10th Annual
SANDY SHOES FESTIVAL
Budweiser presents FREE FRIDAY NIGHT CONCERT IN THE PARK
“Gregg Jackson and the Mojo Band”
Main Street’s “Finish It” Campaign Invites Community Support

by Beth Williams

For 23 years, Main Street Fort Pierce has played a significant role in the redevelopment and prosperity of our historic downtown district. Throughout the years, Main Street’s influence has been felt in numerous ways and this organization continues to be a vital resource that ensures a constant focus on the well-being of the community.

The original downtown charrette that brought about the exciting changes we all enjoy now, such as landscape/streetscape improvements, the new library, and brick-paved sidewalks, was produced by Main Street. The restoration of historic buildings like the Sunrise Theatre and the original City Hall, were other projects spearheaded by Main Street Fort Pierce that have had enormous impact on the downtown district. It was Main Street that orchestrated the marketing study which helped recruit many of the unique businesses that are located downtown today, and which still acts as a guide for economic development efforts. Each year, Main Street organizes over $250,000 worth of free, public, family-friendly events that have significantly increased visitors to the district and provided the economic boost that keeps our merchants thriving.

The restoration of the Platts/Backus House has been a huge undertaking for Main Street. By refurbishing the historic house and creating a venue for community meetings, classes, art displays and other events, we have helped extend the focus of redevelopment to the northern part of the district. The house has acted as a catalyst for additional renovations of homes in the Edgartown neighborhood which serve as both residential and business destinations.

As an organization, Main Street has been a frugal steward of the resources provided by our donors, members, and sponsors. The investment made in the Platts/Backus House is the single greatest investment we’ve made in one project. While the changes to the house and grounds are already substantially complete, there is more to do. We need to complete landscaping and courtyard improvements, and we need to pay down the initial investment in the house and restoration to ensure it is a permanent piece of our district’s benefits.

Through the generous donations of many of our loyal supporters we have achieved much but there is more to do in order to finish this unique project. If you would like to be a part of this piece of Fort Pierce’s rich history, please consider making a donation to our “Finish It” campaign. For information on how you can contribute, please call the Main Street office at 772-466-3880.

Beth Williams
President

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Pam Gillette
Marketing Manager

Mimi Ewan
Finance

Joan Dodds
Membership
**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.

- **Fl. Farmer’s Market** — Saturdays, 8:00 a.m. to 2:00 p.m.; contact 770-460-JAZZ or www.jazzsociety.org.

- **Saturday, March 19:** St. Lucie County Art Bank — 5:00 to 8:00 p.m.; Downtown Fort Pierce LIBRARY. Jazz & Blues Society; 465-5299, jazzsociety.org.

- **Sunday, March 20:** Day Friday Fest — 1:00 p.m.; Highwaymen Festival. With Uproot Hootenanny; 461-4775 or visit sunrisetheatre.com.


- **Thursday, March 17:** **St. Patrick’s Day** — Street Party: Rondelle Irish Dancers – 2 Shows 4 p.m. and 6 p.m. 12:00 p.m. to 8:00 p.m., Downtown Business Association, 465-3880, mainstreetfortpierce.org.

- **Friday, March 18:** **Main Street Fort Pierce** — 10:00 a.m. at Historic City Hall; call Main Street Fort Pierce for more information, 465-3880, mainstreetfortpierce.org.

- **Friday, March 25:** **St. Lucie County Marine Center** — 5:00 to 8:00 p.m.; Market Manager, 940-1145.

- **Saturday, March 26:** **St. Lucie County Art Bank** — 5:00 to 8:00 p.m.; Downtown Fort Pierce LIBRARY. Jazz & Blues Society; 465-5299, jazzsociety.org.

- **Sunday, March 27:** **St. Lucie County Art Bank** — 5:00 to 8:00 p.m.; Market Manager, 940-1145.

- **Tuesday, March 29:** **St. Lucie County Art Bank** — 5:00 to 8:00 p.m.; Downtown Fort Pierce LIBRARY. Jazz & Blues Society; 465-5299, jazzsociety.org.

- **Wednesday, March 30:** **St. Lucie County Art Bank** — 5:00 to 8:00 p.m.; Market Manager, 940-1145.

- **Thursday, March 31:** **St. Lucie County Art Bank** — 5:00 to 8:00 p.m.; Downtown Fort Pierce LIBRARY. Jazz & Blues Society; 465-5299, jazzsociety.org.

- **Friday, March 25:** **Main Street Fort Pierce** — 5:00 to 8:00 p.m.; Downtown Fort Pierce LIBRARY. Jazz & Blues Society; 465-5299, jazzsociety.org.

- **Saturday, March 26:** **St. Lucie County Art Bank** — 5:00 to 8:00 p.m.; Market Manager, 940-1145.

- **Sunday, March 27:** **St. Lucie County Art Bank** — 5:00 to 8:00 p.m.; Market Manager, 940-1145.

- **Monday, March 28:** **St. Lucie County Art Bank** — 5:00 to 8:00 p.m.; Market Manager, 940-1145.

- **Tuesday, March 29:** **St. Lucie County Art Bank** — 5:00 to 8:00 p.m.; Market Manager, 940-1145.
The Eleventh Annual “Taste of St. Lucie” will be held Wednesday, March 30th in historic downtown Fort Pierce. With live music, dancing, and a deejay on-site, you cannot go wrong. Imagine being able to sample 60 of your all-time favorite restaurants in one fabulous, sunset venue at one tiny price? Ticket prices are so low it works out to less than $1 per restaurant to sample their best and most famed fare. It’s just $40 per person and $70 a couple and that includes beer, wine or water all night long. And if that’s not enough – it’s all happening to benefit Big Brothers Big Sisters, the area’s premier mentoring program. The proceeds from the event benefits Big Brothers Big Sisters mentoring programs right here in our own community. Big Brothers Big Sisters provides a variety of different one-to-one programs and believes that “mentoring is as simple as putting a friend in a child’s life but as essential as putting hope in a child’s future.” The Treasure Coast area is full of incredible mentors; volunteers who generously donate their time, talent and treasure; to help the children of St. Lucie County, but the agency is always looking for more volunteers and loyal supporters. For more information about Big Brothers Big Sisters or tickets, visit us online at www.bbbsbigs.org or call 772-466-8535.

“All You Should Eat” Brunch and Original Backus Raffle Painting Giveaway

The A.E. Backus Museum will host its legendary “All You Should Eat” Backus Brunch on Sunday, March 6. Attendees can feast on fresh fried mahi-mahi, scrambled eggs, sausage, biscuits and gravy, pancakes, cheese grits, fresh squeezed orange juice and much more. Brunch will be served from 9:00 a.m. to noon and tickets are $12.50 in advance and $15.00 at the door (kids under 10 just $5.00). Then following the brunch at 12:30, the ticket will be drawn to reveal the winner of this year’s original Backus painting “Royal Poinciana and Palms” valued at $35,000. Raffle tickets are $20 for one and three for $50.00. Tickets for the brunch and raffle can be purchased at the brunch or before at the Backus Museum or by calling, 772-465-0630. Only 2,500 tickets will be sold for the raffle.

The A.E. Backus Museum will host its legendary “All You Should Eat” Backus Brunch on Sunday, March 6. Attendees can feast on fresh fried mahi-mahi, scrambled eggs, sausage, biscuits and gravy, pancakes, cheese grits, fresh squeezed orange juice and much more. Brunch will be served from 9:00 a.m. to noon and tickets are $12.50 in advance and $15.00 at the door (kids under 10 just $5.00). Then following the brunch at 12:30, the ticket will be drawn to reveal the winner of this year’s original Backus painting “Royal Poinciana and Palms” valued at $35,000. Raffle tickets are $20 for one and three for $50.00. Tickets for the brunch and raffle can be purchased at the brunch or before at the Backus Museum or by calling, 772-465-0630. Only 2,500 tickets will be sold for the raffle.

In an effort to pay tribute to Backus and help promote the organization’s mission (to perpetuate the artistic and humanitarian legacy of A.E. Backus), the museum and Suntique Ford (the Tribute’s sponsor), will hold a food drive on Sunday during the brunch. Attendees of the brunch are encouraged to bring nonperishable foods items to the event. After the brunch, the items will be donated to Mustard Seed.

The sponsors for the “All you should Eat” Backus Brunch are Nelson Family Farms, Publix Supermarkets, Yates Funeral Home, Southeastern Printing, Berger, Toombs, Elam, Gaines & Frank, CPAs, Fort Pierce Utilities Authority, Mallonee Family Foundation, Scripps Treasure Coast Newspapers, Summerlin’s Baywood Smokehouse and TLC Experts.

This year’s original Backus painting to be raffled during the event is “Royal Poinciana and Palms.” The painting (20”x24”) was dated 1987 and is valued at $35,000. Call the A.E. Backus Museum today to reserve your ticket for the Backus Brunch and for the Backus painting raffle.

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**2011 Sandy Shoes Festival**

**Presented by Main Street Fort Pierce, Inc. & Budweiser**

Main Street Fort Pierce, Budweiser and the St. Lucie News Tribune are excited to announce the 10th Annual Sandy Shoes Festival. This year the Sandy Shoes Festival will be held on Friday, March 25 and Saturday March 26, 2011. The 2-day festival will have all of the fun competitions of the past with the addition of a Free Friday Night Concert in the park to kick off the festival.

On Friday night, Budweiser presents “Gregg Jackson & the Mojo Band” for a free concert in the park. Gregg Jackson is the composer and lead vocalist for the Mojo Band. The band tours many clubs on the Treasure Coast, has played Las Vegas, cruise ships, and has sung back-up for headliners like Otis Redding, Tina Turner, the Platters and the Coasters. The band performs oldies and original compositions, as well as R&B. “Budweiser — Responsibility Matters” is a sponsor of the Sandy Shoes Festival and the concert stage. In 1984, Peter Busch moved to Fort Pierce to take up ownership of Southern Eagle Distributing. At that time, the business consisted of a small warehouse and office with 28 employees. By 1991, Busch had completed a $4.5 million expansion project and today has over 160 employees. Peter Busch, his family, and his executives believe in giving back over a million dollars to more than 100 local non-profit organizations and they enjoy serving on community boards. As a member of the Florida Beer Wholesalers Association, Busch has taken a leadership role in consumer awareness and education. Southern Eagle works hard to encourage responsible drinking among adults who choose to drink and educating the public on such issues as alcohol abuse, drunk driving and underage drinking. Main Street is proud to have partnered with Southern Eagle on their events for the past 20 years.

St. Lucie News Tribune is a Sandy Shoes Festival sponsor. Almost as old as the city it serves; the Tribune’s origins date back to 1903. The Fort Pierce News began publication in December of that year, followed in 1905 by the St. Lucie County Tribune. The two weekly papers merged in 1920 and became the News Tribune. The newspaper continued to grow with the area and became a daily after 1926. After a succession of owners, the paper was purchased in 1969 by Free- dom Communications. In 1987, the publication of a second edition, the Port St. Lucie Tribune was begun to serve the rapidly growing south-county city. Known as St. Lucie County’s best-read newspaper, the Tribune continues to concentrate primarily on St. Lucie County coverage. The paper was acquired by E.W. Scripps Co. in April 2000 and now forms part of the Scripps Treasure Coast Publishing Company, in conjunction with sister publications in Stuart and Vero Beach. It was renamed the St. Lucie News Tribune in February of 2009.

The St. Lucie News Tribune has always been supportive of the community it serves and has been a strong supporter of Main Street Fort Pierce. Through sponsorship and editorial coverage the St. Lucie News Tribune continues to be there for Main Street and the Sandy Shoes Festival.

The Iron Chef Competition is back for the 3rd year of competition. Taking its lead from the popular Food Network show, four local restaurants will compete for the right to be called the top restaurant in St. Lucie County for a year. Invited local chefs will be given the same ingredients and time to prepare memorable dishes for the judges. The chefs will be judged on taste and presentation. The Iron Chef Competition will begin at 11:00 a.m. and Cobb’s Landing will return to defend their title.

Seacoast National Bank is the sponsor of the 2011 Iron Chef Competition. Since 1926, Seacoast has been your bank, your neighbor and your friend. These unprecedented times have been chal-lengeing to say the least. There is probably not a single reader who was completely unaffected by the recent economic environment:

We are no exception. But with the commitment of our talented associates and the support of the community, we stand here before you today and we are one of the last community banks left, proud and strong. We are one of the largest publicly traded community banks headquartered in Florida.

If you bank with us, thank you for your business. If you don’t, we invite you to give us a try. We have money to lend at extremely competitive rates for your personal and business needs. For us, it’s not just business, it’s personal. Because we live here, too.

Continued on page 10 …
The Grapefruit Squeeze-Off is a tradition dating back to the beginning of Sandy Shoes Festivals. This is an exciting competition and due to our citrus industry brings some St. Lucie County history to the festival. Pat Alley will be on hand to emcee the competition as local businesses, schools, and community leaders squeeze grapefruits for the top prize — community bragging rights. The Squeeze-Off begins at 2:30 p.m. and the Fort Pierce Utilities Authority will be back to defend their title.

TD Bank, America’s Most Convenient Bank® is the sponsor of the Citrus Squeeze-Off:

**TD Bank, America’s Most Convenient Bank®** forms one of the 10 largest banks in the U.S. with over $170 billion in assets, 25,000+ full and part-time employees and deep roots in the communities they serve dating back more than 150 years. They offer a broad array of retail, small business and commercial banking products and services to more than 6.5 million customers through their extensive network of more than 1,250 locations from Maine to Florida.

**Add** is the sponsor of the Sandy Shoes Antique Festival. Asset Auction Services has been commissioned to display in the auction tent a number of collectable pieces for purchase to benefit the Main Street Fort Pierce organization. These items may be bid on all day until 4:00 p.m. when the live auction starts. If the left bids are not beat during the live auction then the left bid wins. All bidders must register.

**Antique Festival Presented By:** Asset Auction Services

**Appraisals:** 10:00 a.m. – 2:00 p.m. **$5.00 per appraised item

**Antique Tent and Silent Auction:** 10:00 a.m. to 3:30 p.m. **Auction:** 4:00 p.m.

For more information:

Leonard Wheele, Auctioneer – Appraiser C.A.G.A., 772-971-9331

**A.E. RACEY’S MUSEUM-HISTORY Y FESTIVAL**

Saturday: 10:00 a.m. – 4:00 p.m. **Note:** 4:00 p.m. Highwaysmen Exhibit and Vendors

**Auto Data Direct, Inc., (ADD):** provides a range of services to the automobile, towing, title, and insurance industries. The web-based service offers instant access to real-time motor vehicle and driver’s license records for qualified companies. Their suite of products includes a full range of forms tools and their DirectPost-Office service provides certified mail options directly from your desktop. In 2009, ADD contracted with the American Association of Motor Vehicle Administrators (AAMVA) to provide access for consumers to vehicle history reports using the National Motor Vehicle Title Information System (NMVTIS). The company also provides a system to the insurance, junk, and salvage industries to report vehicle disposition to the database. Most recently, ADD applied for a patent on a unique product using QR code technology that allows an automobile dealer to affix a QR code (similar to bar code) sticker to a vehicle and when scanned, produces a vehicle history report along with other vital information on the car. Consumers can download a free app on their smartphone and get detailed information on a potential purchase even when the lot is closed!
... continued from page 11

For more information on Auto Data Direct, Inc. visit their website at www.add123.com.

The Community Stage will come alive at 11:00 a.m. on Saturday, March 26 with the sounds of the St. Andrews Middle School String Orchestra. A fairly new, up-and-coming program for St. Andrews, the students will be performing for your enjoyment.

Back from previous Sandy Shoes festivals is “The Odds” band. “The Odds” is a home grown band from the Treasure Coast that was started several years ago with a few lyrics written by Buck. The chemistry and personalities of the band members has produced original music. “The Odds” band will play from 12:00 p.m. to 1:30 p.m. and then come back on stage from 4:00 p.m. to 5:00 p.m.

From 2:00 to 3:30 p.m. the band “High Tide” from Jupiter, Florida, will join us for a performance before they head over to stage from 4:00 p.m. to 5:00 p.m.

State-of-the-art Robotic Surgery — St. Lucie Medical Center is the only hospital on the Treasure Coast to offer the da Vinci® Surgical System. The system allows the surgeon’s hand movements to be scaled, filtered and manipulated into precise movements of micro instruments within the operative site. Benefits for the patient include faster recovery, less scarring, less pain, shorter hospital stay, and quicker return to normal activities.

Expanding Mental Health Services for the Treasure Coast — St. Lucie Medical Center just opened its $1 million, 22-bed Behavioral Healthcare Center. This addition will ease the shortage of psychiatric beds in St. Lucie County and ease the burden for residents that were being transferred out of county.

Excellence in Stroke Care — St. Lucie Medical Center has been certified by the Joint Commission as a Primary Stroke Center. Our stroke prevention and treatment program provides a seamless system of handling patients from the emergency department through rehabilitation.


The Sandy Shoes Festival has a lot more to offer the community. Each year our Arts and Craft section increases to bring the public a wide variety of handmade crafts and merchandise to choose from, as well as the non-profit organizations that are there to promote their organizations and provide activities. The St. Lucie County Historical Society will be there with books and merchandise on the history of our county and maybe even a glimpse as to the beginning of the Sandy Shoes Festival.

Don’t forget the children! Main Street Fort Pierce has teamed up with All In Fun to bring inflatables and games to the festival. All in Fun will have a 22-foot high dual-lane slide, a bounce house and much more. Also available for the kids is our giant sand box, coloring wall, face painting, and Ronald McDonald will make a guest appearance at 1:00 p.m.

Main Street Fort Pierce will have plenty of food to choose from at the festival. The food variety includes Caribbean, barbeque ribs & chicken, seafood, Americana, and various snack items.

The Sandy Shoes concert will be held from 5:30 to 9:00 p.m. on Friday, March 25. The Sandy Shoes Festival will be held on Saturday, March 26, at Veteran’s Memorial Park, 600 North Indian River Drive, Fort Pierce, from 10:00 a.m. to 5:00 p.m. Look for more details and event schedule in the Main Street Focus.

mainstreetfocus.com
Annual Jazz Week

Celebrating 15 years of Jazz & Blues on the Treasure Coast, the Fort Pierce Jazz & Blues Society is proud to host its “Annual Jazz Week.” This is a series of concerts known as the Brown Bag Jazz Lunch Concert Series and you won’t want to miss them. This year’s lineup includes: a musical tribute to America’s icon of jazz, Louis Armstrong; an introduction to an amazing young vibraphonist; the excitement of Latin Cuban jazz; the styling of phenomenal vocalists, and the dynamic energy of jazz entertainers that will all be presented in a relaxed, enjoyable waterfront setting. Treasure Coast residents and visitors can enjoy it all in historical, downtown Fort Pierce surrounded by the beautiful outdoor seaside scenery of the Marina Plaza.

Admission for the “Brown Bag Jazz Lunch Concerts” is free. Concerts commence at 11 a.m. and end at 2 p.m. The concert stage is located in front of the library on Melody Lane. The public is invited to bring lawn chairs and enjoy the spectrum of jazz played and sung by outstanding musicians.

Jazz music continues with the weekly Jazz Jam on Tuesday evening at the Sunrise Black Box Theatre from 7 p.m. to 10 p.m. There is a $5.00 cover charge. Also, Jazz Jam on Wednesday evening at the Port St. Lucie Botanical Gardens from 6:30 p.m. to 9:30 p.m., with a $3.00 cover charge.

Fort Pierce Jazz and Blues Society volunteers will be on hand during the concerts and will be selling brown bag lunches, shirts, hats and visors. They will also be available to answer questions about membership to the Society, future concerts and their many programs and activities, including college scholarships for local music students.

Monday, March 7 — 11:00 a.m. to 2:00 p.m., Joe Donato and the Miami All Stars.
Tuesday, March 8 — 11:00 a.m. to 2:00 p.m., The Fort Pierce Jazz Ensemble featuring Nathan Skinner; 7:00 p.m. to 10:00 p.m., Jazz Jam at Sunrise Black Box Theatre.
Wednesday, March 9 — 11:00 a.m. to 12:00 p.m., the Fort Pierce Jazz Ensemble featuring Bob Sagnella Mark Green, “Tribute to Satchmo;” 6:30 p.m. to 9:30 p.m., Jazz Jam at Port St. Lucie Botanical Gardens.
Thursday, March 10 — 11:00 a.m. to 2:00 p.m., Oscar Salas and Friends.
Friday, March 11 — 11:00 a.m. to 2:00 p.m., Jim McCreavy Quintet featuring Vocalist, Tommy Mitchell.

Contact: 772-460-JAZZ / www.jazzsociety.org / info@jazzsociety.org.

Main Event Sponsors: Budweiser, Clear Channel Communications (WAVE Country 92.7, OLDIES 103.7, STAR 94.7), Coca-Cola Bottling Company, St. Lucie News Tribune.
Event Sponsors: Asset Auction Services, Auto Direct, Inc., Sea Coast National Bank, St. Lucie Medical Center, St. Lucie News Tribune and TD Bank, America’s Most Convenient Bank®.
Presenting Sponsors: Physicians Immediate Care and Waste Pro.
Special Thanks To: Boy Scout Troop 475, City of Fort Pierce Police Department, and the City of Fort Pierce Public Works Department.

For more information, sponsorship or volunteer opportunities on the Sandy Shoes Festival call the Main Street Fort Pierce office at 466-3880 or e-mail at mainstreet15@aol.com.

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The Fort Pierce Hotel
by Jean Ellen Wilson

Ring Lardner, the sportswriter everyone followed in the early years of the twentieth century, spent a night in the old Fort Pierce Hotel in 1916. He described his visit in the Saturday Evening Post on August 19, 1916:

"...We landed in Fort Pierce about six. It was only two or three blocks to the hotel, but when they laid out that part of town they overlooked some of the modern conveniences, included sidewalks. We staggered through the sand with our grips and sure had worked up a hunger by the time we reached Ye Inn."

"Got reservations for us here?" I ask the clerk.

"Yes," he says, and led us to a room in person.

The room he showed us didn’t have no bath, or even a chair that you could set on while you pulled off your socks.

"Where’s the bath?" I ask him.

"This way," he says, and I followed him down the hall, out doors and up an alley.

Finally we come to a bathroom complete in all details, except for the sink. The room he showed us didn’t have no bath, or even a chair that you could set on while you pulled off your socks.

"Where’s the bath?" I ask him.

"This way," he says, and I followed him down the hall, out doors and up an alley.

Finally we come to a bathroom complete in all details, except that it didn’t have no door."

Accommodations were shortly to improve with the construction of the New Fort Pierce Hotel in 1917.

The original Ft. Pierce Hotel, which Lardner visited just before it was replaced, was built in the late summer of 1893 and opened for business in the fall season, mid-April, 1894. It was family-run, owned by Julius Tyler being assisted by his wife and by his son, Frank. At the corner of Orange Avenue and Indian River Drive, the hotel had thirty rooms, bathtubs with cold and hot water, and was carpeted. There were even electric bells for summoning the help. Adjacent to the hotel was a four-acre pineapple field which supplied fresh fruit for the patrons’ breakfast tables.

The elder Tyler had come to Ft. Pierce in 1886, at age 61, from New Haven, Connecticut to establish the Florida Canning Company on the site of Hogg’s trading post. The company was located adjacent to the hotel was a four-acre pineapple field which supplied fresh fruit for the patrons’ breakfast tables.

The hotel was, in the gay nineties, a center of Ft. Pierce social life. Dances and musical evenings delighted locals. For some time, the Episcopal Church, without its own building, held services in the dining room.

After Julius Tyler died in August of 1897, Frank continued to operate, but evidently the establishment missed the stern hand of the father. In the fall of 1898, the place was leased for the season and in the summer of 1899, half the furnishings were sold to satisfy a creditor. Frank Tyler was back at the helm in 1900 and the next year he added a new dining room.

The new space provided room for a grand ball in 1902 to which the folks from all the neighboring settlements came to watch at the music of the Jensen string band. The band was played by Mrs. R. L. Goodwin at the piano and Mr. Roylance on the violin. Later that same year, T. J. O’Brien auctioned off ladies’ box dinners amidst much merriment. The buyers had paired off with their chosen partners and eaten their fill, everybody danced until early morning.

In fact, the Tyler’s hosted a number of dances that year, some long anticipated and some impromptu. One of the more notable impromptu affairs occurred the night some traveling Italian minstrels stopped at the hotel and enlivened the place with violins and harp.

The 4th of July dance of 1903 was a social highlight in the town history; in 1904, the Masons held their installation and banquet in the spacious dining room. In 1905, the old hotel hosted a Dime Tea and a Japanese Tea, catered church fund raisers and allowed ministers to deliver sermons to the faithful.

Construction of the New Fort Pierce Hotel began in the fall of 1916. Fronted by a seawall, sand from the ridge had been used to catch one. Joseph Jefferson, a Broadway star of the Gilded Age, stayed here and tried his hand at bringing in one of the great silver fish as a trophy. Guides for hunting were also furnished.

The Fort Pierce Hotel’s advertisements made much of the good drinking water served in the dining room, water furnished by a wind-mill driven well.

By 1897, the hotel offered “Naphtha launch, sail and row boats, saddle and driving horses.” Other activities were made available to guests — it is recorded that Tyler once took a group to an Indian mound on Hutchinson Island where they harvested human skulls for souvenirs.

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Construction of the New Fort Pierce Hotel began in the fall of 1916. Fronted by a seawall, sand from the ridge had been used to prepare the riverfront site at the foot of Atlantic Avenue. The original “old” Fort Pierce Hotel was moved to form an annex on the south side of the new construction.

A “brilliant” grand opening took place on Thanksgiving Day, 1917. Morning saw the doors flung open for inspection. Mr. Henry J. Dynes, the manager of the hotel, formerly with the Hotel Raleigh in Atlantic City, New Jersey, welcomed the guests. Guests who had made reservations for Thanksgiving dinner socialized in the great lobby furnished with rugs and chairs of leather and wicker. Among those partaking of turkey and all the fixings were Mrs. Anna Chamberlain and party of five, Mrs. James Andrews and party of seven, Mr. and Mrs. P. C. Eldred and party of eight, Mrs. Myrtle Englar and party of eight, Dr. R. C. Boothe and party of six, Judge and Mrs. Hemmings and party of fourteen, C. F. McCarty and party of four, Dr. W. E. VanLandingham and family. Dinner was served to hundreds of people at noon with a second seating at six o’clock.

An excited crowd gathered in the lobby while hotel staff prepared the dining room for a ball. Promptly at nine, Mr. VanLandingham and Mrs. Edgar Lewis led the grand march. “Couple after couple fell in line marching around the room until the orchestra broke from the march into an enlivening two step. The picture presented was worthy the brush of an artist, the gay colors of the women’s gowns being brought out in strong contrast by the more somber apparel of the men.”

The New Fort Pierce Hotel was one of the finer hotels of its time. Miley’s Memoirs of Fort Pierce history lists auto pioneer Wil- liam P. Chrysler, Mayor of New York Jimmy Walker and labor leader John L. Lewis as notable guests of the hotel.

In 1942, it was taken over by the military for the duration and when it was returned to civilian use after the war, alas, it began its long decline. The west end of the building remains, a pitiful remnant of a historic building.

One night, mid-century, my father came home in the small hours. He woke up the household. All six feet of him was emanating excitement. He had been at the run-down, sour-smelling, smoky bar of the New Fort Pierce Hotel singing with Burl Ives.
Welcome Back to Our Great City!

by Mayor Bob Benton

It is going on 7 years since Francis and Jeanne graced Fort Pierce with their presence. Though we had extensive damage as a result of these hurricanes, Fort Pierce has recovered and is welcoming visitors with beautiful weather, waters, and landscape! I know it has been tough financially for downtown merchants and surrounding businesses; however, it appears that our winter visitors have returned in full force to our area for enjoyment. These guests are welcomed by bright faces and positive attitudes from our residents and businesses. Thank you Mother Nature for allowing us to remain the only state that hasn’t seen snow!

Prior to those storms, the “season” was always bustling with visitors in our restaurants, stores, and streets. It is a wonderful sight to see so many returning to bask in our sunshine and to see the improvements that hard work and diligence have provided.

As I stroll through our farmers market and downtown, I smile and observe our visitors and neighbors, folks old and new, enjoying such a wonderful venue. Coffee with the Mayor has been another great spot to meet and greet our winter friends. I invite everyone interested in finding out all the good things Fort Pierce has to offer to come out and join the fun at the next event. Coffee with the Mayor is held at 8:00 a.m. every third Friday of the month from September through May at the Historic City Hall building.

As we celebrate our 110th birthday, Fort Pierce looks forward to continuing the vast improvements and projects that are bringing economic prospects and relief to many area businesses. As the Moore’s Creek Linear Park improvements are completed, Second Street is showing signs of renewed life with the renovations of the Hill house and Main Street’s home, the Platts/Backus house. The A1A redevelopment and federal courthouse have taken shape and when completed these projects will enhance existing businesses and entice new ones. The City Marina is in the process of transforming to become more comprehensive and inviting to travelers from all parts of the nation and the world. These new additions will further support and expand the maritime activities this beautiful city has to offer.

Thank you for making Fort Pierce your winter home, as southerner’s say “Y’all come back now, ya hear!”

January’s Coffee with the Mayor sponsor was St. Andrew’s Episcopal Academy. Pictured from left to right are Victoria Bradford, Mayor Benton, Knues Kaufman, Gary Peirce, Dawn Robinson, and Lisa Vrana.

February’s Coffee with the Mayor sponsor was the Treasure Coast Manatee Foundation. Gary Gillette of FPUA won a Manatee Center “Green” Tote. Baths R Us won a Manatee Center “Green” Tote. Chuck Stevens of Mullins Crane LLC won the Mini Moe Plush, which he donated back to the center to give to the first child who guessed the lucky number.
With Spring just around the corner and the need to save money and conserve energy, Phil Nisa with NisAir Air Conditioning explains the importance of why having a springtime check-up performed on your central air conditioning and heating system can help you do just that.

Service is needed before the start of each cooling season and each heating season. Different maintenance procedures are performed for your cooling system than for your heating system. Because your comfort system works so hard during the year, a number of components need adjustment, calibration, lubrication, and cleaning each year. Your system will still work for a time without the maintenance, but not as efficiently. In addition, a number of items are checked. Some of the checks are to identify and stop small problems that could become big problems. Some are to verify safe operation.

Annual maintenance pays for itself in operating cost savings during the peak season alone. Empirical university and utility research found operating cost savings of $32.76 per month from annual maintenance. Not only was efficiency restored, but capacity was also recovered, improving comfort. We strongly recommend annual maintenance. What many consumers do not realize is that in the fine print of their warranties, they may even require maintenance for their warranties to remain in effect.

Heating and air conditioning systems work hard. They are cycling on and off, starting and stopping 4 to 8 times an hour. It's like driving your car in city traffic and shutting it off at every stop light.

### The Importance of HVAC Tune-Ups for Spring

Up to 43% of the energy used in your home is from heating and cooling. During the summer months here in the south, the air conditioning is run sometimes 24 hours a day. By making the decision to have your heating, ventilation, and air conditioning (HVAC) system checked and tuned up bi-annually, it can have a positive impact on your utility bills. Below are 12 steps a professionally trained HVAC technician takes to ensure that your air conditioning system is operating at peak energy efficient standards:

1. Checks refrigerant levels and possible leaks. Too much or too little refrigerant can damage the compressor thus reducing the life of your equipment.
2. Checks evaporator and condensing coils. A dirty coil will reduce your system's ability to cool properly and causes the system to run for longer periods of time. This, in turn, costs more money and decreases the life of the equipment.
3. Checks voltage and ampereage to all motors with meter. Faulty electrical connections are unsafe and can reduce the operating ability of the system. Major components of the system suffer and wear out sooner.
4. Checks filters. Dirty filters cause energy costs to go up and can damage your equipment which leads to replacement costs or repairs.
5. Checks starter contact points.
6. Checks and tighten electrical connections. Proper electrical connections make for a smoother running and safer system.
7. Checks controls for proper operations. It is vital to have the controls checked to make sure the system is starting, operating, and shutting off properly.
8. Lubricates all moving parts. Parts that aren’t lubed properly cause motor friction and increase the amount of energy you use. It can also cause these parts to wear out and require replacement.
9. Checks and adjust belts as necessary. Belts that are moving properly ensure that your system will run smoothly and causes less friction on motor parts.
10. Qualifies and adjusts thermostats. Most thermostats can be pre-programmed to turn on and off at specific designated times. Proper settings can have a positive impact on your utility bills and increase the life of the equipment.
11. Secures all access panels. By making sure access panels are free of debris, opening and closing properly, you can be sure your equipment will operate soundly. Pests and yard trash such as grass can clog up parts and cause you to use more energy to operate.
12. Checks condensate drain. If the drain is plugged/stopped up, water damage can occur in the house, affect the humidity levels throughout, and become a breeding ground for mold and mildew.

NisAir has been operating in the tri-county area since 1973 and is family owned and operated. They are fully licensed and insured and cover all aspects of the HVAC industry. To set up a spring tune up please contact them at (772) 466-8115 or toll free at 1-877-7nisair and speak to Tom in dispatch.
Lost Meadow Farm is “Found” in Indian River County

by Linda Hudson, Chair of the Downtown Farmer’s Market of Fort Pierce

Farmers’ Market vendors, Mark and Diane Smith, were not always small farmers and they definitely aren’t lost. They farmed 800 acres in Indiana, but came to Sebastian every winter. Fifteen years ago, they moved to Florida permanently and bought a 20-acre abandoned grapefruit grove north of Vero. The little clearing in the grove isn’t “lost” anymore, but the name stuck. Back in Indiana, Mark and Diane grew corn and soybeans, primarily, but sold vegetables at Indianapolis green markets. They began as seasonable vendors at the Downtown Fort Pierce Farmers’ Market in 2001, selling Swiss chard and radishes. Freezing cold temperatures in Florida recently took all Mark’s crops away. Mark is particularly interested in finding Heirloom tomato varieties that grow in the Florida climate. He is continually trying to improve the flavor of tomatoes.

“I have much more fun farming small acres and selling at the Downtown Fort Pierce Farmers’ Market, than I did growing a million pounds of grain in the Corn Belt,” said Mark. “I would like for patrons to realize how difficult it is to get good quality vegetables and to understand that I have to grow 32 different ones in order to have enough to bring to the market. Each year, I learn more about farming in Florida and Lost Meadow Farm grows along with my increased knowledge. I grow what I like to eat and love the growing much more than the selling.

Patrons can find Lost Meadow Farm at the Downtown Fort Pierce Farmers’ Market every Saturday October through April. The Market, located in Marina Square, between the Library and the Marina, is open from 8 a.m. to Noon year round. Find the Market at www.fpfiecerfarmersmarket.com or on Facebook. Call Market Manager at 772-940-1145.
New Locations for Businesses in Downtown Fort Pierce

by Debra McGraun and Pam Gillette

Location, Location, Location! Location is the key to a successful business and three of our local businesses — All About Travel, Studio 207, and the Flower Patch TLC have changed their locations in hopes of increasing their success in Downtown Fort Pierce.

All About Travel opened their doors in 1990 but didn’t move to downtown Fort Pierce until 1999. Terry Shafer, owner, said that her original location was on Avenue A, then 328 S. Second Street, and then she landed on Orange Avenue. In December, 2010, All About Travel made the decision to return back to Second Street and Terry is glad she did.

All About Travel is dedicated to meeting all of your travel needs. They specialize in group trips, fundraisers, worldwide fishing trips, tours, and cruises. The office is open Monday through Friday 9:00 a.m. to 5:00 p.m. Stop by their new location at 328 S. Second Street, or give Terry a call to book your next vacation at 772-465-6565.

Studio 207 has moved into the former location of Brush Strokes Art & Framing at 106 South Depot Drive in historic downtown Fort Pierce, doubling the space for the salon. Access to the building is from the same location off Atlantic Avenue, north along Depot Drive and west of the Sunrise Theater’s back door.

Among the same great services as before is keratin hair straightening treatments and artificial nails by a team of nail technicians, Helen and Amy, who have moved their following from another location to join Andi at Studio 207. They use the new shellac on real nails which is cured to give a flexibility making it more durable and has a shine like gel nails. Spa services are still available as well as on-site massage. Studio 207 carries the Moroccanoil® line of healthy hair products. Also new, Andi has added organic and freeform dreadlock weaving to her repertoire.

Studio 207 is open Tuesday through Friday 9 a.m. until 5:00 p.m., evenings and weekends by appointment and closed Sundays and Mondays. For appointments, call 772-468-3005.

The Flower Patch TLC has been in Fort Pierce for 31 years. Originally on 9th and Orange, then located on Highway US 1, the Flower Patch decided in November of 2010 to move to Orange Avenue. Terry Shafer, owner, said that her original location was on Avenue A, then 328 S. Second Street, and then she landed on Orange Avenue. In December, 2010, the Flower Patch made the decision to return back to Second Street and Terry is glad she did.

The Flower Patch TLC has been in Fort Pierce for 31 years. Originally on 9th and Orange, then located on Highway US 1, the Flower Patch decided in November of 2010 to move to Orange Avenue. Terry Shafer, owner, said that her original location was on Avenue A, then 328 S. Second Street, and then she landed on Orange Avenue. In December, 2010, the Flower Patch made the decision to return back to Second Street and Terry is glad she did.

Continued on page 26…
to their new location at 211 East Orange Avenue in historic downtown Fort Pierce.

Cynthia Johnson retired from Lawnwood Regional Medi-
cal Center seven years ago and purchased the Flower Patch from friends Cora and David Monroe. Her good friends taught her everything they knew about the flower business and today it is a successful and thriving business.

Whatever your floral needs the Flower Patch has it for you. They specialize in home décor, weddings, special events and gourmet baskets. They carry silk arrangements as well as live indoor plantings. Cynthia or one of her staff will be happy to go to your home or business to assist with making plants a part of your décor or will set up a monthly maintenance plan to take care of your existing home or office plants.

Cynthia said that the move to the new location offers a beau-
tiful new store, accessible parking at the free parking garage and new customer walk in traffic. The Flower Patch has also added a new feature to their business: airbrush t-shirts.

The Flower Patch is happy to be part of downtown Fort Pierce and would like to welcome all customers to come by and check out their new location. They are offering any person who reads this article a 10% discount on their floral purchase.

They say that location is everything! Stop by All About Travel, Studio 207 and the Flower Patch and check out their new locations.

St. Lucie County Girl Scouts learn about gardening and tour gardens at the Manatee Center. Seed plantings for each child to take home and begin their own garden.

“Flower Power” at Manatee Center!

On Saturday, February 5th, 20 Girl Scouts from St. Lucie County participated in a “Flower Power” class at the Mana-
te Center Observation and Education Center. The girls learned about different types of gardens, tools and techniques for gardening and technological advancements. The group then went on a tour of the Manatee Center gardens learning the names of plants, if they are native or non-native, and how they benefit wildlife. Participants ended the class by planting seeds to begin their own garden.

From summer camps, birthday parties, photography and art classes, to kayaking and nature walks, the Manatee Center has a variety of programs available for all ages. For more informa-
tion on education programs offered at the Manatee Center, please call Lesley at (772) 466-1600 X3357 (phones are routed through Fort Pierce Utilities Authority).

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“Flower Power” at Manatee Center!
Marina Moves Ahead
by Dan Dannahower

Roughly six years after the devastating hurricanes of 2004 and 2005 literally destroyed the Fort Pierce City Marina some great improvements are right around the corner. Final permitting has recently been completed. Later this spring, bids will be sought and in the summer or early fall construction will begin to restore the marina to its original capacity and also to provide new and innovative protection from future storms. Eighteen months later we should have a fully restored marina and new storm protection system in place.

Years of research, planning, testing and permitting have led up to this, one-of-a-kind new plan for our marina. The storms took out the entire floating dock system that extended out into the river and most of the interior docks on the west side of the seawall. Numerous boats were sunk and piled on top of one another. A massive cleanup effort got the interior docks restored and the marina back in business; however, they've been operating at a much lower capacity than before the hurricanes.

The new restoration of the floating docks and innovative protection system will restore the marina to its pre-storm capacity and be a model for other marinas around the state. A number of floating docks will extend out into the river adding around 139 new slips. A series of islands will be built to the south and east of the floating docks which will provide protection from future storms. These islands will also provide a number of eco-friendly systems such as grass beds, oyster habitats, fish spawning grounds and many others. Scale modeling was done to ensure the viability of the project for future storm protection of the marina and enhancement of the environment. Permitting was extensive, due to this being the first project of its kind. The future success of this project will be used to model other similar projects around the state.

The bottom line is: we're about to have a new and innovative marina right here on our doorstep. One that will set the bar for future developments and will add tremendously to the infrastructure and economy of our downtown.
March Madness... Look what Sunrise City Bakery is Baking for You!
Ishii Soda Bread, Irish Roast, Bailey’s Irish Cream Cakes,
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2010/11 Season
March-April-May

The Motown 60’s Review
MAR.4.2011 - 8pm

The Oak Ridge Boys
MAR.6.2011 - 7pm

The National Touring Company of “S’Wonderful”
The New Gershwin Musical
MAR.8.2011 - 7pm

The Doobie Brothers
MAR.9.2011 - 7pm

The Irish Sopranos
MAR.13.2011 - 7pm

YES
MAR.15.2011 - 7pm

Kyman Entertainment Presents Richard Nader’s Rock & Roll & Doo Wop
MAR.25.2011 - 8pm

Featuring Kenny Vance & The Planotones, Herb Cox & The Cleftones, Bill Haley’s Comets, & George Galfo’s Mystics

An Evening with Joan Rivers
MAR.25.2011 - 8pm

Back By Popular Demand “New Shanghai Circus”
APR.1.2011 - 7pm

The National Touring Company of “Grease”
APR.3.2011 - 3pm

The Robert Cray Band
APR.7.2011 - 7pm

Boz Scaggs
APR.15.2011 - 8pm

Windwood Productions Presents Sign Stage on Tour, Deaf Theatre Adaptation Of Winnie The Pooh
APR.30.2011 - 11am

One Night Of Queen
MAY.6.2011 - 8pm

Lewis Black
-In God We Rust
MAY.20.2011 - 8pm

For Tickets & Membership Information Call the Box Office at 772-461-4775 or visit www.SunriseTheatre.com for our entire season schedule & video previews of each show!