

**22nd Annual Sights & Sounds Parade Winners**

| 1st Place Best Commercial Float / Entry | Florida Indian Hobdoy Association |
| 2nd Place Best Commercial Float / Entry | MH Farrier Services / Thomas Hay & Feed |
| 3rd Place Best Commercial Float / Entry | TB Normal Charters |

| 1st Place Best Decorated Vehicle (Non-Float) | Amaru Shrine Clowns |
| 2nd Place Best Decorated Vehicle (Non-Float) | Robert Snowden St |
| 3rd Place Best Decorated Vehicle (Non-Float) | Treasure Coast Vintage Car Club |

| 1st Place Best Governmental / Public Agency Entry | Common Ground Vineyard Church |
| 2nd Place Best Commercial Float / Entry | – St. Lucie County Humane Society |
| 3rd Place Best Commercial Float / Entry | – St. Lucie County Commissioner |

| 1st Place Best St. Lucie School Float/Entry | Fort Pierce Westwood FFA |
| 2nd Place Best St. Lucie School Float/Entry | – St. Andrews Episcopal Academy |
| 3rd Place Best St. Lucie School Float/Entry | – St. Lucie West Centennial High School JROTC |

| 1st Place Equestrian Group | Turn & Burn 4-H Club |
| 2nd Place Equestrian Group | Rocking Horse 4-H Club |
| 3rd Place Equestrian Group | – Florida Indian Hobbyist Association |

| 1st Place Best Music Performance/Marching Band | Fort Pierce Westwood Marching Panthers |
| 2nd Place Best Music Performance/Marching Band | – St. Anastasia Royal Ram Band |

| 1st Place Best Dance / Cheer Group | – Treasure Coast Vintage Car Club |
| 2nd Place Best Dance / Cheer Group | – St. Lucie West Centennial High School JROTC |
| 3rd Place Best Dance / Cheer Group | – Rocking Horse 4-H Club |

| 1st Place Girl Scout / Brownie Group | – Girl Scout Council of SE Florida |
| 2nd Place Girl Scout / Brownie Group | – Girl Scout Council of SE Florida |
| 3rd Place Girl Scout / Brownie Group | – Girl Scout Council of SE Florida |

| 1st Place Boy Scout / Cub Scout Group | Cub Scout Pack 479 |
| 2nd Place Boy Scout / Cub Scout Group | – Cub Scout Pack 405 |

| 1st Place Window Decorating Contest | St. Lucie County Fire District |
| 2nd Place Window Decorating Contest | – Common Ground Vineyard Church |
| 3rd Place Window Decorating Contest | – Fort Pierce Utilities Authority |

**22nd Annual Sights & Sounds Festival and Parade**

by Pam Gillette

On Sunday, December 5, 2010, *Main Street Fort Pierce*, TD Bank, America’s Most Convenient Bank®, and the Fort Pierce Sunrise Kiwanis kicked off the 22nd Annual Sights and Sounds on Second Festival and Parade.

Before the festival began, Common Ground Vineyard Church held a Sunday morning church service at the intersection of Orange Avenue and Second Street. Pastor Todd and his congregation were there to bless our festival and support *Main Street* and the downtown businesses. We are continually grateful to Common Ground for their support and also for Randy Hamilton with Full Armour Music Productions for providing the sound for our community entertainment during the festival.

At 1:00 p.m., thanks to TD Bank, the winter wonderland snow area was opened and the *Sights and Sounds Festival* began. Santa arrived by fire truck at 1:30 p.m. and hundreds of people mingled through the streets enjoying the entertainment by St. Lucie County Fire District. Amazing Grace – Full of Dance Ballet, Urban Fire Dance Studio, and True Crew Arts & Ed Dance Company. Festival attendees also got to shop in downtown businesses, enjoy pony rides, bounce houses and wandering through the arts and crafts vendors.

At 4:30 p.m., Grand Marshalls, Pat Alley, Vice President of Business Development, TD Bank and TD (TD Bank Mascot) kicked off the 22nd Annual Sights and Sounds Parade. This year’s theme was “Florida Christmas” and all the floats were decorated in a tropical holiday theme. This year’s parade had 57 entries pass through the roundabout.

*Main Street Fort Pierce* would like to thank Tom Kindred, the parade’s MC, and the 7 judges who had a tough time determining the winners of each of the parade award categories. *Main Street* would also like to thank all of the parade participants who built floats, and made the parade possible.

At the conclusion of the parade, Beinsee Kiper, the 16-year-old daughter of Tom and Kathy Penna sang several Christmas songs before Mayor Bob Benton, Pat Alley, TD Bank, and Santa lit the Christmas tree in the roundabout. The Christmas tree generously donated by TD Bank, America’s Most Convenient Bank®. The *Holiday Lights Spectacular* followed the tree lighting and will run through January 3, 2011.

*Main Street Fort Pierce* would like to thank the many volunteers, sponsors and participants that make this day such a special event.

**“Florida Christmas” – 22nd Annual Sights & Sounds on Second Festival & Parade**

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Fort Pierce Sunrise Kiwanis

**Yearly Sponsors**
All in Fun, Inc., Clear Channel Radio, Ocean Chiropractic & Health, Park’s Rental, Reliable Poly Jochen, Seacoast National Bank, Southern Eagle Distributing, and St. Lucie News Tribune

Main Street Board of Directors (especially Gene Jerny)
City of Fort Pierce – Public Works Department
City of Fort Pierce – City Clerk’s Office
City of Fort Pierce Police Department

**22nd Annual Sights & Sounds Parade Winners**

| 1st Place Float | – Downtown Business Association of Fort Pierce |
| 2nd Place Float | – Florida Indian Hobdoy Association |
| 3rd Place Float | – Common Ground Vineyard Church |

| 1st Place Best Commercial Float / Entry | – Jacque & Sons Inc. |
| 2nd Place Best Commercial Float / Entry | – Millen & Services / Thomas Hay & Feed |
| 3rd Place Best Commercial Float / Entry | – TB Normal Charters |

| 1st Place Best Decorated Vehicle (Non-Float) | Amaru Shrine Clowns |
| 2nd Place Best Decorated Vehicle (Non-Float) | Robert Snowden St |
| 3rd Place Best Decorated Vehicle (Non-Float) | Treasure Coast Vintage Car Club |

| 1st Place Best Governmental / Public Agency Entry | – Fort Pierce Utilities Utilites Water Reclamation Department |
| 2nd Place Best Commercial Float / Entry | – St. Lucie County Humane Society |
| 3rd Place Best Commercial Float / Entry | – St. Lucie County Commissioner |

| 1st Place Best St. Lucie School Float/Entry | – Fort Pierce Westwood FFA |
| 2nd Place Best St. Lucie School Float/Entry | – St. Andrews Episcopal Academy |
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| 1st Place Boy Scout / Cub Scout Group | Cub Scout Pack 479 |
| 2nd Place Boy Scout / Cub Scout Group | – Cub Scout Pack 405 |

Window Decorating Contest – Theme: “Florida Christmas”

| 1st Place | – Surprise – 205 Orange Avenue |
| 2nd Place | – Common Ground Vineyard Church |
| 3rd Place | – Treviso Estate at Terra Bella Passage |

| 2nd Place | – Grace’s House of Flowers – 130 N. Second Street |
| 3rd Place | – Paradise Hair & Nail Salon – 210 B. N. Second Street |

City of Fort Pierce – City Clerk’s Office
City of Fort Pierce Police Department
City of Fort Pierce Water Reclamation Department
Centennial High School JROTC
St. Lucie News Tribune
All in Fun, Inc., Clear Channel Radio, Ocean Chiropractic & Health, Park’s Rental, Reliable Poly Jochen, Seacoast National Bank, Southern Eagle Distributing, and St. Lucie News Tribune

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City of Fort Pierce – City Clerk’s Office
City of Fort Pierce Police Department
City of Fort Pierce Water Reclamation Department
Centennial High School JROTC
St. Lucie News Tribune

Main Street Board of Directors
New Year at the Manatee Center
by Brandi Llanas

This New Year will begin as every other new year … with a look forward to new opportunities and new beginnings. In 2011, the Manatee Center will do just that.

The Manatee Center will continue to explore new ideas and new opportunities whether it is attending special events, implementing new educational programs, and/or forming new partnerships.

In 2011, the Manatee Center will take part in many special events to promote environmental education and conservation. On Saturday, January 22nd, join Manatee Center volunteers as we “Celebrate with the Park” at Fort Pierce Inlet State Park’s Party in the Park from 10 a.m. – 2 p.m. Moe, the Manatee Center’s lovable mascot, will make an appearance to help promote the message “Don’t Teach Your Trash to Swim.” Then, come see us at the Manatee Center for our 15th Annual NatureFest on Saturday, February 26th. NatureFest runs from 10 a.m. – 4 p.m. and is FREE and fun for all. This year, exhibits include two authors of environmental themed children’s books, birds of prey, native plants, demonstrations, touch tanks, face painting, and more.

Throughout 2011, the Manatee Center will continue to offer many educational opportunities. This summer, the Manatee Center will have 8 weeks of summer camp and each fun-filled week will feature a different theme. We will continue to of-

In 2011, the Manatee Center and most importantly, it will be fun!

To find out more about upcoming events, camps, programs, and general information, visit www.manateecenter.com. You can also become a fan of the Manatee Center on Facebook and receive upcoming event information.

Ask A Professional — Philip Kemp, SCORE 308 Chapter Chairman
How To Start A Small Business Workshop
by Tamara Dourtney

Transforming a great idea into a successful business can be tough. Entrepreneurs face many obstacles on the path to creating a solid foundation for their new venture—the daunting task of creating a business plan, learning what licenses are necessary, figuring out which regulations to follow. Facing these tasks alone can make the stream out of even the most perseverant individual. There is a better way, though. Thanks to the Saint Lucie County Chamber of Commerce and SCORE Chapter 308, anyone with an interest in developing their business idea can receive free assistance at the Fort Pierce Branch Library at 101 Melody Lane in downtown Fort Pierce.

SCORE is America’s premier source of free and confidential small business advice for entrepreneurs. With locations across the nation, the organization has helped thousands of businesses take their first steps towards success, including Vermont Teddy Bear, Vera Bradley Designs and even Jelly Belly Candy. The services offered through SCORE are delivered by a network of 13,000 volunteer mentors who have an impressive list of more than 600 business skills. SCORE volunteers are both working and retired business owners, executives and corporate leaders, individuals who donate their time to share their wisdom and the lessons they have learned in business.

For residents of Saint Lucie County, taking advantage of the opportunity SCORE offers is easier than ever. Through a cooperative effort with the Chamber of Commerce, SCORE has created a variety of small business workshops that are offered free to the public. At the Fort Pierce Branch Library, a monthly class gives attendees the ability to learn the steps they should take to turn their dream into a thriving business. The workshop covers startup fundamentals, marketing and business planning, capital, credit, permits, licenses and employment regulations, as well as business structure, taxation and regulation.

Philip Kemp, SCORE 308 Chapter Chairman, explained, “The course is taught by Tom Spear, the most experienced counselor in our region. He has experience as a general manager, mechanical engineer and with product development. He’s worked at Ford Motor Company and he Small Business Development Center; he’s a fantastic resource for local entrepreneurs.”

Those already in business aren’t left out either. This workshop can still help with business planning. “We have a pretty extend-
ed population,” Kemp said. “We cover two basic markers: people who want to start a business as well as those who are already in business. There is no cost to attend, and although registration is recommended to ensure that there are enough class materials, walk-ins are accepted.”

When asked what prospective students should bring with them to the workshop, Mr. Kemp laughed and replied, “Every one should come armed with pen and paper and a willingness to learn.” Although the workshops are a wonderful resource, Kemp pointed out that they are merely a starting point. “We’re here to help. The workshop may or may not be totally suitable for what you are trying to achieve, yet we have some incredibly capable people who can give assistance beyond that available in the classes. We can provide face to face counseling for everything, even a step by step analysis of a business plan.”

If you’re interested in attending the How To Start A Small Business workshop, you can register today by calling the Saint Lucie County Chamber of Commerce at (772) 340-1333 or by visiting the Treasure Coast SCORE Chapter website at www.score308.com.

Those interested in volunteering or joining SCORE can contact them through their website for more information. At A Glance — Treasure Coast SCORE and the Saint Lu-
**Downtown Hero – Michael Minton**

by Beth Williams

If you ask Mike Minton why he first became involved with Main Street Fort Pierce, he says “blame it all on Tom Kindred.” Minton says it was at the request of his long-time friend that he assisted with the original tax exempt filing and structural development of the organization. He remembers Kindred and friends at the first Friday Fest which “basically was about 15-20 people standing around on Second Street trying to drink a keg of beer and cooking on a grill.”

Minton is the President of Dean Mead, an Orlando based law firm which has served the Fort Pierce and Treasure Coast region since 1987. While the office is located on 25th Street near the county’s administrative building, Minton says his first love has always been Fort Pierce and the rejuvenation of the downtown district. After the establishment of Main Street Fort Pierce, Minton’s involvement in key projects included the renovation of the Sunrise Theatre, historic City Hall, and other key building rehab projects.

“I think of all the things that have happened in Fort Pierce since coming back to the community in 1987, I’m most proud of Main Street’s efforts,” says Minton. He notes the improvement in appearance, the quality of activities, and the preservation of historic buildings as achievements that have made an “incredible difference” for the community. But he says it all goes back to Kindred. “I hope people will always remember that it started with Tom Kindred and flourished with Doris Tillman. We should be grateful for what they have done for our community.”

Minton says his firm is very proud of the involvement of their staff in community efforts. Recently Dean Mead was named the 2010 Outstanding Corporate Philanthropist by the Association of Fundraising Professionals (AFP) Treasure Coast Chapter. The award was presented during the organization’s 16th Annual National Philanthropy Day celebration on November 19, 2010 at Harbour Ridge. Since 1990, Dean Mead has provided more than $1.3 million in support of educational, cultural, and need-based organizations throughout the Treasure Coast. Hundreds of people of all ages have benefited from the combined efforts of Dean Mead’s team of community philanthropists.

Dean Mead attorneys and professional staff have taken leadership roles with numerous local agencies including Main Street Fort Pierce, Indian River State College Foundation, Big Brothers, Big Sisters; St. Lucie County Chamber of Commerce; Children’s Services Council of St. Lucie County; St. Lucie County Council on Aging; Harbor Branch Oceanographic Institution; United Way; Treasure Coast Food Bank; Economic Development Council of St. Lucie County; St. Edward’s School and many more.

According to Minton, “We were truly honored to receive this award from the Association of Fundraising Professionals. Community service has been a core element of our business philosophy for 30 years, which is especially meaningful during these economic times when other companies are cutting back.”

Dean Mead provides full-service legal representation to businesses and individuals throughout Florida. The firm has nearly 50 attorneys practicing in multiple practice areas including: tax, estate planning and succession, business law, general commercial litigation, employee benefits, bankruptcy and creditors’ rights, real estate and health law. The firm’s offices are located in Orlando, Fort Pierce, Viera and Gainesville.
Meet Dan Galloway and his dog, Abagail. Together they aid students who have special needs through a program, in the community, individually tailored for them. The Billy Miller Art Program offers high school students an outlet for artistic energy that they would not receive anywhere else.

Galloway, a Port St. Lucie resident, taught for many years in Vero Beach. He became involved in student art nearly 15 years ago when the county held “art rallies” at the community center in Fort Pierce. Since then, “Mr. Dan” embarked on his own art outreach and has acquired his second CCI (Canine Companions for Independence) facility dog and associate partner. Abagail is a draw for all dog-lovers, not just the students attending classes in the ArtBank in historic downtown Fort Pierce.

The program is named for a former student, Billy Miller, who Galloway met while attending 2nd grade in Vero Beach. Over the years, Billy and Dan grew to know each other.

“Billy really engaged in art,” remarked Galloway. Growing up without a dad, Billy relied solely on his mom. “Billy was troubled, but he loved art,” added Galloway.

The years passed, and Mr. Dan transitioned to teach high school art in the St. Lucie County system. Once again he encountered Billy who was receiving special education services in Fort Pierce. Billy’s art flourished and he won two ribbons, one first place, at the county fair. “His mom passed and Billy seemed to lose his way. He became lonely,” said Galloway.

By now, Billy was of legal age to quit school. With no art programs for young adults with disabilities, Billy lacked the drive and will to live. He took his own life 3 years ago and Galloway has named the program in memoriam to Billy’s love of art.

“I want to have a place for those like Billy. The classes are filling up by word-of-mouth and the second session is full, too,” said Galloway.

Billy’s aunt gifted the resources for Galloway to start the art program and the next step was to find a location. He came to know about the ArtBank through his friendship with Merry Potter artist and educator, Eileen Ditullio and Janie Hinkle, co-owner of Jiffy Photo.

“Art was a natural process of networking and making friends that lead me to the ArtBank. It’s logical to be with all the other artists there. Where else would I want to be?” said Galloway.

Classes are held daily in drawing, painting, ceramics and other art forms. The response from the community is embracing; parents are pooling together resources to make certain that the program grows. And although Galloway has no plans to retire from his regular teaching position, his long-range desire is to be devoted full-time to the art program. With assistance from VSA, a non-profit whose mission is to create a culture where those with disabilities can participate fully in the arts, Galloway was able to rent space. Based at the University of South Florida, VSA Florida holds membership with the international network of VSA and are an affiliate of the John F. Kennedy Center for the Performing Arts in Washington, DC.

Galloway’s connection with VSA has sent him to conventions and workshops, even representing the state in DC on behalf of one of his students. He even held an ‘artist in residence’ position at an international convention.

Dan and Abagail are seeking the assistance of an attorney who is able to do pro bono work to get his non-profit status. Due to the tremendous need in the community, he would like to grow as quickly as possible and is seeking grant-writing help. He is also looking for a certified art instructor to volunteer and needs high school-aged assistants needing to fulfill community service hours.

“Dan Galloway is a full-time teacher at Dale Cassens Educational Complex where he teaches ESE students at the Alternative Education Center and is certified in ESE and art education. His studio is #322 at the ArtBank, 111 Orange Ave., Fort Pierce, 34950. He can be reached at 772-708-3777.” — Debra Magrann
This summer our community faced an immeasurable loss when our county’s leaders announced that the much-loved museum would have to be shuttered for good. The decision came amidst a wave of significant budget reductions, and despite a public outcry, the county stood behind its decision. The day the State of Florida arrived to remove the artifacts from the "Treasure Room," it was easy to feel the desperation and sadness amongst the crowd; the situation seemed hopeless. Yet thanks to the efforts of a team of dedicated volunteers, the St. Lucie County Regional History Center has reopened. The story has a happy ending after all.

The St. Lucie County Historical Museum was officially opened on September 17, 1968 by the St. Lucie County Historical Society. As the years passed, the museum continued to expand. Eventually, the county took over the daily operations and changed the name to the St. Lucie County Regional History Center. The Regional History Center became a beacon for researchers with its extensive research library, while schools took advantage of the unique, informative displays by bringing through groups of inquisitive students and introducing them to the vibrant history of the region.

As the word spread that the museum would be shut down, it seemed fitting for members of the Historical Society to step in once again and mount an effort to save museum they had started so long ago. Working fervently to prevent the closure, they garnered support from the community. They negotiated with civic leaders in the hopes of sharing the financial burden by staffing the museum with volunteers and working to raise funds to help abate operating costs. Their efforts paid off and on December 5th, they celebrated the grand re-opening of the Regional History Center.

Located at 414 Seaway Drive, visitors to the Regional History Center are greeted in the Train Room, a favorite with the children, who love the model of historical downtown Fort Pierce and the scale replicas of the trains. The Regional History Center also features permanent exhibits focused on early Native Americans, a Seminole encampment and artifacts from the Seminole Wars and local Forts. Anglers of all ages flock to the room dedicated to region’s rich history of fishing and hunting, often gazing quietly at the bounty of the past, while everyone seems to agree that the highlight of the museum is the recreation of P.P. Cobb’s General Store. Visitors will also be able to tour the Register-Gardner House, built in 1908.

The Regional History Center’s new hours of operation are Wednesday through Saturday from 10 a.m. to 4 p.m. and Sunday from 1 to 4 p.m. Admission is $4.50 for adults; $3.50 for seniors over 55, and $1.50 for children.
Danny's Customers Say "Ooh-La-La!"

by Linda Hudson

Danny Gerenus, the Farmers’ Market vendor known as Danny's Delight, learned to cook from his brother, Charles, who was such a stern taskmaster that Danny now credits him with his success as an excellent chef of Caribbean food.

Danny’s Delight has been a long time Farmers’ Market vendor. He came to Fort Pierce about seven years ago from Miami where he was executive chef at the Key Biscayne Yacht. “I cook every dish in the Caribbean,” said Danny. “Conch salad and conch fritters, jerk chicken are all dishes that I make and I add a French touch to them.”

Danny was born in Nassau, Bahamas. His father, Antoine Generus, worked for 30 years for the Robinson Crusoe Majestic Tour, a dinner cruise from Paradise Island to Rose Island. “My father helped build the popularity of that cruise,” said Danny.

Danny is a vendor at every major event in Ft. Pierce, and also participates in markets as far south as Palm Beach County.

Downtown Ft. Pierce Farmers Market vendors know Danny as the caring one who started collecting funds for the victims of Katrina and Haiti. Danny has started his own organization, “Lend a Helping Hand Foundation,” to try to motivate people to help others in need. Danny personally donates leftover food to homeless people who often find a place to rest under the South Bridge in Ft. Pierce.

Danny's Delight is well-known to farmers' market patrons, who learn from Danny that the correct way to appreciate his food is to say, “ooh la la,” with the best French accent they can manage. But Danny says of his food, “I call it A Taste of D Caribbean.”

Danny’s Delight offers catering services and can be reached at 772-370-8477. Find Danny at the Farmers’ Market, every Saturday, 8 a.m. to Noon, on Melody Lane along the Indian River Lagoon, between the library and the marina in Historic Downtown Ft. Pierce. Call Market Manager at 772-940-1145; find the Market on Facebook or at www.ftpiercefarmersmarket.com.

Art In Bloom at A.E. Backus Museum

The A.E. Backus Museum will present Art in Bloom again this season since last year’s event was such a great success. The three-day celebration pairing original works of art with fresh flowers will be held Friday, January 28 through Sunday, January 30, 2011.

This special event showcases flower arrangements by florists and garden club members from around the Treasure Coast. Their arrangements will be inspired by and placed alongside paintings, sculpture and other decorative art objects. The Art in Bloom events will include a preview party on Friday night, high tea and demonstrations on Saturday, and family day activities at the museum on Sunday. Donna Murray and Keith Lustig are the co-chairs of this year’s event.

Friday, January 28: Preview Party / Lavish Cocktail Buffet from 6:00 to 9:00 p.m.; $45 Members / $50 Non-members.

Saturday, January 29: Lectures & Demonstrations from 10:00 a.m. to 4:00 p.m.; Members $2 / Non-members $5; High Tea* from 11:00 a.m. to 3:00 p.m.; Members $20 / Non-members $25 (*includes Lectures & Demonstrations).

Sunday, January 30: Family Day from 10:00 a.m. to 4:00 p.m.; Free admission.

Reservations are required for the Preview Party & High Tea. Please call (772) 465-0630 to RSVP.

The Treasure Coast Collects: The Treasure Coast Collects, will feature some of the very best works of art from private collectors from Jupiter to Vero Beach. The show, curated by Pat Cochran, Alison Divan and Dena Wynne, will be on view January 29 through February 5, 2011. The works of art in the exhibition will also serves as the backdrop and inspiration for this year’s Art in Bloom.
Aquatic Activities

by Dan Dannahower

Winter’s ever-changing weather is upon us for the next several months. The fronts from up north will roll through. Temperatures will fluctuate, sometimes greatly, clouds and wind will come and go, and a few grey days will be mixed with periods of beautiful clear days with low winds and pleasant temperatures. Despite our changing weather conditions, winter along the Treasure Coast offers a number of opportunities for fun and recreation on and near the water. Our Indian River Lagoon is one of the most diverse ecosystems on the planet. Combined with fantastic offshore resources and one of the finest inlets in Florida, we are privileged to have at our doorstep one of the finest aquatic recreation areas in the state.

Fishing our inshore and offshore waters is an always popular pursuit for many enthusiasts and the opportunities abound. The changing weather conditions of winter create an ever-changing situation as far as what’s biting, what’s not, and what might be tomorrow. The Atlantic waters off our beaches offer world class fishing for big game-fish such as dolphin, cobia and wahoo along with superb bottom fishing on the reefs for the likes of snapper and grouper. The Treasure Coast is renowned for its sailfishing and numerous big tournaments are held here. One of just a few, the Treasure Coast Sailfish Championship is a closely watched event that typically results in the catch and release of hundreds of sailfish right off our shores. A number of private charters and party boats are available for those who might want to chase the “big ones.”

Inshore, the lagoon offers another abundant source for those who might prefer to stay closer to home or even fish from the shore. Snook, trout and redfish are popular targets as are bottom fish such as sheephead, snapper, drum and many others. For those who don’t have access to a boat many shore locations such as bridges, beaches and seawalls are available for “wetting a line” from landside. Numerous charters are also available for fishing the lagoon.

Not a fisherman? Many other activities are available and almost too numerous to list. Porpoises and manatees are all over the river and tours are available for sighting these awesome creatures along with the many other fish, bird and mammal species that live here.

The list goes on and on.

Local marinas, bait and tackle shops and other merchants can supply a wealth of information on all the fun things one might like to explore on our local waterways. Check with the local experts and enjoy the diverse opportunities available on our local waters!

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