St. Lucie County Bike Share Program Coming to Downtown Fort Pierce

See story page 6
For most of us, Labor Day means two things: a day off and the end of summer. However, this day was originally designated to pay tribute to working men and women. It has been celebrated as a national holiday in the United States and Canada since 1894.

The three-day Labor Day weekend can be a great opportunity to enjoy the outdoors, recharge your batteries and spend some quality time with your family. Stay local to enjoy the many attractions and activities Fort Pierce and St. Lucie County have to offer. Here are a few that I’ve had the opportunity to participate in:

Activities:
- Beach Tours on Horseback
- Dolphin Watch
- Freedom Boat Rentals
- Lisa’s Kayaks
- Saturday Downtown
- Farmers’ Market
- Summer Crush Vineyard & Winery
- Sailfish Brewing Company
- Enjoy the Jetty Park.

Museums:
- A.E. Backus Museum & Gallery
- Heathcote Botanical Gardens
- Manatee Observation & Education Center
- UDT Navy Seal Museum
- Adams-Cobb Cultural Center
- St. Lucie County Regional History Museum
- Smithsonian exhibit at the St. Lucie County Aquarium.

Fort Pierce has beautiful beaches, an abundance of fine golf courses, local fishing charters and so much more! So, have fun in the sun, remember your hat and sun screen, stay local and relish your last long summer weekend.

❖

by Sue Dannahower

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**MONTHLY EVENTS**

**September 1, Friday:** FRIDAY FEST — 5:30 to 9:00 p.m. at Marina Square & Melody Lane; Live music by Wiley Nash; Main Street Fort Pierce, 466-3880; www.mainstreetfortpierce.org.

**September 2, Saturday:** END OF SUMMER 90’s & RELEASE PARTY — hosted by Sailfish Brewing Company; 11 a.m. to 11 p.m.; SIP & PAINT AT SAILFISH BREWERY — 11 a.m. to 1:30 p.m.; 772-577-4382; www.sailfishbrewingco.com.

**September 5, Saturday:** SANDI PAWS PET & PEOPLE WALK-A-THON PET PARADE — 3 to 7:00 p.m. at Marina Square; hosted by Paws-N-Claws Foundation; 772-971-0001 or 772-595-1888.

**September 13, Wednesday:** ART WALK — 11 a.m. to 1:30 p.m.; Depot Drive parking lot behind City parking garage.

**September 15, Friday:** FOOD BANK — 8:00 a.m. to 2:00 p.m.; Depot Drive parking lot behind City parking garage. **LIVE MUSIC DOWNTOWN**

**September 23, Saturday:** MAIN STREET GOLF TOURNAMENT AT GATOR TRACE — Shotgun start at 8:30 a.m. Sponsorship and team information – 466-3880; www.mainstreetfortpierce.org.

**WEEKLY EVENTS**

**Wednesday:** Wednesday Green Market — Rain or Shine 12:00 – 6:00 p.m.; Downtown Marina Square; 971-8480.

**Saturday:** The Jazz Market — 8:00 a.m. to 1:00 p.m.; north side of the Downtown Fort Pierce Library; Jazz & Blues Society, 460-5299; www.jazzsociety.org.

**Saturday:** Ft. Pierce Farmer’s Market — 8:00 a.m. to Noon; Marina Square on Melody Lane; Market Manager, 940-1145.

**Saturday:** Pierce Harbor Flea Market — 8:00 a.m. to 2:00 p.m.; Depot Drive parking lot behind City parking garage.

**SUNRISE THEATRE & SUNRISE BLACK BOX**

**Tuesday:** Jazz Jam at the Sunrise Black Box Theatre — 7:00 – 10:00 p.m.; 460-5299.

**September 1, Friday:** @ 7:00 p.m. — Out Laugh Hunger Presented by Treasure Coast Food Bank.

**September 9, Saturday:** @ 8:30 p.m. — Casey N Spaz Comedy (every 2nd Saturday of the month).

**September 16, Saturday:** @ 7:00 p.m. — Ocean Chiropractic & Health Center Proudly Presents: Parent Academy of SLC Lip Sync Battle 2.

**COMMITTEE INFORMATION**

**A.E. Backus Museum**

772-465-0630
www.backusmuseum.com

**Downtown Fort Pierce Library**

772-462-2767
www.st-lucie.lib.fl.us

**Fort Pierce Jazz & Blues Society**

772-460-5299
www.jazzsociety.org

**Fort Pierce Police Athletic League**

772-370-8162
www.fortpiercepals.org

**Healthcote Botanical Gardens**

772-464-4672
www.healthcotebotanicalgardens.org

**Manatee Observation & Education Center**

772-429-8266
www.manateeobserver.org

**St. Lucie County Aquarium**

772-462-3474
www.stluciecounty.com

**Sunrise Theatre**

772-461-4775
www.sunrisetheatre.com

**SAILFISH BREWING COMPANY**

772-464-4672
www.sailfishbrewingco.com

**Syd & Luise Buehler Center**

772-462-3177
www.buehlercenter.com

**The St. Lucie County Regional History Center**

772-462-1795
www.heathcotebotanicalgardens.org

**Theatre 7:00 – 10:00 p.m.; 460-5299.**

**WEEKEND EVENTS**

**Saturday:**

**ST. LUCIE COUNTY AQUARIUM**

772-462-3474
www.stluciecounty.com

**Sunrise Theatre**

772-461-4775
www.sunrisetheatre.com

**COMMUNITY INFORMATION**

**LIVE MUSIC DOWNTOWN**

**www.allthingstreasurecoast.com**

**Sailfish Brewing Company**

Facebook/Sailfish Brewing Company

The Original Tiki Bar

www.tikibarandrestaurant.com

Cobbs Landing

www.cobbs-landing.com

**4th Annual Sandi Paws Pet & People Walk-a-Thon Pet Parade**

The Paws-N-Claws Foundation is hosting its 4th Annual Sandi Paws Pet & People Walk A-Thon Pet Parade on Saturday, September 9, from 3:00 to 7:00 p.m. at the Marina Square in downtown Fort Pierce. This fun-filled day for our families and pets will include activities, music, food, pet vendors, a pet parade, doggie fashion show, and much more. Several hundred people and dogs are expected to attend.

This unique event is held each year on the 2nd Saturday of September as a celebration designed to honor and remember our 9/11 Patriots, Wounded Warriors, Purple Heart recipients, Veterans of Foreign Wars and American Legion members, as well as our Armed Forces, Fire Fighters, and Law Enforcement. We take great pride in honoring the brave men and women who sacrifice for our country.

Your involvement helps highlight the importance of pet adoption and the elimination of pet euthanasia, making a difference for our pets on the Treasure Coast as we commemo-rate our country’s special patriots.

The fundraising efforts of Paws-N-Claws to date have saved the lives of many beautiful puppies and adult dogs — all of which now have new families. Foundation proceeds benefit military kids “Camp Corral,” “Pet Food Pantries and Pet Toy Collection.”

The Paws-N-Claws Foundation is a 501©3 non-profit organization. Its founder is Dr. Gina Dean-Bey, a dentist with her own private practice in Fort Pierce for more than 20 years. Dr. Dean is also the designer and founder of a line of gourmet dog treats, distributed by her own bakery.

The Paws-N-Claws Foundation’s purpose is to educate and highlight community awareness regarding cruelty to animals while promoting pet adoption, pet spaying and neutering, and preventing pet euthanasia. For more information, please contact Paws-N-Claws Foundation at 772.971.0001 or 772.595.1888; gbsdawnclaws@gmail.com.
St. Lucie County Bike Share Program

St. Lucie County is in the process of installing and operating a countywide, two-year pilot bike share system. The new pilot program will initially be supported by nine stations and fifty specialty bicycles. The station locations are designed to integrate with the existing St. Lucie Transit System, and promote access to important activity destinations in downtown Fort Pierce and along Hutchinson Island. Station locations were determined as a result of a careful selection process with assistance from the Cities of Fort Pierce and Port St. Lucie, Main Street Fort Pierce, Inc., the St. Lucie Transportation Planning Organization, and the Florida Department of Transportation. The downtown Ft. Pierce / Hutchinson Island portion of the system, consisting of four stations and approximately 25 bicycles, is programmed to become operational sometime in early fall 2017. The majority of the capital costs in conjunction with this pilot project have been obtained through the Florida Department of Transportation Intermodal Development Program with much of the Ft. Pierce stations’ capital and operating funding derived through the St. Lucie County Municipal Service Tax Unit.

The new Fort Pierce Bike Share stations will provide a non-motorized transportation amenity allowing City residents and visitors to take short trips around the popular historic downtown and between Hutchinson Island public park and commercial destinations without the use of automobiles. It’s a great way to exercise and experience all the wonderful activities Fort Pierce has to offer. Considering taking up bicycling, try bike-share and see if you like it. Reduced and simple rental charges are available to City residents at $1.00 for the first hour and $2.00 per hour thereafter (typical bike share trips generally last from 25 to 45 minutes). Visitors will be charged $2.00 for the first hour and $4.00 per hour thereafter.

The station bicycles are designed to be lightweight, stable and easy to operate. All bikes have six speeds, front and rear safety lighting, adjustable seats, and courtesy baskets. The bike station rack system is easy to use where locking or accessing bikes is a one step process.

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Saturday September 9 3 pm – 7 pm

Marina Square in Downtown Fort Pierce

Come out to Celebrate & Honor our Armed Forces, Fire Fighters & Law Enforcement Officers, and to remember our 9/11 Patriots


A portion of the proceeds benefits Military Kids & the Adopt-A-Pet Programs

For more information or participation call 772-971-0001 or 772-595-1888

Downtown Fort Pierce 4-Lot Package, $99K

Possible land use: 3 single-family homes, or 2 duplex or 2 triplex.

History prevails in this section of Fort Pierce. This street, I’ve been told, had beautiful homes belonging to local doctors and lawyers in the early 1900s. In fact, the first woman doctor in the area was supposed to have lived right here.

4-Lot Package Zoned R4

For more information call Janine Kowalski at 772-359-4841 or text for a copy of the full listing details.

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Women’s Best Boutique!
Coffee With the Mayor — 21st Season

by Pam Gillette

Coffee With the Mayor returns on Friday, September 15, with a lineup of special guests and the opportunity to once again showcase all of the great things that are happening in our community. Coffee With the Mayor is all about spreading the positive news of Fort Pierce and learning about upcoming events while watching the sun come up over the Indian River Lagoon.

Coffee With the Mayor starts promptly at 8 a.m. at the Fort Pierce Yacht Club at 500 N. Indian River Drive, in downtown Fort Pierce. The Fort Pierce Yacht Club has partnered with Main Street Fort Pierce for the past three years by offering their beautiful facility as the event venue. Natalie’s Orchid Island Juice provides the juice, coffee, and donuts are provided by Main Street Fort Pierce. Returning this season are the Golden Hammers Awards and Neighborhood Gems Awards.

GOLDEN HAMMER AWARDS

The Golden Hammer Awards began when the late Eddie Enns was mayor. He and Allen O’Steen of East Coast Lumber / Ace Hardware believed that giving an award to homeowners and businesses would encourage neighborhood improvements. The categories for Golden Hammer Awards are residential, commercial and new construction. Golden Hammer Awards are given out at the September and March Coffee With the Mayor events.

NEIGHBORHOOD GEM AWARDS

The Neighborhood Gem Awards are brought to you by The Keep Fort Pierce Beautiful Committee, City of Fort Pierce Code Enforcement Department and Mayor Linda Hudson. The award was started by Mayor Linda Hudson to recognize residential improvements. A Gem could be yard and/or outdoor improvements that show pride of place. Recognizing Neighborhood Gems is meant to encourage others to improve the attractiveness and cleanliness of their homes which could lead to safer, cleaner neighborhoods and a sense of community that would improve the quality of life throughout the City of Fort Pierce. Neighborhood Gems are given out at the October and April Coffee With the Mayor.

Volunteer of the Month Award

Also returning this year is our Volunteer of the Month Award. This award was started by Mayor Linda Hudson last year and is sponsored by Bluewater Beach Grill, Cobb’s Landing and the Original Tiki Bar. The award recognizes those special people in our community who make a difference. Volunteers are the core of nonprofit organizations and we applaud the service all of the volunteers who help make our organizations better.

From 1996 — during Eddie Enns first year as mayor — to our current mayor, Linda Hudson, we carry on the tradition of Coffee With the Mayor and it just keeps getting better. Mayor Linda Hudson says, “Coffee With the Mayor returns for the 21st season with the winning combination of Main Street Fort Pierce as the host, Fort Pierce Yacht Club as the venue, and generous local sponsors who see value in helping the community come together. Coffee With the Mayor is all about spreading the positive news about Fort Pierce and St. Lucie County. We hope you will join us for Coffee With the Mayor.”

Coffee With the Mayor is open to the public and is held the third Friday of every month beginning in September and running through May. The meeting begins at 8:00 a.m. and is a networking opportunity for the community to highlight the positive aspects of Fort Pierce. For information on Coffee With the Mayor please call the Main Street Fort Pierce office at 772-466-3880.

Thanks to our partners and supporters, this season is full. Each month’s sponsor is listed below:

September 15, 2017 – Learn to Read
October 20, 2017 – Fort Pierce Lions Club
November 17, 2017 – Waste Management
December 15, 2017 – All Things Treasure Coast with Fort Pierce Jazz & Blues Society
January 19, 2018 – New Horizons of the Treasure Coast
February 16, 2018 – Community Crossing Church
March 16, 2018 – Fort Pierce Jazz & Blues Society
April 20, 2018 – Bluebird Education Foundation
May 18, 2018 – Suncoast Mental Health Center
The summer of 2017 saw the City of Fort Pierce giving back to the community in many ways. As in the summer of 2016, Career Source Research Coast produced its Summer of Success, a job program for area youth. The City of Fort Pierce was once again a partner, offering meaningful paid intern opportunities to St. Lucie County youth 16 to 21 years old. Eligible applicants were required to take mandatory orientation and job training classes; even parents were required to attend the orientation.

On July 12, the Fort Pierce Police Department hosted its first annual Unity in the Community event at Percy Peek Gym. Well over 1,000 children and parents attended. Vendors offered information on resources available to families and children. This event was a powerful way to show the community the human side of law enforcement.

Courageous Kids, a program of the Fort Pierce Police Department, meet every Tuesday afternoon at First Step Park on Avenue G. This interactive outdoor program allows officers to meet with neighborhood families in a recreational and safe environment. One recent afternoon, the Treasure Coast Youth Sailing Club helped kids build a raft for the August 5th River Raft Regatta at the Fort Pierce City Marina.

In June, faith-based World Changers came to Fort Pierce to help residents spruce up their homes. Sixty young people from across the United States came to Fort Pierce for one week. They painted houses and volunteered at the Treasure Coast Food Bank, United Against Poverty, and Mustard Seed Ministries. The City of Fort Pierce sponsored a free 8-week Summer Jam Camp for area youth. Fifty campers ages 7 to 17 from the Lincoln Park neighborhood received breakfast, lunch, and snacks daily. There were regular outings to the library, the beach, the green market, and career and talent days. The City partnered with the Treasure Coast Food Bank, Council on Aging, Waste Management, Career Source Research Coast, Indian River State College, Sunrise Theatre, Children Services Council, and St. Lucie County. The City’s Grant Administration Division was the primary organizer, with substantial assistance from Public Works and the Riverwalk Center. Summer Jam campers also attended the play “Daddy,” written and produced about human trafficking by the local nonprofit youth group, END IT. The City has routinely made the Percy Peek Gym available to schools and local youth.

Once again, the Sunrise Theatre hosted a drama camp with over 50 campers ages 6 to 18 to produce a stage production. Indian Hills Golf Course also sponsored introductory golf lessons for area youth. Finally, the summer would not have been complete without the annual Chili Cook-Off to benefit Boys and Girls Clubs of St. Lucie County. Thanks to a great staff effort, the City’s “Scene It” booth won several prizes, including first place for teamwork.
The ‘Woodcarver’s Den’izen

by Captain Michael R. Howard

After 32 years in the tough business as a New York Railroad Bridge Inspector, one might expect to find a man like Joe Miller quite hardened and gruff. But nothing could be further from the truth with Joe Miller, the Master Woodcarver who created The Woodcarver’s Den a year ago, at 127 N. 2nd Street. One will be hard pressed to find a more kindhearted and humble man than Joe and a man who in recent years developed a passion for helping troubled teens and teaching the fine art of woodcarving. At his Woodcarver’s Den Joe found a way to do both at the same time.

What is now Joe’s passion started shortly after retiring. While RV traveling, he met his first woodcarver, Joe was immediately taken by this art form, the intricate skill and patience it required and its therapeutic nature. He has pursued its perfection ever since. For whatever reason things take hold of us in life, woodcarving took a grip on Joe and has not let go. His passion grew and led to his founding the Indian River Woodcarvers Club which he started with a handful of members. It has now grown into a vibrant club with over 100 members, a testament to Joe’s enthusiasm and caring nature. The term Master is not used lightly on Joe.

Joe has had several bouts with notoriety along the way as well. In 2015, he carved a special cane for the aging movie star and our Stuart neighbor, Burt Reynolds. A friend of Burt’s asked Joe to make this special cane for Burt’s birthday, which Joe kindly did. (We won’t reveal the age, Burt.) Joe also made a special cane for the famous movie star, Johnny Depp. Johnny’s father is a friend of Joe’s and asked him to make a special cane for his son. As the autographed photo shows, Johnny was profoundly grateful and used his special cane in his Pirates 4 movie.

Joe is particularly proud of the Canes for Purple Heart Veterans organization, which he founded and served as its first president. An Air Force Veteran, Joe has a special place in his heart for our Purple Heart combat-wounded veterans and remains active in helping provide specially carved canes to these deserving veterans.

Of the many things Joe is involved with, his main joys are sharing with people, giving amply of his time, teaching woodcarving skills, and helping people through times of grief. “I feel compelled to help people,” Joe says. “I especially like helping young people who need direction and a positive outlet. Woodcarving does this and I’ve got several young students now whose lives have changed for the better because of our efforts here.”

Having lost his 25-year-old son to a car accident several years ago, and his dear wife Judy within the past year, Joe knows all too well the need to help people get through difficult times. A more recent event created a unique opportunity to bond with local veterinarians and help those grieving with the loss of their pets. When Joe suffered the pain of putting his beloved dog ‘Ladybug’ down recently, he began carving ‘Comfort Birds, Crosses and Hearts’ as giveaways to others grieving from a similar experience. He keeps the veterinarians well supplied with these Comfort Carvings who are profoundly grateful knowing these carvings make an instant impact on their client’s broken hearts. Joe’s special poem accompanies these ‘Comfort Carvings’. I share it here as it says more about Joe Miller than I ever could:

There are many things that we cannot understand,
Find peace in this comfort bird held in your hand,
Just remember, whatever betides you,
I will always be there beside you,
Just close your eyes and open your heart,
Feel your worries and cares depart,
Then the burdens that seemed too heavy to bear,
Will be lifted away on the wing of a prayer.

Visit Joe at his ‘Woodcarver’s Den’ at 127 N. 2nd St., soon. You’ll thoroughly enjoy the visit, Joe’s company, the many unique woodcarving tools, the rich aromas of wood, and all the uniquely carved wood pieces done by Joe and his students. Joe teaches all skill levels and welcomes the beginner who, he says, “Will never feel intimidated in my class. We’re a fun, relaxed group who are all interested in helping each other learn their art as well as help each other in the art of creating a positive life.” Thank you, Joe, for your kind heart and selfless mission!

Reach out to Joe at 772-971-2188, 127 N. 2nd St. or his website www.joemillerwoodcarver.com.
A special Thank You to all of the guests, sponsors and volunteers who helped make the 23rd Annual Reverse Raffle – Live & Silent Auction on Saturday, August 19, the best yet. “For Your Eyes Only” was the theme and the 007 agents were out for a great night to support their secret mission — Main Street Fort Pierce.

Thank you to Larry Neese Roofing & Construction, LLC whose secret password, A View from the Roof, was needed for entrance into the party of the summer. Main Street Fort Pierce, Superior Event Rentals and Epic Events transformed the Pelican Yacht Club into Casino Royale. Dance music was provided by DJ Jeff Brown and everyone was able to capture the moment at the Take a Shot Photo Booth courtesy of Sunrise Ford.

There were over 150 silent auction items and 17 live auction items for guests to bid on but the highlight of the night was the last number drawn for the winner of the Reverse Raffle and the Martini Lottery. The grand prize winner of the Reverse Raffle was Carol Gillette and the Martini Lottery winner was Kelly Gonzales!

Main Street Fort Pierce would like to thank the sponsors, guests and volunteers for making this the best Reverse Raffle ever!

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Lottery Tree Winner — Kelly Gonzales
REVERSE RAFFLE … continued from page 17
The Autumn Leaves
by Don Bestor

If you haven’t heard of the song, *The Autumn Leaves*, there’s a good chance you’ve either lived in a cave for the past 75 years, or maybe you’ve simply never been in an elevator or store. The 1945 song, written by Hungarian-French composer Joseph Kosma with lyrics by Jacques Prévert, is one of the most recorded and celebrated songs of all time, and it’s also a favorite among the professional musicians, aficionados and casual music enthusiasts with the Fort Pierce Jazz and Blues Society. We are spotlighting it this month because, while the Treasure Coast may not have an abundance of brilliantly-hued leaves drifting to the ground in a final blaze of beauty before a chilly, bleak winter, we do have our share of snowbirds and seasonal residents returning to the area, and we celebrate their return and the energy and vitality they bring to the area.

Considered the most important non-American standard by Philippe Baudoin in *Current Research in Jazz*, the song, whose original title was *Les Feuilles Mortes* (the Dead Leaves), was translated in about fifteen minutes by Johnny Mercer in 1950. Recorded over 1,400 times since its introduction, *The Autumn Leaves*, a lament of lost love, spent a record sixteen weeks in 1955 at first place on the popular television show, *Your Hit Parade*. It has been recorded by greats including Nat King Cole, Frank Sinatra, Jo Stafford, The Coasters, the Everly Brothers, Miles Davis, Sergio Franchi, Chet Baker, Chick Corea, Rickie Lee Jones, Eva Cassidy, Paula Cole, Jerry Lee Lewis, Andrea Bocelli, Jermaine Jackson, Bob Dylan, Robert Goulet, Eartha Kitt, Louis Armstrong, Etiel Merman, Susan Boyle, Willie Nelson, and Count Basie to name a few. As eclectic as the song’s artists have been, it’s the same for Fort Pierce Jazz and Blues Society’s volunteers and supporters. Our volunteers include professional musicians and folks who couldn’t carry a tune with a bucket, but they all have one thing in common — they all love music and the community.

On any given day, volunteer members of Fort Pierce Jazz and Blues Society are sharing their love of music through performance, master classes, one-to-one tutoring of tomorrow’s musical superstars, and supporting the arts in a wide variety of ways. Volunteers perform a host of important tasks, ranging from being onstage with microphone in hand to taking tickets at the door, managing the sound and logistical needs of a concert or activity, making sure there are yummy refreshments for patrons and summer campers, or helping to send out newsletters or answer questions and field phone calls from the general public about events, activities, and performances. Whatever their skills and talents, Fort Pierce Jazz and Blues Society has a space for volunteers who are passionate about music and community and want to help support the arts in our community.

Whether you’re a year-round resident or sun-loving snowbird, if you’ve been looking for a volunteer opportunity to help give back to the community, meet new people, and fill your time with something fun and valuable, why not give Fort Pierce Jazz and Blues Society a call today at 772-460-JAZZ? We’ll work together to find a volunteer spot that’s perfect for you, fits your schedule, and allows you to share your talents and your love of music with others. Volunteering is good for your physical and mental health, and music — well, we all know how music “sooths the savage beast,” so why not find a way to improve your health and your life while enjoying great music and learning the stories behind your favorite musicians and songs? If you’d like to volunteer or learn more about Fort Pierce Jazz and Blues Society, contact us at Fort Pierce Jazz and Blues Society’s Jazz Shack on the River. Call (772) 460-JAZZ (5299) or visit us online at www.jazzsociety.org.
Big Addition to Local Ice Plant

The St. Lucie Ice Company was located on Palmetto Avenue (Avenue A) just east of the railroad tracks. In September 1911 work began to expand the production capabilities from 15 tons daily to 50 tons daily. A new cold storage room increased the cold storage floor space to 3,150 square feet with 16-foot high ceilings. The ice plant supplied ice for the refrigerated train cars and the new addition included an “endless chain track” that could ice five train cars at a time. The new addition was around $20,000 and was expected to be the largest and best equipped plant on the coast.

Mayor White asks Council to Bond for Utilities

Due to the needs of a growing city, the then Mayor of Fort Pierce asked the commission to consider the need for a system of sewage, water, and lighting. He estimated the cost of implementing these utilities would be $75,000. He quoted the present assessment at $450,000 and recommended bonding an amount sufficient to pay for the needed utilities. He suggested that once the plants were up and running the profits would cover the repayment of the bonds instead of having to levy a heavy tax.

Mayor White also recommended that the city purchase a lot centrally located to build its City Hall before all the choice plots were purchased and utilized. He also recommended that all future streets be wider than 60 feet. The Fort Pierce Band plays every evening at the bandstand at the foot of Palmetto Avenue (Avenue A) every Saturday evening at 7:15 p.m.
Artist-Decorated Clay Pots to Enhance Peacock Arts District

The Orange Avenue corridor was historically a bustling part of Fort Pierce. Shops, salons and market lined the street and created an abundance of activity from residents who lived in the immediate vicinity and beyond. However, for some time now, the area between U.S. Hwy. 1 and 10th Street has been in need of revitalization.

The City of Fort Pierce recognized that something needed to be done to help refresh the area beyond the brick pavers. In an effort to garner the community’s feedback about their vision for this region, the City of Fort Pierce held an Orange Avenue Community Meeting in March 2016. Since that meeting was held, city staff has been focused on making our community’s vision a reality.

The name, Peacock Arts District or “PAD,” was generated by the community during the public meeting and the area is now being branded with its own unique identity and culture. A logo was designed by a local artist to bring distinctiveness to the district and to create its very own brand. Many beautification projects are underway, including enhanced lighting, street pole banners and the painting of 14 terracotta pots to line Orange Avenue within the PAD.

The painted pots project is in partnership with Keep Fort Pierce Beautiful, the Fort Pierce Lions Club and many local artists. The terracotta pots were purchased by the City along with gorgeous Southern Red Cedars, which will infuse color and life into the corridor. To take it one step further, Keep Fort Pierce Beautiful and the Fort Pierce Lions Club coordinated with local artists to paint each individual pot with vibrant colors that capture the reinvigorated feeling of the corridor. The participating artists include: Al Black, Colleen Nush Becht, Debi Cruse, Richard Edwards, Janet Bird Fuller, Isaac Knight, Doug Macon, Mary Remender Myers, Nyla Pipes, Anita Prentice, 2nd Generation Tracy Newton, Stacey Varn, Denice Ball Vlachos and Woodcarver’s Den (Cheryllyn Ferrari, Maur- reen Pererman, Judith Suit, Joe Young). All of these artists have donated their time, talent and materials to help beautify Fort Pierce and we are all so very appreciative of their efforts.

The ribbon cutting ceremony for the Peacock Arts District will officially be unveiled during Main Street Fort Pierce’s Ghost Walk Tours on October 25th and 26th, 2017.

4th Annual End of Summer Jam Tag & Release Festival

Sailfish Brewing Company will host the 4th Annual End of Summer Jam Tag & Release Festival on Saturday, September 2nd. The festival promises great beer, excellent tunes, and family fun to help raise awareness and generate funds for the Billfish Foundation (TBF). In part of their commitment to honor the TBF mission, the owners at Sailfish Brewing Company named one of their core beers Tag & Release Amber. Proceeds from Tag & Release sales, year round, are donated to TBF. This event will be Sailfish Brewing’s official can release for the popular amber ale, Tag & Release. During the event there will be live music, raffles, a silent auction, and plenty of fun-filled games. Brewery tours will be offered throughout the day and live music performed by the Hum-dingers and Smokefog begins at 4:00 p.m. The Billfish Foundation has discounted memberships available for those who wish join that evening.

Learn more about The Billfish Foundation. The Billfish Foundation works worldwide to advance the conservation of billfish and associated species to improve the health of oceans and economies. Within the context of a planet with nearly seven billion human inhabitants, conservation strategies must be forward-looking and adaptive. By accounting for the roles of billfish within the marine environment as well as in relation to their interactions with humanity, TBF’s conservation campaigns maintain the flexibility to adapt to emergent threats as well as those which have historically confronted resource managers. TBF employs a multi-tiered, proactive suite of initiatives involving research — both biological and socio-economic-education and advocacy projects. As billfish and other highly migratory species are not confined to the territorial waters of any one nation, these strategies must also take into account the differences in culture and law inherent to the international arena. Empowered by an internationally diverse constituent network. The Billfish Foundation is uniquely equipped to do just this. Read more at www.billfish.org.

Hunger Action Month Hosted by Sailfish Brewing Company

Sailfish Brewing Company and Treasure Coast Food Bank have partnered for the month of September for Hunger Action Month. Sailfish CANS For A Cause is a unique community event showcasing structures made entirely from cans of food. After the structures are built, the creations are on display to the public as a giant art exhibition.

This event is being hosted by Sailfish Brewing Company. Participants in the event are all Downtown Fort Pierce businesses: Varsity Sports Shop, Legit Cuts, Mike’s Computer, Notions & Potions, Rizzo’s Tobacco Emporium, Affordable Flooring, and the Galleria Shops. Sailfish Brewing and all other participating businesses will be collecting canned food and other non-perishable food items now and throughout September for donation to the Treasure Coast Food Bank.

Sailfish CANS for a Cause structures will be on display to the public in each participant’s place of business starting September 5th, and will remain on display until the end of the month. Please join us in our effort to raise awareness, and donations, by visiting these sites, donating non-perishable food, and making your vote count in the People’s Choice. For more information please check us out at facebook.com/sailfishbrewingco!

Ghost Walk Tours will officially be unveiled during Main Street Fort Pierce’s Ghost Walk Tours on October 25th and 26th, 2017.
Ready for Redfish

by Captain Bo Samuel, Pullin Drag Charters

Fishing the Treasure Coast flats and around the mangroves will find you some nice redfish this time of year. Redfish, also known as red drum or channel bass, are a very sought-after game fish. They follow the tides to feed on the grassy flats. We are lucky to have the Indian River Lagoon in our backyard since many redfish live their entire life cycle in the lagoon. You will also find redfish along the beaches and some areas offshore.

Fishing early morning or late afternoon on a moving tide around grass beds, mangrove lines, and docks, will see your best chance to reel in a nice red drum. Look for deep holes on the flats or any school of baitfish, especially mullet, and the redfish will be close by. Channel ledges will produce nice redfish also. These fish enjoy live mullet, shrimp and crab but will also eat any lure like D.O.A CAL or top water plugs.

Redfish are aggressive, so if you put your bait in front of this fish, it should hit. You will not be disappointed in the fight. Limits for red drum are one per person per day and 18 inches to 27 inches overall length. Targeting redfish will also see action from a redfish!

Redfish will also eat any lure like D.O.A CAL or top water plugs. Redfish also. These fish enjoy live mullet, shrimp and crab but will also eat any lure like D.O.A CAL or top water plugs. Redfish are aggressive, so if you put your bait in front of this fish, it should hit. You will not be disappointed in the fight from a redfish!

Limits for red drum are one per person per day and 18 inches to 27 inches overall length. Targeting redfish will also see action with snook, trout and jack. Every angler knows snook season to 27 inches overall length. Targeting redfish will also see action from a redfish!

Follow up at your local bait and tackle shops for complete regulations and fishing licenses. The water calls, so keep Pullin Drag! ❖

Small Business Solutions: Nine Halloween Marketing Ideas

by Barbara Weltman, Guest Blogger, www.sba.gov

Thanksgiving, Christmas and Hanukkah aren’t the only upcoming holidays that will soon prompt consumers to open their wallets. Halloween is on the horizon — and for small businesses, it’s getting more profitable every year. 2016 Halloween spending hit an all-time high of $8.4 billion, according to the National Retail Federation.

With Americans of all ages eager to dress in costume, throw Halloween parties and consume candy, there’s no denying that Halloween has become one of America’s favorite holidays. Small businesses don’t have to sell costumes or candy to generate sales. Here are nine Halloween marketing ideas that will help any local business — whether retail, restaurant or service — scare up more business.

Advertise Halloween discounts — but get creative. For example, offer customers a discount for dining at your restaurant in costume or sharing their best party-planning ideas on your social media pages.

Add Halloween-themed or seasonal items to your offerings. People love limited-time products like Starbucks’ pumpkin spice latte. A restaurant, bar, coffee house or bakery can attract fans of seasonal flavors with menu items like pumpkin-flavored drinks and desserts. A beauty salon can offer hair and makeup services for Halloween parties, or create spooky nail art.

Print out promotions. Promotional products related to Halloween, such as glow sticks, pumpkin-carving designs, spooky decals or trick-or-treat bags with your business logo will keep your business in customers’ minds all month long.

Sponsor a local Halloween event. Look for Halloween parades, trick-or-treat events, parties, zombie walks or haunted houses held by local community organizations that you can sponsor. Ask if you can hand out promotional products, coupons or other discount offers.

Mail greeting cards. No one expects to get a Halloween card — but you’ll get a head start on holiday mailings and be top-of-mind when customers open yours. Include a special offer, a thank-you or just seasonal greetings.

Support a charitable organization. Offer customers treats in return for “treating” those in need by bringing in canned goods, gently used toys or clothing, or whatever the local charity or choice of your business is looking for. Publicize your charitable efforts on social media and with local reporters to get more people to pitch in (and visit your business).

What Halloween marketing ideas are you planning to use for your business this year?

About the Author: Barbara Weltman, Guest Blogger — Barbara Weltman is an attorney, prolific author with such titles as J.K. Lasser’s Small Business Taxes, J.K. Lasser’s Guide to Self-Employment, and Smooth Failing as well as a trusted professional advocate for small businesses and entrepreneurs. She is also the publisher of Idea of the Day® and monthly e-newsletter Big Ideas for Small Businesses® and host of Build Your Business Radio. She has been included in the List of 100 Small Business Influencers for three years in a row. Follow her on Twitter: @BarbaraWeltman.
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