MAIN STREET
FORT PIERCE

Annual Presentation

November 9, 2026

Introduction - MSFP Overview

Main Street Fort Pierce Program

A community-driven initiative focused on revitalizing 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	Status
New Business Attraction (contact at least one new business)	Throughout the year, MSFP maintained its ongoing effort to promote downtown economic growth by regularly publishing articles in *The Main Street Focus*. These articles highlighted available commercial properties within the Downtown District, supporting visibility and investment opportunities for local businesses. MSFP established contact with 13 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.

Economic Vitality - Business Development

Key Deliverables	Status
Job Creation & Retention (track and report on jobs created and/or retained)	9 full-time and 4 part-time new jobs were created during the Q1 reporting period; 55 jobs were lost during Q2. Per accessible information, 7 jobs were gained in Q3, with two full-time jobs gained, and 23 full-time jobs gained during Q4.
Business Directory (compile and publish a comprehensive 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.

Economic Vitality - Business Development

Key Deliverables	Status
District Guide (maintain an online map of downtown businesses, government buildings, landmarks, activities and free parking)	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.
Shopping & Dining Guide (distribute shopping and dining guides)	Printed shopping/dining guides are provided to Downtown Businesses upon request.

Economic Vitality - Property Development

Key Deliverables	Status
Technical Assistance (provide technical assistance to at least one property owner, developer, or business on renovation/repurpose of commercial space)	MSFP actively participates in initiatives aimed at improving and repurposing commercial properties within the Downtown District. From working with local retail business on repurpose of existing space to storage options during development to assisting current property/business owners to bring potential retail businesses downtown, MSFP supports adaptive reuse and ongoing revitalization within the downtown core.
Property Listing (create and maintain a listing of vacant and occupied commercial properties with detailed building characteristics)	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.

Economic Vitality - Property Development

Key Deliverables	Status
Prospect Database (create and maintain a database of individuals interested in properties to facilitate efficient connections with available properties)	MSFP has created a Business Interest Form to collect information on individuals interested in vacant properties. During the reporting period, MSFP facilitated connections between potential new businesses and local property owners to explore opportunities for opening within the Downtown District.

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	Status
Façade Grant Program (promote the FPRA Commercial Façade Grant Program and assist businesses with applications)	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, announced during Downtown Business Alliance (DBA) meetings, and featured in the *Main Street Focus* magazine. Success stories were showcased in the *January 2026* issue of *Main Street Focus*, including multiple FPRA projects highlighted on the cover.
Impact Fee Moratorium (distribute information on the City's Impact Fee Moratorium extension)	MSFP has published articles on the Impact Fee Moratorium extension (most recently December 2025) as well as providing information to developers.

Design - Physical Improvements & Historic Preservation

Key Deliverables	Status
Historic Preservation (facilitate the continued preservation and maintenance of the Historic Platts/Backus House)	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, Lighting updates, Security camera upkeep, and pressure cleaning. Recent significant maintenance of the trees and landscaping, driveway, and façade are part of an ongoing project to protect the 130-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.

Design - Physical Improvements & Historic Preservation

Key Deliverables	Status
Master Plan Input (coordinate with FPRA staff to educate the Downtown businesses about the Downtown Master Plan)	MSFP actively promotes FPRA programs through multiple channels: articles in ***The Main Street Focus***, open forums at **Coffee with the Mayor**, coordinated speaking opportunities with the **DBA**, and one-on-one outreach with local businesses. 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.

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 – Events & Marketing

Key Deliverables	Status
The Ghosts of Fort Pierce Past Historic Walking Tours	The *Ghosts of Fort Pierce Past* 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. The tours took place on October 22, 23 & 25, 2025 (5 tours over 3 days,) with more than 550 attendees.

Promotion – Events & Marketing

Key Deliverables	Status
Friday Fest	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. Q1 - Friday Fest scheduled for 10/3/2025 (also a partnership with FPUA for Public Utilities Week) was rained out, held on 11/7/2025, and 12/5/2025. Q2 – Friday Fest was held on 1/2/2026, 2/6/2026, and 3/6/2026. Q3 – Friday Fest was held on 4/3/2026, 5/1/2026, and 6/5/2026. Q4 - Friday Fest/Stars Over St. Lucie was held on 7/4/2026, Friday Fests scheduled for 8/7/2026 and 9/4/2026 were rained out.

Promotion – Events & Marketing

Key Deliverables	Status
Coffee with the Mayor	*Coffee with the Mayor* 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. Q1 - Coffee with the Mayor on 10/17/2025, 11/21/2025, and 12/19/2025. Q2 – Coffee with the Mayor was held on 1/16/2026, 2/20/2026, and 3/20/2026. Q3 – Coffee with the Mayor was held on 4/17/2026 and 5/15/2026. Q4 - Coffee with the Mayor was held on 9/18/2026.

Promotion – Events & Marketing

Key Deliverables	Status
Shop Small Saturday	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 $1,700 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. 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. Shop Small Saturday was held on November 29, 2025.

Promotion – Events & Marketing

Key Deliverables	Status
Plan, coordinate, promote, and host no fewer than 20 promotional and/or educational events	In addition to the events already listed, MSFP hosted Sights & Sounds on Second Street Festival and Parade on 12/7/2025 with over 2,400 participants and over 12,000 attendees. New Year's Eve fireworks facilitated on 12/31/2025. MSFP launched a pop-up Christmas Market on 11/20/2025 and continued Thursdays through 12/18/2026. MSFP also 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. On 2/24/2026, MSFP partnered with the City to host Florida Main Street Board Member training. This training session brought Board Members from Main Street programs across Florida to Fort Pierce and was held at the Fort Pierce Yacht Club.
Reach 8,000 social media impressions via various platforms and MSFP-powered website	Per reporting dashboards, social media views during this period were 327,900. Social media reach was 87,783.

Promotion - Branding & Positive Image

Key Deliverables	Status
Brand Recognition Surveys (conduct quarterly surveys with minimum 25 respondents (100 annually)	MSFP conducted a survey of over 1,850 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.
Main Street Focus Magazine (publish monthly beginning October 1)	Over 37,200 issues were printed and distributed in the Downtown District and surrounding areas or by mail during the reporting period.

Promotion - Branding & Positive Image

Key Deliverables	Status
Main Street Focus Magazine (publish monthly beginning 1)	Q1 - October cover highlighted the Ghost Walk, November 2025 featured the Sights & Sounds Parade and December 2025 displayed the Dancing Lights in Marina Square. Articles containing City announcements include Sights & Sounds, Veterans Day Remembrance, Impact Fee Waiver extension, and Groundbreaking Ceremony for Indian River Drive Corridor Improvements Project.

Promotion - Branding & Positive Image

Key Deliverables	Status
Main Street Focus Magazine (publish monthly beginning October 1)	Q2 - The January cover highlighted the Fort Pierce Redevelopment Agency 2026 projects, February 2026 featured the Florida Highwaymen Museum Opening and March 2026 announced the 'Mother & Son' Art Show. Articles on new businesses include I AM Activewear and Scoops. Articles containing City announcements include Sights & Sounds parade winners, nominations for 2026 Youth Award Recognition Program, Florida Highwaymen Museum Opening, and Great American Cleanup.

Promotion - Branding & Positive Image

Key Deliverables	Status
Main Street Focus Magazine (publish monthly beginning October 1)	Q3 - The 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.

Promotion - Branding & Positive Image

Key Deliverables	Status
Main Street Focus Magazine (publish monthly beginning October 1)	Q4 - July 2026 promoted the Annual Reverse Raffle, August 2026 featured Old City Hall and Fort Pierce turning 125, and September 2026 announced Ghosts of Fort Pierce Past Historic Walking Tours. Articles containing City announcements include The Highwaymen Museum featured on America 250 Road Trip, City Hall Public Art opportunity, Gold Hammer applications, and Home Purchase & Residential Rehabilitation Assistance Programs. Also featured were Downtown events Christmas in July and Oktoberfest.

Promotion - Branding & Positive Image

Key Deliverables	Status
Website & Social Media (complete website updates and increase traffic by 10% annually)	Currently, the MSFP website includes a calendar of events through December of 2026, as well as links to partners and the Focus archive. Q1 - 11,955 unique visitors came to the MSFP website Q2 – 5,908 unique visitors came to the MSFP website Q3 – 5,698 unique visitors came to the MSFP website Q4 – 9,156 unique visitors came to the MSFP website
Community Testimonials (collect testimonials from 12+ visitors and 6+ residents)	MSFP collected testimonials from more than 18 individuals at Friday Fest, Coffee with the Mayor, and in Downtown Fort Pierce.

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	Status
Collaboration (complete two joint projects with partner organizations)	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. Sights & Sounds on Second Festive & Parade – 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. 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. 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. The event was held on July 4, 2026, with 9 community partners.

Organization – Partnerships, Volunteer Engagement & Resource Mgmt.

Key Deliverables	Status
Volunteer Recruitment (recruit/retain 25 volunteers annually Attain 500 volunteer hours annually Executive Director maintain active participation on 2 committees)	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 the year were 4,041. Per the multiplier value used by Florida Main Street of 31.61, the total hours value for this reporting period is $127,736.01.

MAIN STREET FORT PIERCE

Organization – Partnerships, Volunteer Engagement & Resource Mgmt.

Key Deliverables	Status
Resources (no more than 40% of funds received from the on salaries)	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 (explore sustainable funding sources beyond the program period, excluding City of Fort Pierce funds, to support long-term organizational viability)	City funds make up only a portion of MSFP's operating budget, which is largely comprised of membership and fundraising activity. MSFP has applied for grant funding to support historic building inventories of the Downtown District and adjacent areas and continues to explore other means of supporting historic preservation and economic revitalization.

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

MAIN STREET FORT PIERCE

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	$12,500.00	$50,000.00
Donations	$2,250.00	$1,350.00	$685.00	$400.00	$4,685.00
Fundraising Events	$21,158.87	$15,244.62	$14,452.36	$23,480.45	$74,336.30
Membership Fees	$1,685.00	$1,230.00	$3,700.00	$1,450.00	$8,065.00
Program Service Revenue	$1,000.00	$2,000.00	$0.00	$0.00	$3,000.00
Other Income	$5,979.00	$300.00	$0.00	$0.00	$6,279.00
Total Revenue	$44,572.87	$32,624.62	$31,337.36	$37,830.45	$146,365.30

Budget

MAIN STREET FORT PIERCE

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	$8,515.65	$7,062.50	$6,237.29	$9,380.12	$31,195.56
Office Supplies	$4,593.33	$2,193.26	$4,224.27	$2,611.40	$13,622.26
Program Expenses	$3,000.00	$3,000.00	$3,000.00	$3,000.00	$12,000.00
Marketing/Outreach	$342.91	$345.57	$1,213.03	$512.94	$2,414.45
Contracted Events	$13,209.63	$11,996.25	$12,817.55	$21,519.64	$59,543.07
Travel & Training	$0.00	$0.00	$665.60	$1,649.94	$2,315.54
Professional Services	$3,387.50	$3,405.00	$2,370.00	$8,197.50	$17,360.00
Other Expenses	$645.75	$367.50	$2,137.80	$323.91	$3,474.96
Total Expenses	$38,694.77	$33,370.08	$37,665.54	$52,195.45	$161,925.84

Budget

MAIN STREET FORT PIERCE

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	$37,830.45	$146,365.30
Total Expenses	$38,694.77	$33,370.08	$37,665.54	$52,195.45	$161,925.84
Net Surplus/Deficit	$5,878.10	($745.46)	($6,328.18)	($14,365.00)	($15,560.54)

Key Deliverables	Status
Income Sources	Coffee with the Mayor is sponsored by the presenting business at $500 per month. Friday Fest sponsors include in-kind sponsorship of some live music.

Budget

Key Deliverables	Status
Detailed Expenses with Budget Justification	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

Budget

Key Deliverables	Status
Conclusion	MSFP has continued to stretch the public dollars entrusted and maximize service to the community. While the revenue for programs has decreased as 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.

Questions