



Quarterly Presentation

February 9, 2026

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

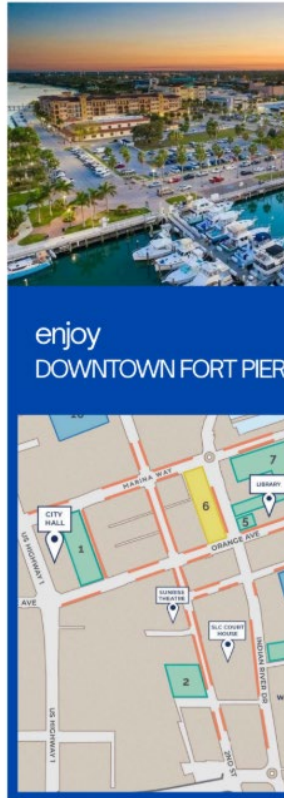


Key Deliverables	Status
New Business Attraction	MSFP continues to run a regular article in The Main Street Focus to highlight available commercial property in the Downtown District. Made contact with 4 new businesses during the reporting period.
Job Creation & Retention	Per accessible information, 9 full-time and 4 part-time new jobs were gained during the Q1 reporting period.
Business Directory	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.
District Guide	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=1nI4sLl2JNqw38pLVCXIP-xV3ePXcaAd7&ll=27.448649631631188%2C-80.32354862850366&z=15
Shopping & Dining Guide	Printed shopping/dining guides are provided to Downtown Businesses upon request. During December, a season-specific retail shopping guide was produced in partnership with the DBA.

Economic Vitality - Business Development



SCAN ME



enjoy
DOWNTOWN FORT PIERCE

Orange Ave

- **VARSITY SPORT SHOP**
UNIQUE FT. PIERCE GIFTS AND APPAREL (M-F 10-5P)
- **I AM ACTIVEWEAR**
ACTIVE APPAREL (T-SA 10-5P)
- **PIERCE PUBLIC MARKET**
SHOPPING & DINING (SU-W TH 9P-TH F 10-5P / SAT 6-8P)
- **LISA JILL ALLISON ART GALLERY**
ART GALLERY & GIFTS (T-SA 10-4P)
- **INNER VOICES OUTER VISION**
EXPRESSIVE ART & CLASSES (T-SA 10-5P)
- **ST. LUCIE CULTURAL ALLIANCE**
SUPPORTING ALL THINGS ARTS & CULTURE (T-SA 11-5P)

2nd Street

- **ROSSLOW'S**
WOMEN'S APPAREL & ACCESSORIES (M-F 10-5P / SA 10-4P)
- **NOTIONS & POTIONS**
LOCAL ARTISAN BOUTIQUE (M-SA 10-5P / FR 10-5P)
- **MADISON HOME DECOR & BOUTIQUE**
HOME DECOR & GIFTS (SU 11-4P / M 10-4P / T-SA 10-5P)
- **2ND STREET ART**
ART GALLERY FEATURING LOCAL ARTISTS (T-SA 11-6P)
- **CHANEY'S HOUSE OF FLOWERS & SAUBERFICATION**
FLORIST & GIFTS (M-F 9-4P / SA 10-5P)
- **HIPPIE HUT**
RETRO APPAREL & ACCESSORIES (M-TH 10-6P / F-SA 10-6P)
- **DOWNTOWN SPORTS NUTRITION**
QUALITY NUTRITIONAL PRODUCTS (M-F 10-5P / SA 9-7P)

Marina Way

- **SWEET'S JEWELERS**
JEWELER & REPAIRS (M-F 930-430 / SA 930-291)
- **FT. PIERCE CITY MARINA**
GIFT SHOP (M-W 9-5P / TH-SA 9-5P / SU 9-4P)

Indian River Drive

- **MANATEE CENTER**
GIFT SHOP (T-SA 10-4P)
- **AE BACKUS MUSEUM & GALLERY**
GIFT SHOP (W-SA 10-4P / SU 12-4P)

DOWNTOWN SHOPPING & GUIDE

Shopping and Entertainment Guide



Historic Downtown Fort Pierce



Farmer's Market Saturday Mornings 8-11



Celebrate Downtown Holiday Traditions During the *Hot Cocoa Crawl!*



The merchants of downtown Fort Pierce invite you to participate in this fun, family event. The festivities begin at **Notions & Potions** to pick up your bag. Travel downtown to participating businesses and go to all the stops and complete your cup of hot cocoa (while supplies last). Once completed go

back to **Notions & Potions** for a raffle ticket to enter to win our basket of cheer valued over \$300. Drawing will be held at 8:15 p.m. on Facebook live. You do not have to be present to win! Good luck and let's have some *holiday fun!* Must be 21 or older to enter for the basket of cheer! 🏠

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	Worked with local retail business on partial repurpose of existing space/layout.
Property Listing	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 based on available information.
Prospect Database	MSFP has created a Business Interest Form to collect information on individuals interested in vacant properties. Assisted a developer in identifying available space.

Economic Vitality - Property Development



• DOWNTOWN MAP
FORT PIERCE •

SCAN HERE TO NAVIGATE



HISTORIC DOWNTOWN FORT PIERCE

“...the heart of the most exciting town on the Treasure Coast.”



PHOTOS BY MARK KRANCER

If you are looking to open or expand your business,
Downtown Fort Pierce is the place to be!

Fresh and exciting projects continue to make the Downtown area even more inviting and attractive to visitors. See listings for available **office, retail, and restaurant** space below.

116 North 2nd Street		Ralph Fahey		772-577-4145
124 2nd St., Suite A, 201 S 2nd St., 101 N US Hwy 1, 415 Avenue A		Brian Stone		772-370-4777
111 Orange Avenue		Ryan Andrew		772-932-1444
208 Avenue A		K & K II		772-971-1934
131 N. 2nd St.		Christine Coke		772-252-4501
210 N. 2nd St.		Ledarius Mock		786-529-8881
100 S 2nd St., #101, 200 N Hwy 1, 300 S 6th St.		Angel Barreca/Pierce Harbor Realty		772-801-0750
108 N Depot Dr.		Eric Reikenis/SLC Commercial		561-339-1344

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	Details on the FPRA Façade grant program and Paint Program were provided to multiple Downtown Businesses, announced at DBA meetings, and featured in The Main Street Focus Magazine.
Impact Fee Moratorium	MSFP has published articles on the Impact Fee Moratorium extension (most recently December 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, and Fire Inspection/Suppression service and repair.
Master Plan Input	<p>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.</p> <p>Most recently, MSFP hosted the survey team for feedback on Festival Street at August 2025 Friday Fest, as well as including an article in the September Focus issue on FPRA project outcomes. Shared surveys requesting public input on potential projects.</p>

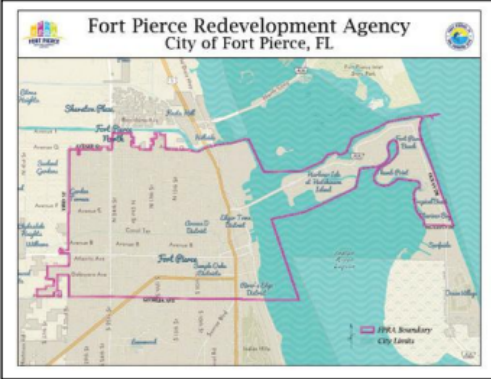
Design - Physical Improvements & Historic Preservation



City of Fort Pierce Extends Impact Fee Waiver for New Construction in Redevelopment Area

Thinking about building a new home or business in the heart of Fort Pierce? Now is the perfect time. The City has extended its impact fee waiver for new residential and commercial construction within the *Urban Infill and Redevelopment Area* through November 2026.

The *City of Fort Pierce* is proud to announce the extension of its impact fee moratorium, reaffirming a strong commitment to encouraging new residential and commercial construction within the *Urban Infill and Redevelopment Area*. First adopted in 2020, this initiative has helped reduce



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Infill a

bringing new homes, businesses, core neighborhoods.

This extension reflects the City's on revitalizing neighborhoods and suppo

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
The Ghosts of Fort Pierce Past Historic Walking Tours	Ghosts of Fort Pierce Past Historic Walking Tours on 10/22/2025, 10/23/2025, and 10/25/2025 (5 tours over 3 days)
Friday Fest	Friday Fest was held on 11/7/2025 and 12/5/2025. (October Friday Fest was rained out.)
Coffee with the Mayor	Coffee with the Mayor was held on 10/17/2025, 11/21/2025, and 12/19/2025.
Shop Small Saturday	Shop Small Saturday on 11/29/2025.
Plan, coordinate, promote, and host no fewer than 20 promotional and/or educational events	<p>Art Shows featuring local artists were held on 11/13-11/14/2025 and 11/20-11/21/2025. MSFP launched a pop-up Christmas Market on 11/20/2025 and continued each Thursday (12/4, 12/11 & 12/18) leading up to Christmas.</p> <p>While outside of this agreement requirements, MSFP also hosted Sights & Sounds Festival and Parade on 12/7/2025 and New Year’s Eve Fireworks on 12/31/2025.</p>
Reach 8,000 social media impressions via various platforms and MSFP-powered website	Per reporting dashboards, social media views during this period were 185,781. Social media reach/viewers were 47,467.

Promotion – Events & Marketing



MAIN STREET
FORT PIERCE

CHRISTMAS MARKET

HANDCRAFTED PRODUCTS
live music from
FORT PIERCE JAZZ & BLUES SOCIETY

Thursdays 5 p.m. to 7 p.m.
Nov 20th - Dec 18th
(excludes Thanksgiving)

Platts Backus House | 122 A.E. Backus Ave.

The poster features a string of colorful lights at the top and a row of colorful houses at the bottom.

'Tis the Season to Shop Local

DOWNTOWN
FORT PIERCE

SHOP SMALL

MAIN STREET
FORT PIERCE

DOWNTOWN
FORT
PIERCE

Shop Small Saturday

PASSPORT

The poster features a central circular graphic with stars and the text "SHOP SMALL". It is flanked by two Christmas trees and has a background of yellow, orange, and green.

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 plans to resume surveys after a sufficient period to test the feedback from previous surveys and will present results in the following reports and presentations.
Main Street Focus Magazine	<p>9,600 issues were printed and distributed in the Downtown District and surrounding areas or by mail during the reporting period. October cover highlighted the Ghost Walk, November 2025 featured the Sights & Sounds Parade and December 2025 displayed the Dancing Lights in Marina Square.</p> <p>Articles containing City announcements include Sights & Sounds, Veterans Day Remembrance, Impact Fee Waiver extension, and Groundbreaking Ceremony for Indian River Drive Corridor Improvements Project.</p>
Website & Social Media	Currently, the MSFP website includes a calendar of events through June of 2026, as well as links to partners and the Focus archive. For Q1, 11,955 unique visitors came to the MSFP website.
Community Testimonials	MSFP continues to collect testimonials and will publish results in the following reports and presentations.

Promotion - Branding & Positive Image



City of Fort Pierce Hosted Groundbreaking Ceremony for Indian River Drive Corridor Improvements Project

The City of Fort Pierce hosted a Groundbreaking Ceremony for the *Indian River Drive Corridor Improvements Project* on Thursday, November 6, at Veterans Memorial Park, located at 600 N. Indian River Drive in Downtown Fort Pierce. This transformative \$10.25 million project will reconstruct a key corridor in the heart of Downtown Fort Pierce, improving safety, mobility, and the overall experience for residents, businesses, and visitors alike.

The project includes: Full roadway reconstruction along Indian River Drive between Seaway Drive and Marina Way; additional on-street parking to support local businesses and events; bridge reconstruction to enhance safety and structural integrity; and pedestrian and streetscape improvements to create a more walkable, accessible, and attractive waterfront environment.

Funded through a partnership of local and state sources, including the Half-Cent Infrastructure Surtax, Road Impact Fees, the *Fort Pierce Redevelopment Agency* (FPRA), and a Florida Job Growth Infrastructure Grant through FloridaCommerce, this project represents a shared investment in Fort Pierce's future.

Downtown Fort Pierce is one of the most visited destinations in St. Lucie County, attracting residents and visitors from across the region. Continued investment in infrastructure



MAIN STREET FORT PIERCE

"FORT PIERCE THROUGH THE DECADES"

THERE WILL BE MAGIC IN THE AIR AND MUSIC ALL AROUND ON SUNDAY, DECEMBER 7, 2025 AS MAIN STREET FORT PIERCE, CITY OF FORT PIERCE, AND THE SUNRISE KIWANIS KICK OFF THE 37TH ANNUAL SIGHTS & SOUNDS ON SECOND PARADE IN HISTORIC DOWNTOWN FORT PIERCE.

Santa arrives at the **Sights & Sounds Festival** at 1:30 p.m. There will be children's activities along with street vendors, entertainment, and the much-anticipated **Christmas Parade** at 4 p.m.

Immediately following the parade will be the lighting of the **Christmas Tree** in the roundabout at Marina Way & Indian River Drive. After the tree lighting, stay around for the **Holiday Lights Spectacular** in Marina Square on Melody Lane presented by the City of Fort Pierce. The light show consists of over 100,000 lights synchronized to holiday music and is a must-see!

SCAN FOR THE 2025 PARADE ROUTE

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
Collaboration	Continued collaboration with the Downtown Business Alliance, Fort Pierce Yacht Club, and FPUA. Year-round partnership with Fort Pierce Sunrise Kiwanis and Fort Pierce Police Department to plan the Sights & Sounds Parade. MSFP partners with St. Lucie Historical Society to research Ghost Walk stories.
Volunteer Recruitment	<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>During this period, volunteers included several descendants of local historic figures portraying their family members during the Ghost Walk. Documented volunteer hours for Q1 are 1,092 hours. Per the multiplier value used by Florida Main Street of \$31.61, the total hours value for this reporting period is \$34,518.12.</p>
Resources	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.
Sustainability Strategy	City funds make up only a portion of MSFP's operating budget, which is largely comprised of membership and fundraising activity.

Organization – Partnerships, Volunteer Engagement & Resource Mgmt.



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

Budget



Revenue:

Revenue Source	Q1 Amount	Q2 Amount	Q3 Amount	Q4 Amount	Year-to-Date Total
Municipal Revenue	\$12,500.00				\$12,500.00
Donations	\$2,250.00				\$2,250.00
Fundraising Events	\$21,158.87				\$21,158.87
Membership Fees	\$1,685.00				\$1,685.00
Program Service Revenue	\$1,000.00				\$1,000.00
Other Income	\$5,979.00				\$5,979.00
Total Revenue	\$44,572.87				\$44,572.87

Budget



Expense:

Revenue Source	Q1 Amount	Q2 Amount	Q3 Amount	Q4 Amount	Year-to-Date Total
Salaries and Wages	\$5,000.00				\$5,000.00
Rent/Utilities	\$8,515.65				\$8,515.65
Office Supplies	\$4,593.33				\$4,593.33
Program Expenses	\$3,000.00				\$3,000.00
Marketing/Outreach	\$342.91				\$342.91
Contracted Events	\$13,209.63				\$13,209.63
Travel & Training	\$0.00				\$0.00
Professional Services	\$3,387.50				\$3,387.50
Other Expenses	\$645.75				\$645.75
Total Expenses	\$38,694.77				\$38,694.77

Budget



Summary:

Expense Category	Q1 Amount	Q2 Amount	Q3 Amount	Q4 Amount	Year-to-Date Total
Total Revenue	\$44,572.87				\$44,572.87
Total Expenses	\$38,694.77				\$38,694.77
Net Surplus/Deficit	\$5,878.10				\$5,878.10

Questions