



Main Street Fort Pierce, Inc. Program Reporting Form

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

Quarterly Reporting Period	Quarterly Report Due	City Commission Presentations
_____ Q1 – Reporting Period: Oct. 1-Dec. 31	_____ Q1 – Report due Jan. 15	_____ Q1 – Feb. 2025 Quarterly Report
_____ Q2 – Reporting Period: Jan. 1-Mar. 31	_____ Q2 – Report due April 15	_____ Q2 – May 2025 Quarterly Report
<u> X </u> Q3 – Reporting Period: April 1-June 30	<u> X </u> Q3 – Report due July 15	<u> X </u> Q3 – Aug. 2025 Quarterly Report
_____ Q4 — Reporting Period: July 31-Sept. 30	_____ Q4 – Report due Sept. 15	_____ Q4 – Sept. 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 Downtown District – MSFP will make contact with at least one new business. **MSFP will include its efforts and progress in quarterly reports.**

Status: MSPF continues to run a regular article in The Main Street Focus to highlight available commercial property in the Downtown District. Made contact with 4 new businesses in process of opening during the reporting period, with articles already published on 3 new businesses during Q4.

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

Status: Per accessible information, 5 full-time jobs were gained, and 4 full-time jobs were lost during the reporting period.

<p>3. MSFP will compile, publish, and maintain a comprehensive business directory that provides detailed information about businesses within the Downtown District. MSFP will include its efforts and progress in quarterly reports.</p>
<p>Status: MSFP maintains a comprehensive business directory that is provided to Florida Main Street at regular intervals. The information is also utilized to maintain the Downtown District Map created and published by MSFP, which is directly linked on the website homepage.</p>
<p>4. MSFP will maintain an online map of downtown businesses, government buildings, landmarks, activities and free parking. MSFP will include its efforts and progress in quarterly reports.</p>
<p>Status: The online map is updated as necessary, with a focus on keeping all data current. A QR code for easy linking has been distributed. (Please see direct link to map below or visit https://mainstreetfortpierce.org and select Downtown Map in the top navigation.) https://www.google.com/maps/d/u/0/viewer?mid=1nl4sLI2JNqw38pLVCXIP-xV3ePXcaAd7&ll=27.448649631631188%2C-80.32354862850366&z=15</p>
<p>5. MSFP will distribute Downtown shopping and dining guides. MSFP will include its efforts and progress in quarterly reports.</p>
<p>Status: Printed shopping/dining guides are provided to Downtown Businesses upon request.</p>

<p>B. Property Development</p>
<p>1. MSFP will provide technical assistance to one property owner, developer, or business on the renovation and/or repurpose of its commercial space. MSFP will include its efforts and progress in quarterly reports.</p>
<p>Status: Worked with local retail business on partial repurpose of existing commercial space.</p>
<p>2. MSFP will create and maintain a listing of vacant and occupied commercial properties within the Downtown District within 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. MSFP will include its efforts and progress in quarterly reports.</p>
<p>Status: Internal list currently maintained. MSFP also includes a three-quarter full-color page in the Main Street Focus with available Downtown Commercial locations and contact info for property managers, updated each month based on available information.</p>

3. MSFP 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. **MSFP will include its efforts and progress in quarterly reports.**

Status: MSFP has created a Business Interest Form to collect information on individuals interested in vacant properties. Assisted interested business in identifying alternate locations.

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

Status: Details on the FPRA Façade grant program and Paint Program were provided to multiple Downtown Businesses, announced at DBA meetings, and an article in the May 2025 issue of Main Street Focus Magazine. Assistance with completing grant application was offered.

2. MSFP 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. **MSFP will include its efforts in quarterly reports.**

Status: MSFP has published articles on the Impact Fee Moratorium extension (most recently June 2025) as well as providing information to developers.

B. Historic Preservation

1. MSFP will facilitate the continued preservation and maintenance of the Historic Platts/Backus House. **MSFP will include its efforts and progress in quarterly reports.**

Status: Pest Control, Termite Mitigation, A/C repair and maintenance, Alarm service, Lawn Maintenance and Fire Inspection/Suppression service.

2. MSFP will coordinate with Fort Pierce Redevelopment Agency staff to educate the Downtown businesses about the Downtown Master Plan. **MSFP will include its efforts and progress in quarterly reports.**

Status: MSFP regularly publishes content from FPRA programs in The Main Street Focus, provides an open platform at Coffee with the Mayor, and facilitates speaking opportunities by coordinating with the DBA, in addition to one-on-one outreach. Most recently, MSFP hosted the

survey team for the transformation of Marina Park at May Friday Fest, as well as including an article in the May Focus issue on the topic. Shared surveys requesting public input on potential projects.

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.

A. Marketing and Events

1. MSFP will plan, coordinate, promote, and host no fewer than 20 promotional and/or educational events with an average attendance of 100 participants, to include:
 - The Ghosts of Fort Pierce Past Historic Walking Tours
 - Friday Fest
 - Coffee with the Mayor
 - Shop Small Saturday

MSFP will include its efforts and progress in quarterly reports

Status: Friday Fest was held on 4/4/2025, 5/2/2025, and 6/6/2025. Coffee with the Mayor was held on 4/18/2025 and 5/16/2025.

2. MSFP will reach 8,000 social media impressions of marketing campaigns via various social media and MSFP -powered website. **MSFP will include its efforts and progress in quarterly reports.**

Status:

Per reporting dashboards, social media views during this period were 69,862. Social media reach was 27,724.

B. Branding
1. MSFP will conduct quarterly surveys with a minimum of 25 respondents (totaling 100 respondents annually), to assess brand recognition via in-person and online methods. MSFP will publish the results of its surveys. MSFP will include its efforts and progress in quarterly reports.
Status: MSFP is in the process of conducting surveys and will present results in the following reports and presentations.
2. MSFP will publish the Main Street Focus Magazine monthly. MSFP will include its efforts and progress in quarterly reports.
Status: 9,400 issues were printed and distributed in the Downtown District and surrounding areas or by mail during the reporting period. The April cover featured the MSFP Annual Golf Tournament, May 2025 was the Annual Meeting at the Platts/Backus House and June 2025 featured Stars Over St. Lucie and 4 th of July. Articles containing City announcements include park & playground improvements, Infrastructure Surtax Citizen Oversight Committee, Commercial Façade Grants, Commercial Sign Grant Program, Property Refresh Paint Program, Community Day Event at Rotary Park, Transformation of Marina Square, Call for Artists for Mural Projects, Free Community Workshop Series, Extension of Impact Fee Moratorium in Redevelopment Area, FPRA Youth Banner Art Showcase, and selection of Fort Pierce Adoption Center for National Pilot Project to reunite lost dogs with their families.
3. MSFP will complete timely updates to MSFP website. MSFP will increase website and social media traffic related to District information by 10%, annually. MSFP will include its efforts and progress in quarterly reports including metrics related to website visits and social media activity. MSFP will include its efforts and progress in quarterly reports.
Status: Currently, the MSFP website includes a calendar of events through June of 2026, as well as links to partners and the Focus archive. For Q3, 6,593 unique visitors came to the MSFP website.
C. Positive Image
1. MSFP will collect testimonials from 12 or more visitors and 6 or more residents. MSFP will include its efforts and progress in quarterly reports.
Status: MSFP is in the process of collecting testimonials and will present results in the following reports and presentations.

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

Status: Continued collaboration with the Downtown Business Alliance, Fort Pierce Yacht Club, and FPUA. New partnership with UF/IFAS Extension for an upcoming beautification project in Downtown, with the support of FPRA.

B. Volunteer Engagement

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

Status: Main Street Fort Pierce maintains an annual roster of over 100 active volunteers. New volunteers are most often acquired by word of mouth (current volunteers recruit friends, family, colleagues, or acquaintances) although interest is also generated by event attendance and participation in partner organizations.

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

Status: Documented volunteer hours for Q3 are 1,417 hours. Per the multiplier value used by Florida Main Street of 31.61 the total hours value for this reporting period is \$44,791.37.

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

Status: Executive Director is a sitting member of the City Parking Committee and active member of the Downtown Business Alliance.

C. Resource Management

1. MSFP will spend no more than 40% of funds received from the City under this Agreement on salaries. **MSFP will include its efforts and progress in the March and September quarterly reports.**

Status: MSFP does not rely on funds from the City for employee salaries. A percentage of funding has been included in financial reporting under salaries and wage expense as a partial representation of the staff time required to administer the projects undertaken in this agreement.

2. MSFP 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. **MSFP will include its efforts and progress in the March and September quarterly reports.**

Status:

City funds make up only a portion of MSFP's operating budget, which is largely comprised of membership and fundraising activity.

5. Budget: MSFP 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. Budget Summary: MSFP will provide an overview of the total program funds received including a breakdown of the budget into major categories (e.g., personnel, supplies, equipment).

Please see attached Revenue & Expense Reporting Form

2. Income Sources: MSFP will specify other sources of income (if any) contributing to the program and highlight any matching funds or in-kind contributions.

Coffee with the Mayor is sponsored by the presenting business at \$300 per month in Q3. Friday Fest sponsors for Q3 include Southern Eagle as financial contributors, and Cobb's Landing and Little Jim Bait & Tackle as in-kind sponsors.

3. Detailed Expenses with Budget Justification: MSFP will itemize expenses with specific amounts for each category. Include both direct costs (directly related to the program) and indirect costs (overhead). MSFP will explain the rationale behind each expense.

Grants: Currently represented by contract funding from the City

Donations: Direct donations by Patrons of MSFP

Contracted Events: This reporting period includes revenue generated from contracted events, including Friday Fest and Coffee with the Mayor.

Membership Fees: Annual membership to MSFP from individuals and businesses.

Program Service Revenue: Fees for service to The Main Street Focus Magazine

Salaries and Wages: A percentage of funding has been included in financial reporting under salaries and wage expense as a partial representation of the staff time required to administer the projects undertaken in this agreement.

Rent/Utilities: Mortgage and utilities

Office Supplies: Phone, internet service, copier contract, software licensing, office products

Program Expenses: Costs associated with creation and distribution of The Main Street Focus Magazine.

Marketing/Outreach: online advertising, ad placement

Contracted Events: This reporting period includes expenses from contracted events, including Friday Fest and Coffee with the Mayor. Notable expenses include insurance, permitting, law enforcement details, rentals, portlets and entertainment.

Travel & Training: Florida Main Street Quarterly Meeting

Professional Services: Bookkeeping

Other Expenses (Insurance): General Liability, Directors & Officers, Volunteer, Professional Liability Coverage, Property Insurance

4. Conclusion: MSFP will summarize the financial performance. Mention any adjustments made during implementation.

MSFP has continued to stretch the public dollars entrusted and maximize service to the community. While the revenue for programs has decreased while expenses have increased, MSFP sees the importance of continuing events and services for the public good. Events like Friday Fest serve as a business incubator for small businesses, while Ghost Walk instills community pride and connection. MSFP prioritizes using local vendors whenever possible to keep dollars within the community. Further outside grant funding is a priority and MSFP is actively exploring all potential options.

Exhibit C**Main Street Fort Pierce, Inc. Quarterly Revenue and Expense Reporting Form**
Fiscal Year ending September 30, 2025

Organization Name: Main Street Fort Pierce, Inc.

Quarter ended: June 30, 2025

Revenue Section

Revenue Source	Q1 Amount	Q2 Amount	Q3 Amount	Q4 Amount	Year-to-Date Total
Grants	\$12,500.00	\$12,500.00	\$12,500.00	\$0.00	\$37,500.00
Donations	\$2,150.00	\$1,240.00	\$350.00	\$0.00	\$3,740.00
Fundraising Events	\$25,160.30	\$16,874.06	\$14,330.98	\$0.00	\$56,365.34
Membership Fees	\$820.00	\$1,890.00	\$5,245.00	\$0.00	\$7,955.00
Program Service Revenue	\$3,000.00	\$3,000.00	\$2,000.00	\$0.00	\$8,000.00
Other Income (specify)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Revenue	\$43,630.30	\$35,504.06	\$34,425.98	\$0.00	\$113,560.34

Expense Section

Expense Category	Q1 Amount	Q2 Amount	Q3 Amount	Q4 Amount	Year-to-Date Total
Salaries and Wages	\$5,000.00	\$5,000.00	\$5,000.00	\$0.00	\$15,000.00
Rent/Utilities	\$6,169.92	\$5,844.76	\$8,770.00	\$0.00	\$20,784.68
Office Supplies	\$2,443.16	\$1,969.63	\$5,160.55	\$0.00	\$9,573.34
Program Expenses	\$3,000.00	\$3,000.00	\$3,000.00	\$0.00	\$9,000.00
Marketing/Outreach	\$182.97	\$612.97	\$732.33	\$0.00	\$1,528.27
Contracted Events	\$13,132.08	\$14,213.75	\$13,066.61	\$0.00	\$40,412.44
Travel & Training	\$0.00	\$394.00	\$1,468.88	\$0.00	\$1,862.88
Professional Services	\$3,050.00	\$3,081.25	\$3,512.50	\$0.00	\$9,643.75
Other Expenses - Insurance	\$2,247.30	\$928.89	\$3,571.57	\$0.00	\$6,747.76
Total Expenses	\$35,225.43	\$35,045.25	\$44,282.44	\$0.00	\$114,553.12

Summary

Expense Category	Q1 Amount	Q2 Amount	Q3 Amount	Q4 Amount	Year-to-Date Total
Total Revenue	\$43,630.30	\$35,504.06	\$34,425.98	\$0.00	\$113,560.34
Total Expenses	\$35,225.43	\$35,045.25	\$44,282.44	\$0.00	\$114,553.12
Net Surplus/Deficit	\$8,404.87	\$458.81	(\$9,856.46)	\$0.00	(\$992.78)