



MAIN STREET
FORT PIERCE

Annual Presentation

October 2025

Introduction - MSFP Overview

Main Street Fort Pierce Program

A community-driven initiative focused on revitalizing the Downtown Fort Pierce.

Main Street Four Point Approach

- **Economic Vitality:** Strengthening the district's economic base
- **Design:** Enhancing physical appearance and historic preservation
- **Promotion:** Marketing the district's unique characteristics
- **Organization:** Building partnerships and fostering collaboration

Economic Vitality

Goals:

- Strengthen the Downtown District's economic base by supporting existing businesses, attracting new businesses, and ensuring a diverse and thriving economic mix; and
- Achieve a 70% occupancy rate for commercial spaces

Economic Vitality - Business Development

Key Deliverables

New Business Attraction

Contact at least one new business and report progress quarterly

Job Creation & Retention

Track and report on jobs created and/or retained within the Downtown District

Business Directory

Compile and publish a comprehensive business directory for the Downtown District

District Guide

Maintain an online map of downtown businesses, government buildings, landmarks, activities and free parking

Shopping & Dining Guide

Distribute Downtown shopping and dining guides

Economic Vitality - Business Development

Key Deliverables	Status
New Business Attraction	<p>Throughout the year, MSFP maintained its ongoing effort to promote downtown economic growth by regularly publishing articles in <i>The Main Street Focus</i>. These articles highlighted available commercial properties within the Downtown District, supporting visibility and investment opportunities for local businesses.</p> <p>MSFP established contact with six new businesses preparing to open during the reporting period and continued outreach and support to encourage successful business openings and integration into the downtown community.</p>

Economic Vitality - Business Development

Key Deliverables	Status
Job Creation & Retention	<p>Six full-time and two part-time new jobs were created during the Q1 reporting period, two full-time jobs were lost during Q2. Per accessible information, five full-time jobs were gained, and four full-time jobs were lost in Q3, with two full-time jobs were gained, and two full-time jobs were lost during Q4.</p> <p>Overall, the year demonstrated modest employment fluctuations within the downtown district. Job creation efforts were consistent, particularly in Q1 and Q3, offsetting some losses observed in subsequent quarters. These trends highlight a generally stable employment environment, with ongoing opportunities for local workforce growth.</p>

Economic Vitality - Business Development

Key Deliverables	Status
Business Directory	MSFP maintains a comprehensive and up-to-date business directory for the Downtown District. This directory is regularly submitted to Florida Main Street to ensure alignment with statewide reporting and program standards. The information is also utilized to maintain the Downtown District Map created and published by MSFP, which is directly linked on the website homepage.
District Guide	Information from the directory is used to update and maintain the Downtown District Map, which highlights active businesses and available properties. This interactive map is published and directly linked on the MSFP website homepage, providing an accessible and reliable resource for residents, visitors, and potential investors.

Economic Vitality - Business Development

Key Deliverables	Status
Shopping & Dining Guide	Printed shopping/dining guides are provided to Downtown Businesses upon request.

Economic Vitality - Business Development

Key Deliverables

Technical Assistance

Provide technical assistance to at least one property owner, developer, or business on renovation/repurpose of commercial space

Property Listing

Create and maintain a listing of vacant and occupied commercial properties with detailed building characteristics

Prospect Database

Create and maintain a database of individuals interested in properties to facilitate efficient connections with available properties

Economic Vitality - Property Development

Key Deliverables	Status
Technical Assistance	<p>MSFP actively participates in initiatives aimed at improving and repurposing commercial properties within the Downtown District. Assisted local property manager in enhancing a commercial space for potential high-end business tenants and collaborated with a retail business on the partial repurposing of existing commercial space—supporting adaptive reuse and ongoing revitalization within the downtown core.</p> <p>Served as a committee member for the <i>Western Peninsula Charrette</i>, a collaborative project between the City and the Treasure Coast Regional Planning Council focused on exploring redevelopment options for the existing wastewater plant site and adjacent parcels.</p>

Economic Vitality - Property Development

Key Deliverables	Status
Property Listing	<p data-bbox="614 339 1779 612">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> <p data-bbox="614 689 1734 904">MSFP participated as a pilot program in Main Street America's BOOMS Tracker, which utilizes MSFP entered survey data in conjunction with Ersi data captured by the SLC Property Appraiser.</p>

Economic Vitality - Property Development

Key Deliverables	Status
Prospect Database	<p>MSFP has created a Business Interest Form to collect information on individuals interested in vacant properties. During the reporting period, MSFP facilitated connections between two potential new businesses and local property owners to explore opportunities for opening within the Downtown District.</p> <p>Also assisted multiple interested businesses by helping them identify alternate locations suitable for their operations. In addition, MSFP provided strategic support to a business exploring a restructured business model and evaluating a potential new restaurant location.</p>

Design

Goals:

- Assist in improving the physical appearance of the Downtown District by preserving historic architecture, enhancing public spaces, and partnering with the City to ensure a visually appealing environment
- Develop a plan to effectively communicate and promote Fort Pierce Redevelopment Agency programs and initiatives, including grants, incentives (such as the impact fee moratorium), community meetings, surveys, technical assistance for grant applications, and participation in the Downtown Master Plan and potential design standards
- Encourage compliance with historic preservation guidelines
- Encourage adherence to Architectural Design Standards

Design - Physical Improvements & Historic Preservation

Key Deliverables

Façade Grant Program

Promote the Fort Pierce Redevelopment Agency Commercial Façade Grant Program and assist businesses with applications

Impact Fee Moratorium

Provide and distribute information on the City's Impact Fee Moratorium extension to builders, developers, and investors

Historic Preservation

Facilitate the continued preservation and maintenance of the Historic Platts/Backus House

Master Plan Input

Coordinate with Fort Pierce Redevelopment Agency staff to educate the Downtown businesses about the Downtown Master Plan

Design - Physical Improvements & Historic Preservation

Key Deliverables	Status
Façade Grant Program	<p>Throughout the year, MSFP actively promoted the FPRA Façade Grant Program and Paint Program to encourage downtown property improvements. Program details were shared with multiple downtown businesses, highlighted during Downtown Business Alliance (DBA) meetings, and featured in the <i>May 2025</i> issue of <i>Main Street Focus</i>.</p> <p>Success stories were showcased in the <i>September 2025</i> issue of <i>Main Street Focus</i>, including a featured project highlighted on the cover. An article announcing the extension of the FPRA Paint Program was published in the <i>December 2024</i> issue, helping to sustain awareness and participation in these improvement initiatives.</p>

Design - Physical Improvements & Historic Preservation

Key Deliverables	Status
Impact Fee Moratorium	MSFP has published articles on the Impact Fee Moratorium extension (most recently June 2025) as well as providing information to developers.
Historic Preservation	MSFP facilitates the continued preservation and maintenance of the Historic Platts/Backus House: Pest Control, Termite Mitigation, A/C repair and maintenance, Alarm service, Lawn Maintenance, Fire Inspection/Suppression service, Lighting updates, Security camera installation, and pressure cleaning.

Design - Physical Improvements & Historic Preservation

Key Deliverables	Status
Master Plan Input	<p>MSFP actively promotes FPRA programs through multiple channels: articles in <i>The Main Street Focus</i>, open forums at Coffee with the Mayor, coordinated speaking opportunities with the DBA, and one-on-one outreach with local businesses.</p> <p>MSFP also engages the public in planning and improvement projects:</p> <ul style="list-style-type: none">• Hosted the Marina Park survey team at the May Friday Fest and published a related article in the <i>May Focus</i> issue, sharing surveys to gather public input on potential projects.

Design - Physical Improvements & Historic Preservation

Key Deliverables	Status
Master Plan Input	<ul style="list-style-type: none"><li data-bbox="614 295 1721 511">• Hosted the Festival Street survey team at the August 2025 Friday Fest, with a follow-up article in the <i>September Focus</i> issue highlighting FPRA project outcomes and additional public surveys. <p data-bbox="614 585 1731 743">These efforts ensure community members and business owners have multiple opportunities to provide input and stay informed about downtown initiatives.</p>

Promotion

Goals:

- Implement a marketing and community engagement plan that promotes the Downtown District's unique characteristics and rich history to shoppers, investors, and visitors through events, advertising, and branding to enhance its image and attract businesses.
- Implement ongoing creative programming that engages the Downtown District businesses, residents, and visitors.

Promotion - Marketing and Events

Key Events

The Ghosts of Fort Pierce Past Historic Walking Tours

Friday Fest

Coffee with the Mayor

Shop Small Saturday

Marketing Goals

Plan, coordinate, promote, and host no fewer than 20 promotional and/or educational events annually with an average attendance of 100 participants each.

Reach 8,000 social media impressions via various platforms and MSFP-powered website

Promotion – Events & Marketing

Key Deliverables	Status
<p>The Ghosts of Fort Pierce Past Historic Walking Tours</p>	<p>The <i>Ghosts of Fort Pierce Past</i> walking tours offer a guided exploration of the City’s historic sites with a focus on local legends, stories, and notable architecture. MSFP supports these tours by promoting events, coordinating logistics, and engaging participants, helping to educate the public about Fort Pierce’s heritage while enhancing downtown cultural tourism.</p> <p>The tours took place on October 23 & 24, 2024 (5 tours over 2 nights,) with more than 650 attendees.</p>

Promotion – Events & Marketing

Key Deliverables	Status
Friday Fest	<p>Fort Pierce Friday Fest is a monthly community event that celebrates downtown culture, arts, and local businesses. MSFP supports the festival by hosting activities, coordinating vendors, promoting the event, and facilitating public engagement, including surveys and feedback opportunities for downtown improvement projects. The festival serves as a key platform for community interaction and downtown economic and cultural development.</p> <p>Q1 - Friday Fest was held on 10/4/2024 (also a partnership with FPUA for Public Utilities Week/Public Power Month,) 11/1/2024, and 12/6/2024.</p> <p>Q2 – Friday Fest was held on 1/3/2025, 2/7/2025, and 3/7/2025.</p> <p>Q3 – Friday Fest was held on 4/4/2025, 5/2/2025, and 6/6/2025.</p> <p>Q4 - Friday Fest/Stars Over St. Lucie was held on 7/4/2025, Friday Fest on 8/1/2025 and 9/5/2025.</p>

Promotion – Events & Marketing

Key Deliverables	Status
Coffee with the Mayor	<p><i>Coffee with the Mayor</i> is a regular public forum held from September to May where community members can engage directly with city leadership. MSFP supports the event by providing a platform for discussion, promoting participation, and facilitating business and resident engagement. The program encourages open communication, feedback on downtown initiatives, and collaboration between the city and local stakeholders.</p> <p>Q1 - Coffee with the Mayor on 10/18/2024, 11/15/2024, and 12/20/2024. Q2 – Coffee with the Mayor was held on 1/17/2025, 1/21/2025, and 3/21/2025. Q3 – Coffee with the Mayor was held on 4/18/2025 and 5/16/2025. Q4 - Coffee with the Mayor was held on 9/19/2025.</p>

Promotion – Events & Marketing

Key Deliverables	Status
Shop Small Saturday	<p>MSFP has hosted the Shop Small Saturday event in collaboration with downtown small businesses for several years. Participating businesses contribute gift certificates and merchandise, with total values exceeding \$1,500 in recent years. Shoppers engage with the event by collecting a “shopping passport” at a participating business and visiting multiple businesses to have their passport stamped. Completed passports are submitted at a designated business by 6:00 p.m., with a live drawing held at the conclusion of the day to award the full gift card prize to one winner.</p> <p>The event typically involves over 30 local businesses, all of which utilize Shop Small and Small Business Saturday promotional materials. It has received positive local media coverage and consistently draws strong community attendance.</p> <p>Shop Small Saturday was held on November 20, 2024.</p>

Promotion – Events & Marketing

Key Deliverables	Status
Plan, coordinate, promote, and host no fewer than 20 promotional and/or educational events	<p>In addition to the events already listed, MSFP hosted Sights & Sounds on Second Street Festival and Parade on 12/8/2024 with over 2,000 participants and approximately 16,000 attendees. New Year's Eve fireworks facilitated on 12/31/2024.</p> <p>MSFP holds multiple art shows throughout the year and an annual meeting open to the public, and steps in to host receptions and gatherings on occasion.</p>
Reach 8,000 social media impressions via various platforms and MSFP-powered website	Per reporting dashboards, social media views during this period were 484,708. Social media reach was 172,343.

Promotion - Branding & Positive Image

Key Deliverables

Brand Recognition Surveys

Conduct quarterly surveys with minimum 25 respondents (100 annually)

Main Street Focus Magazine

Publish monthly beginning October 1

Website & Social Media

Complete website updates and increase traffic by 10% annually

Community Testimonials

Collect testimonials from 12+ visitors and 6+ residents

Promotion - Branding & Positive Image

Key Deliverables	Status
Brand Recognition Surveys	MSFP conducted a survey of over 100 participants, sending questions to the newsletter mailing list and posted on social media. The purpose of the survey was to identify how familiar the community is with MSFP branding and mission. 53% of Respondents claim to understand what Main Street does, 23% somewhat understood, and 24% didn't really know. Continued surveying will measure efficacy of strategies to improve public understanding.

Promotion - Branding & Positive Image

Key Deliverables	Status
Main Street Focus Magazine	<p>Over 42,500 issues were printed and distributed in the Downtown District and surrounding areas or by mail during the reporting period.</p> <p>Q1 - The October 2024 cover featured Trick or Treat on Second Street, November 2024 was Shop Small Saturday, and December promoted Sights & Sounds on Second Street Festival & Parade. Articles containing City announcements include FPRA Western Peninsula Charrette, Residential Rehabilitation Program, FPRA Announces Freebee service expansion, FPRA Paint Program, and Golden Hammer Awards.</p>

Promotion - Branding & Positive Image

Key Deliverables	Status
Main Street Focus Magazine	Q2 - The January cover featured the Treasure Coast History Festival, February 2025 was "Celebrating Florida" art show and March 2025 was the Reverse Raffle. Articles containing City announcements include FPRA expanding the Freebee fleet, Home Purchase Assistance Program, Highwaymen Museum Opening, Arts & Culture Board openings, and CRA Advisory Board openings.

Promotion - Branding & Positive Image

Key Deliverables	Status
Main Street Focus Magazine	Q3 - 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.

Promotion - Branding & Positive Image

Key Deliverables	Status
Main Street Focus Magazine	Q4 - The July cover featured Christmas in July, August 2025 featured the newest FPRA Mural and September 2025 announced the Sights & Sounds Parade theme – Fort Pierce Through the Decades. Articles containing City announcements include FPRA Youth Banner Art Showcase, Keep Fort Pierce Beautiful and Community Cleanup Day, Adoption Center Pet Adoption Event, Community Redevelopment Agency Advisory Board, FPRA Mural Program expansion, FPPD National Night Out, Comprehensive Plan Update, Sights & Sounds theme and historic research resources. Stories on new businesses The House of Orchids & More, Soulful Motion Studio, and upcoming opening of The Harbor Cocktail Lounge.

Promotion - Branding & Positive Image

Key Deliverables	Status
Website & Social Media	<p>Currently, the MSFP website includes a calendar of events through June of 2026, as well as links to partners and the Focus archive.</p> <p>Q1 - 11,523 unique visitors came to the MSFP website.</p> <p>Q2 - 6,073 unique visitors came to the MSFP website</p> <p>Q3 - 6,593 unique visitors came to the MSFP website</p> <p>Q4 - 5,687 unique visitors came to the MSFP website.</p>
Community Testimonials	<p>MSFP collected testimonials from more than 30 individuals at the September 2025 Friday Fest, with more than 12 coming from out-of-town visitors.</p>

Organization

Goals:

- **Develop a strong foundation for a sustainable revitalization effort that aligns with the City's goals, including engaging stakeholders, forming partnerships, and fostering a collaborative environment**

Organization – Partnerships, Volunteer Engagement & Resource Mgmt.

Key Deliverables

Collaboration

Complete two joint projects with partner organizations

Volunteer Recruitment

Recruit/retain 25 volunteers annually

Attain 500 volunteer hours annually

Executive Director maintain active participation on 2 committees

Resources

No more than 40% of funds received from the City under this Agreement on salaries
explore sustainable funding sources beyond the program period and report on explored and received funding sources

Explore sustainable funding sources beyond the program period, excluding City of Fort Pierce funds, to support long-term organizational viability

Organization – Partnerships, Volunteer Engagement & Resource Mgmt.

Key Deliverables	Status
<p>Collaboration</p>	<p>October Friday Fest partnership with FPUA for Public Power Week/ Public Utilities Month, Small Business Saturday is a collaboration with Downtown Businesses to bring shoppers Downtown, held the Saturday after Thanksgiving each year.</p> <p>The Binney Crayon Project was a joint venture with Fort Pierce Art Club and Project Lift, which led to the Sights & Sounds Parade theme of “Color Me Christmas” – an annual event MSFP organizes year-round with the Fort Pierce Police Department and Fort Pierce Sunrise Kiwanis, with coordinating efforts from the City and Fort Pierce Utilities Authority.</p> <p>Continued collaboration with the Downtown Business Alliance, Fort Pierce Yacht Club, and FPUA. MSFP partners with St. Lucie Historical Society to research Ghost Walk stories in addition to other preservation projects. New partnership with UF/IFAS Extension for an upcoming beautification project in Downtown, with the support of FPRA.</p>

Organization – Partnerships, Volunteer Engagement & Resource Mgmt.

Key Deliverables	Status
<p>Volunteer Recruitment</p>	<p>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.</p> <p>The Executive Director was a sitting member of the Parking Committee and active member of the Downtown Business Alliance.</p> <p>Documented volunteer hours for the year were 4,216. Per the multiplier value used by Florida Main Street of 31.61 to 33.49, the total hours value for this reporting period is \$135,219.20.</p>

Organization – Partnerships, Volunteer Engagement & Resource Mgmt.

Key Deliverables	Status
Resources	<p>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.</p>
Sustainability Strategy	<p>City funds make up only a portion of MSFP's operating budget, which is largely comprised of membership and fundraising activity.</p>

Budget

Goals:

- The following information will be included in its quarterly financial reports and its quarterly presentations to the City Commission:
 - (a) Budget Summary
 - (b) Income Sources:
 - (c) Detailed Expenses:
 - (d) Budget Justification:
 - (e) Conclusion

Revenue:

Revenue Source	Q1 Amount	Q2 Amount	Q3 Amount	Q4 Amount	Year-to-Date Total
Grants	\$12,500.00	\$12,500.00	\$12,500.00	\$12,500.00	\$50,000.00
Donations	\$2,150.00	\$1,240.00	\$350.00	\$250.00	\$3,990.00
Fundraising Events	\$25,160.30	\$16,874.06	\$14,330.98	\$16,368.87	\$72,734.21
Membership Fees	\$820.00	\$1,890.00	\$5,245.00	\$5,570.00	\$13,525.00
Program Service Revenue	\$3,000.00	\$3,000.00	\$2,000.00	\$0.00	\$8,000.00
Total Revenue	\$43,630.30	\$35,504.06	\$34,425.98	\$34,688.87	\$148,249.21

Budget

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	\$5,000.00	\$20,000.00
Rent/Utilities	\$6,169.92	\$5,844.76	\$8,770.00	\$11,660.25	\$32,444.93
Office Supplies	\$2,443.16	\$1,969.63	\$5,160.55	\$2,041.94	\$11,615.28
Program Expenses	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$12,000.00
Marketing/Outreach	\$182.97	\$612.97	\$732.33	\$491.44	\$2,019.71
Contracted Events	\$13,132.08	\$14,213.75	\$13,066.61	\$13,489.53	\$53,901.97
Travel & Training	\$0.00	\$394.00	\$1,468.88	\$2,168.54	\$4,031.42
Professional Services	\$3,050.00	\$3,081.25	\$3,512.50	\$5,262.50	\$14,906.25
Other Expenses	\$2,247.30	\$928.89	\$3,571.57	\$655.38	\$7,403.14
Total Expenses	\$35,225.43	\$35,045.25	\$44,282.44	\$43,769.58	\$158,322.70

Budget

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	\$34,688.87	\$148,249.21
Total Expenses	\$35,225.43	\$35,045.25	\$44,282.44	\$43,769.58	\$158,322.70
Net Surplus/Deficit	\$8,404.87	\$458.81	(\$9,856.46)	(\$9,080.71)	(\$10,073.49)

Key Deliverables	Status
Income Sources	Coffee with the Mayor is sponsored by the presenting business at \$350 per month. Friday Fest sponsors include in-kind sponsorship of some live music.

Budget

Key Deliverables	Status
Detailed Expenses with Budget Justification	<p>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.</p> <p>Rent/Utilities: Mortgage and utilities</p> <p>Office Supplies: Phone, internet service, copier contract, software licensing, office products</p> <p>Program Expenses: Costs associated with creation and distribution of The Main Street Focus Magazine.</p> <p>Marketing/Outreach: online advertising, ad placement</p> <p>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.</p> <p>Travel & Training: Florida Main Street Quarterly Meeting</p> <p>Professional Services: Bookkeeping</p> <p>Other Expenses (Insurance): General Liability, Directors & Officers, Volunteer, Professional Liability Coverage, Property Insurance</p>

Key Deliverables	Status
Conclusion	<p>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. Future plans include regular reevaluation of current projects and events to ensure financial health. 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 remains a priority that MSFP continues to explore.</p>

Questions