



Means Court Center
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May 7, 2025

Ms. Audria Moore
Special Projects Coordinator
City of Fort Pierce
100 North US 1
Fort Pierce, Florida 34950

Dear Ms. Moore,

Lincoln Park Main Street (LPMS) is excited to present to you the first (1st & 2nd) quarter report for fiscal year 2024-2025 of program activities and accomplishments per the impact reporting guidelines, scope and targets.

If you have any questions, please call or email me. Thank you.

Sincerely,

A handwritten signature in blue ink that reads 'P. Carithers'.

Pamela E. Carithers
Executive Director

Lincoln Park Main Street Proposed 2024-2025 Budget

<u>Income</u>	<u>2024-2025</u>	<u>2023-2024</u>
Grants & Donations	\$120,000.00	\$ 70,000.00
Jazz on Moore's Creek	\$ 10,000.00	\$ 10,000.00
Memberships	\$ 6,500.00	\$ 4,500.00
Newsletter Advertising	\$ 3,500.00	\$ 2,500.00
LP May Day Freedom Celebration	\$ 8,000.00	\$ 10,000.00
Christmas on Moore's Creek	\$ 5,000.00	\$ 6,000.00
Sponsorships	<u>\$ 9,000.00</u>	<u>\$ 9,000.00</u>
Total Income	\$169,000.00	\$112,700.00
Expenses		
Business Licenses and Permits	\$ 2,750.00	\$ 2,750.00
Computer Maintenance and Software	\$ 1,500.00	\$ 1,500.00
Continuing Education	\$ 4,200.00	\$ 2,200.00
Dues and Subscriptions	\$ 1,000.00	\$ 500.00
Equipment Rentals	\$ 3,500.00	\$ 3,500.00
Insurance: General Liability	\$ 1,000.00	\$ 199.00
Insurance: Professional Liability	\$ 700.00	\$ 532.00
Jazz on Moore's Creek Expense	\$10,000.00	\$ 12,000.00
Marketing: Banners, Brochures, T-Shirts	\$ 3,000.00	\$ 3,000.00
Equipment Purchase, Tables, Chairs	\$ 2,500.00	\$ 0.00
Office Supplies	\$ 3,200.00	\$ 2,200.00
Payroll Expense	\$32,000.00	\$ 32,000.00
Postage and PO Box Rental	\$ 300.00	\$ 300.00
Professional Fees: Accounting	\$ 3,800.00	\$ 3,800.00
Rent Expense	\$ 1.00	\$ 10.00
Offsite Storage	\$ 2,800.00	\$ 2,800.00
Comcast: Cable, Internet and Telephone	\$ 2,600.00	\$ 2,600.00
Travel	\$ 4,000.00	\$ 4,500.00
Lincoln Park Main Street Board Retreat on Moore's Creek	\$ 3,500.00 \$ 4,500.00	\$ 0.00-Christmas \$ 7,500.00
Other Consulting Fees:	\$ 4,000.00	\$ 4,000.00
Historical Resources Lincoln Park Survey	\$50,000.00	\$ 0.00
Art and Culture: General Program	\$ 0.00	\$ 0.00
Lincoln Park May Day Freedom Celebration	\$ 8,000.00	\$ 12,000.00
Building Repairs	\$ 0.00	\$ 0.00
Contingency	<u>\$ 10,000.00</u>	<u>\$ 8,000.00</u>
Total Expenses	\$157,851.00	\$105,891.00

- For FY 2024-25, Florida Department of State Grants (Division of Historical Resources grant of \$50,000 is contributing to the increase in the budget this year as part of donations and income, as well as in the expenses.
- Also, LPMS currently have two (2) pending grants that are not part of the income amounts for grants & donations.

Budget Justification

Income

Grants and Donations – the award of funding from the City of Fort Pierce, Department of State Division of Historical Resources, Florida Humanities Council, and other funding sources.

Jazz on Moore's Creek- annual sponsorship from City of Fort Pierce to produce four quarterly free outdoor concerts to build community unity and pride.

Newsletter Advertising – revenue collected in the advertising in the Lincoln Park Showcase newsletter.

Memberships- revenue collected for annual membership into the organization.

Christmas on Moore's Creek- sponsorships and donations for the annual Christmas on Moore's Creek Toy Give-a-way and Health & Wellness Fair.

Sponsorships- revenue generated in the sponsorship of programming, events, and other activities of the organization.

Expenses

Business Licenses, Permits – fees for annual business licenses for the organization, and permits for events.

Computer Maintenance and Software- technology maintenance for computer systems.

Continuing Education – workshops, conferences and quarterly meetings as required by Florida Main Street.

Dues and Subscriptions – for periodicals, newspaper subscriptions, constant contact, and grant application sources.

Equipment Rentals – for tables, chairs, tents, bounce houses, and other equipment as needed to carryout the mission and functions of programming.

Insurance: General Liability – the payment of annual insurance premiums for the organization.

Insurance: Professional Liability - the payment of annual insurance premiums for volunteers and the board.

Jazz on Moore's Creek Expense – payments for entertainment, stage, sound, videography, off duty Police Detail, DJ & Host).

Christmas on Moore's Creek Expense - payments for toys, entertainment, stage, sound, videography, off duty Police Detail, tents, tables, chairs).

Marketing: Banners, Brochures, T-Shirts - purchase brochures and banners for the organization. Christmas on

Equipment Rental – Light Towers for evening events such as Jazz on Moore's Creek

Office Supplies – purchase of office paper, ink cartridges, envelopes, pens, etc. in the daily function of the operation of the office.

Payroll Expense - payroll for the executive director in the operation of the organization and carrying out the mission of Lincoln Park Main Street.

Postage and PO Box Rental – annual fee for postage and the post office box of the organization.

Professional Fees: Accounting, Graphic Design – for professional services recording financial records of the organization. Also, design of advertising posters and material.

Rent Expense – annual rental cost for office space.

Offsite Storage – cost to house offsite storage of items that belong to the organization.

Comcast: WiFi Internet and Telephone – monthly and annual communications for the expense of everyday conducting business.

Travel – travel expenses for continuing education, conferences, and workshops.

Lincoln Park Main Street Board Retreat/Strategic Planning – anticipated strategic planning workshop for the organization.

Other Consulting Fees -

Historical Resources Lincoln Park Survey- the allocation of the grant to conduct a historic survey of Lincoln Park and to pay the consultants.

Lincoln Park May Day Freedom Celebration – the proposed cost to produce the Lincoln Park May Day Freedom Celebration event.

Radio & Social Media Advertising – communication and advertising for events throughout the year for radio and printed posters to advertise the events.

Annual Membership/Community Reception – the anticipated cost to host an annual membership and/or community reception for the organization.

Program Support – volunteer and temporary program staff support for various events throughout the program year.

Income Sources

1. Florida Department of State, Division of Historical Resources
2. Florida Department of State, Division of Arts & Culture
3. Florida Humanities Council
4. Children’s Services Council
5. South Arts
6. Sponsorship: Natalie’s Orange Juice, Treasure Coast Food Bank,
7. Walmart Foundation, Sam’s Club

Summary of the Program’s Financial Performance

The fiscal condition of the organization is represented in our business model which reflects how revenue is generated and expended in the service of our mission. LPMS uses five streams of income to carry out the mission and to finance activities and projects. They are grants and donations, sponsorships, advertising, memberships, and sales from programming. Through grants and donations, is an example of our organization’s track-record of bringing in recurring dollars on an unrestricted operating basis year after year. LPMS sponsorship commitments enables positive operating results in revenue consistently exceeding yearly expenses enables the organization to contribute to surpluses. Through having appropriate liquidity, the organization financial ability to withstand risks and respond to new opportunities is increased. The organization’s debt ratio is minimum, as there currently is no debt on the books, however, there are a couple of assets.

This program will be sustained after the grant period through several mechanisms such as operations, will continue to be funded from the organization’s operating budget. Maintenance and grounds for the building are sustained by the City of Fort Pierce Public Works department. Program Support will come from revenue generating program fees such as ticket sales, fees for guided tours and memberships. Sustainability will come from donations, sponsorships and grants.

The operating budget in the previous three years did not increase because pursuits for revenue through grant applications and solicitation of donations and sponsorships were minimized, due largely to building capacity of the organization. However, last year programming increased, taking on two new programs and the organization continued to operate within budget. It is anticipated both income and expenses will increase due to additional programming responsibilities in the fulfillment of the mission.



Lincoln Park Main Street, Inc. Program Reporting Form

To be completed by LPMS for each Report Period: Fiscal Year Ending, September 30, 2025

Quarterly Reporting Period	Quarterly Report Due	City Commission Presentations
<input checked="" type="checkbox"/> Q1 – Reporting Period: Oct. 1-Dec. 31	<input checked="" type="checkbox"/> Q1 – Report due Jan. 15	<input type="checkbox"/> Q1 – Feb. 2025 Quarterly Report
<input type="checkbox"/> Q2 – Reporting Period: Jan. 1-Mar. 31	<input type="checkbox"/> Q2 – Report due April 15	<input checked="" type="checkbox"/> Q2 – May 2025 Quarterly Report
<input type="checkbox"/> Q3 – Reporting Period: April 1-June 30	<input type="checkbox"/> Q3 – Report due July 15	<input type="checkbox"/> Q3 – Aug. 2025 Quarterly Report
<input type="checkbox"/> Q4 — Reporting Period: July 31-Sept. 30	<input type="checkbox"/> Q4 – Report due Oct. 15	<input type="checkbox"/> Q4 – Oct. 2025 Quarterly Report

Deliverables

1. Economic Vitality: This point aims to strengthen the district’s economic base by supporting existing businesses, attracting new businesses, and ensuring a diverse and thriving economic mix.

A. Business Development

1. Attract new businesses to the Lincoln Park District – LPMS will make contact with at least one new business and include its efforts and progress in quarterly reports. **LPMS will include its efforts and progress in quarterly reports.**

Status:
Lease of the old Granny’s Kitchen to Bleu Clarinet, A restaurant & Jazz Lounge and Sunday Brunch. The operators began preparing the building for business in December 2024

2. Job creation/retention – LPMS will report on jobs created and/or retained within the Lincoln Park District quarterly. **LPMS will include its efforts and progress in quarterly reports.**

Status:
The creation of two full time jobs and two part-time jobs as a result of Bleu Clarinet Restaurant and Jazz Lounge opening. The owners/operators are proposing to hire five (5) positions for the business.

3. LPMS will coordinate and host two Doing Business with the City Workshops. **LPMS will include its efforts and progress in the June and September quarterly reports.**

Status:

4. LPMS will compile and publish a comprehensive business directory that provides detailed information about businesses within the Lincoln Park District. **LPMS will include its efforts and progress in quarterly reports.**

Status:
Developing an excel spreadsheet template for a business directory in Lincoln Park and the northern boundaries of the city that will include name, location, phone, email, point of contact, type business, brick and mortar, home business, years in operation.

B. Property Development

1. LPMS will provide technical assistance to one property owner, developer, or business on the renovation and/or repurpose of its commercial space. **LPMS will include its efforts and progress in quarterly reports.**

Status:
LPMS is a team member of Pinnacle Housing Group, the bid winner for the Moore’s Creek Development (Model Block) project. Participated in the presentation to St. Lucie County. Also worked with Pinnacle Housing Group with community engagement for historical and background information. The team engaged the community at three different meetings and met with a major stakeholders, Mt. Olive Missionary Baptist Church and Mt. Moriah Primitive Baptist Church congregations.

2. LPMS will create and maintain a listing of vacant and occupied commercial properties within the Lincoln Park District with the interior and exterior building characteristics including square footage, building use, zoning, address, property type, current use, etc. to assist potential tenants or buyers in finding suitable options. **LPMS will publish listing by June 30, 2025. LPMS will include its efforts and progress in quarterly reports, thereafter.**

Status:
Development of the database for vacant and commercial properties started with the baseline of information in our existing files being updated to reflect the changes such as demolition and land use. The database will also include the previous use of the land/building for historical information.

3. LPMS will create and maintain a thorough database to capture and store detailed information about individuals interested in properties enabling efficient connections with available vacant properties as they arise. **LPMS will complete by June 30, 2025. LPMS will include its efforts and progress in quarterly reports.**

Status: Fielding calls from interested parties and/or individuals interested in vacant properties in Lincoln Park District.

2. Design: This focuses on improving the physical appearance of the district by preserving historic architecture, enhancing public spaces, and partnering with the City to ensure a visually appealing environment.

A. Physical Improvements

1. LPMS will promote the Fort Pierce Redevelopment Agency Commercial Façade Grant Program to the Lincoln Park business community and, during application cycles, assist businesses with completing the application process. **LPMS will include its efforts and progress in quarterly reports.**

Status:

Façade grant application is not available during this quarter.

2. LPMS will provide and distribute information on the City's Impact Fee Moratorium extension to builders/developers/real estate investors and the community on the process and timelines involved. **LPMS will include its efforts in quarterly reports.**

Status:

B. Historic Preservation

3. LPMS will facilitate the research and prepare applications to submit to the State for the historic designation of at least one church in the Lincoln Park District. **LPMS will include its efforts and progress in quarterly reports.**

Status:

LPMS is currently working with consultants on the Lincoln Park Historic Survey, a survey of properties within the district that are historic in nature by the age of the properties, the individuals who occupied the properties, and/or the activities that took place in the properties.

4. LPMS will coordinate with Fort Pierce Redevelopment Agency staff and the master plan consultant to provide input on future development and the formation of neighborhood identities for the Lincoln Park Master Plan. **LPMS will include its efforts and progress in quarterly reports.**

Status:

Waiting for the consultant contract to start.

C. Architectural Standards		
<p>1. Upon the City of Fort Pierce adoption of design standards, LPMS will maintain a copy on file to be shared with builders, developers, real estate investors, and the community. LPMS will interface with the City’s standards beginning July 1, 2025, with a grant from the Department of State, Division of Historical Resources for work on design standards in the Lincoln Park District. LPMS will include its efforts and progress in quarterly reports. <i>Note: Dependent upon the City’s adoption of design standards.</i></p>		
<p>Status: <u>Upon adoption, LPMS will maintain a copy of the design standards electronically and a hard copy.</u></p>		
<p>3. Promotion: This involves marketing the district’s unique characteristics to shoppers, investors, and visitors through events, advertising, and branding to enhance its image and attract business.</p>		
A. Marketing and Events		
<p>1. LPMS will plan, coordinate, promote, and host no fewer than 12 promotional and/or educational events with an average attendance of 50 participants each, to include:</p> <ul style="list-style-type: none"> • Lincoln Park May Day Freedom Celebration, to include live music, vendors, and community-oriented activities, etc. (annual) • Flaming Knight Motorcycle Club Toy Drive (annual) • Christmas on Moore’s Creek Toy Give-A-Way and Health & Wellness Festival (annual) • Community Engagement events to be defined (community education/ workshops (2x/year) community meetings, collaborative engagement), LPMS will include its efforts and progress in the March and September quarterly reports. • Jazz on Moore’s Creek, to include live music, vendors, and community-oriented activities, etc. (quarterly) • Offer business assistance/education workshops with SBDC and other community partners. • Doing Business with the City Workshops (2x/year). LPMS will include its efforts and progress in the March and September quarterly reports. <p>LPMS will include its efforts and progress in quarterly reports</p>		
<p>Status: <u>Two events were held in the first quarter, The Flaming Knight Motorcycle Club of Fort Pierce Toy Drive, and Christmas on Moore’s Creek Toy Give-a-way and Health and Wellness Fair, December 7, 2024 and December 14, 2024. The Flaming Knight Motorcycle Club of Fort Pierce Toy Drive hosted 25 clubs from around the state of Florida and out of state with an estimated number of 300 attendees and community members; and Christmas on Moore’s Creek Toy Give-a-way and Health and Wellness Fair hosted 312 attendees: 179 kids, 70 parents/guardians, 63 volunteers, and 15 healthcare and information vendors.</u></p>		
<p>2. LPMS will reach 1,000 social media impressions of marketing campaigns via various social media and LPMS -powered website. LPMS will include its efforts and progress in quarterly reports.</p>		

Status:

Based on the data from Facebook Meta analytics, the performance of Christmas on Moore's Creek event had 6,421 over a seven-day period. The reach further indicated a reach of 258 over a 30-day period.

B. Branding

1. LPMS will conduct quarterly surveys with a minimum of 25 respondents (totaling 100 respondents annually), to assess brand recognition via in-person and online methods. LPMS will publish the results of its surveys. **LPMS will include its efforts and progress in quarterly reports.**

Status:

LPMS conducted surveys at the Flaming Knight Motorcycle Toy Drive December 7, 2024. A total of 15 surveys were collected. On December 14, 2024 at the Christmas on Moore's Creek event, a total of 25 surveys were collected. Online surveys are still being developed to assess brand recognition.

2. LPMS will publish the Lincoln Park Showcase Newsletter digitally on a monthly basis beginning February 1 of the current fiscal year. **LPMS will include its efforts and progress in quarterly reports.**

Status:

3. LPMS will complete updates to LPMS website and publish online by March 2025. LPMS will increase website and social media traffic related to District information by 10%, annually. LPMS will include its efforts and progress in quarterly reports including metrics related to website visits and social media activity. **LPMS will include its efforts and progress in the March and September quarterly reports.**

Status:

C. Positive Image

1. LPMS will collect testimonials from 12 or more visitors and 6 or more residents. **LPMS will include its efforts and progress in quarterly reports.**

Status:

There were three testimonials collected this quarter, two from visitors and one from a resident attending both the Flaming Knight Motorcycle Toy Drive and Christmas on Moore's Creek Toy Give-a-way and Health & Wellness Festival.

C. Resource Management
1. LPMS will spend no more than 40% of funds received from the City under this Agreement on salaries. LPMS will include its efforts and progress in quarterly reports. (see 5. Budget and Budget Report Form). LPMS will include its efforts and progress in the March and September quarterly reports.
Status: LPMS has not received any funds for this period, Will report in 3rd Quarter.
2. LPMS will explore sustainable funding sources beyond the program period and report on explored funding sources outside of the City of Fort Pierce designated funds to ensure the organization’s sustainability. LPMS will include its efforts and progress in quarterly reports. (see 5. Budget and Budget Report Form). LPMS will include its efforts and progress in the March and September quarterly reports.
Status: The current fiscal year, LPMS was awarded a \$50,000 grant by the State of Florida Division of Historical Resources to conduct a Historic Survey of Lincoln Park properties. LPMS has applied for funding from the Florida Humanities Council, TMobile, Children’s Services Council, and the National Trust for Historic Preservation.

5. Budget: LPMS will include the following information in its quarterly financial reports and quarterly presentations to the City Commission. Also complete attached Revenue and Expense Reporting Form and submit.
1. <u>Budget Summary:</u> LPMS will provide an overview of the total program funds received including a breakdown of the budget into major categories (e.g., personnel, supplies, equipment). See Attached budget
2. <u>Income Sources:</u> LPMS will specify other sources of income (if any) contributing to the program and highlight any matching funds or in-kind contributions. Other sources of income received are derived from sponsorships, memberships, donors, and matching in-kind services.
3. <u>Detailed Expenses with Budget Justification:</u> LPMS will itemize expenses with specific amounts for each category. Include both direct costs (directly related to the program) and indirect costs (overhead). LPMS will explain the rationale behind each expense. See attached budget and justification.
4. <u>Conclusion:</u> LPMS will summarize the financial performance. Mention any adjustments made during implementation. See attached financial performance and sustainability plan.



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<input type="checkbox"/> Q3 – Reporting Period: April 1-June 30	<input type="checkbox"/> Q3 – Report due July 15	<input type="checkbox"/> Q3 – Aug. 2025 Quarterly Report
<input type="checkbox"/> Q4 — Reporting Period: July 31-Sept. 30	<input type="checkbox"/> Q4 – Report due Oct. 15	<input type="checkbox"/> Q4 – Oct. 2025 Quarterly Report

Deliverables

1. Economic Vitality: This point aims to strengthen the district’s economic base by supporting existing businesses, attracting new businesses, and ensuring a diverse and thriving economic mix.

A. Business Development

1. Attract new businesses to the Lincoln Park District – LPMS will contact at least one new business and include its efforts and progress in quarterly reports. **LPMS will include its efforts and progress in quarterly reports.**

Status:

Contacted Dominique Prince of First Appearance Salon Enterprises about considering to relocate her business on the Avenue D corridor. Mrs. Prince has been operating as a stylist since 2005 within another entity, and in business within her own shop since 2012.

2. Job creation/retention – LPMS will report on jobs created and/or retained within the Lincoln Park District quarterly. **LPMS will include its efforts and progress in quarterly reports.**

Status:

The creation of two part-time jobs with the opening of Identogo Identity Services. The business provides services for enrollment for employment, certification, licensing and other verification purposes. Business offerings also include identity verification services, CPR Classes, Certified Nursing Assistant (CAN) Training, Phlebotomy Classes.

3. LPMS will coordinate and host two Doing Business with the City Workshops. **LPMS will include its efforts and progress in the June and September quarterly reports.**

Status:

Plans for June/July and September for workshops are being proposed.

4. LPMS will compile and publish a comprehensive business directory that provides detailed information about businesses within the Lincoln Park District. **LPMS will include its efforts and progress in quarterly reports.**

Status:

Have collected data on 25 businesses.

B. Property Development

1. LPMS will provide technical assistance to one property owner, developer, or business on the renovation and/or repurpose of its commercial space. **LPMS will include its efforts and progress in quarterly reports.**

Status:

The end of the first quarter, one commercial property that is being rented as a restaurant and jazz lounge. Lease of the old Granny's Kitchen to Bleu Clarinet, A restaurant & Jazz Lounge and Sunday Brunch. The operators began renovations on the building January 2025 preparing the building for business for operations spring 2025. LPMS assisting with marketing information.

2. LPMS will create and maintain a listing of vacant and occupied commercial properties within the Lincoln Park District with the interior and exterior building characteristics including square footage, building use, zoning, address, property type, current use, etc. to assist potential tenants or buyers in finding suitable options. **LPMS will publish listing by June 30, 2025. LPMS will include its efforts and progress in quarterly reports, thereafter.**

Status:

3. LPMS will create and maintain a thorough database to capture and store detailed information about individuals interested in properties enabling efficient connections with available vacant properties as they arise. **LPMS will complete by June 30, 2025. LPMS will include its efforts and progress in quarterly reports.**

Status:

2. Design: This focuses on improving the physical appearance of the district by preserving historic architecture, enhancing public spaces, and partnering with the City to ensure a visually appealing environment.

A. Physical Improvements

1. LPMS will promote the Fort Pierce Redevelopment Agency Commercial Façade Grant Program to the Lincoln Park business community and, during application cycles, assist businesses with completing the application process. **LPMS will include its efforts and progress in quarterly reports.**

Status:

Working with two businesses, Bleu Clarinet and Cynthia’s Alterations and More on Signage grant and Façade Improvement Grants.

2. LPMS will provide and distribute information on the City’s Impact Fee Moratorium extension to builders/developers/real estate investors and the community on the process and timelines involved. **LPMS will include its efforts in quarterly reports.**

Status:

Informed developers of the City’s Impact Fee Moratorium that went into effect in 2020 and extended in 2022. We will publish the extension in the monthly newsletter beginning in May 2025.

B. Historic Preservation

3. LPMS will facilitate the research and prepare applications to submit to the State for the historic designation of at least one church in the Lincoln Park District. **LPMS will include its efforts and progress in quarterly reports.**

Status:

LPMS distributed letters to the community about the field work that commenced March 3rd – 7th with field staff of the consultant team collecting data, taking pictures of properties, and analyzing the data as part of the Lincoln Park Historic Survey.

4. LPMS will coordinate with Fort Pierce Redevelopment Agency staff and the master plan consultant to provide input on future development and the formation of neighborhood identities for the Lincoln Park Master Plan. **LPMS will include its efforts and progress in quarterly reports.**

Status:

Waiting for the consultant contract to start.

C. Architectural Standards		
<p>1. Upon the City of Fort Pierce adoption of design standards, LPMS will maintain a copy on file to be shared with builders, developers, real estate investors, and the community. LPMS will interface with the City's standards beginning July 1, 2025, with a grant from the Department of State, Division of Historical Resources for work on design standards in the Lincoln Park District. LPMS will include its efforts and progress in quarterly reports. <i>Note: Dependent upon the City's adoption of design standards.</i></p>		
Status:		
<p>3. Promotion: This involves marketing the district's unique characteristics to shoppers, investors, and visitors through events, advertising, and branding to enhance its image and attract business.</p>		
A. Marketing and Events		
<p>1. LPMS will plan, coordinate, promote, and host no fewer than 12 promotional and/or educational events with an average attendance of 50 participants each, to include:</p> <ul style="list-style-type: none"> • Lincoln Park May Day Freedom Celebration, to include live music, vendors, and community-oriented activities, etc. (annual) • Flaming Knight Motorcycle Club Toy Drive (annual) • Christmas on Moore's Creek Toy Give-A-Way and Health & Wellness Festival (annual) • Community Engagement events to be defined (community education/ workshops (2x/year) community meetings, collaborative engagement), LPMS will include its efforts and progress in the March and September quarterly reports. • Jazz on Moore's Creek, to include live music, vendors, and community-oriented activities, etc. (quarterly) • Offer business assistance/education workshops with SBDC and other community partners. • Doing Business with the City Workshops (2x/year). LPMS will include its efforts and progress in the March and September quarterly reports. <p>LPMS will include its efforts and progress in quarterly reports</p>		
Status:		
<p><u>LPMS had a conference call with Small Business Development Center at Indian River State College on providing businesses and individuals in Lincoln Park technical assistance on a variety of business topics. LPMS coordinating dates with SBDC.</u></p>		
<p>2. LPMS will reach 1,000 social media impressions of marketing campaigns via various social media and LPMS -powered website. LPMS will include its efforts and progress in quarterly reports.</p>		
Status:		
<p><u>Based on the data from Facebook Meta analytics, the performance of The Highwaymen Museum Opening Soon, The Visioning Board Session, The 8th Annual Highwaymen Heritage Art Show & Festival social media posts had a reach of 556. New Page followers indicated a reach of 1,019 over a 30-day period in the second quarter.</u></p>		

B. Branding
<p>1. LPMS will conduct quarterly surveys with a minimum of 25 respondents (totaling 100 respondents annually), to assess brand recognition via in-person and online methods. LPMS will publish the results of its surveys. LPMS will include its efforts and progress in quarterly reports.</p>
<p>Status: <u>LPMS conducted surveys at the Treasure Coast History Festival January 11, 2025, The MLK Parade January 20, 2025 and during the field work for data collection with the consultant team March 3-7, 2025. A total of 33 surveys were collected. Online surveys are proposed for 3rd and 4th quarter rollout.</u></p>
<p>2. LPMS will publish the Lincoln Park Showcase Newsletter digitally on a monthly basis beginning February 1 of the current fiscal year. LPMS will include its efforts and progress in quarterly reports.</p>
<p>Status: <u>LPMS published February and March 2025 issues of the Lincoln Park Showcase Newsletter.</u></p>
<p>3. LPMS will complete updates to LPMS website and publish online by March 2025. LPMS will increase website and social media traffic related to District information by 10%, annually. LPMS will include its efforts and progress in quarterly reports including metrics related to website visits and social media activity. LPMS will include its efforts and progress in the March and September quarterly reports.</p>
<p>Status: <u>Updates to the Lincoln Park Main Street website included location and pending site announcements, place holders for links to Pioneers of Lincoln Park and points of interest in Lincoln Park.</u></p>
C. Positive Image
<p>1. LPMS will collect testimonials from 12 or more visitors and 6 or more residents. LPMS will include its efforts and progress in quarterly reports.</p>
<p>Status: <u>There were two testimonials collected this quarter, both from residents during the MLK Parade as volunteers walked along the parade route with Lincoln Park Main Street T-shirts on for identification purposes. Walking and talking with residents about the mission and accomplishments of Lincoln Park Main Street enlightened most residents. They were familiar with Jazz on Moore’s Creek and the Lincoln Park Showcase Newsletter, but had sketchy information otherwise.</u></p>

4. Organization: This point emphasizes building a strong foundation for a sustainable revitalization effort, including engaging stakeholders, forming partnerships, and fostering a collaborative environment.

A. Partnerships

1. Collaborate with partner organizations – LPMS will complete two joint projects with partner organizations. **LPMS will include its efforts and progress in quarterly reports.**

Status:

B. Volunteer Engagement

1. LPMS will recruit and/or retain 25 volunteers annually. **LPMS will include its efforts and progress in quarterly reports.**

Status:

2. LPMS will attain 500 volunteer hours annually. **LPMS will include its efforts and progress in quarterly reports.**

Status:

Treasure Coast History Festival: 5 hrs*3 = 15 hours

MLK Parade: 3 hrs*2 = 6 hours

Field Work with Consultants: 2 hrs * 2 * 5 days = 20 hours

LPMS Board Members: 2 hrs * 6 members * 3 = 36 hours

77 hours

3. The LPMS Executive Director will maintain active participation on two volunteer committees. **LPMS will include its efforts and progress in quarterly reports.**

Status:

C. Resource Management
1. LPMS will spend no more than 50% of funds received from the City under this Agreement on salaries. LPMS will include its efforts and progress in quarterly reports. (see 5. Budget and Budget Report Form). LPMS will include its efforts and progress in the March and September quarterly reports.
Status: No funds received from the City for 1 st & 2 nd Quarter. Will report in 3 rd Quarter.
2. LPMS will explore sustainable funding sources beyond the program period and report on explored funding sources outside of the City of Fort Pierce designated funds to ensure the organization's sustainability. LPMS will include its efforts and progress in quarterly reports. (see 5. Budget and Budget Report Form). LPMS will include its efforts and progress in the March and September quarterly reports.
Status:

5. Budget: LPMS will include the following information in its quarterly financial reports and quarterly presentations to the City Commission. Also complete attached Revenue and Expense Reporting Form and submit.
1. <u>Budget Summary</u> : LPMS will provide an overview of the total program funds received including a breakdown of the budget into major categories (e.g., personnel, supplies, equipment).
2. <u>Income Sources</u> : LPMS will specify other sources of income (if any) contributing to the program and highlight any matching funds or in-kind contributions.
3. <u>Detailed Expenses with Budget Justification</u> : LPMS will itemize expenses with specific amounts for each category. Include both direct costs (directly related to the program) and indirect costs (overhead). LPMS will explain the rationale behind each expense.
4. <u>Conclusion</u> : LPMS will summarize the financial performance. Mention any adjustments made during implementation.