



Quarterly Presentation

August 10, 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 - 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, 7 jobs were gained during the Q3 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=1n14sLL2JNqw38pLVCXIP-xV3ePXcaAd7&ll=27.448649631631188%2C-80.32354862850366&z=15
Shopping & Dining Guide	Printed shopping/dining guides are provided to Downtown Businesses upon request.

Economic Vitality - Business Development



Shopping and Entertainment Guide



Farmer's Market Saturday Mornings 8-1



Historic Downtown Fort Pierce



enjoy
DOWNTOWN FORT PIERCE



Orange Ave

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

2nd Street

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

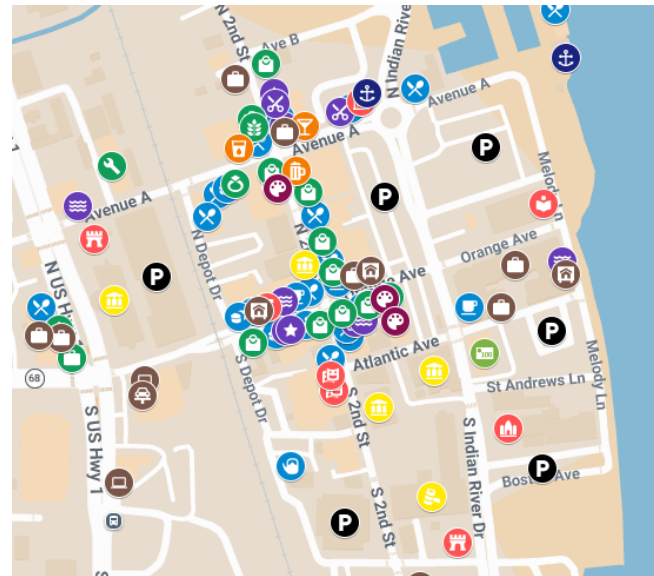
Marina Way

- SWEET'S JEWELERS**
JEWELER & REPAIRS (BAF 9:30-4:30 SA 9:30-2P)
- FT. PIERCE CITY MARINA**
GIFT SHOP (BAF 9-5P TH SA 9-5P SU 9-3P)

Indian River Drive

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

SHOP LOCAL — SHOP SMALL — SHOP LOCAL — SHOP SMALL



SCAN ME



Economic Vitality - Property Development



Key Deliverables	Status
Technical Assistance	Worked with current property owner in an effort to bring potential retail business downtown.
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.

Economic Vitality - Property Development




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 Mack		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

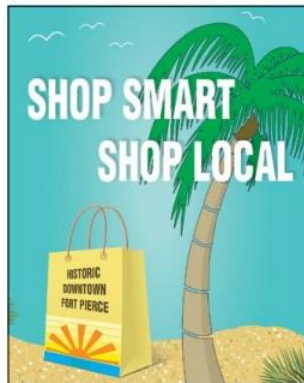
Downtown Fort Pierce Business Profile: Priscilla's Oasis on Orange

223 Orange Ave. in Historic Downtown Fort Pierce

Priscilla Speicher is passionate about live music. She previously owned a small music venue in Stuart called **Notes Music Room** and then moved to Fort Pierce and opened **Harmony Music Lounge**, a beloved venue which operated for three years. She has come to love downtown Fort Pierce and decided to open a new business called **Priscilla's Oasis on Orange** which opened in January, this year.

Priscilla's Oasis on Orange is very unique. It's a social spot that combines a coffee house, game room, and reading room with an art gallery and a mocktail bar. It is also an event space and live music venue, featuring a charming open air courtyard that is one-of-a-kind in town. Live music is featured four evenings a week, Thursday through Sunday. The entertainment schedule can be found on the website and features all different styles and genres of music. There are also trinkets and small gifts available for sale.

"What inspired me to open both **Harmony** and **Priscilla's Oasis** is knowing that there is a need for a respite from the stress and fast pace of current living. There's a need for people to experience and connect with the performing arts, and each other, in a space that is welcoming, non-judgemental, relaxed, and dedicated to their comfort and enjoyment. And that is exactly what I have done my best to create."



Design - Physical Improvements & Historic Preservation



Key Deliverables	Status
Façade Grant Program	Details on the FPRA Façade and Commercial Sign grant program were 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, Fire Inspection/Suppression service and repair, and surveillance camera upkeep. Recent significant maintenance of the trees and landscaping, driveway, and façade are part of an ongoing project to protect the 135-year-old historic and iconic structure. These projects were funded by private and/or in-kind donations. Board members and staff are hands-on and participate in maintenance and repair projects.
Master Plan Input	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. Additionally, MSFP has formally expanded program boundaries, providing additional framework to support preservation efforts in Downtown District adjacent neighborhoods, including Edgartown and Peacock Arts District.

Design - Physical Improvements & Historic Preservation



The Fort Pierce Redevelopment Agency Offers \$5,000 Commercial Sign Grants to Support Local Businesses

The **Fort Pierce Redevelopment Agency (FPRA)** is offering reimbursable grants of up to \$5,000 per property to help businesses install new signage or replace outdated signs. This funding is available now and can significantly offset costs for business owners looking to enhance their visibility and modernize their storefronts.

The **FPRA** remains committed to supporting local businesses and improving the visual appeal of our community through its ongoing **Commercial Sign Reimbursable Grant Program**. The program encourages property owners and businesses to upgrade outdated signage with modern, attractive, professionally

designed signs that elevate the aesthetics of commercial corridors, strengthen brand presence, increase visibility, and attract both new and returning customers.

Eligible properties must be located within the **FPRA** District, and funding is available on a first-come, first-served basis until all allocated funds are expended.

For an application and a full list of eligibility requirements, please visit: <https://choosetopierce.com/969/FPRA-Incentive-Program>.

For more information, please call 772-467-3786 or email mgarcia@cityoffortpierce.com. 🏠



Fort Pierce Redevelopment Agency Publishes "Laying the Groundwork"

The **Fort Pierce Redevelopment Agency (FPRA)** has released its **Fiscal Year 2025 Annual Report**, highlighting a year of strategic investment, neighborhood revitalization, and cultural preservation. The report showcases how targeted redevelopment efforts are elevating quality of life, strengthening the local economy, and preserving the unique character of Fort Pierce.

Guided by the theme "Laying the Groundwork," this year's report reflects the **FPRA's** transition from planning to action. Throughout Fiscal Year 2025, the **FPRA** advanced major initiatives, deepened community partnerships, and moved key projects forward, setting the stage for long-term, sustainable growth.

The report highlights progress across several focus areas:

- **Blueprint for the Future** – Developing major planning efforts such as the Old St. Anastasia Master Plan, 2nd Street Redevelopment, Lincoln Park Master Plan, and Marina Square Master Plan.

- **Building Strong Neighborhoods** – Supporting housing and reinvestment through initiatives like the Avenue D Model Block Project and surplus property program.

- **Crafting Community Identity** – Investing in placemaking investments including the Sunrise Event Center and continued expansion of the **FPRA** Mural Program.

- **Fueling Investment** – Providing economic development tools such as Commercial Façade Grants and the Impact Fee Moratorium to encourage growth.

- **Connecting the Community** – Advancing mobility and infrastructure projects like the Indian River Drive Reconstruction, Freebee microtransit service, and new wayfinding signage.

- **Strengthening Community Safety** – Continuing support for School Resource Officers and targeted public safety efforts within the redevelopment area.

The **Fiscal Year 2025 Annual Report** is available online as an interactive flipbook on the City's website: www.cityoffortpierce.com. 🏠

Thank you to our 2026
Platts Backus House
Donors



SUMMERLIN'S
Marine Construction



Promotion – Events & Marketing



Key Deliverables	Status
The Ghosts of Fort Pierce Past Historic Walking Tours	Tentative dates for 2026 Ghosts of Fort Pierce Past Historic Walking Tours are 10/17/2026, 10/21/2026, and 10/22/2026 (5 tours over 3 days)
Friday Fest	Friday Fest was held on 4/3/2026, 5/1/2026, and 6/5/2026.
Coffee with the Mayor	Coffee with the Mayor was held on 4/17/2026 and 5/15/2026.
Shop Small Saturday	Shop Small Saturday will fall on 11/28/2026.
Plan, coordinate, promote, and host no fewer than 20 promotional and/or educational events	While outside of this agreement requirements, MSFP coordinates Fireworks for 7/4/2026, a process requiring preparations several months in advance of the event. Sights & Sounds on Second Street planning is also ongoing and continues throughout the entire year.
Reach 8,000 social media impressions via various platforms and MSFP-powered website	Per reporting dashboards, social media views during this period were 30,024. Social media reach/viewers were 8,257.

Promotion – Events & Marketing



Fort Pierce Celebrates Double Milestone at *Stars Over St. Lucie* on July 4th

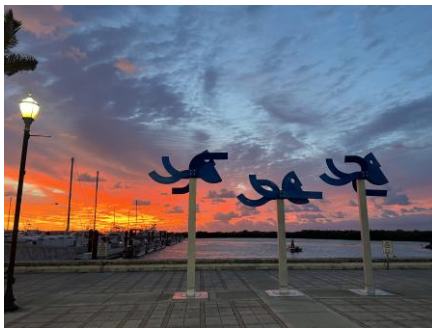
As the nation prepares to celebrate the 250th anniversary of the United States of America, the *City of Fort Pierce* will mark another historic milestone closer to home — its **125th Anniversary** — during this year's *Stars Over St. Lucie* celebration at **Marina Square**.

Hosted by **Main Street Fort Pierce** and the *City of Fort Pierce*, the annual Fourth of July event promises an evening of patriotic pride, community spirit, and waterfront celebration along the *St. Lucie River*.

Families, friends, and visitors are invited to gather at **Marina Square** on Saturday, July 4th from 6 to 9:30 p.m. for live entertainment, festive activities, food vendors, and community fun along the downtown waterfront. The evening will culminate with a spectacular fireworks display beginning at 9 p.m., lighting up the skies over the *St. Lucie River*.

Against the backdrop of historic downtown Fort Pierce, the celebration will honor both America's enduring legacy and the city's rich 125-year history as one of Florida's treasured coastal

communities. This year's *Stars Over St. Lucie* serves as a tribute to generations past while looking ahead to the future of both Fort Pierce and the nation during this milestone Independence Day celebration. 🏠



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	9,000 issues were printed and distributed in the Downtown District and surrounding areas or by mail during the reporting period. April cover highlighted the Annual MSFP Golf Tournament, May 2026 announced the Annual Meeting held at the Platts Backus House, and June 2026 featured Stars Over St. Lucie. Articles on new businesses included Pricilla's Oasis on Orange. Articles containing City announcements include FPRA Commercial Sign Grants and Annual Fiscal Report, Summer Camp Team Member positions for hire, openings for the Sunrise Theatre Advisory Board, and Cops and Bobbers Youth Fishing Event.
Website & Social Media	Currently, the MSFP website includes a calendar of events through December of 2026, as well as links to partners and the Focus archive. For Q3, 5,698 unique visitors came to the MSFP website.
Community Testimonials	MSFP continues to collect testimonials and will publish results in the Q4 report and presentation.

Promotion - Branding & Positive Image



FOCUS

The Official Monthly Newspaper of Main Street Fort Pierce



FOCUS

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Cops and Bobbers: Youth Fishing Event

Meet us at the fishing hole! Come out and fish with local heroes, your very own **Fort Pierce Police Department**. Officers and staff from the **Fort Pierce Yacht Club** and **Fort Pierce Sportfishing Club** will be on site to help bait and reel in your biggest catch.

Participants will be provided with a fishing pole and bait. Participants with the largest fish caught in their age group will

win a prize. Age groups: 6 to 8 years, 9 to 12 years, 13 to 16 years. No fishing license is required for ages 6-15.

Pre-registration is required, but the program is **free**. All participants, including children and adults, must register for the program. Children must be accompanied by a registered adult. Program is outdoors so please dress for the weather. Lunch will be provided. If you or your child has any specific dietary

RELAX & RECONNECT EACH MONTH AT FRIDAY FEST!

Take a break from stress and experience small town charm by the waterfront in beautiful, historic downtown Fort Pierce!

- Free Children's Activities
- Live Bands
- Cool Waterfront Breezes
- Local Craft and Small Business Vendors
- Variety of Food Trucks

The monthly waterfront escape you've been needing! Join friends, family and neighbors at Friday Fest — the Treasure Coast tradition that has been bringing people together in Historic Downtown Fort Pierce since 1989.

Marina Square & Melody Lane
1st Friday of each month
5:30 - 8:30 p.m.

Free parking available in the downtown Fort Pierce Parking Garage.



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Mayor Linda Hudson invites you to join her for Community News, Special Announcements, Complimentary Steamworks Coffeebar coffee, AI's Family Farms, Breakfast Treats, and more!

Friday, April 17th, at 8:00 a.m.
at the Fort Pierce Yacht Club
700 N. Indian River Drive

Sponsored by
Fort Pierce Yacht Club

HOSTED BY
Fort Pierce Yacht Club, Main Street Fort Pierce, AI's Family Farms, Steamworks Coffeebar and Eatery and The City of Fort Pierce. Call Main Street Fort Pierce for more information at 772-466-3880.

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. In June, a group of community partners (including the City) came together to expand Stars Over St. Lucie to include COFP 125th Birthday Celebrations, bringing historic opportunities for engagement and education.
Volunteer Recruitment	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. Documented volunteer hours for Q3 are 845 hours. Per the multiplier value used by Florida Main Street of \$31.61, the total hours value for this reporting period is \$26,710.45.
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



Revenue:

Revenue Source	Q1 Amount	Q2 Amount	Q3 Amount	Q4 Amount	Year-to-Date Total
Municipal Revenue	\$12,500.00	\$12,500.00	\$12,500.00		\$37,500.00
Donations	\$2,250.00	\$1,350.00	\$685.00		\$4,285.00
Fundraising Events	\$21,158.87	\$15,244.62	\$14,452.36		\$50,855.85
Membership Fees	\$1,685.00	\$1,230.00	\$3,700.00		\$6,615.00
Program Service Revenue	\$1,000.00	\$2,000.00	\$0.00		\$3,000.00
Other Income	\$5,979.00	\$300.00	\$0.00		\$6,279.00
Total Revenue	\$44,572.87	\$32,624.62	\$31,337.36		\$108,534.85

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	\$5,000.00		\$15,000.00
Rent/Utilities	\$8,515.65	\$7,062.50	\$6,237.29		\$21,815.44
Office Supplies	\$4,593.33	\$2,193.26	\$4,224.27		\$11,010.86
Program Expenses	\$3,000.00	\$3,000.00	\$3,000.00		\$9,000.00
Marketing/Outreach	\$342.91	\$345.57	\$1,213.03		\$1,901.51
Contracted Events	\$13,209.63	\$11,996.25	\$12,817.55		\$38,023.43
Travel & Training	\$0.00	\$0.00	\$665.60		\$665.00
Professional Services	\$3,387.50	\$3,405.00	\$2,370.00		\$9,162.50
Other Expenses	\$645.75	\$367.50	\$2,137.80		\$3,151.05
Total Expenses	\$38,694.77	\$33,370.08	\$37,665.54		\$109,730.39

Budget



Summary:

Expense Category	Q1 Amount	Q2 Amount	Q3 Amount	Q4 Amount	Year-to-Date Total
Total Revenue	\$44,572.87	\$32,624.62	\$31,337.36		\$108,534.85
Total Expenses	\$38,694.77	\$33,370.08	\$37,665.54		\$109,730.39
Net Surplus/Deficit	\$5,878.10	(\$745.46)	(\$6,328.18)		(\$1,195.54)

Questions