



Volume 14, No. 12 July, 2019

FOCUS

The Official Monthly Newspaper of Main Street Fort Pierce

Adriana Louis at 2018 Stars Over St. Lucie event



The City of Fort Pierce and Main Street Fort Pierce Present

Stars Over St. Lucie

4th of July Celebration
at Veterans' Memorial Park
6 to 9:30 p.m.

PHOTOGRAPH BY MARYANN KETCHAM

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Main Street Focus
122 AE Backus Ave.
Fort Pierce, FL 34950



We are **Main Street**. For centuries, downtowns were the economic centers and the heart of their communities. Their buildings held the restaurants that hosted first dates and 50th anniversary dinners. Their shops supplied goods from the very basic to very extravagant. They were where the community gathered to celebrate joyous occasions; to hold public demonstrations; or to grieve during periods of mourning.

When the people and businesses left, downtowns became desolate. When life was breathed back into the heart of these communities, their vibrancy was restored.

Created by the *National Trust for Historic Preservation* in 1979, the *Main Street Approach*® has helped revive thousands of historic downtowns and business districts across the country.

This year we celebrate the 40th Anniversary of the *National Main Street Program* and the 31st year of *Main Street Fort Pierce, Inc.* Check out the *Main Street* communities nationwide at www.mainstreet.org or statewide at <https://dos.myflorida.com/historical/preservation/florida-main-street/>.

SAVE THE DATE: the next Friday Fest is August 2

FRIDAY FEST

Gathering the community together since 1989

Food 🎵 Family 🎵 Friends 🎵 Fun

HOSTED BY



1st Friday of each month
Historic Downtown Fort Pierce

5:30 p.m. to 9:00 p.m.
in Marina Square



PRESIDENT'S MESSAGE

Historic Downtown Fort Pierce

by Sue Dannahower



This is the time of year when I feel a little extra pride towards my country as well as in my community. Fort Pierce has extensive patriotic history

In 1838, the U.S. Army, under the leadership of Lt. Col. Benjamin Pierce, built a palmetto log fort to defend the territory during the Second Seminole War. Throughout World War I, the downtown Fort Pierce Hotel was used to house military officers. Fort Pierce was a Navy base in the Second World War and was the birthplace of the U.S. Navy Frogmen, who evolved into the elite group we know today as the Navy Seals.

Join us on Thursday, July 4, for the *Stars Over St. Lucie 4th of July Celebration* at the **River Walk Center** park. Festivities begin at 6:00 p.m., with fireworks at 9:00 p.m.

We love our volunteers; every one of you! If you are looking for a way to get involved with your community, please come find out what we are all about. *Main Street* has over 30 events each year that are designed to bring people to downtown Fort Pierce or to raise money for projects that enhance the downtown area. Without the valuable time our volunteers provide, these events would not be possible.

Stroll our downtown shops, visit the farmers market, have lunch on the waterfront, enjoy an ice cream — but more importantly, join us in beautiful downtown Fort Pierce. Shop small, shop local! ❖



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Calendar

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



Get the DISTRX app for all the latest downtown specials and events!

MONTHLY EVENTS

July 4, Thursday: STARS OVER ST. LUCIE — at River Walk and Veteran's Memorial Park; festival begins at 6:00 p.m.; fireworks at 9:00 p.m.; Main Street Fort Pierce, 466-3880; www.mainstreetfortpierce.org.

[Due to the 4th of July holiday, there will be no July Friday Fest]

July 13, Saturday: THE CAKE LADY'S BOOK SIGNING — 10:00 a.m. to 3:00 p.m.; see article on page 10; face painting, fairy hair, books for purchase; The Cake Lady Custom Cakes, 772-242-8128.

July 19, Friday: ARTWALK — 5 to 8:00 p.m.; Various studios and shops open throughout the downtown area; seriouslymixedmedia.com, artconnectionfp.com.

SAVE THE DATE

August 2, Friday: FRIDAY FEST — 5:30 to 9:00 p.m. at Marina Square & Melody Lane; Live music; Main Street Fort Pierce, 466-3880; www.mainstreetfortpierce.org.

August 17, Saturday: 25TH ANNUAL REVERSE RAFFLE — "Island Vibes" at Pelican Yacht Club; 6:00 p.m.; \$100 per ticket / 2 people admitted per ticket; Main Street Fort Pierce, 466-3880; www.mainstreetfortpierce.org.

WEEKLY EVENTS

Wednesdays: Wednesday Green Market & Food Co-Op — rain or shine 12:00 to 6:00 p.m., Downtown Marina Square; 971-8480.

Saturdays: 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.

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

LIVE MUSIC DOWNTOWN

www.allthingstreasurecoast.com

Sailfish Brewing Company
Facebook/Sailfish Brewing Company

Pierced Cider

Facebook @piercedcider

Cobbs Landing

www.cobbs-landing.com

Bottom's Up Public House
facebook.com/bottomsuppublichouse

SUNRISE THEATRE & SUNRISE BLACK BOX

772-461-4775 • www.sunrisetheatre.com
SEE BACK COVER FOR UPCOMING SHOWS

Tuesdays: Jazz Jam at the Sunrise Black Box Theatre — 7:00 to 10:00 p.m.; 460-5299; www.jazzsociety.org.

MANATEE OBSERVATION & EDUCATION CENTER

429-6266 • www.ManateeEducationCenter.org

Tuesdays @ 2:00 p.m.: Fin-Tastic Fish Feeding — come meet the fishes in the Center.

Wednesdays @ 2:00 p.m.: Tide Pool Touch Tank — touch and hold the urchins, conchs, and more.

Thursdays @ 2:00 p.m.: Meet the MOEC Reptiles — touch and hold Diego the corn snake and turtles

Fridays @ 2:00 p.m.: Seahorse Snack Time — watch the MOEC seahorses eat and play.

Saturdays @ 2:00 p.m.: Fin-Tastic Fish Feeding — come meet the fishes in the Center.

SUNDAY DOWNTOWN CHURCH SERVICES

Common Ground Vineyard Church — 8:30 a.m. & 10:30 a.m.; 460-5414, www.commongroundvineyard.com.

First United Methodist Church — 9:30 a.m.; 464-0440, www.umatter2Godandus.com.

Fort Pierce Haitian United Methodist Church; 940-6728, www.haitianmethodist.org.

Notre-Dame Mission Catholic Church — 8 a.m. & 9:30 a.m.; 466-9617, www.notredamecc.com.

St. Andrews Episcopal Church (founded 1893) — 8 a.m. & 10:15 a.m.; Sunday School for all ages at 9:00 a.m.; adult Bible study at 9:15 a.m., nursery provided; 461-5009 www.mystandrews.org.

COMMUNITY INFORMATION

A.E. Backus Museum
772-465-0630 • www.backusmuseum.com

Bud Adams Gallery of Historical Photographs
772-462-1795
2nd Floor of P.P. Cobb Building
Open Fridays and Saturdays
8:00 a.m. – 2:00 p.m.

Downtown Fort Pierce Library
772-462-2787 • www.st-lucie.lib.fl.us

Fort Pierce Jazz & Blues Society
772-460-5299 • www.jazzsociety.org

Fort Pierce Police Athletic League
772-370-6162 • www.fortpiercepal.com
Volunteers needed: 772-466-0606

Fort Pierce RiverWalk Center
600 North Indian River Drive
Please call for complete schedule of exercise classes & games
772-489-6473 • www.cityoffortpierce.com

Fort Pierce Jazz & Blues Society
772-460-5299 • jazzsociety.org

Heathcote Botanical Gardens
772-464-4672
heathcotebotanicalgardens.org

Manatee Observation & Education Center
772-429-6266 • www.ManateeEducationCenter.org

National Navy UDT-SEAL Museum
772-595-5845 • www.navysealmuseum.org

St. Lucie County Marine Center
772-462-3474
www.stlucieco.gov/marine_center

St. Lucie County Regional History Center
772-462-1795 • www.stlucieco.gov/history

Save the Date – August 16

Fort Pierce's greatest summertime party!

Main Street's Annual Reverse Raffle & Silent Auction

Saturday, August 17, 2019

6:00 – 10:00 p.m.

At the **Pelican Yacht Club**, both main rooms

This year's theme – *Island Vibes*

Ticket price — \$100 each (includes admission for 2)

Food, music, dancing, live auction, silent auction, chance to win Reverse Raffle prizes (from \$50 to \$2,000)

Reserve your tickets today by calling *Main Street Fort Pierce* at 466-3880; visit us at www.mainstreetfortpierce.org

All proceeds benefit the projects of *Main Street Fort Pierce, Inc.*, a 501(c)3 nonprofit corporation. The *Main Street Program* was created by the National Trust for Historic Preservation in the late 1970s to revive downtown commerce and save historic properties nationwide. *Main Street Fort Pierce* restored the **Historic City Hall** building, the **Sunrise Theatre**, and managed the grant to build the **Manatee Observation & Education Center**. *Main Street Fort Pierce's* most recent and current restoration project is the *Platts/Backus House*. Along with major restoration projects, *Main Street Fort Pierce* organizes community events (*Friday Fest, Sights & Sounds on 2nd Holiday Festival & Parade, Stars Over St. Lucie 4th of July event*, and the *Bev Smith Toyota Sandy Shoes Seafood & Brew Festival*) to encourage people to eat, shop and play in beautiful, historic downtown Fort Pierce. ❖



Fish on the Fence on 2nd Street – Now with Manatee!

by Holly Theuns

Main Street Fort Pierce's Design Team has been working hard with all of our partners to bring the **Fish on the Fence** project to fruition on the 2nd Street chain link fence between downtown and Edgartown. Oh, and we added manatees because everyone loves the sea cow! First the fish and manatee had to be cut out — 158 so far — and we have the high school woodworkers at Treasure Coast High School to thank for that. Next, the fish and manatee had to be primed, both sides and the edges, and we thank the St Lucie County jail inmates for handling that part of the project.

The painting process had begun. The **Manatee Observation and Education**

Center summer campers have kicked off the decorating phase. Can you think of anyone more creative than 6- and 8-year-old summer campers? **Seriously Mixed Media** gallery co-owner Sherry Horton got her 6- and 8-year-old grandchildren, Abe and Avery, painting fish too! The artists of the **Fort Pierce Art Club** are also creating masterpieces to swim on the fence. Don't worry — we saved one for you.

A number of shops and galleries held fish and manatee painting events during the June *Art Walk* and there will be



more public painting opportunities at the July *Art Walk* on Friday, July 19th, from 5:00 p.m. to 8:00 p.m. Watch Facebook or call your favorite downtown shop, restaurant or gallery and ask them if they are participating — and come on down and join the fun.

This project is an example of public art. Public art is for everyone. It is woven into a community's fabric providing vitality, creativity and unity for those that view it. Public art is compelling, beautifully crafted, transformational and accessible. Best of all, art in public spaces is free to everyone who wishes to view it.

This particular fence is designed to bring awareness to the Indian River Lagoon and the value it brings to Fort Pierce. The location of this fence was chosen with the idea of connecting local businesses, visitors and adjacent communities. This will be a truly unique piece of public art because each fish and manatee has been painted by someone connected to Fort Pierce in some way. Truly a grass roots project.

Come on downtown and watch the **Fish on the Fence** take shape. ❖



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Celebrating our Nation's Independence

by Britt Anderson

The Revolutionary War broke out in April of 1775 under considerable disagreement about a complete break from Great Britain, but by June of 1776 the mood had changed. The Continental Congress had been formed and Richard Henry Lee of Virginia, and introduced a motion calling for independence. After debate, the Congress appointed a committee (sounds like today's Congress) to draft a statement to justify a break with Great Britain — Thomas Jefferson (VA), John Adams (MA), Roger Sherman (CT), Benjamin Franklin (PA), and Robert Livingston (NY). On July 2nd, the Congress approved same and on July 4th the Continental Congress formally adopted the Declaration of Independence.

Prior to the Revolution, the King's Birthday was celebrated by the usual parades, speech making, etc. The first celebrations of the Declaration of Independence in the summer of 1776 were funerals for King George. By 1778, George Washington began giving double rations of rum to his troops in celebration and in 1781 MA proclaimed the day an official state holiday. As an aside but interesting fact, three of our presidents — John Adams, Thomas Jefferson and James Monroe — died on the 4th of July, and Calvin Coolidge was born on the 4th of July. In 1870, the

U.S. Congress made the 4th of July a federal holiday which was expanded in 1941 as a paid holiday for federal employees.

We are all accustomed to the parades and fireworks associated now with the 4th of July. But there was a time when New England celebrated the night before, as well, by lighting huge bonfires — why, I'm not sure, but maybe to light the way for the 4th or to celebrate it's coming. It's still practiced in some New England towns. The military, where able, fires one gun for each of the fifty states called the "salute to the union." The Philippines celebrates the 4th of July, as the day was deliberately chosen for its independence from the United States. Denmark, as a tribute to Danish Americans, also celebrates the 4th of July.

Here in Fort Pierce, we celebrate our nation's freedom by gathering together to watch fireworks over the Indian River during the **Stars Over St. Lucie — 4th of July Celebration**. Join us on Thursday, July 4th, on the grounds of Veteran's Memorial Park and River Walk along the Indian River Lagoon. The festival starts at 6:00 p.m. with music from the band *Checkmate*, food vendors, children's activities and fun for the whole family. ❖



PHOTOGRAPH BY MARYANN KETCHAM



Stars Over St. Lucie

4th of July Celebration



A City of Fort Pierce & Main Street Fort Pierce Event

Thursday, July 4th at 6:00 p.m. (rain or shine)

Veteran's Memorial Park

at 600 North Indian River Drive in Fort Pierce

Entertainment by DJ Jeff Brown & iHeart Media
WAVE 92.7 and Oldies 103.7

Music performed by the band Checkmate

Food, arts & crafts, kids inflatables from Billy's Bounce House

Massive American Flag display provided
by the Fort Pierce Utility Authority

Historic military cannon demonstrations
by Common Ground Vineyard Church

at 6:00 p.m., 7:00 p.m., 8:00 p.m. and 9:00 p.m.

9:00 p.m. – Fireworks Over the Indian River Lagoon

Many thanks to the City of Fort Pierce and our local businesses
for sponsoring the fireworks.

Stop by our sponsor booths and thank them for support!

The Downtown Parking Garage is open and free for your parking convenience.



For more information, contact Main Street Fort Pierce (772) 466-3880.

Dyer Difference Award Celebrates Family and Lights Up the Night!

One of the most wonderful perks to living on the water is the fabulous fireworks celebrations every Fourth of July. And one of the finest displays of fireworks and community every year is *Stars Over St. Lucie*, hosted by *Main Street Fort Pierce*, the nonprofit organization created to preserve, promote, and build on historic and natural treasures of the downtown waterfront community of Fort Pierce. Over 10,000 people will enjoy this year's annual fireworks display and festival in downtown Fort Pierce at the City's newly redesigned **River Walk Center / Veterans Memorial Park**. In addition to the fireworks, there will be food, crafts, music, and loads of family-fun activities with free admission for all. Family-fun activities and celebrating the freedoms our country provides helped make this the perfect choice for the *June Dyer Difference Award*.



Fort Pierce City Commissioner Jeremiah Johnson with Main Street Fort Pierce's Michelle Cavalcanti, Tatiana and Will Dyer, Jonathan Holmes, Charlie Hayek Sue Dannahower and Main Street Director Doris Tillman celebrate the June St Lucie Dyer Difference Award.

Since relocating to the area in 2008, each month, **Dyer Chevrolet** staff members at **Dyer Chevrolet Fort Pierce** and **Dyer Chevrolet Mazda Subaru** in Vero Beach meet to review the applications which have been submitted in their respective counties and select one non-profit organization to receive that month's recognition and a \$3,000 award in each county. For the Dyer family and the members of the Dyer staff, the award and the \$6,000 in donations between the two counties are all about helping to make a positive difference in the community.

For the recipients, it's an acknowledgment of their tireless efforts to do the same and a much-needed financial boost to help further their missions. If you'd like to nominate a non-profit organization for the *Dyer Difference Award*, please visit www.dyerdifference.org or find *Dyer Difference* on Facebook. ❖



Stars Over St. Lucie Sponsor, Hoskins, Turco, Lloyd & Lloyd

At the law firm of **Hoskins, Turco, Lloyd & Lloyd**, we have deep roots in the Treasure Coast providing excellent legal representation for people in the areas of personal injury, workers'

compensation, Social Security and Veterans' disability, and bankruptcy. Our attorneys and staff live and work here and continuously volunteer and contribute to numerous community events, and have sponsored the *Stars Over St. Lucie — 4th of July Celebration* for the past ten years. The firm is led by senior partner Steve Hoskins, Board Certified Civil Trial Lawyer by the Florida Bar since 1989, and Steve and partners Louis Turco, Colin Lloyd, and Ian Lloyd have over 100 years of combined legal experience, successfully representing thousands of clients on the Treasure Coast. Because of our experience, we know how to handle just about any legal issue presented to us — no case is too complex. Whether you've been injured, are facing bankruptcy, or have been denied benefits you deserve, our legal team is here to help you. Call us at 772-794-7774 for a free review of your case. ❖

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The “Cake Lady” Bakes ... and Writes

by Sue Dannahower



“Once upon a time there was a fairy named “Sprinkles” who lived in a very special bakery in a small town down by the river. She wanted to be a cupcake fairy and bake the world a better place with random acts of kindness.” These are excerpts from *The Misadventures of Sprinkle the Cupcake Fairy* written by Staci Dunn, owner of **The Cake Lady Custom Cakes**.

Writing a children’s book has always been on her bucket list. Friends told her to write five minutes a day, which she did, and six months later she had her first children’s book. Staci is fascinated by fairies. She purchased a “fairy door” while on a vacation in Ireland. Installed in her bakery, she decorates it on a regular basis. “Kids who come in are always trying to find the fairy; it promotes their imagination,” states Staci. Ironically, the fairy images in the book look a little like its author.

She never forgot her first cake. “It was for my son’s third birthday,” she said. “I made a Poké ball cake out of a regular cake. When it was finished, it was round. It was ugly and horrible.” Nonetheless, her son loved his mom’s first creation. “He went crazy over it,” she said, “and I got better over time.” Now, Staci and her staff bake thousands of cakes and cupcakes every year.

A book signing will be held on July 13, from 10:00 a.m. to 3:00 p.m. at the bakery. Books will be available for purchase during the signing. There will be lots of bling, including face painting and fairy hair.

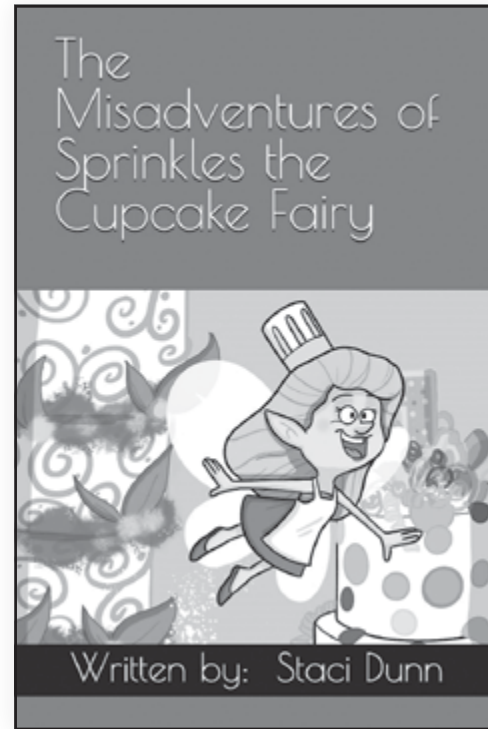
The book was illustrated by Arthur Linhares, an up-and-coming artist. He teaches drawing at an art school in Port St. Lucie, Florida. Arthur graduated art school in Brazil in 2016 and has pursued his dream of becoming an animator ever since. This is the first book he has illustrated.

Staci has a lot going on.... Cupcake camps are held during the summer, June 10th through August 5th. The camps are open to children ages 5–15. Activities include decorating cupcakes using various professional techniques. Participants learn to use buttercream, fondant and sugar paste procedures. The cost is \$165 per week. Call (772) 242-8128 to sign up your child.

Staci and her coworkers participated in a Food Network bake-off in September of 2017 and has recently auditioned for another bake-off to be held in the summer of 2019.

The Misadventures of Sprinkle the Cupcake Lady can be purchased on Amazon or by dropping by **The Cake Lady Custom Cakes** located at 205 Orange Avenue in Historic Downtown Fort Pierce.

And they baked and baked happily ever after. ❖



Bottom’s Up Public House

by Michelle Cavalcanti

Bottom’s Up Public House is making a splash on Avenue A, bringing hand-crafted cocktails, craft beer, and more music to Downtown Fort Pierce. Manager Al Beltran says it’s not just the fine selection of spirits or sold-out live shows that define **Public House’s** signature specialty — it’s “Love. We want you to feel it from every direction when you walk in this building”

You *can* feel the love and care that come from every direction when you walk in the door. The bar itself, textured and unique, feels both chic and comfortable. Lighting is mellow but not dim, with a stage front and center, and VIP back room. The night we stopped in, Tuesday, was *Vinyl Night*, and **Public House** was hosting local art studio, **Swig of Color**, in the back room. On this evening, patrons painted “yellow submarines” on old records and enjoyed custom cocktails by the same name.

Beltran stresses that the live music element is central to the **Public House** mission — their goal is to have lines out the door to see acts they’ve brought in from across (and outside) the country. Live music is on stage every Friday and Saturday night, and open mic every Thursday. Beltran holds Wednesday nights open just in case any awesome musicians can swing through. You can stop into **Bottom’s Up Public House** Tuesday through Thursday, 4 p.m. to 12 a.m.; Friday 4 p.m. to 2 a.m.; Saturday 2 p.m. to 2 a.m.; and Sunday 2 p.m. to 12 p.m. Find them on Facebook @bottomsuppublichouse or by phone at 772-828-6105. ❖



Discover the Wild, Weird, Wonderful World of Marine Worms at the Aquarium this July

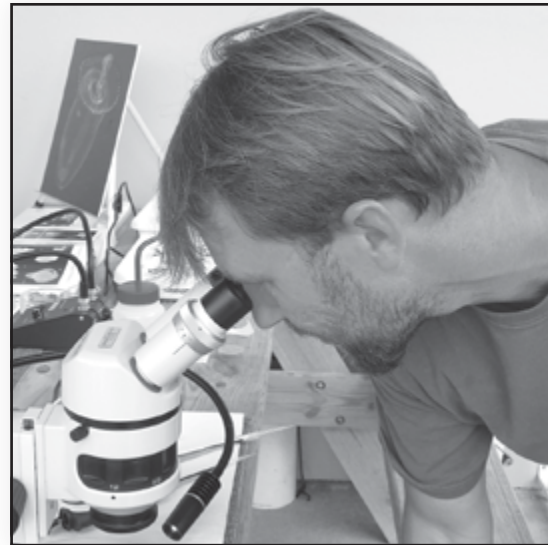
On July 2nd, enjoy free admission all day to the *Smithsonian Marine Ecosystems Exhibit* at the **St. Lucie County Aquarium** and learn more about the coolest marine worms around during our *International Polychaete Discovery Day!*

There are more than 10,000 species of polychaete worms around the world, from some of the coldest marine environments in the world to some of the hottest near hydrothermal vents, from the shallowest to the bottom of the Challenger Deep, the deepest known spot on Earth. They're a diverse and incredible group of animals that include bristleworms.

During *International Polychaete Discovery Day*, kids can participate in a fun mock "worm dissection" with Smithsonian educators using delicious gummy worms at 11:30 a.m., 12 p.m. or 12:30 p.m., and then eat their worms once they're finished. Meet a real scientist from the **Smithsonian Marine Station** from 10 a.m. to 2 p.m. who studies polychaetes, and see some live polychaetes for yourself while learning what makes these animals so unique.

The living model ecosystems at the *Smithsonian Marine Ecosystems Exhibit* at the **St. Lucie County Aquarium**, as well as the interactive exhibits, engaging display and a touch tank teeming with marine life, are a wonderful way to learn more about our oceans and lagoon while having a wonderful time with family, friends or simply on your own. Better yet, the first Tuesday of every month is always free admission day at the *Smithsonian Marine Ecosystems Exhibit* at the **St. Lucie County Aquarium**.

The *Smithsonian Marine Ecosystems Exhibit* is located in the **St. Lucie County Aquarium** at 420 Seaway Drive on



South Hutchinson Island in Fort Pierce. The **Smithsonian Marine Station** has teamed with St. Lucie County and other community partners to create this unique educational facility. The exhibit is an outreach effort of the **Smithsonian Marine Station**, a branch of the **Smithsonian Institution's National Museum of Natural History**. A fixture in the Fort Pierce community for over 45 years, the station is dedicated to understanding the character and diversity of the ma-

rine and estuarine habitats of Florida. For more information, visit www.stlucieco.gov/Aquarium. ❖

Christmas in July in Downtown Fort Pierce

Christmas in July will take place the week of July 20 through the 27th in downtown Fort Pierce. Participating stores will have something special for their customers such as amazing discounts, specialty cocktails, and more. To kick it off on July 20th there will be a downtown shopping spree giveaway totaling over \$500 as this goes to print but continues to increase daily. All customers have to do is wear an "ugly" sweater, t-shirt or tank top, and take selfies in downtown establishments using the hashtags #downtownfortpierce and/or #xmasinJuly. The more establishments, the more tickets can be earned! One establishment equals one ticket.

Don't worry if you cannot take a selfie; there are plenty of people that will be around to take your photo. After having fun shopping and taking selfies, participants need only to show up at **Notions & Potions** by 6 p.m., show proof of the selfies they took, and claim their tickets. The drawing will be held at 6:30 p.m. on Facebook Live. Those in the drawing do not need to be present to win but must be 18 years or older. The person

with best ugly shirt will win an SPF 30 Fort Pierce hoody. Participating stores at the date of print include:

Chic & Shore Things, Sailfish Brewery, Initially Yours, Sunrise City Café, Rizzo's, Varsity Sports Shop, Mike's Computers, Seriously Mixed Media, The Cake Lady Custom Cakes, Estella Nail Tech at Dermatech, 2nd Street Bistro, Notions & Potions, The Public House, Swig of Color, Pop Up, Cabin Men's Wear, 212 Degrees Coffee Shop, Last Dragon Tattoo, Vanishing Mermaid, and Taylor Creek Optical. ❖



Become A Member

It Takes All of Us to Make Our Historic Downtown Prosper and Grow!



Main Street Fort Pierce wants to invite you to become a part of the renaissance of our Historic Downtown area. Over the past twenty-nine years, we have worked to repair streets and sidewalks, upgrade storefronts, renovated the Sunrise Theatre, Old City Hall and the Platts Backus House, sponsor charrettes to design a downtown "Master Plan," built the Manatee Observation and Education Center and so much more! Annually, Main Street Fort Pierce sponsors over 30 events — most which are free of charge.

Yet there is still so much more to be done! We need you to be involved in our continued planning for the area. Become a member and support Main Street financially. We rely on the participation and the voluntary annual dues from our members to accomplish our goals and complete our projects.

Whether you own a downtown business or you just love Historic Downtown Fort Pierce, we need your energy and support to continue to rejuvenate our community's heart and soul.



Why Main Street Fort Pierce?

- Downtown Fort Pierce is an important employment center.
- The area is a reflection of the community image.
- Locally owned businesses keep profits in town and support other local businesses and community projects.
 - A vibrant downtown creates a feeling of "hometown pride" and sense of place.
- The downtown district is a public gathering area, where parades, special events, and celebrations are held in a unique setting.
 - Community character and historic integrity cannot be recreated.

What are Membership Benefits?

- Your membership dues are an investment in the future of Historic Downtown Fort Pierce, helping us to sponsor improvements and events throughout the year.
- Members receive advanced notice and invitations to special events.
- You will receive the monthly subscription to *Main Street Focus* magazine and links to *Focus On-Line*.

As a member of *Main Street* you are automatically aligned with others who want to preserve the past and influence the future of Fort Pierce. You can belong to Fort Pierce *Main Street* at one of eight different membership levels, starting at just \$15.

Main Street Membership Levels

Benefactor Levels	Community Levels	Corporate Levels
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Fort Pierce 212 Degrees Coffee House

by Mckenzie Channon

Looking for a new spot to meet up with friends, homework, or even just to take a break and relax? The **Fort Pierce 212 Degrees Coffee House** opened a few months ago here in downtown Fort Pierce, and it features art from local artists, relaxing music, and greenery that combine to create a relaxing and rejuvenating environment.

The **212 Degrees Coffee House** is run by Kathleen Grace with her son, Jesse Loehrig, who moved up here from the Palm Beach County area not long after he graduated high school.

Opening a coffee shop is a 25-year dream of Kathleen's, and she just knew it was the right time to start her business about a year ago.

The menu includes almost any drink you can think of, along with a variety of breakfast sandwiches. Their specialties include their caramel macchiato, and the

Jersey. (If you're from New Jersey, you'll know exactly what this sandwich is.) There are dairy-free options for milk, along with meatless options for the sandwiches. Kathleen says that they will be introducing gluten-free options in the fall, as season starts back up again.

Kathleen's goal with the coffee house is to create a space for people to congregate and rejuvenate, in order to build a community between the customers. They will be starting a coffee club soon, so like them on Facebook at Fort Pierce 212 Coffee House

or follow them on Instagram @fortpiece212coffeehouse so you don't miss out. You can come stop by any day of the week. Their hours are 8 a.m.–4 p.m. Monday to Friday, and 9 a.m.–2 p.m. Saturday or Sunday — but if you come a little early, chances are Kathleen will welcome you in. ❖




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Summer is Here at the Manatee Center

Presented jointly by the ManaTeam Staff, Rachel, Meredith, April, and Trish

July in south Florida is filled with slower-paced days and rainy afternoons, but that shouldn't stop you from exploring nature! Open for summer hours beginning July 1st through September, you can explore nature with the **Manatee Center**, Thursday to Saturday from 10 a.m. to 5 p.m.

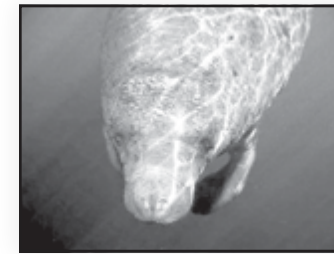
The **Manatee Center** will welcome in a new partner exhibit beginning on July 1st. This exhibit, developed by **University of Florida St. Lucie County IFAS Extension** agents, will highlight the ways that homeowners can use native plants to create a butterfly oasis in their yards. A feature of the exhibit will be information and photographs of the rare Atala butterfly which was thought to be extinct from 1937 until 1959. **UF/IFAS** Natural Resources Agent Ken Gioeli will kick off the exhibit with a presentation on the Atala at **MOEC's Lunch and Learn** lecture, July 14th at noon.

In partnership with the local **Swampland Tours**, the **Manatee Center** also offers boat tours of the Indian River Lagoon from

the comfort of a covered pontoon boat. Sit back and relax while you explore the lagoon and estuary. You may see many of the thousands of plants, animals, birds and fish that call these waters home. Boat tours are offered at 10:30 a.m., 1:30 p.m. and 3:30 p.m. with a minimum of six passengers.

Boat tour tickets are purchased through the **Vanishing Mermaid Gift Shop** which opens at 10 a.m., Thursday to Saturday, with the exhibit hall. That allows you plenty of time to visit the exhibit hall, where you will enjoy learning about manatees before you search for them! Webcam footage lets you get a close-up view of live manatees; a short movie about manatees gives you a history lesson; and, displays within the exhibit hall give an overview of anatomy, including a real skeleton!

When you pick up your boat tour tickets from the **Vanishing Mermaid** be sure to look around the store and take advantage



of Christmas in July specials. In addition to bargain shopping, this is the perfect opportunity to view our high-end items. Because it is

our "off" season, we have more room to highlight our beautiful sea life sculptures and glass birdbaths. Our merchandise has been fondly referred to as "Florida Whimsy" with many items for your kitchen and living spaces.

Want a good book to read on those rainy afternoons? The "Mermaid" has a wonderful collection of Florida classics in the book section — *A Land Remembered* by Patrick Smith; *The Barefoot Mailman*, and many others that will give you hours of fun nature reading.

Each month, the **Manatee Center** also honors a volunteer of the month. For the month of June, we honored Michelle, Savannah and Joe Rubenstein. This young family started volunteering together in November of 2018, as Savannah and Joe's elementary school requires eight hours per year of volunteer service. They all enjoyed it so much that they have stayed to volunteer every other weekend as their schedule permits. Savannah recently celebrated her 10th birthday party at the **Manatee Center** where she asked for donations to the center in lieu of presents for herself, raising over \$120. As part of her birthday activities, she led a manatee-focused presentation for her friends, educating them about manatees and the importance of protecting them. Savannah has also researched all of the animals in our touch tank so that she can give the most accurate information to our guests. Her brother, Joe, is eight years old and he is our reptile expert. He has learned everything there is to know about *Diego*, our red rat snake, and is an expert handler. Joe teaches our guests about our striped mud turtle display. He carefully brings the turtles out of their tank so that guests can touch them. The Rubensteins were also very active in the rescue and release of *Beachball*, the manatee, at Moore's Creek in February and May of this year. It was, in fact, Savannah who thoughtfully nicknamed the manatee *Beachball* based on his appearance in the water, as he was unable to submerge.

We are thankful for the Rubenstein family, and to all of our volunteers, for their dedication to the **Manatee Center** and our community. ❖

The Manatee Center July Events

Summer hours: From July through September, MOEC is open Thursday to Saturday 10 a.m. to 5 p.m.

June 15 to July 19, 9 a.m. to 4 p.m.

Ocean Adventures Summer Camp

This camp is amazing for future marine biologists (9–12 years old). Discover Florida's marine ecosystems, and the critters within them, with exciting hands-on and in-water activities and encounters. Registration is \$175 for the week. For more information and registration, visit our website.

Friday, July 12th at 12 p.m.

Florida's Atala Butterfly

Lunch & Learn — Join us for a free presentation at the Manatee Center led by Ken Gioeli of the University of Florida Institute of Food and Agricultural Sciences. You'll learn all about Florida's atala butterfly, their preferred butterfly plants, and how to spot them.

Bring your lunch and bring a friend. *Free event.*

July 29 to August 2, 9 a.m. to 4 p.m.

Wild Discovery Summer Camp

This fun camp is perfect for nature lovers (9–12 years old) who want to know how nature works. Campers will explore the wetlands, uplands and aquatic ecosystems with featured educational field trips and loads of fun. Registration is \$175 for the week. For more information and registration, visit our website.

Recurring Programs

Thursdays, 2:00 p.m. — *Meet the MOEC Reptiles* — and witness Diego the corn snake eating.

Fridays, 2:00 p.m. — *Seahorse Snack Time* — watch the MOEC seahorses eat and play.

Saturdays, 2:00 p.m. — *Fin-Tastic Fish Feeding* — come meet the fishes in the Center.



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Farmers' Market Celebrates 4th of July

In the heat of the summer, falls a day that we choose to celebrate the birth of our nation. July 4, 1776, was the beginning of the greatest nation on earth. Today we celebrate with all kinds of events — barbecues, parades, fireworks. Since the **Downtown Fort Pierce Farmers' Market** is "a Saturday morning tradition," we will be honoring our veteran vendors on June 29, 2019.



Joe Importico, Importico's Bakery, U.S. Air Force, Viet Nam

Several of the vendors at the **Downtown Fort Pierce Farmers' Market** served our mighty nation in branches of the military as diverse as the Market. Joe Importico, of **Importico's**



Michael Franzese, The Cheese Shoppe, U.S. Navy, Viet Nam era

Bakery, served in the U.S. Air Force during Vietnam. Michael Franzese, of **The Cheese Shoppe**, was in the U.S. Navy from 1977–1980. Kevin James, from **Laurie's Pantry**, was in the Marine Corps, and his son is currently serving with the Marines in Asia. Bruce Dominick, of **TCPalm**, was in the U.S. Navy aboard the CVA 31 Bon Homme Richard during the Cold War era.



Bruce Dominick, TCPalm, U.S. Navy, Cold War

The **Downtown Fort Pierce Farmers' Market** also has vendors who work tirelessly to commemorate our veterans. Kathy Green, of **Kat's Southern Twang**, helped to organize the recent



Kathy Green, Kat's Southern Twang, volunteer, D-Day organizer and Voici Bernadette reef memorial for veterans enthusiast



Jimmy Searles, Granny Gail's, U.S. Navy, Viet Nam

D-Day celebration, and has promoted the *Voici Bernadette* reef project which is dedicated to veterans.

Fort Pierce Central High School's JROTC will participate during the Market's celebration. At 10:00 a.m., the drill team will present the flag and demonstrate their skills. These young men and women are learning leadership roles while understanding the benefits of citizenship. The mission of JROTC is to motivate young people to become better American citizens.

The **Downtown Fort Pierce Farmers' Market** values those who serve. Their dedication to our country is demonstrated in their efforts to promote small businesses like those in farmers markets all over the nation. We are proud to have them in Fort Pierce.

Honor these veterans by shopping with them at the **Downtown Fort Pierce Farmers' Market**. Every Saturday morning, rain or shine, the Market is open from 8 a.m. until noon on

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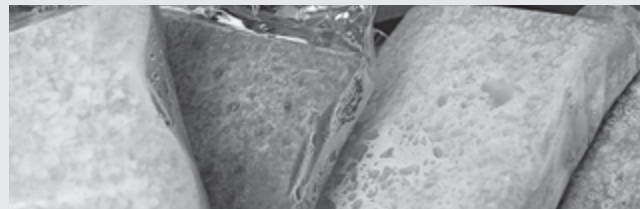
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by Sue Dannahower

Kitchen Tips & Techniques

Drip-Free Ice Pack: For a drip-free ice pack, place a sponge soaked in water into a small Ziploc bag. Place the bag in the freezer, and allow it to freeze. Then, when you need it, you can apply the ice pack to a burn or bruise.



Fast Drink Cooling: This technique is great when you are trying to quickly cool off a bottle of your favorite beverage. Wet a paper towel and wrap it around the bottle. Place the bottle in the freezer, and leave it in there for about 15 minutes. When you remove the drink, it should be very cold.



Pouring Liquid: For a bottle of vegetable oil, rubbing alcohol, or other substance, then this tip can help you cut down on the amount coming out of the opening. Instead of removing the foil covering the top of the bottle, poke holes in it with a fork. This allows you to pour out what is inside without too much rushing out at one time. ❖



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Love, JAZZ Community: Ten Teens Awarded Jazz/Blues Scholarships

by Don Bestor

Ten Treasure Coast students will head off to college with a little more cash in pocket and a lot more experience

Each year, the *Fort Pierce Jazz and Blues Society* provides regular live musical entertainment at the **Sunrise Black**

Box Theatre, the Port St. Lucie Botanical Gardens, and a host of other local venues, all to help raise funds to encourage and perpetuate live music and jazz and blues, the trust of American musical art forms. The nonprofit organization also hosts free, open-air concerts on the waterside at Melody Lane throughout the year, and supports a number of other worthy, charitable organizations, too. But for the members of *Fort Pierce Jazz and Blues Society*, Scholarship Night is akin to Christmas morning because there's nothing quite as rewarding as seeing the young musicians performing and carrying on the legacy and love of music that is so richly shared and enjoyed all year long on the Treasure Coast.



Scholarship recipients Cameron Slack, Dylan Jampol, Max Twardowski and Ryan Dillahay jam with Fort Pierce Jazz and Blues Society member and Master of Ceremonies Mark Green at the 2019 Scholarship Awards Night where ten scholarships were distributed to talented young musicians pursuing a career in music.

In addition to receiving a \$1,000 scholarship, all recipients had the opportunity to perform live with the *Fort Pierce Jazz and Blues Society's Jam Band*. In fact, performing with the group was a prerequisite for receiving the scholarship. For the students, all of whom are pursuing a career in music, the chance to perform with the same pros who played with the Who, the Tommy Dorsey Orchestra, Johnny Mathis, Guy Lombardo, Styx, Peter Cetera, Aretha Franklin, the Drifters, Tony Bennett, and so many others is a dream come true and a great feather in their musical performance caps moving forward.



Singer Mia Batalini is greeted after a long absence by fellow musicians Bud Skiles, Claudio Berardi, Max Duhalde, Jimmy Batalini and Jimmy Tucci.

If you're interested in learning more about *Fort Pierce Jazz and Blues Society*, becoming a member, or sponsoring a scholarship, please visit www.jazzsociety.org or call *Fort Pierce Jazz and Blues Society* at (772) 465-JAZZ (5299). ❖

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Small Business Solutions: Write a Press Release That Gets Results

by Rieva Lesonsky, CEO and President of GrowBiz Media



Are press releases still an effective marketing tool for a small business? Yes, if you know how to follow today's rules for getting attention. Here are the essential elements of a modern press release along with tips to help make yours stand out.

Today, press releases are often released online through news services or press release services. This means in addition to being seen by journalists or bloggers, they might also turn up in search results when your potential customers are online.

Here are the key elements of every press release:

HEADLINE

Make your headline attention-grabbing, while immediately conveying what the release is about. Using keywords in your headline can help it show up in search results. Your headline should be 100 characters or less so that more of it will show up in search results. Shorter headlines are also easier to share on social media and can still have the entire headline show up.

SUBHEAD

This is a short sub-headline that provides additional information expanding on the headline. This can be used to summarize the most main idea of the press release.

DATELINE

The city and state where your business is located and the date of the release ("Los Angeles, CA, June 21, 2019") Journalists

seeking local news benefit from knowing where your business is located, and the date ensures they don't use outdated releases.

FIRST PARAGRAPH

In a few sentences, this paragraph should briefly explain the most important information in your release, including the five W's (Who, What, When, Where and Why). Include your company name as well. Most people won't read beyond the first paragraph, so think of this as your chance to keep them reading.

BODY COPY

Explain the information you're sharing in more detail. Break it into short paragraphs. Your body copy should sound natural (not full of industry jargon) and include relevant keywords, without being artificially "stuffed" with too many keywords.

QUOTES

Near the end of your body copy, include a quote or two from your company president or CEO (in other words, you!) that journalists can use to liven up their articles. Include your full name and title ("Steve Smith, CEO of ABC Corp., says...").

EXTRAS

Offering journalists photos, infographics, videos, and other visual elements they can use can help differentiate your release from the rest. If you're sharing news about a product, person or event, you can include photos in your release. However, you should also make high-resolution photos available for journalists.

To avoid problems that can arise by sending photos, graphics, or videos as attachments, it's best to put these elements on the version of the release that you post on your website. Create a News Room or Press Room section for your press releases and announcements. Then include links to the release on your website in the press release that you send to journalists. (Make the links trackable and you'll even be able to see how much traffic your press releases drive to your site.)

CALL TO ACTION

At the end of your release, include a call to action (CTA)—something you want the reader to do. This could be as simple as "For more information about ABC Co.'s upcoming Spring Fundraiser, visit ABCwebsite.com or call (xxx) xxx-xxxx." Again, make it as easy as possible for the reader to know what you want them to do.

BOILERPLATE

Boilerplate is one brief paragraph about your business that you include at the end of every press release. Include your business name, what it does, when it was founded and any other information that you want recipients to know.

MEDIA CONTACT

List a spokesperson for your business who will be available to quickly respond to inquiries. Provide multiple ways to contact them (phone, email, social handles, etc.) since journalists may want to get in touch different ways.

Press releases should be one to two pages in length. Include links when necessary (such as to find out more information) but don't go overboard; too many links can get your release marked as spam by press release distribution sites and search engines.

Need more help? PRLog suggests looking at its Most Viewed Press Releases to get ideas for how successful press releases are written. You can find press release templates online and use sites such as PR Distribution, PR Web and PR.com to distribute your releases.

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

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July Fishing Report 2019: Free to Fish!

by Captain Bo Samuel, Pullin Drag Charters

It's time to enjoy all that summertime fishing has to offer here on the Treasure Coast. If you're going offshore, there are still mahi, kingfish, blackfin tuna, and sailfish to be found. Go to about 80 to 100 feet of water and slow troll live bait. Be prepared for some great action when you get a hit.

Anglers are still catching snook, especially at the spillways and around the jetties and bridges, but be aware that snook season is officially closed and any linesiders caught must be carefully released. Large breeder snook are in the area now and should be returned to the water as soon as possible or not taken out of the water at all. Also, big snapper are being caught around the bridges hitting live pilchards and live shrimp. July is a great month for serious snapper fishing. Use 30-pound fluorocarbon and #2 hook for best results. To stay out of the sun a little, try snapper fishing at night before the full moon. Plus, schools of tarpon can still be found along the beaches eating glass minnows and other small bait.

This month also sees the highly anticipated mini lobster season July 24th and 25th. Lobster divers will flood our bountiful waters in their hunt for some tasty spiny lobster. Take it from me, lobster tails and fresh snapper are both great on the grill.



Check your local bait and tackle shops for all rules and regulations. Have a safe Fourth of July and remember you're free to keep Pullin Drag! ❖

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Recipe Corner by Sue Dannahower

Poblano Corn & Bacon Chowder

Chowder

- 1 Stick butter
- 2 small onions, chopped
- 1/2 cup carrots, shredded
- 2 teaspoon ground cumin
- 1 teaspoon cayenne pepper
- 2-4 tablespoons all-purpose flour
- 6 large poblano chilies, canned
- 2 cups chicken broth
- 2 cups half-and-half
- 8 ears corn, roasted & scraped, fresh

Garnish

- 1/2 bunch chopped fresh cilantro
- 4 pieces bacon, fried and crumbled
- Shredded cheddar cheese

Melt butter in heavy large saucepan over medium heat. Add onion, carrots, cumin and cayenne and sauté until vegetables are tender, about 8 minutes. Add flour and stir 1 minute. Add poblano chilies. Gradually mix in broth and half-and-half. Bring mixture to boil, whisking until smooth. Mix in corn and stir until corn is just heated through. Ladle soup into bowls. Garnish with cilantro, bacon and cheese, and serve. *Serves 8.* ❖



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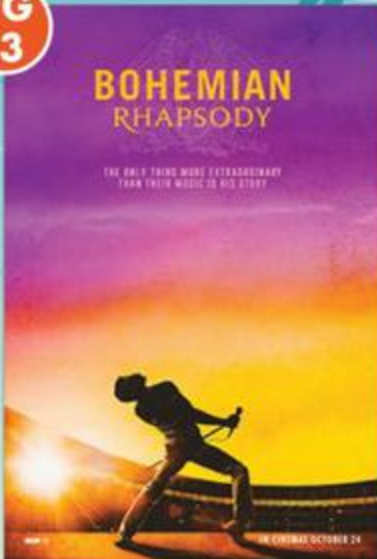
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