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FORT PIERCE CRA &  
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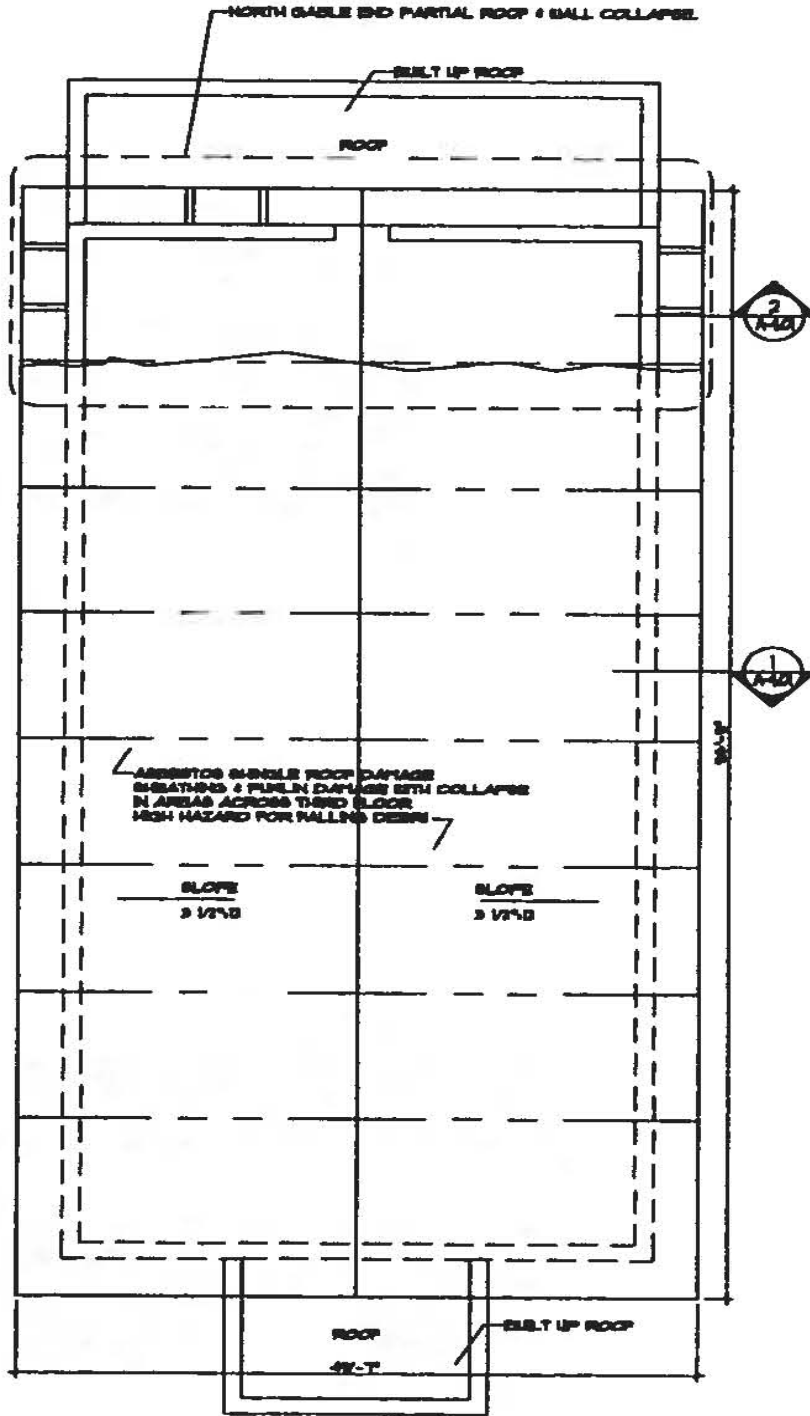
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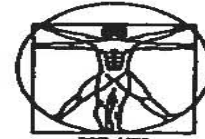
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July 12, 2018

Arts and Culture Advisory Board Meeting

St. Anastasia's Tour

**Building:**

Freight sized elevator tower near restrooms

Extension on rear of building for elevator

1<sup>st</sup> floor elevator w/2-sided entry

Mechanical Rooms on the 1st floor near restrooms

Insulation – Roof/Building

Kitchen for catering

Central A/C

Restrooms on each floor

2<sup>nd</sup> Floor - Classrooms

3<sup>rd</sup> Floor - Auditorium/Performing arts venue/center

Historic Preservation – save originality

Energy efficiency

Durable flooring – tile, cast stone, masonry (1<sup>st</sup> and 2<sup>nd</sup> floor); Wood (3<sup>rd</sup> floor)

Big fans: attic fans, ceiling fans

Acoustic tiles/ ceiling

Ventilation

**Programming/Purpose:**

Museum Space

Highwaymen Museum

Job skills/Art Apprenticeships and local products for sale (2<sup>nd</sup> Floor classrooms)

Souvenir Shop

Print Shop

Clay Studio/Woodshop – Art School/Educational space

Art restoration and maintenance classes

Afterschool and summer camps

Auditorium – larger stage, acoustics, sound/lighting, theatrical consultant, keep balcony

Artist in residence

**Grounds:**

Solar Energy Panels (facing South) / Solar awnings

Sculpture Pads for rotating shows

Outdoor electricity for events

Amphitheatre w/ solar panels

Commemorative markers with building history

Fencing – Historical style/Pretty

Security Lighting

Gazebo / Green space / Benches & swings

Tree-lined Oak Project (border)

Fountain

Nice parking lot/garage

Sprinkler system

Tear down storage building

Outdoor patio for receptions

Signage – marquee for events

Dumpster

Antique Solar Lamp Posts

**Partnerships:**

St. Anastasia's Alumni / School Reunion / Fundraisers / Memorabilia

Learn to Read space

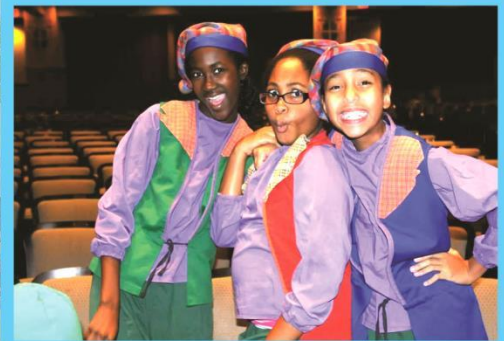
Fort Pierce Jazz and Blues Society

VSA Florida – The State Organization on Arts and Disability

**Need to know:**

Research prototypes of other catholic church renovations

Naming rights?



# Arts and Culture Master Plan



## Arts and Culture

## Master Plan

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## I. Introduction

Arts, cultural heritage and creativity are essential keys to capitalizing on Fort Pierce's unique and distinctive identity. They each play a vital role in supporting community cohesion and well-being by enhancing community pride, fostering economic development and increasing tourism.

**Arts** - Arts are a diverse range of human activities that create visual, auditory or performing artifacts, intended to be appreciated for their beauty or emotional power. The arts create an economic engine that increases tourism, creates jobs and improves quality of life. Implementing arts and culture into a community is also proven to help boost economies.

**Cultural Heritage** - Cultural Heritage is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values.

**Creativity** – Creativity is participation in a range of activities that allow for imaginative expression, such as music, art, creative movement, and drama, which engage the mind, body and senses.

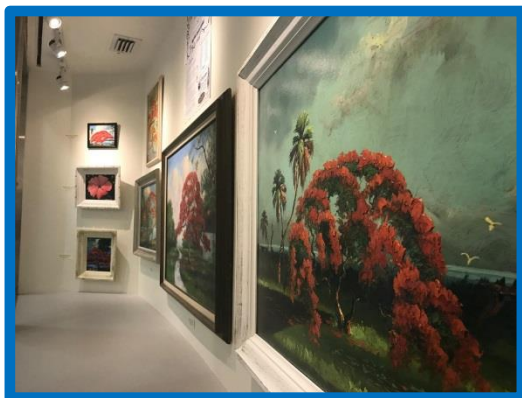


The Wizard of Oz – Missoula Children's Theater  
Summer Camp – Sunrise Theater - 2013

The arts stimulate creative problem-solving and innovation within a community. Parents with youth involved in sustained, structured community-based arts programs show a positive increase in the perception of their neighborhoods. When the arts become central in a community, the learning environment improves and the culture transforms to become more positive, creative, and supportive.

Cultural heritage is important because it helps people connect with others who have similar backgrounds and provides a sense of unity and belonging. Cultural heritage also provides people with a link to traditions that might otherwise be lost.

Creativity is a powerful economic engine for Fort Pierce. The creative sector contributes directly and indirectly to community prosperity, by generating economic activity, providing employment, making our city attractive, and enhancing our overall quality of life.



Annual Highwaymen Art Exhibit  
Fort Pierce City Hall

This Master Plan, built around a strong Creative Placemaking initiative, paves the way for the creation of the City's 10-Year Arts and Culture Strategic Plan, with input from City Commissioners, private citizens, staff, artists, arts organizations, nonprofits and business owners. The Strategic Plan will detail a course of action to enhance and capitalize on Fort Pierce's existing arts and cultural heritage amenities. The 10-Year Plan will also provide strategies to support artists, arts organizations and arts educational opportunities with programs and projects that positively transform our historic communities and downtown area.

**Creative Placemaking** - In creative placemaking, partners from public, private, nonprofit and community sectors strategically shape the physical and social character of a neighborhood, town, tribe, city or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire and be inspired.

A 10-Year Arts and Culture Strategic Plan, following the framework of this Arts and Culture Strategic Plan will increase the viability of the City's arts and culture grant applications and provide written guidelines for City and County AIPP funding oversight.

Government investment in public arts and cultural programs is typically based on the following:

- Enhancing the physical environment and its image
- Creating a sense of place and distinctiveness
- Contributing to community cohesion
- Enhancing social health and well-being
- Contributing to economic value through inward investment and tourism
- Fostering civic pride and confidence
- Raising quality of life
- Reducing crime

**A. Vision** The vision for the City of Fort Pierce Arts and Culture Master Plan and 10-year Arts and Culture Strategic Plan is to foster an environment where arts and culture flourish for the benefit, education, and well-being of all residents and visitors.

**B. Mission** The mission of the Arts and Culture Master Plan is to affirm the City of Fort Pierce's commitment to arts and cultural heritage and set into motion the development of a 10-Year Arts and Culture Strategic Plan to empower and support and sustain a strong and vibrant artistic atmosphere for Fort Pierce residents and visitors. The inspiration for this Arts and Culture Master Plan is the belief that arts, cultural heritage and creativity provide essential contributions to the quality of life in Fort Pierce.



Local Artist and Instructor Anita Prentice with Summer Art Students

Accomplishing this mission will fulfill the City's objectives to:

- Support and facilitate an increase in the development, preservation and promotion of the City's existing artistic and cultural heritage assets;
- Support and promote the development of artists, arts organizations, the school district and facilities that sponsor arts and cultural heritage programs, projects and educational opportunities;
- Encourage and facilitate opportunities for City residents and visitors to participate in arts, cultural heritage and creative educational activities;
- Stimulate greater governmental and public awareness and appreciation of the importance of the development, preservation and promotion of arts, cultural heritage and creativity within the City of Fort Pierce;
- Advocate and communicate factual information on local, state and national arts and cultural heritage issues to citizens and elected officials;

- Encourage and facilitate greater and more efficient use of City, County, State, Federal and private resources to develop and support arts, cultural heritage and creative programs and projects in Fort Pierce;
- Enhance everyday life throughout the City of Fort Pierce; and
- Further the recognition of Fort Pierce as an arts, cultural heritage and creative mecca and a destination of choice for investors, developers, tourists and current and future residents.



Zora Neale Hurston

### C. Goals

1. Increase the development, visibility and marketing of Fort Pierce’s existing arts and cultural heritage assets, programs and projects to clearly identify and celebrate Fort Pierce as the “*Home*” of Zora Neale Hurston, the Florida Highwaymen, A.E. ‘Bean’ Backus, Navy Frogmen/Seals, Edwin Binney, Ais Indians, the Sunrise and Lincoln Theaters, etc., and a ‘Hub’ for arts organizations, up-and-coming artists, art exhibits, programs and projects;
2. Strengthen the capacity and sustainability of Fort Pierce’s artists and arts organizations;
3. Encourage participation of new artists – both professional and amateur;
4. Promote educational opportunities on Fort Pierce’s arts and cultural heritage;
5. Weave arts and cultural heritage into all aspects of life in Fort Pierce to build civic pride and improve the quality of life for residents and visitors, raise community perception and cultivate economic development opportunities;
6. Strengthen arts education and beautification opportunities to improve blighted areas; and
7. Identify ongoing revenue sources to support the growth and development of Fort Pierce’s arts and cultural heritage amenities.

### D. Tasks to Reach Goals

- Engage private citizens, artists, arts and cultural heritage organizations, community activists, City and County leaders, staff, etc. in creating the 10-Year Arts and Culture Strategic Plan.

This will help:

- Identify important community issues where arts and cultural heritage activities can provide solace;
- Guide policy makers, commissioners, staff and volunteers as the Strategic Plan is implemented; and
- Provide a crucial resource to positively impress potential grant funders to support the development, growth, marketing and preservation of the City’s arts and cultural heritage assets, artists and arts organizations.

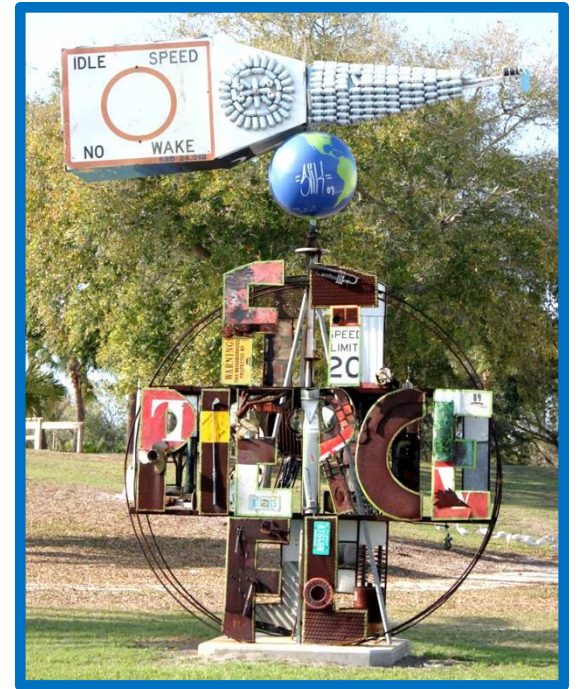


A.E. ‘Bean’ Backus

## E. Priorities:

Priorities include, but are not limited to (in no specific order):

- **Establishing a Name and Logo for the Program:** A potential name for the program is “Arts & Culture Today” in Fort Pierce.
- **10-Year Strategic Plan** for the **ACT** program and its components including short (ACT 1), mid (ACT 2) and long term (ACT 3) program goals and benchmarks.
- **Marketing and Image:** The **ATTRACT** component will define and promote the diversity of the cultural assets and creative uniqueness of Fort Pierce by branding and marketing the City of Fort Pierce “Arts & Culture Today” **ACT** program and its components. Marketing will stress the authenticity of our culture, and the Icons of our cultural heritage.
- Designate the City of Fort Pierce as “*The Home*” of Zora Neale Hurston, the ‘Original’ and ‘2<sup>nd</sup> Generation’ Highwaymen artists, and landscape painter A.E. ‘Bean’ Backus, Navy Frogmen/Seals, Edwin Binney, Ais Indians, the Sunrise and Lincoln Theaters, etc. Platforms to promote marketing, promotion and public relations will include a website, social media, TV, mass media outlets, networking, workshops and fliers in FPUA bills, contacts, signage, etc.
- **Community Buy-In and Commitment:** “*Help Fort Pierce get its ACT Together*” could be the name of an essential kick-off program. Garnering initial verbal and conditional commitment and later “Buy in” by potential funders, businesses, artists, arts organizations, public and private schools, residents, current and prospective developers, investors, and employers, employees and visitors.
- **Space:** Expand and support spaces for art and cultural heritage activities and events, including affordable space for artists, performances, exhibitions, meetings, storage, rehearsals, and education.
- **Youth:** Enlighten young people with hands-on arts and cultural heritage opportunities through education, recreation and social settings intertwined in all aspects of their life.



“The Art of Living Green” – Downtown Fort Pierce



Jazz & Blues Society – Outdoor Concert – Downtown Fort Pierce

- **Business:** Engage businesses with Fort Pierce’s arts and cultural community.
- **Agency:** The Grants Administration Division, supported by an active Commission-appointed Arts and Culture Advisory Board will assist in the creation and implementation of the 10-Year Arts and Culture Strategic Plan.
- **Heritage:** Highlight our unique cultural heritage to inspire a sense of place and pride in Fort Pierce residents and businesses.
- **Potential:** Identify, strengthen, promote and broadcast Fort Pierce’s cultural heritage assets and artistic treasures.

- **Community**: Facilitate community involvement in the arts.
- **Capacity**: Increase the capacity of Fort Pierce’s creative sector through strategies such as public and private funding for arts agencies, artists, businesses, cultural heritage education, etc. Provide opportunities to disseminate information, promote networking and collaboration, technical assistance, and project and program coordination.



Annual Highwaymen Heritage Trail Art Show and Festival  
Moore’s Creek Linear Park – Lincoln Park Neighborhood

- **Creative Climate**: Develop a climate that encourages the growth of creative enterprises, individual artists, arts organizations, economic development and tourism.
- **Lincoln Park**: Improve, promote and expound upon arts and cultural heritage assets in Lincoln Park. Promote artist live-work environment, creative enterprises, investments in small businesses, entrepreneurship, special events, restaurants, shopping, streetscape and façade development that will result in the creation of a safe, vibrant, lively atmosphere. Form collaborations with surrounding communities to cross-promote assets, including Eatonville (Zora Neale Hurston) Mount Dora, Pompano, Davenport, etc. (Highwaymen). Collaborate with A.E. Backus Museum, Treasure Coast Art Association, Jazz and Blues Society, individual Highwaymen and other artists to promote programs, projects and activities. Seek funding opportunities to assist artists, art and cultural heritage programs and projects and rehabilitation/ operation of the Lincoln Theater.

- **Orange Avenue Corridor – Peacock Arts District** – Seek grant funding, investors, arts organizations, artists, etc. and collaborate with property owners along the corridor to assist in the development and enhancement of the Orange Avenue Corridor/Peacock Arts District as walkable and encouraging for businesses, artist housing, arts and cultural heritage programming, attractions, office and open space.



Missoula Children’s Theater Summer Camp - Sunrise Theater

- **Sunrise Theater of the Performing Arts – and the Historic Lincoln Theater** - Seek grants for the theaters to help increase its self-sufficiency, capacity and sustainability. Bolster opportunities for youth and all Fort Pierce citizens to discover and participate in the performing arts.
- Survey and assess the needs of local artists, arts and community organizations and the school district, relating to arts and cultural heritage programs and projects;
- Promote artistic and cultural heritage offerings that reflect, engage and appeal to the ethnic, gender, and age diversity of the City, including all socioeconomic levels;
- Enhance arts education in area schools, so that every Fort Pierce child has access to comprehensive arts and cultural heritage learning, through school programs, artists and art organizations;

- Ensure residents and visitors have the opportunity to participate in arts and cultural heritage activities;
- Shape our environment to reflect the inspirational and creative spirit of who we are through cultural activities, public art, and easily-accessible, welcoming public spaces;
- Establish the City of Fort Pierce as a haven for artistic creators by establishing suitable, affordable space and opportunities for professional artistic development and networking;
- Ensure the promotion of arts and cultural heritage as a priority, as reflected in supportive policies, incentives, ongoing funding, and capital investments; and
- Maintain the program as financially stable and sustainable, based upon a diverse range of income sources.



Jazz and Blues Fest – Downtown Fort Pierce

## II. Responsibilities

1. The Grants Administration Division, assisted by the Arts and Culture Advisory Board, will oversee the creation process and the implementation of the 10-Year Arts and Culture Strategic Plan that will contain the policies and procedures needed to accomplish the goals set forth by this Master Plan. The Division will:
  - a. Construct Annual Action Plans from the 10-Year Arts and Culture Strategic Plan containing specific projects, programs and tasks for consideration and approval by the Fort Pierce City Commission;
  - b. Create and oversee a grant application/award process for local Fort Pierce artists, agencies, etc. for projects and programs based on the Arts and Culture Strategic Plan and Commission-approved Annual Action Plans utilizing the City of Fort Pierce and a portion of St. Lucie County Arts in Public Places (AIPP) funding.

**Note:** The process to disseminate City and County AIPP funding for sub-awards for Fort Pierce-based arts and cultural heritage projects will be accomplished the same way the Grants Administration Division provides dozens of grant awards for public service and commercial façade improvements each year. This process includes: a competitive grant application process with review of applications and recommendations for funding of individual projects by an advisory board with final determination by the Fort Pierce City Commission.

Following grant awards, grantees will be required to adhere to award contractual agreements, based on their grant applications and also provide monthly progress reports that gauge timeline progress and expenses throughout the duration of the project.



Highwaymen Obelisk  
Highwaymen Heritage Trail Stop #7  
Avenue D and 15<sup>th</sup> Street

- c. Collect, arrange, record, preserve and disseminate arts and cultural heritage materials;
- d. Be well-informed on local, state, and federal laws relative to the arts and actively support and advocate local, state and national arts legislation;
- e. Act as a liaison between the City, various governmental agencies, private arts and cultural heritage groups, individuals, and organizations on related matters;
- f. Make recommendations for legislation to the City Commission and the St. Lucie County Board of County Commissioners in relation to arts and cultural heritage matters;
- g. Promote collaborations and facilitate the creation of artistic and cultural heritage programs, projects, events and facilities;
- h. Continue to build upon the City's arts and cultural heritage amenities by infusing the arts into the community as a whole;
- i. Strengthen the Grants Administration Division's 'Creative Placemaking' initiative through grant awards, partnerships and marketing, which will spur economic development, job creation and heighten civic pride in our historic neighborhoods;
- j. Attend area arts events;
- k. Research, write and submit grant applications to fund arts and cultural heritage projects; and
- l. Promote the City's diverse arts and cultural heritage offerings and aesthetic environment to the world.



**Summer Art Class  
Treasure Coast Art Association**

**End Result** Positive, ongoing support for the development of arts and cultural heritage in Fort Pierce will increase economic vitality, investment, development, job creation, tourism, and quality of life, while enhancing artistic endeavors and encouraging academic growth through the arts.

### **III. Creation of the 10-Year Arts and Culture Strategic Plan**

The Grants Administration Division will direct, with extensive citizen, artist, arts organization, City Commission, Advisory Board and staff input, the creation, development and implementation of the City's Arts and Culture Strategic Plan, which will include guidelines, ideas for programs, projects and services to support, preserve and strengthen Fort Pierce's existing arts and cultural heritage amenities and its diverse artistic community.



**Historic Arcade Building - Downtown Fort Pierce**

The purpose of developing an Arts and Culture Strategic Plan is to:

- Identify tasks, projects, timelines etc., as necessary, to implement this Arts and Culture Master Plan;
- Build upon long standing arts and cultural heritage assets and traditions;
- Foster emergent artists; and
- Celebrate and preserve Fort Pierce’s vibrant heritage.



Hooked on Music Festival – Downtown Fort Pierce

The intention of the Strategic Plan is to provide a framework for the inclusion of public art and cultural heritage programming in the daily life of Fort Pierce, to reinforce community identity and change outsider perceptions, capitalize on local assets, spur economic development and job creation, increase tourism, create places for human interaction and assure the preservation of our local cultural heritage.

The Arts and Culture Strategic Plan will include methods to implement this Master Plan within the Grants Administration Division, and to improve projects that are currently underway, including ‘creative placemaking’ initiatives to enhance, preserve and promote existing cultural heritage amenities and venues.

#### IV. Methodology

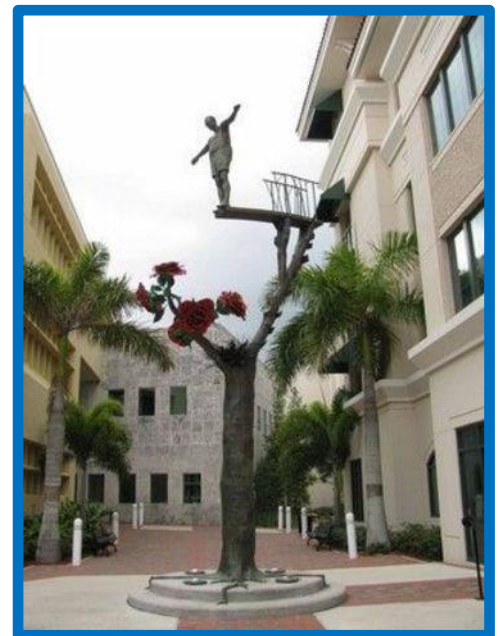
##### A. Funding

Funding for arts and cultural heritage programming can derive from various sources:

1. Interlocal Agreement between the City and St. Lucie County to designate one third of the County’s Arts in Public Places (AIPP) funding for the next ten years to the Division, for activities, projects and programs that align with this Arts and Culture Master Plan. The Interlocal Agreement will establish how percentages of yearly AIPP funding allocations will be used. Examples of uses for allocation include:

- Grant ‘Sub-Awards’ for artists, arts agencies/organizations, etc. for various types of arts and cultural heritage projects and programs;
- Match for grant awards for arts and cultural heritage community events, programs and projects; and
- Temporary Art Exhibits at various locations around the City, including, but not limited to historic City Hall, Lincoln Park Main Street offices, PP Cobb’s Cultural Center, and the Lincoln Theater and the historic St. Anastasia building; and

2. Resolution from the Fort Pierce City Commission to appropriate the City’s AIPP funding, to be expended per AIPP Resolution guidelines.



“Leap of Faith”  
Fort Pierce City Hall

3. Grant funding from Vista/Ameri-Corps for student interns to support the program.
  - IRSC is a good candidate for student interns since they have a Bachelors of Arts program.
4. Grants from the Florida Division of Cultural Affairs, the Florida Humanities Council, the National Endowment for the Arts, the National Endowment for the Humanities, Visit Florida and other private, state and national funders for arts and cultural heritage programs and projects.
5. Depending on Federal Budget funding for the Community Development Block Grant (CDBG), the City could use a portion of CDBG for activities for the “Promotion of Local Art and Cultural Heritage”.



“Original” Highwaymen Artists Al Black, Mary Ann Carroll, Charles Wheeler and James Gibson

Types of activities would include:

- Arts and Cultural heritage events, projects and educational programs in historic neighborhoods, such as mural projects, art festivals, art exhibits, etc.; and
- Cash match for arts and cultural heritage grants that benefit historic neighborhoods.

## **B. Arts and Cultural Heritage Center**

1. Designate a location for the Arts and Cultural Heritage Center
  - The Arts and Cultural Heritage Center will provide space for ongoing and touring art exhibits, arts and cultural heritage educational workshops, meetings and performances that communicate and educate while accentuating Fort Pierce’s strong arts and cultural heritage.

**Note:** Establishing an Arts and Cultural Heritage Center will qualify the City to apply for grants from multiple funders, since the space utilized for the Center can be used as ‘match’ for various state and national grants. Funders are more likely to award grants for programs that have an Arts and Culture Master Plan and a facility currently in use.



Quarterly ‘Jazz on Moores’ Creek’ Concert  
Moores’ Creek Linear Park – Lincoln Park Neighborhood

### **Proposed Locations**

1. **“Old City Hall”** – Arts and Cultural Heritage Center (startup) (1-3 years)

This temporary Arts and Cultural Heritage Center will provide space for ongoing and touring art exhibits, educational workshops, meetings, performances, etc.

## **(FUTURE) The St. Lucie Regional Arts and Cultural Heritage Center**



**Historic St. Anastasia Building  
910 Orange Avenue – Fort Pierce**

The historic St. Anastasia building – 910 Orange Avenue. Collaborate with St. Lucie County to relocate the St. Lucie County Regional History Center to the historic St. Anastasia Building. This colossal facility and surrounding property would not only accommodate the St. Lucie County Regional History Center and all of its assets, it could also provide exhibit, performance, conference and program meeting space, satellite offices for the Grants Administration Division, and promotional space for the Fort Pierce Authentic Tours program.

The Center could easily become a hub for arts and cultural heritage activities, exhibits and events that would garner local, regional, national and international attention and respect. Local exhibits for the Highwaymen, Zora Neale Hurston, A.E. 'Bean' Backus and traveling exhibits focusing on performing, music, literary, visual, digital and creative arts could be regular features.

Utilizing this facility will create a bridge from downtown Fort Pierce, both artistically and economically, while promoting revitalization - built on our arts and cultural history.

Transforming the historic St. Anastasia building into the St. Lucie Regional Arts and Cultural Heritage Center will breathe life back into an economically depressed area of the City, serve as the cornerstone of the Peacock Arts District, and enhance the Orange Avenue Corridor.

The St. Lucie Regional History Museum will significantly benefit from the easily-accessible location that will allow for bigger and longer exhibitions both inside and outside the facility. The building's central location in Fort Pierce will afford the Museum the opportunity to increase foot traffic and its benefit to the community.

The Grants Administration Division and Arts and Culture Advisory Board will seek collaborative partners, grants, and funding from the Florida Legislature to renovate the historic facility.

### **C. Grants / Funding Opportunities**

As Federal and State funds are available, grants will be awarded to help fund subawards for local artists and arts organizations. Potential funders include the National Endowment for the Arts (NEA), National Endowment for the Humanities (NEH), Art Space, Division of Cultural Affairs, Florida Humanities Council, Visit Florida, private foundations, Florida legislature appropriations, etc.

**Note:** A grant from the National Endowment for the Arts (NEA) is a good resource for grant sub-award funding for area artists and arts organizations. Designated exhibit space (Old City Hall, etc.) could be used as the 'required match' for NEA grants.

**Note:** Federal and State budgets may decrease or eliminate funding for the National Endowment of the Arts and State-funded arts organizations in the upcoming years; however, funding may be restored to the organizations or provided for other similar programs to support arts and cultural heritage projects/programs.

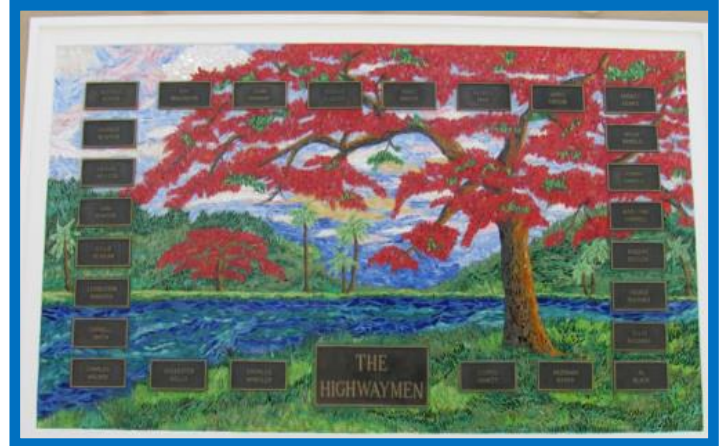
**Art in Public Places** - A resource for grant sub-awards for area artists and arts organizations is through St. Lucie County and City of Fort Pierce Art in Public Places (AIPP) funding.

**D. Website / Social Media / Marketing / Promotion:**

The Division will utilize a website, social media, and various marketing and promotional techniques and collaborations to support the development of area artists, arts organizations, cultural heritage assets and community organizations sponsoring cultural heritage activities.

**Note:** This activity can be funded via marketing/promotional opportunities through arts funders. As funding is available, the State of Florida Division of Cultural Affairs (DCA) provides 'quick turn-around' grants up to \$2,500 every six months.

1. Create a website and use social media activities to contact visitors, residents, artists, arts organizations, etc. to promote arts and cultural heritage venues, post grant and artistic opportunities, events for artists, etc., and to utilize as an educational tool.
2. Assist in promoting and helping to identify and brand Fort Pierce's creative uniqueness as an arts and cultural heritage tourism destination.
3. Promote guided tour opportunities for existing cultural heritage trails, Art in Public Places projects/exhibits; and



Highwaymen Mosaic  
Highwaymen Heritage Trail Stop #10  
Avenue D and 8<sup>th</sup> Street

**Note:** Ongoing communication between the Arts and Culture Advisory Board and the St. Lucie County Tourism Development Council (TDC) is essential.

**E. Arts and Cultural Heritage Districts; Entrance-way Corridors, Promotion of Cultural Amenities in Historic Neighborhoods and Downtown; Sunrise and Lincoln Theaters**

**“The PAD: The Peacock Arts District” / Orange Avenue Entranceway Corridor Improvements**

1. Cultivate an “artist village / live work community” with affordable living and work space along the Orange Avenue Corridor/Peacock Arts District.
2. Collaborate with property owners and solicit Art Space grants to create artist loft space;
3. Create maps and signage to promote locations; and
4. Create and submit grant applications to various arts and cultural heritage funders to grow the District.

**Note:** Art districts build strong economic value, as well as revitalize blighted areas.

5. Potential Sites for Exhibits – Old City Hall, Lincoln Park Main Street Offices, PP Cobb's Cultural Center; Lincoln Theater; historic St. Anastasia building.

## **Promote Cultural Amenities in Historic Neighborhoods and Downtown**

1. Revitalize Fort Pierce’s historic neighborhoods and downtown area by promoting and expounding on existing arts and cultural heritage amenities. This will improve the area’s economy and enhance the City’s opportunities to receive grant funding for future projects.
2. Collaborate with the Martin Luther King, Jr. Commemorative Committee to secure funding to complete the rehabilitation of the historic Lincoln Theater, transforming it into a 500-seat performing arts venue.
3. Provide grant sub-awards to artists and arts organizations for the creation of public art, including street art, colorful murals, pop-up type art shows, street painting, etc., and to enhance offerings related to existing arts and cultural heritage amenities.



**Historic Lincoln Theater  
Avenue D – Lincoln Park Neighborhood**

**Note:** Public art, including street art, murals, etc. create and encourage a ‘following’.

## **Cultural Information Centers**

Create Mini-Cultural Information Centers at various locations throughout the City, including Granny’s Kitchen, the Lincoln Theater and the 7 Gables House.

## **Farmers’ Market, Sunrise and Lincoln Theaters, Downtown and Historic Neighborhood Events**

The Grants Administration Division will expand ways to capitalize on the crowds that attend the Saturday Farmer’s Market, outdoor concerts at the City Marina, performances at the Sunrise and Lincoln Theaters, Jazz on Moore’s Creek, etc., to increase the economic viability of all small businesses in Fort Pierce.

## **Sunrise and Lincoln Theaters**

The Grants Administration Division and Arts and Culture Advisory Board will identify additional funding sources to enhance the economic viability of the Sunrise and Lincoln Theaters, through:

1. Establishing new partnerships;
2. Promoting the importance of the growth and sustainability of the theaters to all of St. Lucie County. Potential additional funding sources include (as Federal and State budgets allow):
  - a. St. Lucie County Tourism Development Council (TDC)
  - b. The Florida Humanities Council (FHC)
  - c. Division of Cultural Affairs (DCA)
  - d. Private Foundations
  - e. National Endowment for the Arts (NEA)



**Historic Sunrise Theater for the Performing Arts  
Downtown Fort Pierce**

- f. National Endowment for the Humanities (NEH)

**Note:** The Division of Arts and Culture will examine numerous avenues to increase financial support for the Sunrise and Lincoln Theaters.

**Note:** Live music and theatrical performances play an intricate part in branding a positive atmosphere for the City.

## **F. Creation of Viable Arts Education Component**

A strong arts education component is key to the success of arts programming in schools. Through local, state and national partnerships, the Grants Administration Division and Arts and Culture Advisory Board will provide, promote and support professional development opportunities for art teachers, teaching artists and community-based educators interested in utilizing an arts-integrated approach to teaching in schools and communities in Fort Pierce.

**Note:** Quality, professional development opportunities for arts education instructors will help build skills, knowledge and confidence to teach and support the arts.

The Grants Administration Division and Arts and Culture Advisory Board will investigate ways to institute this activity through:

- a. Meetings with the St. Lucie County School Board and principals of schools located within City boundaries to discuss arts integration into schools;
- b. Utilizing the cultural heritage education and art contest component of the annual Highwaymen Art Show and Festival;
- c. Partnering with Indian River State College to develop a fun, cultural heritage educational component for Zora Neale Hurston and A.E. 'Bean' Backus;
- d. Strengthening collaborations with the Sunrise and Lincoln Theaters, the Kennedy Center and the Grants Administration Division to create a 'triangle system' buy-in; and
- e. Soliciting grant funds for projects to expand the use of the arts as a core component of education through professional development for artists and teaching artists;
- f. Applying to State of Florida for License Plate grant funds for Arts Education for schools within the city limits of Fort Pierce, using the first grant award from this funder to cover the costs associated with the required Kennedy Center Partnership training, travel and other expenses required to create this worthwhile partnership; and
- g. Create a user-friendly website to promote upcoming arts educational workshops and seminars and opportunities for continued education for artists and teachers.
- h. Establish a partnership with the Kennedy Center to enhance artistic opportunities in Fort Pierce Schools to create additional support and provide a highly recognized 'seal of approval', which could lead to new financial backers and a direct positive economic impact for the City as a whole.



**"Away" – Downtown Fort Pierce**

**Note:** The Kennedy Center's *Ensuring the Arts for Any Given Child* program is designed to assist communities in developing and implementing a plan for expanded arts education in their

schools and ensuring access and equality for all students in grades K-8. The goal of the Any Given Child initiative is to create full access to arts education programs and resources for all K-8 students in a community.

**Note:** The Grants Administration Division will apply for State of Florida for License Plate grant funds for Arts Education for schools within the city limits of Fort Pierce, using the first grant award from this funder to cover the costs associated with the required Kennedy Center Partnership training, travel and other expenses required to create this worthwhile partnership.

**Note:** Schools like Chester A. Moore Elementary that are currently without an art teacher or art department and recently received an “F” score from the Department of Education should be a primary focus.



“In the Swim” – Downtown Fort Pierce

**Note:** Collaborations could also lead to adding Art Collaborative Works as a technical trade for Indian River State College to further the technical trade industry.

## V. Creative Placemaking, Economic Impact and Tourism

Creative Placemaking initiatives are an integrative approach to urban planning and community building that stimulates local economies and leads to increased innovation, cultural diversity, and civic engagement. Since creativity fuels place value, the benefits of using arts and culture heritage to tap into a place’s unique character extend well beyond the art world.

Across sectors and at all levels, today’s leaders and policymakers are increasingly recognizing how arts-based Creative Placemaking initiatives can simultaneously advance their missions in transportation, housing, employment, health care, environmental sustainability, and education.



One of Fort Pierce’s many concrete benches created by local artist Anita Prentice adorned with brightly-colored mosaic art.

**Note:** In ‘Creative Placemaking,’ partners from public, private, nonprofit, and community sectors can strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural heritage activities. Creative placemaking initiatives will animate public and private spaces, rejuvenate structures and streetscapes, improve local business viability and public safety, and bring diverse people together to celebrate, to inspire, and to be inspired.

## **Closing**

In April, 2015, the Economic Development Council of St Lucie County completed a workshop with an outcome of strategies to build economic growth in St Lucie County. Goals were created which were to be followed up with a development plan. Goal #6 in the initial plan was listed as “Quality of Life through Tourism.” This positive goal helps quantify the apparent need to capitalize on the arts and cultural heritage amenities in historic Fort Pierce, which will increase tourism, renew civic pride, encourage economic development and improve the City’s overall quality of life.

The City of Fort Pierce City Commission approved an amended 2011-2016 Community Development Block Grant Consolidated Plan in August 2013 and the 2016-2020 Con Plan to include “Promotion of Local Arts and Cultural Heritage”. The City is dedicated to the successful implementation of the Arts and Culture Master Plan and its mission to “...empower, support and sustain a strong and vibrant artistic atmosphere for Fort Pierce residents and visitors.”

Funding from CDBG, federal, state, local and national grant opportunities, foundations and the Art in Public Places programs from the City and St. Lucie County will ensure the success of this Plan and the continuous creation, preservation and promotion of Fort Pierce’s artists, arts and cultural heritage programs and projects.

###



Participants in “Ghosts of Fort Pierce Past” Historic Walking Tour  
October, 2016



Strategy & Vision for the

# Peacock Arts District





# OUTLINE



INTRODUCTION/OVERVIEW



ECONOMIC DEVELOPMENT



BEAUTIFICATION



ACTIVITY GENERATION



PARTNERSHIPS



NEXT STEPS



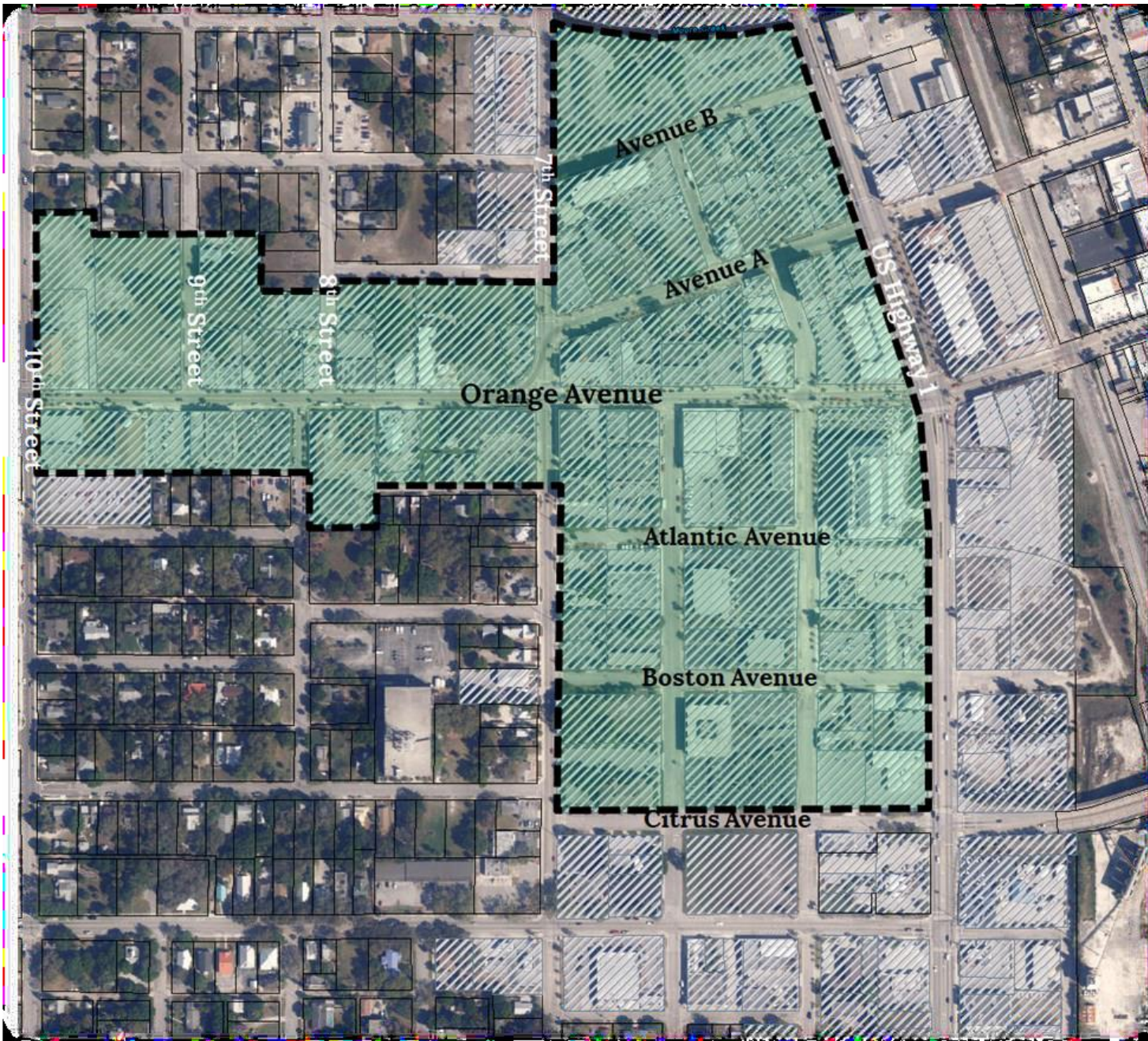
# INTRODUCTION

# OBJECTIVES

## Peacock Arts District

- Communicate the “**vision**” of the district and implementation phases.
- Create an **attractive environment** to **encourage private investment** and one that builds and supports the local economy.
- **Strengthen the connections** between the key cultural facilities and community partners.
- Improve opportunities for **frequent and meaningful activity and contact among citizens** by creating places that attracts a diverse population
- Increase **accessibility** and promote **a sense of comfort and safety**
- Extend the “reach” of the district through **connections to the surrounding districts**
- Make it **easy to do business** in the PAD





## CURRENT BOUNDARIES

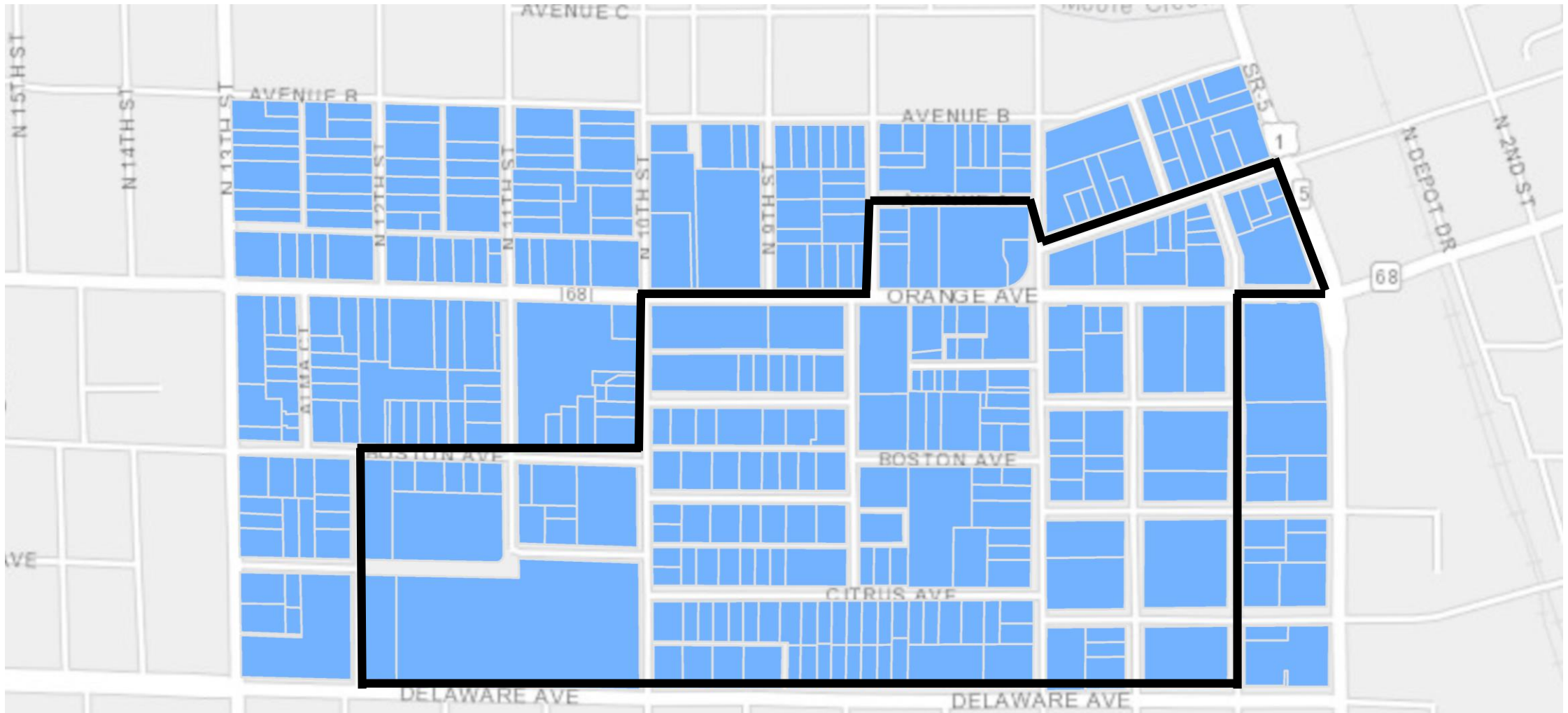
January 2017





# Proposed BOUNDARIES

Extend boundaries to include  
Creative Arts Academy of St.  
Lucie (CAST)





**OBJECTIVE:** Create an **attractive environment** to **encourage private investment** and one that builds and supports the local economy.

# BEAUTIFICATION

# BEAUTIFICATION

ART EVERYWHERE!



Sanitation  
Covers



Transformer  
Boxes



Trash Cans



Murals



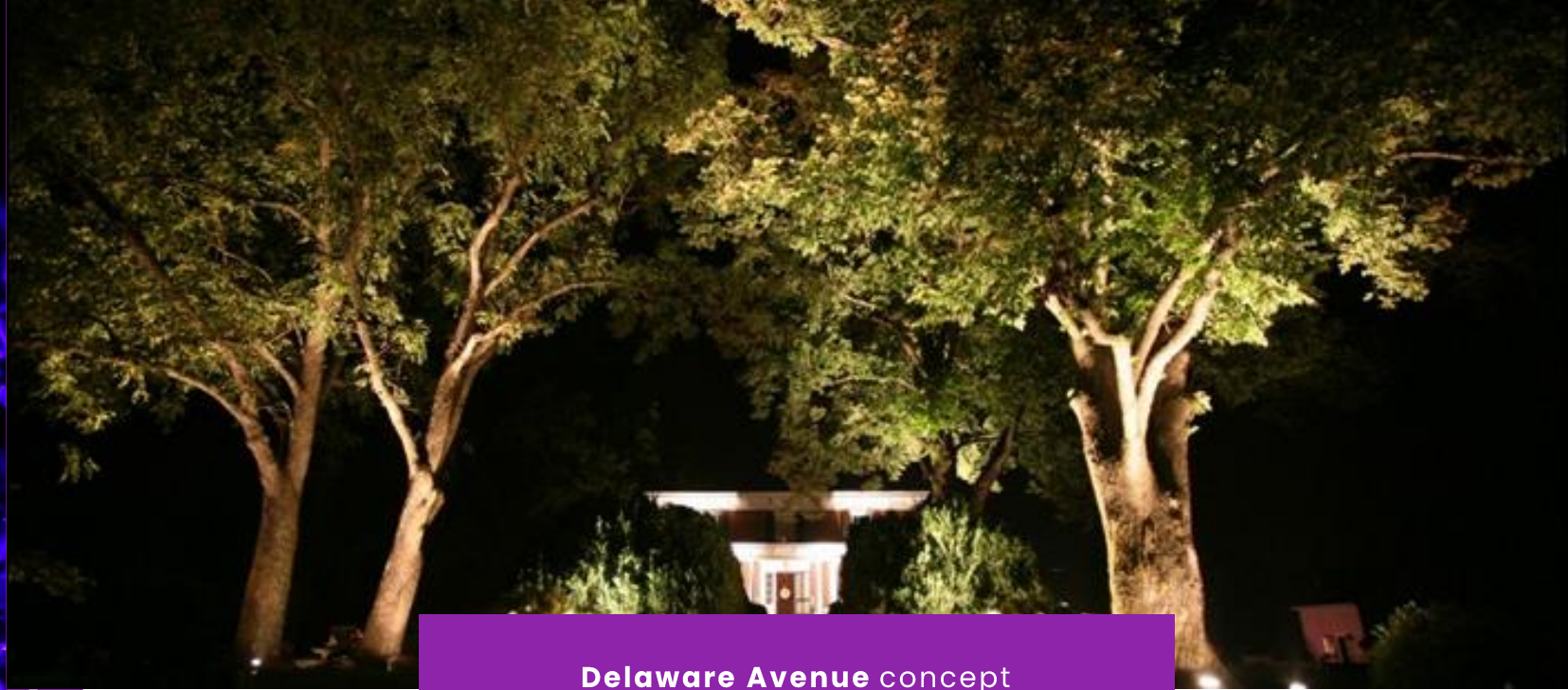
Benches



Painted Pots



Orange Avenue concept



Delaware Avenue concept

# Let there be light!

- Create sense of place unique to PAD
- Two distinct corridors (Orange & Delaware)
- Associating light with safety is a universal feeling



# Connecting the **BLOCKS**

**Transform the PAD into a fully connected, pedestrian-friendly, multimodal district that improves pedestrian, bicyclist, and motorist safety.**

## **Potential Crosswalk Painting Locations:**

- North 9th Street/Orange Avenue
- South 10th Street/Boston Avenue to Delaware
- North 7th Street/ Avenue A to Delaware Ave

# PROUD TO BE IN THE PAD

Yard signs and decals for residents & businesses



## BUT FIRST, LET ME TAKE A SELFIE.

**Selfie spot** designed by local artist, Andy Zuniga

7th Street and Avenue A



# Street Pole Banner Contest

The City of Fort Pierce is seeking local Fort Pierce artists' artwork for lamppost banner campaign.

- Highlight Fort Pierce as an **arts destination**
- Celebrate and support the **abundant creativity** of our **local artists**
- **Give visibility** to those who may not normally receive representation
- **Delineate the PAD**



**CALL FOR ENTRIES**  
September 2018



# MURAL PROGRAM





**OBJECTIVE:** Strengthen the connections between the key cultural facilities and community partners.

# PARTNERSHIPS



## **PARTNERS**

Business Community

Fort Pierce Utilities Authority

St. Lucie Public Schools

Main Street Fort Pierce

Housing Authority

Artists

Art Walk

Local Banks

**COMMUNITY**



# “CAT in the PAD”

## Code Assistance Team

This Code Enforcement Volunteer program allows residents to work together with city staff to help improve and preserve both residential and commercial neighborhoods, and thus, the quality of life for all the community.



**OBJECTIVE:** Make it **easy to do business**  
in the PAD

# ECONOMIC DEVELOPMENT

The background features a collage of heraldic crests and symbols, including animals like a white bull, a white camel, a white lion, and a white eagle, as well as a white castle tower, a white cross, and a white shield with a crown. These are set against a light purple and white geometric background.

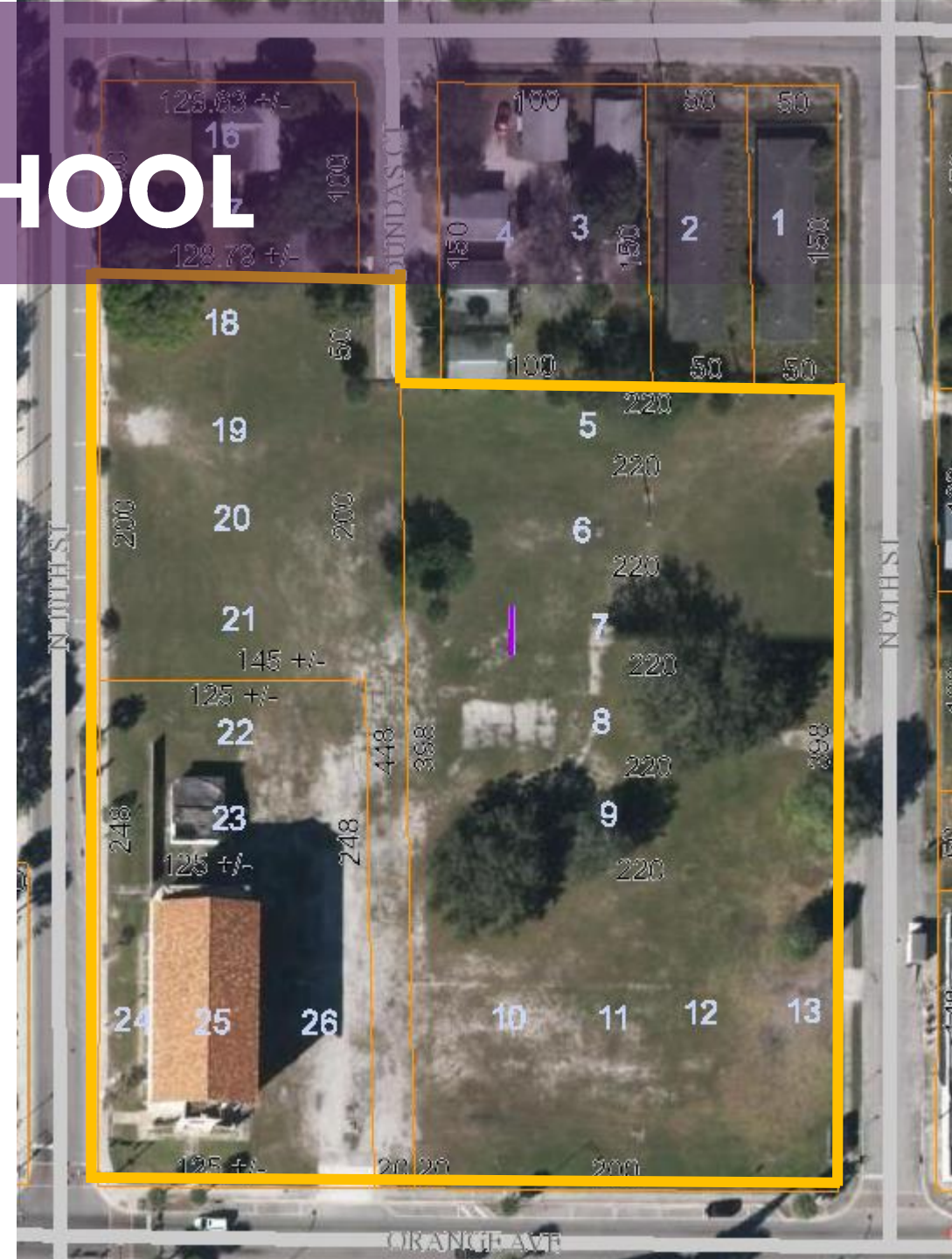
# Commercial & Retail Incentives

- Development Fee Waivers
- Impact Fee Waivers
- TIF Revenue Sharing
- Commercial Façade Grants

Request for Qualifications / Proposals

# OLD ST. ANASTASIA SCHOOL

- Owned by FPRA
- 3 parcels
- Total of 3.52 acres



# PURPOSE

## Peacock Arts District **Overlay**



## INTEGRATION OF ARTS

**Encourage retail, entertainment and residential uses** that require **pedestrian activity**; an increased presence and **integration of the arts** and related cultural and arts-related support uses

## IDENTITY

Recognize its **design character** and **identity of the area** by establishing physical design standards and adaptive reuse of older buildings in combination with new buildings; and increased public safety

## REDEVELOPMENT

Build on this **unique character by encouraging redevelopment** in keeping with these recognized values

## URBAN-SCALE USES

Further the **Peacock Arts District desirability** as a place to work, play and live through encouraging a **broad variety of urban-scale uses**



# PAD Overlay

- Permitted Uses
- Parking
- Landscaping
- Waiver of Distance



**OBJECTIVE:** Improve opportunities for **frequent and meaningful activity and contact among citizens** by creating places that attracts a diverse population

# ACTIVITY GENERATION



# **PAD** **MUSIC &** **ARTS** **FESTIVAL**

NOVEMBER 10, 2018

- **Unveiling of PAD Beautification Projects**
- **Live music and art demonstrations**
- **Sidewalk Chalk Contest**
- **Local Artist Showcase**
- **Community Art Activities**



# PERCUSSION PLAY

(Location TBD)



# Recurring Events

- 🦚 Pop up art shows
- 🦚 Street performances
- 🦚 Art Walk
- 🦚 Local Talent Shows



# Connectivity

 Regional Transportation stop at 9th and Orange

 Local Trolley Route extended to include PAD and Lincoln Park

 Potential for Bike Share Program





# NEXT STEPS

▶ **Community Input Meeting**

▶ Launch **Street Pole Banner Call for Entries**

▶ **PAD Overlay Ordinance**

▶ Establish PAD **Boundaries** via **Resolution**

Strategy & Vision for the

# Revitalization of

Conference Agenda Presentation • September 10, 2018

# Lincoln Park





# OUTLINE



INTRODUCTION/OVERVIEW



ACTIVITY GENERATION



REVITALIZATION COORDINATOR UPDATE



ECONOMIC DEVELOPMENT



PARTNERSHIPS



NEXT STEPS

# OBJECTIVES

## Lincoln Park Revitalization

- Communicate the “**vision**” of the district and implementation phases.
- Clearly identify the boundaries and highlight the proximity **to the surrounding amenities and districts.**
- **Strengthen the connections** between the key cultural facilities and community partners.
- Improve opportunities for **frequent and meaningful activity and contact among citizens.**
- Highlight initiatives that promote a **sense of comfort and safety.**
- Create an **attractive environment to encourage private investment** and one that builds and supports economic development.
- Make it **easy to do business** in Lincoln Park.



## Lincoln Park Revitalization Coordinator

**Caleta Scott**

September 5, 2017

### Representation:

- Council on Social Agencies
- Healthy St Lucie/Food Policy Council
- Workforce Readiness Task Force
- UF/IFAS Extension CRD Advisory Council
- Lincoln Park Main Street

- ✓ Hurricane Irma Recovery Efforts  
*Percy Peek Gymnasium shelter*
- ✓ Keep Fort Pierce Beautiful  
*Focus on Community Gardens*
- ✓ Homeless Resource Center  
*SLC/FPHA/In the Image of Christ*
- ✓ Sister Cities International  
*Bahamian Consulate visit*
- ✓ MLK Commemorative Committee  
*Lincoln Theater Renovation*
- ✓ Zora Neale Hurston Committee  
*Zora Fest/Tourism*
- ✓ INFILL Development  
*Community Land Trust*
- ✓ Arts and Culture Master Plan/Advisory Board  
*Mural Program*
- ✓ PAD Visioning Team

# BOUNDARIES

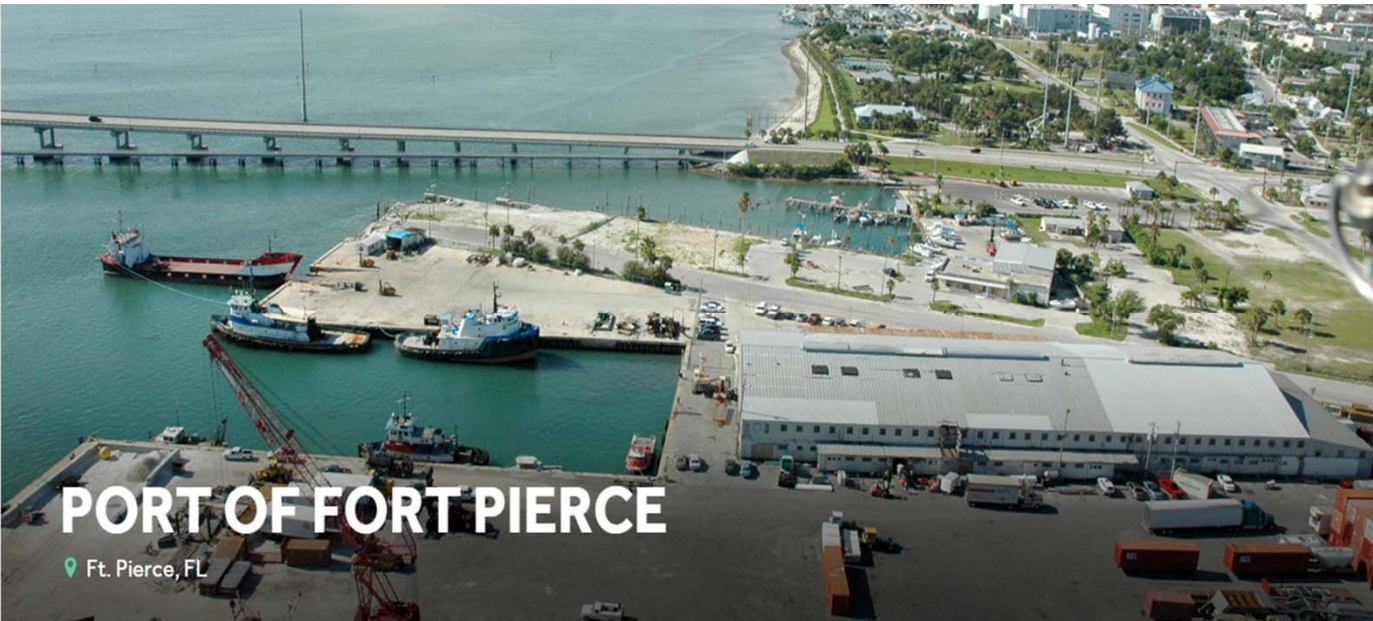
Formerly known as the Northwest section of Fort Pierce.



# Historic Avenue D Business District

Bring back the thriving economic center that was the Avenue D corridor.





## COMING SOON! – Port of Fort Pierce Development

- Lincoln Park residents will have access to quality jobs and livable wages

## POSSIBILITIES ABOUND!?!?!

Lincoln Park neighborhood is PRIME due to its proximity to a walkable downtown, beautiful waterfront and multi-modal transportation.



PROUD TO BE IN  
THE PAD



**BUT FIRST, LET ME TAKE A SELFIE.**

Selfie spot designed by local artist, Andy Zuniga  
7th Street and Avenue A





COMMISSION CHAMBER



**OBJECTIVE:** Strengthen the connections between the key cultural facilities and community partners.

# PARTNERSHIPS



## **PARTNERSHIPS**

St Lucie County

St. Lucie Public Schools

Indian River State College

Economic Development Council

Fort Pierce Utilities Authority

Fort Pierce Housing Authority

Career Source Research Coast

Lincoln Park Main Street

Public Service Agencies

Local Business Community

Common Good Initiative

**COMMUNITY**



Annual Job Fair - CSRC  
January 30, 2019

Public Service Agency Grants – CDBG  
Funding

World Changers / Paint Our Town

Job Training with Career Source and IRSC

Bike Share Program at Intermodal  
Station – SLC Transit





**OBJECTIVE:** Highlight initiatives that promote a sense of comfort and safety.

# BEAUTIFICATION



# BEAUTIFICATION

#LightUpLincolnPark  
#LincolnParkProud



COMMUNITY GARDEN  
**FORT PIERCE**  
*Florida*

**Future Garden Sites in Lincoln Park:**

- ❖ Garden City Elementary - CSRC
- ❖ Zora Neale Hurston Library - FPHA
- ❖ Means Court School - SLPS
- ❖ Ray's Community Garden – 23<sup>rd</sup> and Ave G
- ❖ Small parcel projects

Let's Grow Together



**Crime Prevention – Education – Food Production – Health & Wellness – Green Space – Community Organization**

# MURAL PROGRAM



Approved Lincoln Park  
Mural Projects:  
464 N 6<sup>th</sup> Street – Completed  
464 N 9<sup>th</sup> Street – In progress  
510 N 13<sup>th</sup> Street – Mid Sept

More to come...



**OBJECTIVE:** Improve opportunities for **frequent and meaningful activity and contact among citizens** by creating places that attracts a diverse population

# ACTIVITY GENERATION

4th Annual  
**Summer Jam Basketball Camp**

**FREE SUMMER FUN**  
 3rd - 10th Grades

**June 18 - August 3 ~ Monday-Thursday - 9:30 am - 3 pm**  
 PAL Center - 903 South 21st Street

- FREE Camp Includes:**
- ☉ Daily Breakfast, Lunch & Snacks
  - ☉ Basketball Instruction & Practice
  - ☉ Games & Crafts
  - ☉ Life Skills Activities
  - ☉ Fun Fun Fun

**SPACE IS LIMITED**  
 First 80 Youth ~ 3rd-10th Grades  
**REGISTRATION IS REQUIRED**  
 Need a Registration Form?  
 Email: [bjosaphat@city-ftperce.com](mailto:bjosaphat@city-ftperce.com) // Call: 772-467-3183 or 772-467-3169  
 More Information: Call 772-979-0363 or 772-467-3183

Sponsored by the City of Fort Pierce, with help from our Partners:



**Khalil Mack Field Dedication @  
 Lincoln Park Regional Park  
 Friday, July 13, 2018**





### Event Collaboration

Lincoln Park Main Street to update Jazz on Moore's Creek quarterly event

Zora Neale Hurston Committee to take a new look at Zora Fest! *Nov 1 – 4, 2018*

---

Zora Fest  
2008

---

**ART SHOW & FESTIVAL**



**Highwaymen**  
**HERITAGE TRAIL**



4th Annual  
Highwaymen Heritage Trail  
Art Show & Festival

**SATURDAY, FEBRUARY 16, 2019**

Moore's Creek Linear Park  
10 AM – 4 PM



The 1<sup>st</sup> Annual Lincoln Park Business Expo was held on September 7, 2018 at Percy Peek Gymnasium and IRSC Blackburn Educational Building. Over 20 businesses attended to obtain information on available resources and to network.

# LINCOLN PARK BUSINESS expo



# LINCOLN PARK BUSINESS EXPO

EXHIBIT HALL OPEN - 11am-1pm & 4pm-6pm

SMALL BUSINESS EDUCATIONAL SESSIONS - 1pm-4pm



TIME	ROOM #	SPEAKER/SESSION	TIME	ROOM #	SPEAKER/SESSION
1:00 - 1:45	214	CITY OF FORT PIERCE "Tips & Tricks: Zoning, Permits and Business Taxes"	1:00 - 1:45	215	EMILY McHUGH "Entrepreneurial Mindset"
1:45 - 2:00 BREAK ---- DOOR PRIZE DRAWINGS					
2:00 - 2:45	214	FLORIDA SBDC "What the Florida SBDC Can Do For Your Business"	2:00 - 2:45	215	DR. RONALD CARLSON "Financial Management for Small Businesses"
2:45 - 3:00 BREAK ---- DOOR PRIZE DRAWINGS					
3:00 - 3:45	214	PROF. JOSEPH SEMPREVIVO "Pathway to Success for Small Businesses"	3:00 - 3:45	215	DR. NICK BROWN "General Business / Social Media Marketing"
3:45 - 4:00 BREAK ---- DOOR PRIZE DRAWINGS					
4:00-6:00 - NETWORKING / SMALL BUSINESS 'POP UP' SHOPS ---- DOOR PRIZE DRAWINGS					

Presented by the City of Fort Pierce and Our Partners:



- ✓ City of Fort Pierce STAFF: GAD, Paul Thomas, Vennis Gilmore, Miriam Garcia, Alicia Rosenthal, Rebecca Grohall, Kaitlyn Ballard, Sheritta Johnson, Chloe Henry
- ✓ Allegany Franciscan Ministries
- ✓ Indian River State College – College of Business
- ✓ Florida SBDC
- ✓ Career Source Research Coast
- ✓ SCORE
- ✓ United Servants for Youth – Dr. David Washington
- ✓ The Cuvey Group – Curtis Johnson, Jr.
- ✓ Lincoln Park Main Street

*Lincoln Park*  
**BBQ**  
**COOK OFF**



SPRING 2019



**OBJECTIVE:** Make it easy to do business  
in the Lincoln Park

# ECONOMIC DEVELOPMENT



City of Fort Pierce and Dr. MLK Jr. Commemorative Committee Collaboration

# HISTORIC LINCOLN THEATER

Status Update: City Attorney's office working on Draft Agreement – November/December 2018

# PURPOSE

Historic Avenue D Business District  
Overlay

Permitted Uses  
Parking  
Landscaping  
Signage  
Loitering Enforcement  
Waiver of Distance  
Lien Reduction/Waivers

## HIGHLIGHT CULTURAL AMENITIES

Encourage retail, entertainment and residential uses that require **pedestrian activity**; an increased presence and **integration of the arts** and related cultural and arts-related support uses

## IDENTITY

Recognize its **design character** and **identity of the area** by establishing physical design standards and adaptive reuse of older buildings in combination with new buildings; and increased public safety

## REDEVELOPMENT

Build on this **unique character by encouraging redevelopment** in keeping with these recognized values

## URBAN-SCALE USES

Further the **Avenue D Business District desirability** as a place to work, play and live through encouraging a **broad variety of urban-scale uses**

# Way to Grow, Lincoln Park!

Small Business Start-Up/Relocation  
Grant Program

## Interior Improvements

10 @ \$3,000 = \$30,000

## Business Expenses

10 @ \$7,000 = \$70,000

## Property Owner Commercial Façade:

10 @ \$5,000 = \$50,000

**\$150,000 in 2 years**

## Way to Grow Lincoln Park!

### Scope of Work

*Way to Grow Lincoln Park!* is a holistic project designed to address current roadblocks that Lincoln Park citizens face when attempting to break the cycles of poverty, unemployment/ underemployment and unhealthy lifestyles.

*Way to Grow Lincoln Park!* will transform the entire Avenue D commercial corridor, pave the way for new business startups, existing business growth and job creation, improve access to healthy foods, goods and services, enhance retail offerings and spur economic growth and positive development in Lincoln Park.

The Scope of Work for the **first 24 months of the Way to Grow Lincoln Park! Project** includes:

- Provide Commercial Façade Grants for up to \$5,000 each available to commercial property owners on Avenue D, from 7<sup>th</sup> through 25<sup>th</sup> Streets (provided by City of Fort Pierce);
- Provide grants up to \$7,000 for ten (10) new business startups or existing businesses relocating to the Avenue D corridor to cover the costs of permitting, licensing and deposits associated with the startup or relocation as well as advertising, rent, utilities, staffing, for the first six months (provided via grant from Allegany Franciscan Ministries);
- Provide grants up to \$3,000 each for ten (10) for new business startups or relocates for interior rehabs, small equipment purchases, etc. (provided by City of Fort Pierce);

# Commercial Façade Grants



- Scotty's Deli Basket
- DC Groceries
- MJ Store
- Reno Room
- Cliff Clippers Barber Shop
- Kingdom Kreations\* – 1319 Ave D



## Avenue D Corridor Asset Inventory

Vacant Properties on Avenue D				
Address	FBC Use and Occupancy	Flood Zone	Historic Designation	Zoning Use
908 Avenue D	M	Yes	Non-Contributing	C3
910/912 Avenue D	A3	Yes	Non-Contributing	C3
914 Avenue D- Unit A(West)	B	Yes	Non-Contributing	C3
914 Avenue D- Unit B(East)	B	Yes	Non-Contributing	C3
914 Avenue D- Upstairs	Residential	Yes	Non-Contributing	C3
921 Avenue D	B	Yes	Non-Contributing	C3
931 (933) Avenue D	M	Yes	Non-Contributing	C3
1004 Avenue D	B	Yes	Non-Contributing	C3
1131 (1135) Avenue D	B	No	Non-Contributing	C3
1140 Avenue D	M	No	Non-Contributing	C3
1150 Avenue D	B	No	Non-Contributing	C3
1140/1150 Avenue D- Upstairs	Residential	No	Non-Contributing	C3
1319 Avenue D- Unit A	M	No	Non-Contributing	C3
1319 Avenue D- Unit B	M	No	Non-Contributing	C3
1321 Avenue D	M	No	Non-Contributing	C3
1323 Avenue D	M	No	Non-Contributing	C3
1402 Avenue D	B	No	Non-Contributing	C3

Vacant Properties on Avenue D				
Address	FBC Use and Occupancy	Flood Zone	Historic Designation	Zoning Use
1607 Avenue D	B	No	No	C2
1611 Avenue D	B	No	No	C2
1612 Avenue D	A3	No	No	C2
1701 Avenue D	M	No	No	C2
1708 Avenue D	B	No	No	C2
1710 Avenue D	B	No	No	C2
1802 Avenue D	F1	No	No	C2
1806 Avenue D	B	No	No	C2
1907 Avenue D	A2	No	No	C3
1921 (1923) Avenue D	B	No	No	C3
2001 Avenue D	B	No	No	C3
2005 Avenue D	B	No	No	C3
2011 Avenue D	M	No	No	C3

- Meet with vacant property owners to obtain visual of building condition.
- Advise potential businesses on use, occupancy, and zoning.

Use & Occupancy (listed most restrictive to least restrictive):  
 Assembly Group "A2" – Restaurant 50 or more people  
 Assembly Group "A3" – Church 50 or more people  
 Factory Group "F1" – Manufacturing, assembly, etc.  
 Mercantile Group "M" – Merchant, Store  
 Business Group "B" – Professional Service, Restaurant or Church <50 people, Laundromat



## NEXT FOCUS: HOUSING

- Continue Land Trust research
- Residential Property Management Initiative
- Housing Authority
- Tiny House Village





## NEXT STEPS

Continue **Asset Inventory** of buildings on Avenue D

Lincoln Park **Overlay Ordinance**

**Community Input Meeting** at Lincoln Park Main Street / CA Moore Elementary in **FEB 2019**

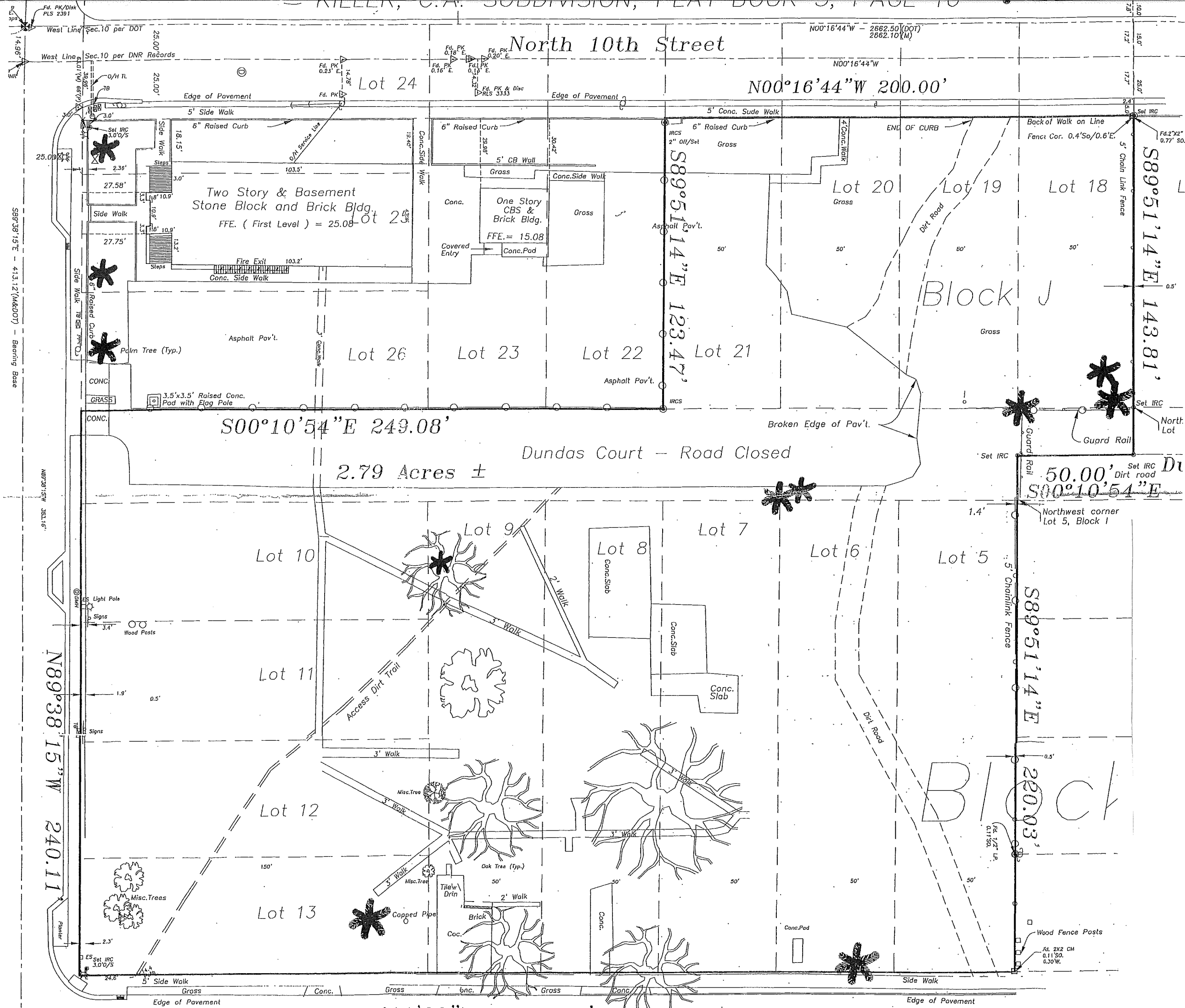
Launch **WAY TO GROW, Lincoln Park!** **MARCH 2019**

**QUESTIONS?**

<b>ACTION:</b>	<b>HISTORIC ST. ANASTASIA BUILDING/PROPERTY USE: CONVERSION TO HERITAGE AND CULTURAL CENTER</b>	<b>PRIORITY</b>
		<i>Policy</i>
	<u>Key Issues</u>	<u>Activities/Milestones</u>
	<ul style="list-style-type: none"> <li>• Funding</li> <li>• Design</li> </ul>	<ol style="list-style-type: none"> <li>1. Issue RFP</li> <li>2. Select architect</li> <li>3. Commission Decision: Award Contract – Architecture</li> <li>4. Complete architecture</li> <li>5. Seek funding</li> </ol>
		<u>Time</u>
		<p>3/18</p> <p>4/18</p> <p>5/18</p> <p>9/18</p> <p>TBD</p>
Responsibility: Finance		

<b>ACTION:</b>	<b>PORPOISE PARK: REPORT WITH OPTIONS AND DIRECTION</b>	<b>PRIORITY</b>
		<i>Policy</i>
	<u>Key Issues</u>	<u>Activities/Milestones</u>
		<u>Time</u>
		<ol style="list-style-type: none"> <li>1. Complete report</li> <li>2. Commission Conference Agenda: Report and Direction</li> </ol>
		<p>10/18</p> <p>11/18</p>
Responsibility: Public Works		

<b>ACTION:</b>	<b>RECREATION DIVISION: DIRECTION AND FUNDING</b>	<b>PRIORITY</b>
		<i>Mgmt – High</i>
	<u>Key Issues</u>	<u>Activities/Milestones</u>
	<ul style="list-style-type: none"> <li>• Staff</li> <li>• Funding</li> </ul>	<ol style="list-style-type: none"> <li>1. Prepare budget proposal</li> <li>2. Commission Decision: Budget FY '19 – '20</li> </ol>
		<u>Time</u>
		<p>6/18</p> <p>9/18</p>
Responsibility: Public Works		



North 10th Street

Two Story & Basement Stone Block and Brick Bldg.  
FFE. ( First Level ) = 25.08

One Story CBS & Brick Bldg.  
FFE. = 15.08

S00°10'54"E 249.08'

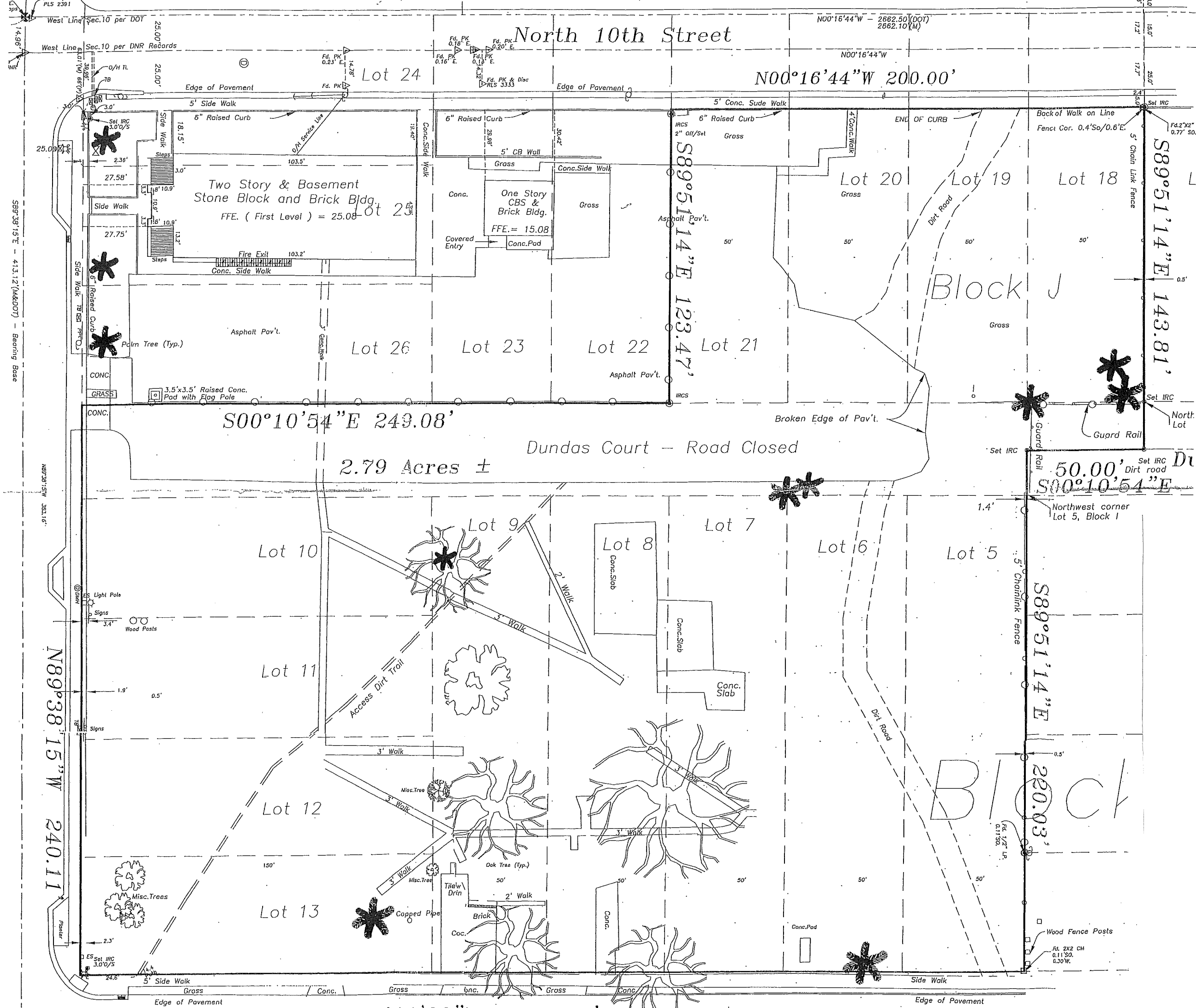
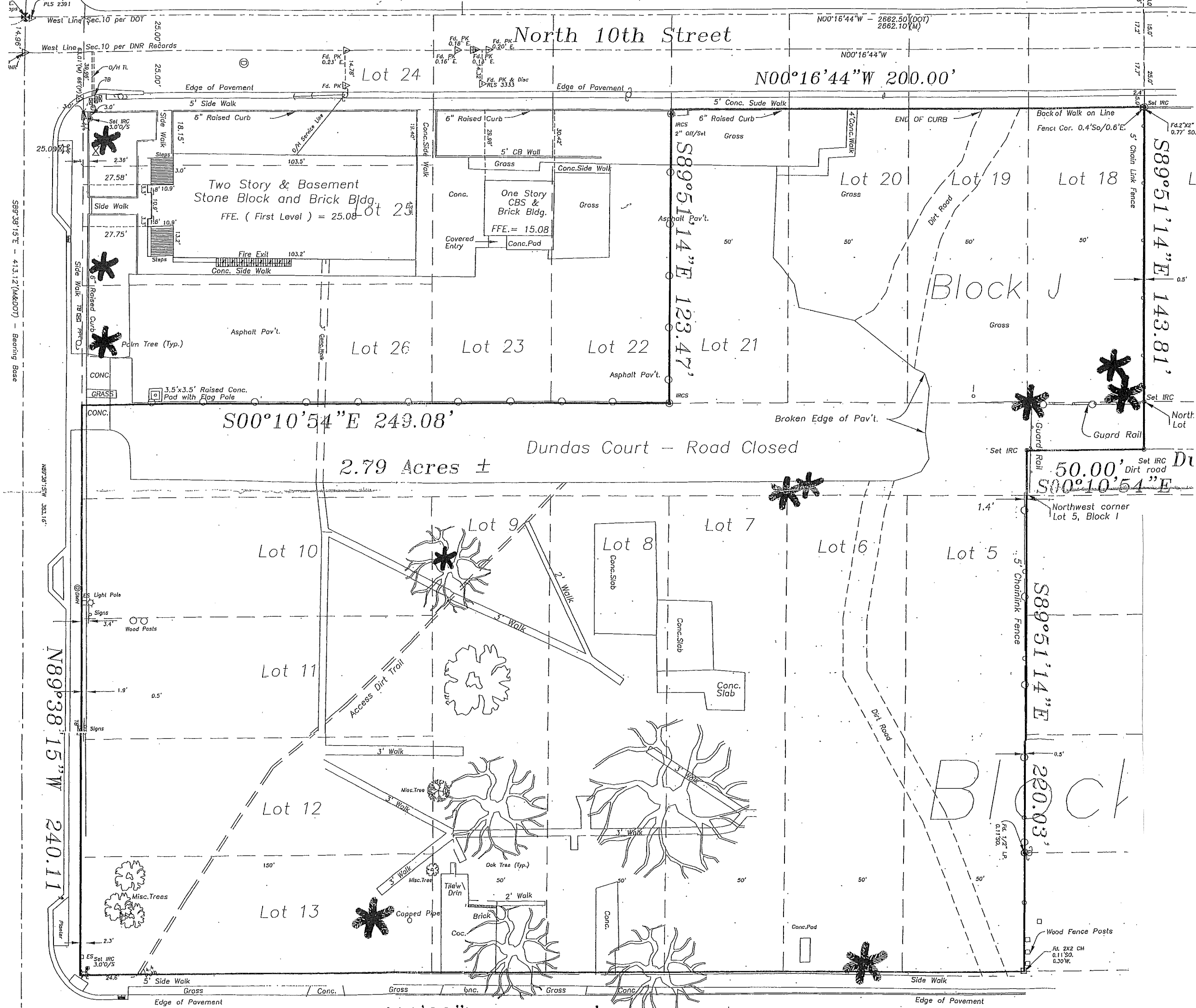
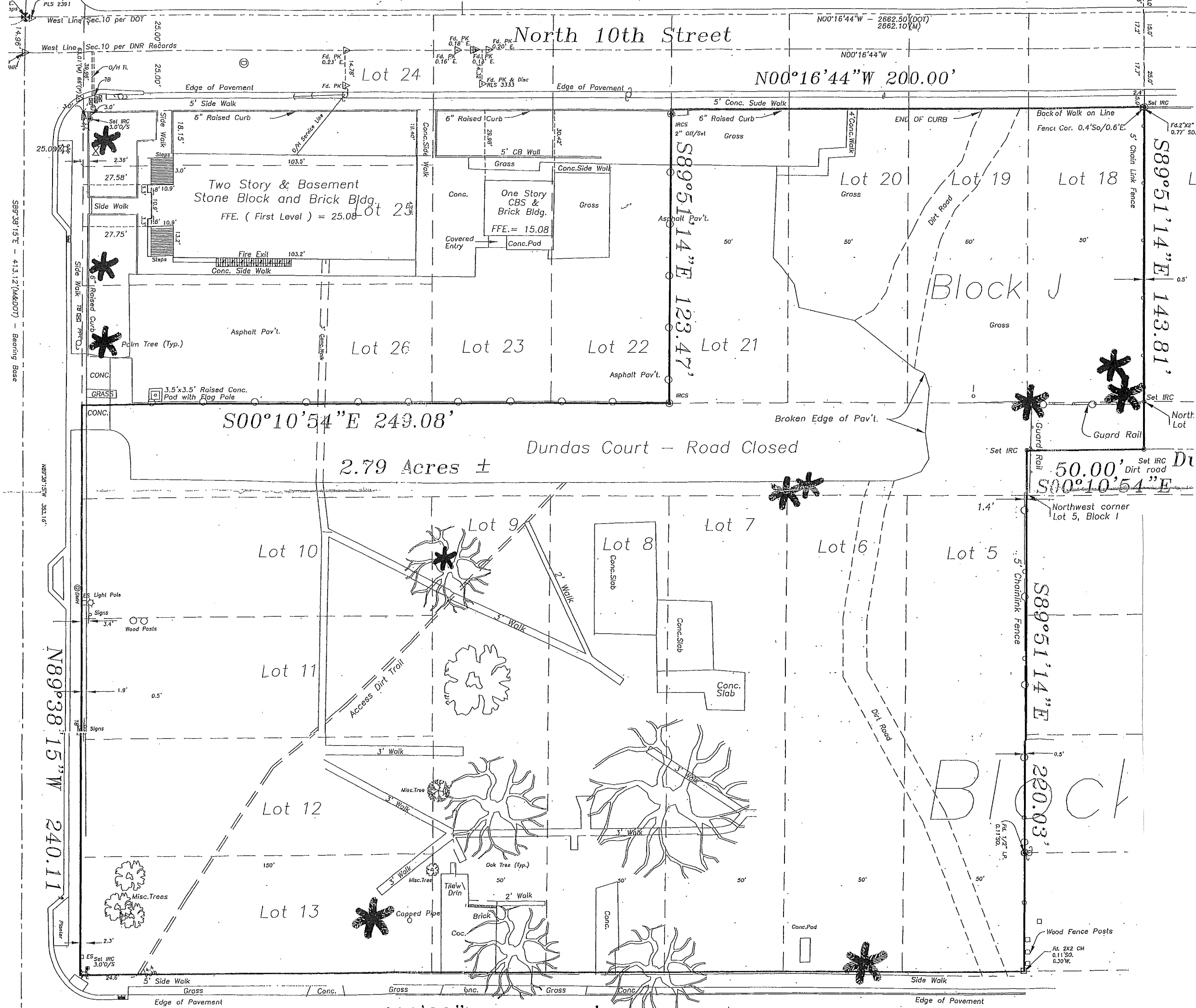
Dundas Court - Road Closed

2.79 Acres ±

Block J

50.00' Set IRC  
Dirt road  
S00°10'54"E

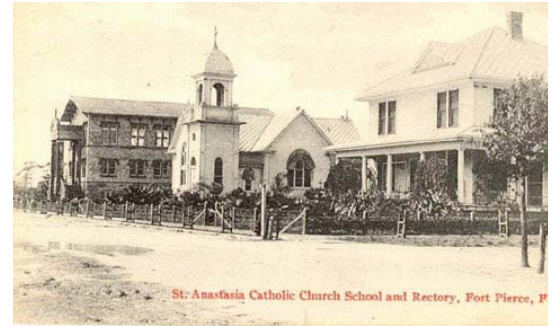
Block





Old St. Anastasia consists of three (3) parcels; northeast of North 10th Street and Orange Avenue. All parcels are zoned C-3, General Commercial Zone with a Future Land Use designation of GC, General Commercial.

Parcel one (Parcel ID 2410-604-0173-000-2) which includes the historical structure is approximately 0.71 acres. Parcels two (Parcel ID 2410-604-0169-000-1) and three (Parcel ID 2410-604-0141-000-9) consist of vacant land. Parcel two is approximately 0.79 acres and parcel three is 2.02 acres. The total acreage of the historic site comes to a total of 3.52 acres. The historic St. Anastasia building has a finished floor area of 9,122 sq. ft. and a gross area of 13,782 sq. ft.

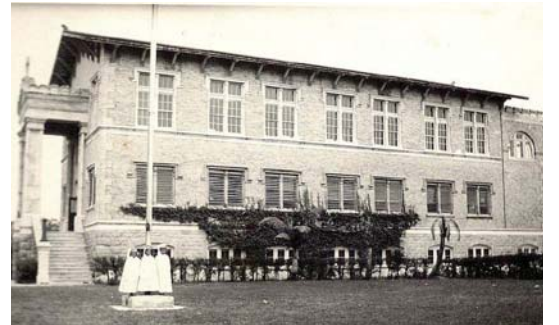


Parcel 1: 2410-604-0173-000-2  
 BENJ HOGG`S ADDN BLK J LOTS 22, 23, 24, 25 AND 26-LESS RD R/W- (MAP 24/10D) (OR 2772-773)



Parcel 2: 2410-604-0169-000-1  
 BENJ HOGG`S ADDN BLK J LOTS 18, 19, 20 AND 21 AND W 20 FT OF VAC R/W OF DUNDAS CT ADJ ON E OF LOTS 18 TO 23 AND LOT 26-LESS RD R/W- (MAP 24/10D) (OR 2660-2945)

Parcel 3: 2410-604-0141-000-9  
 BENJ HOGG`S ADDN BLK I LOTS 5 TO13 INCL AND E 20 FT OF VAC R/W OF DUNDAS CT ADJ ON W OF LOTS 5 TO 10 (MAP 24/10D) (OR 2660-2945)



# Vision for the building:

Artists & Musicians on floors 1 & 2 — teaching children 18 & under art & music

Artists creating & selling their goods  
Top Floor for Dance, Music & Drama productions

For the currently vacant areas around the building (east and north); how would you like to see that land utilized?

ARTS building  
with lessons, Studios, Performances  
cafes

For the currently vacant areas around the building (east and north); how would you like to see that land utilized?

The 1st Floor

Zara Neale Huston Exhibit

For the currently vacant areas around the building (east and north); how would you like to see that land utilized?

the Highway Art.

We asked for these 5 to 15 yrs ago.

What are the things you'd like to see for the building and the land around it? What are "deal

# Uses for the vacant Land

Sculpture & public art

paved parking, garden, outdoor theatre.

utilized?

A stage for musical, dance, & drama  
presentations

surrounded by food trucks (Weekly weekend  
event)

# “Dealbreakers”

What are the things you do NOT want to see for the building and the land around it? What are “deal breakers”?

Commercial Venues.

We already have a lot of opportunities for sports. I would prefer art based purposes

What are the things you do NOT want to see for the building and the land around it? What are “deal breakers”?

Flea market



## **FORT PIERCE SNAPSHOT**

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[www.cityoffortpierce.com](http://www.cityoffortpierce.com)



## THE SUNRISE CITY, *where sunny days begin.*

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Fort Pierce is truly a unique gem on the Treasure Coast and we are committed to making our City sparkle. With recent redevelopment projects, historic preservation initiatives, and a focus on cultural and recreational amenities, Fort Pierce has become an exceptional place to live, work, learn, and play.

Fort Pierce has retained its old Florida charm and scale, as it has welcomed new development and revitalization. The historic Downtown waterfront affords residents contemporary shopping, dining, great fishing, and a range of entertainment and activities from the nationally acclaimed Farmers Market, Friday Fest, Jazz Craft Market and the historic Sunrise Theatre for the Performing Arts.



FORT PIERCE NAMED ONE OF THE  
20 MOST BEAUTIFUL MAIN STREETS  
IN AMERICA BY READER'S DIGEST.



DOWNTOWN FORT PIERCE RANKED AMONG THE  
NATION'S MOST IDYLIC AND HISTORIC MAIN  
STREETS ACCORDING TO USA TODAY.

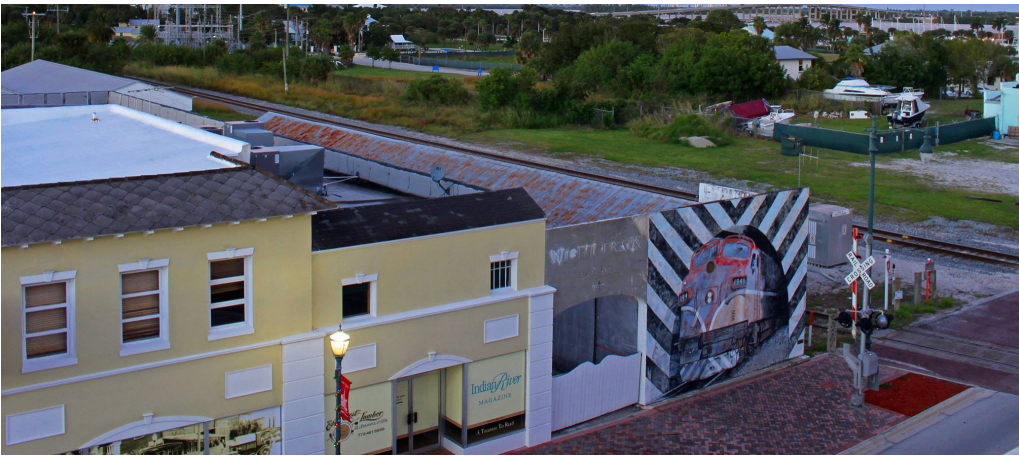


FORT PIERCE NAMED NUMBER 1 OF "50 BEST SMALL  
TOWN MAIN STREETS" IN AMERICA BY TOP VALUE  
REVIEWS.



FORT PIERCE NAMED MOST AFFORDABLE BEACH TOWN  
IN FLORIDA BY NEIGHBORHOODS.COM.







## ALL ROADS LEAD TO FORT PIERCE

Extensive, dependable transportation and easy access is the key to growth, and Fort Pierce has both in abundance. Interstate Highway 95 and U.S. Highway 1 provide easy access to the country's east coast, from Key West to Maine. The Florida Turnpike stretches from just south of Miami through northern-central Florida, while State Road 70 runs from U.S. Highway 1 in Fort Pierce west to Bradenton, Florida. Fort Pierce offers a *plethora of transportation linkages which include highways, rail, a custom-serviced international airport, and a deep-water port* – all of which enable easy access to all St. Lucie County has to offer.

The Treasure Coast International Airport is also one of the busiest general aviation airports in the state and has US Customs on-site. International flight options within a two-hour drive are available at West Palm Beach, Fort Lauderdale, Orlando, Miami and Tampa International Airports.

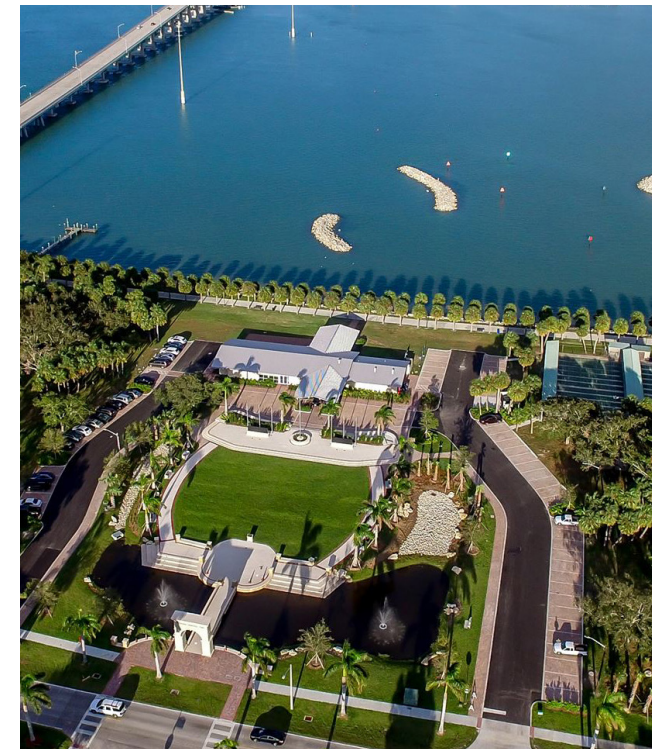
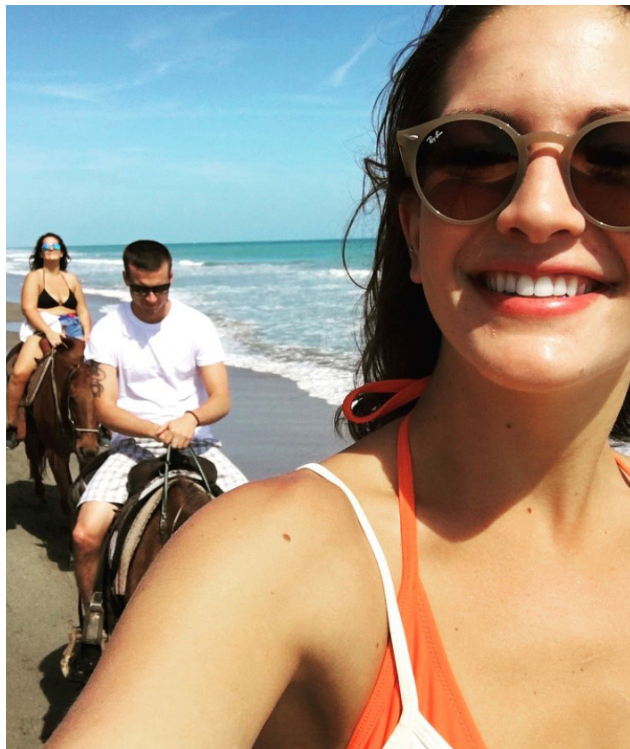
The City of Fort Pierce is continuously exploring regional transportation improvements to enhance the connectivity of our community. The City currently is pursuing a passenger rail stop for Downtown Fort Pierce.

St. Lucie County, in partnership with the City of Fort Pierce, has established a mission to broaden and strengthen the economic base of the regional community by providing adequate infrastructure and development processes for mixed-use port development. St. Lucie County is exploring strategic options for the Port of Fort Pierce. The county owns 20 acres at the Port, adjacent to 67 acres owned privately, as well as 12 acres that house the privately-owned Indian River Terminal.



## FROM DESTINATION TO STAY-CATION

Fort Pierce is famous for being a quaint fishing village, but take a closer look and you will find a treasure trove of activities. As one of the most diverse communities on the Treasure Coast, *Fort Pierce has the cultural excitement to rival any “big city” atmosphere.* With weekly and monthly events and premier shows at the Sunrise Theatre, visitors never run out of things to do or people to meet. Fort Pierce is located on the pristine Indian River Lagoon with one of the *best all-weather inlets* in the state of Florida. Even though Fort Pierce is known for its world class fishing, some visitors would rather take an eco-friendly motorized kayak down the Indian River or dolphin watch on a tour boat. Paddle boarding and horseback riding on unspoiled beaches is also a hit among tourists. Fort Pierce’s natural beauty is world renowned.





Museums in Fort Pierce include the newly enlarged *A.E. Backus Museum*, and the *St. Lucie Regional History Museum*, with its satellite Adams Cobb Cultural Museum in the P.P. Cobb Building. Fort Pierce's most popular tourist attraction, *the National UDT Navy SEAL Museum*, commemorates the birth of the Navy frogmen here in Fort Pierce, and chronicles the evolution of this military unit to today's Navy SEALs.

Fort Pierce City Marina is home to the *Southern Kingfish Association's National Championship Fishing Tournament* every three years bringing 250-300 fishing teams to Fort Pierce. SKA has also committed to add Fort Pierce to the tournament's Pro Tour schedule during the off years.

Thousands of visitors rush to St. Lucie County to watch America's favorite pastime in Port St. Lucie – every spring the *New York Mets* major leaguers are here to train and every summer the St. Lucie Mets are in full-swing at First Data Field. First Data field is located only 10 miles south of Fort Pierce.

**IN 2017, ST. LUCIE COUNTY  
WELCOMED 1.2 MILLION  
VISITORS THAT CREATED  
AN ECONOMIC IMPACT  
OF OVER \$801 MILLION.**





A HISTORIC, SMALL-TOWN  
LIFESTYLE IN A PICTURESQUE  
SLICE OF PARADISE...

Situated on the “Treasure Coast,” named after the famed sinking of a Spanish treasure fleet in 1715, Fort Pierce is one of the oldest communities on the east coast of Florida. Incorporated in 1901, the city grew from 300 pioneers to over 45,000 residents today and encompasses approximately 31 square miles. Our city is a diverse, yet neighborly, community which *embraces both the richness of our heritage and the promise of the future.*

In Fort Pierce you’ll find a historic, small-town lifestyle in a picturesque slice of paradise, with miles and miles of unspoiled shores. Fort Pierce is *one of Florida’s best kept secrets*-- a place with fascinating research centers and museums, excellent community services and a wealth of cultural and recreational attractions.





## AWARD WINNING HIGHER EDUCATION

Located in Fort Pierce, *Indian River State College* has earned a statewide and national reputation for excellence. Dedicated to the success of each student, IRSC offers over 100 programs leading to Bachelor's Degrees, Associate Degrees, Technical Certificates and Applied Technology Diplomas. Continuing a 57-year tradition of responsiveness to community needs, IRSC is committed to advancing the educational, cultural, career training, workforce, and economic development of its surrounding area.

In 2017, the College advanced to the Aspen Prize Top 3 as a Finalist with Distinction. IRSC was selected from more than 1,000 state and community colleges following a rigorous review of data, strategies and outcomes related to student learning, degree and certificate completion, high rates of graduate employment, earnings for graduates, and exceptional access and success for minority and low-income students.



## HIGHEST RANKING DISTRICT ON THE TREASURE COAST

- B Rated School District with No Failing Schools
- Ranked 22nd Among Florida's Districts (Top Third) Based on School Grade
- Number of A Schools Increased From 5 To 8 This Year
- Number of A and B Schools Increased By 40% Over the Last 2 Years
- 90.1% Overall Graduation Rate, and Ranked 5th in Florida

## AUTHENTIC, FUNKY, FUN.

With so many cultural attractions present throughout Fort Pierce, it may be hard to decide where to go first. One of the most popular parts of Fort Pierce's cultural landscape is the *Sunrise Theatre*. Originally constructed in 1923 as a Vaudeville theatre, the historic Sunrise received a 12-million dollar restoration and reopened in 2006. The historic Sunrise Theatre is an exceptional performing arts center attracting national acts like Howie Mandel and The Beach Boys.

The *A.E. Backus Museum* is fresh from a multi-million dollar expansion, which doubled its size, as well as re-imagining of exhibitions and a Museum Store expansion. Housing the nation's largest public exhibition of artwork by Florida's preeminent painter, A.E. Backus, the Museum also offers the State's only permanent multi-media exhibition on the Florida Highwaymen.

The *Florida Highwaymen* are 26 storied, world-renown African American landscape artists who originated in the City of Fort Pierce. Visitors from all over the United States visit Fort Pierce to experience the Highwaymen Heritage Trail, a self-guided engaging and educational experience that recognizes these mostly self-taught landscape artists who have strong local, state, national and international significance.

The *Zora Neale Hurston Dust Tracks Heritage Trail* commemorates the life and times of a world-renown Harlem Renaissance author, anthropologist, storyteller and dramatist, primarily when she lived in Fort Pierce, during the final years of her life.

Residents and visitors can enjoy public art exhibitions that bring museum-quality sculptures and murals to the city's streets and parks. This is just the tip of the iceberg, as Fort Pierce's plethora of cultural attractions are one of the hallmarks of the city's quality of life.





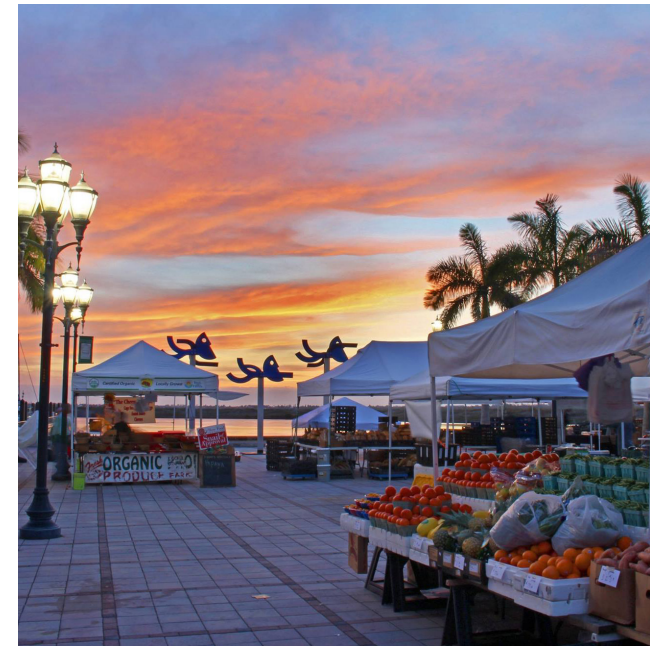


## THE HISTORIC DOWNTOWN WATERFRONT AFFORDS RESIDENTS CONTEMPORARY SHOPPING, DINING, GREAT FISHING, AND A RANGE OF ENTERTAINMENT AND ACTIVITIES...

Downtown Fort Pierce has many strong attributes that support continued reinvestment and development that include a growing downtown residential population, a unique waterfront location, visitor attractions, and accessible beaches. Downtown is also an *attractive, pedestrian friendly business district* with small rental spaces conducive to specialty retailers. Cultural attractions such as the Sunrise Theatre, A.E. Backus Museum & Gallery and Manatee Observation Center along with a strong Downtown Farmers Market have helped draw customers from the greater Treasure Coast region to the downtown.

Downtown Fort Pierce is an *eclectic commercial corridor* with several business clusters including a growing arts/entertainment and food cluster, a home décor, antique and collectibles cluster, an apparel and jewelry cluster and a personal care cluster. Downtown also serves as a government and legal center, with several governmental agencies located in the area, including City Hall, Clerk of Court, St. Lucie County Court House, and U.S. Federal Courthouse.

Retail opportunity is driven by three key market segments: residents living within the local and regional trade areas, workforce employees and residents living in or adjacent to downtown and a visitor market that includes *seasonal residents*, short-term visitors staying in area rentals and hotels and day visitors. Downtown also captures sales from boaters that are using the marina. Many of these customer groups do not show up in traditional demographic reports but are a significant source of sales for local businesses.





## LIFE BY THE WATER

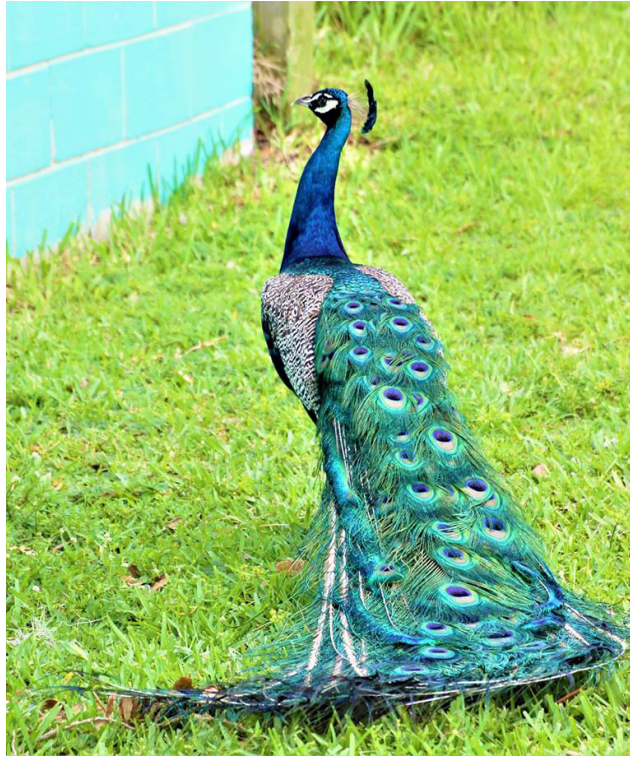
The Fort Pierce City Marina is the largest downtown development project to date totaling in excess of 31.7 million dollars. The Fort Pierce Marina was destroyed by back-to-back Hurricanes Frances and Jeanne in 2004. In response, the city embarked on a ten-year project to permit and construct a network of breakwater islands. A pilot project of the State of Florida, the islands have proven successful, innovative, and adaptable, while winning various technical awards and *the Florida Main Street's Honor Award for outstanding public improvement*. Fort Pierce remains committed to utilizing creative methods to protect and improve the Indian River Lagoon. The Marina is home to fishing charter vessels, wildlife tours and other various tourism-related businesses. The City Marina consists of 247 slips that can accommodate up to 274 vessels up to 140 feet in length, a gift shop, fueling and two restaurants on-site. Boaters can easily make the Bahamas crossing out of the self-proclaimed “*best all weather*” inlet in Florida just 2.5 miles away. The marina also provides the perfect place for boaters to dock while checking in with local customs at the nearby airport.



## WEST FORT PIERCE

The west side of Fort Pierce is experiencing exponential growth and attracting interest from commercial and residential developers. Intersected by Interstate 95, Florida's Turnpike and State Road 70, Western Fort Pierce is a convenient place to live and do business.

New and soon-to-be additions to the western corridor of Fort Pierce include the Treasure Coast's largest Chick-fil-A, Wawa, Camping World, Gander Outdoors and KOA Campground. Thousands of residential units are also expected to be built in this area within the next several years including new housing developments.



## PEACOCK ARTS DISTRICT

Immediately to the west of Downtown Fort Pierce is the city's new arts district. 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. Many beautification projects are underway, including enhanced lighting, art projects and event generation. Additionally, a new overlay district is being created to encourage a broad variety of urban-scale uses including retail, entertainment and residential uses with an increased presence and integration of the arts.



## LINCOLN PARK

During its prime in the 1950s and 1960s, Avenue D was the main corridor in the Village of Lincoln Park – it was St. Lucie's bustling center for African American-owned shops, restaurants, businesses and a movie theater. Today, the area is experiencing a revitalization, celebrating its rich cultural history and making progress to remain the center of pride for the community.

Lincoln Park boasts a lively abundance of mixed-use properties, residences, restaurants and retail spaces which create an active and vibrant resident base.



## SOUTH BEACH

This vibrant and beachy community is quickly becoming Fort Pierce's dining and entertainment hub. Cruise along Seaway Drive and discover casual, open-air restaurants overlooking the inlet waterway. Drive south on Highway A1A and discover public access to perfect, isolated beaches on the east side and direct access to the Indian River Lagoon on the west side

The newly revitalized Jetty Park offers a fishing jetty popular for locals and visitors alike. Bring the camera for a great panoramic shot. After jetty fishing, head further south and set up shop for some surf fishing action along miles of uncrowded beaches or head across the street and find a handful of fishing piers on the lagoon.



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