



# **Quarterly Presentation**

**April 20, 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 2 new businesses during the reporting period.
Job Creation & Retention	Per accessible information, 55 jobs were lost during the Q2 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 <a href="https://mainstreetfortpierce.org">https://mainstreetfortpierce.org</a> and select Downtown Map in the top navigation.) <a href="https://www.google.com/maps/d/u/0/viewer?mid=1nl4sLL2JNqw38pLVCXIP-xV3ePXcaAd7&amp;ll=27.448649631631188%2C-80.32354862850366&amp;z=15">https://www.google.com/maps/d/u/0/viewer?mid=1nl4sLL2JNqw38pLVCXIP-xV3ePXcaAd7&amp;ll=27.448649631631188%2C-80.32354862850366&amp;z=15</a>
Shopping & Dining Guide	Printed shopping/dining guides are provided to Downtown Businesses upon request.

# Economic Vitality - Business Development




## Shopping and Entertainment Guide

Historic Downtown Fort Pierce




Farmer's Market Saturday Mornings 8-1





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 10-6P)
- **PIERCE PUBLIC MARKET**  
SHOPPING & DINING (SU-W 11-5P TH-F 11-6P SAT 8-6P)
- **LISA JILL ALLISON ART GALLERY**  
ART GALLERY & GIFTS (T-SA 10-6P)
- **INNER VOICES OUTER VISION**  
EXPRESSIVE ART & CLASSES (T-SA 10-6P)
- **ST. LUCIE CULTURAL ALLIANCE**  
SUPPORTING ALL THINGS ARTS & CULTURE (T-SA 11-5P)

**2nd Street**

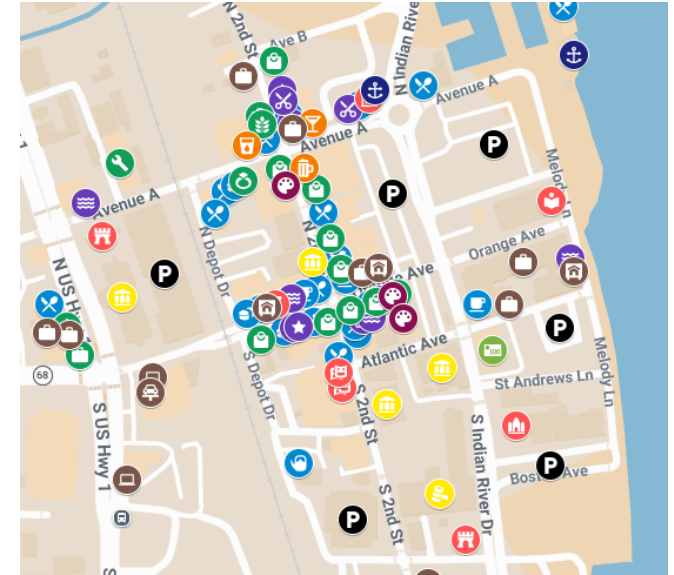
- **ROSSLOW'S**  
WOMEN'S APPAREL & ACCESSORIES (M-F 10-6P SA 10-4P)
- **NOTIONS & POTIONS**  
LOCAL ARTS & BOUTIQUE (M-SA 10-5P FR 10-5P)
- **MADISON HOME DECOR & BOUTIQUE**  
HOME DECOR & GIFTS (SU-TH 9-11M TH-F 11 SA 10-5P)
- **2ND STREET ART**  
ART GALLERY FEATURING LOCAL ARTISTS (T-SA 11-6P)
-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

**Marina Way**

- **SWEET'S JEWELERS**  
JEWELER & REPAIRS (M-F 9:30-4:30 SA 9:30-2P)
- **FT. PIERCE CITY MARINA**  
GIFT SHOP (M-W 9-5P TH-SA 9-6P SU 9-5P)

**Indian River Drive**

- **MANATEE CENTER**  
GIFT SHOP (T-SA 10-6P)
- **AE BACKUS MUSEUM & GALLERY**  
GIFT SHOP (W-SA 10-6P SU 12-4P)



# Economic Vitality - Property Development



Key Deliverables	Status
Technical Assistance	Worked with current property owner on storage options during renovation.
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



## I Am Activewear – Uniting Souls Powered by Movement

by Dale van der Lugt

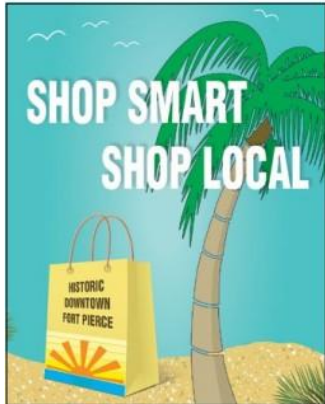
The Galleria of Pierce Harbor has welcomed a new business, **I AM Activewear**, located at 119 Orange Ave, that has the perfect solution for your New Year's resolutions and would love to help you commit to a healthier 2026 with a vision of health, strength, and vitality. "Uniting souls powered by movement" is the tagline for **I AM Activewear** that embodies the spirit of the brand while personal trainer and entrepreneur Juline "Juls" Gurney is the creative behind the name and logo. She has an inspiring story that will be the encouragement and lift you need to start your fitness journey.



Juls received the message from him that I AM okay. This has since fueled her passion and has given her the drive and ambition for not only the business itself but for the brand she has created and the fitness lifestyle she follows. Even the **I AM Activewear** logo, a heart pierced by a barbell pulsing with the message of strength and vitality, embodies this activewear brand. Juls wants her clients, customers, and friends to feel good, feel alive, feel worthy. She tries on every line in her product and if it doesn't make her feel sexy in it, it doesn't go out.

**I Am Activewear** is an athleisure line and brand that will equip you with comfortable, versatile clothing and provide the confidence boost needed to get you started on your fitness and health journey, helping you feel connected to your physical self, embrace an active lifestyle, and encourage

With the similar mindfulness that therapy and wellness practices have of enhancing body awareness and connecting physical sensations to emotional states, **I Am Activewear** was born. Starting with the appearance in a dream from her late son, Lee,



## The Scoop on Scoops Ice Cream – New Business Brings Sweet Nostalgia to Downtown Fort Pierce

The shop blends perfectly with the vibrant atmosphere of the **Pierce Public Market**, making **Scoops** a welcoming stop for families, downtown workers, and visitors looking to enjoy a cool treat in the Florida sunshine.



"...the heart of the most exciting town on the Treasure Coast."



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. | Ledorius Mack | 786-529-8881
- 100 S 2nd St., #101, 200 N Hwy 1, 300 S 6th St. | Angel Barrera/Pierce Harbor Realty | 772-801-0750
- 108 N Depot Dr. | Eric Rehanis/SLC Commercial | 561-339-1344

# Design - Physical Improvements & Historic Preservation



Key Deliverables	Status
Façade Grant Program	Details on the FPRA Façade grant program and Paint 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 installation.  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 (including featuring FPRA projects and results on the cover of the January 2026 issue,) 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.

# Design - Physical Improvements & Historic Preservation




## Who Is the Fort Pierce Redevelopment Agency?

The Fort Pierce Redevelopment Agency (FPRA) is the City of Fort Pierce's Community Redevelopment Agency (CRA), created to revitalize key areas of the city, eliminate blight, and encourage economic growth. Established under Florida law, the FPRA reinvests local dollars back into the community to strengthen neighborhoods and support long-term development.

Using tax increment financing (TIF), the FPRA captures a portion of increased property tax revenues within redevelopment areas and reinvests those funds directly into projects that improve quality of life. These investments help attract private development while ensuring growth benefits the community.

The FPRA supports a wide range of initiatives, including *Downtown Marina Square* and waterfront revitalization, streetscape and infrastructure improvements, business incentives, affordable and workforce housing partnerships, and cultural projects such as public art and murals.

By reinvesting locally and working closely with residents, businesses, and the City, the FPRA helps shape a more vibrant, economically resilient Fort Pierce, turning redevelopment plans into visible progress throughout the city.

For more information, visit [www.choosefortpierce.com](http://www.choosefortpierce.com). 



# 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 1/2/2026, 2/6/2026 and 3/6/2026.
Coffee with the Mayor	Coffee with the Mayor was held on 1/16/2026, 2/20/2026, and 3/20/2026.
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	<p>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.</p> <p>While outside of this agreement requirements, MSFP is coordinating Fireworks for 7/4/2026, a process requiring preparations several months in advance of the event. Sights &amp; Sounds on Second Street planning is also ongoing and continues throughout the entire year.</p>
Reach 8,000 social media impressions via various platforms and MSFP-powered website	Per reporting dashboards, social media views during this period were 64,170. Social media reach/viewers were 20,579.

# Promotion – Events & Marketing



# 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. January cover highlighted the Fort Pierce Redevelopment Agency 2026 projects, February 2026 featured the Florida Highwaymen Museum Opening and March 2026 announced the 'Mother &amp; Son' Art Show. Articles on new businesses include I AM Activewear and Scoops.</p> <p>Articles containing City announcements include Sights &amp; Sounds parade winners, nominations for 2026 Youth Award Recognition Program, Florida Highwaymen Museum Opening, and Great American Cleanup.</p>
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 Q2, 5,908 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



## 2026 Great American Cleanup – Saturday, March 14th

The City of Fort Pierce and the Keep Fort Pierce Beautiful Board invite you to participate in the 2026 Great American Cleanup. This community-wide effort is dedicated to keeping Fort Pierce clean, green, and beautiful.

Event Details: Saturday, March 14, from 8:00 a.m. to 12:00 p.m. Kickoff Location: Rotary Park, 1901 S 23rd Street.

Volunteers will have the opportunity to select a cleanup location and make a meaningful impact in their neighborhood. Participants will receive:

- Free breakfast provided by EPLUA
- Extra T-shirts and goody bags (while supplies last)
- All necessary cleanup supplies
- Community service hours

In addition, the community is invited to celebrate Arbor Day with a special tree planting ceremony at Pinewood Park (820 Sunrise Blvd.) at 11:00 a.m.

Register today and join the effort to keep Fort Pierce cleaner and greener: <https://cityoffortpierce.com/3836/Great-American-Cleanup>

We look forward to seeing you there! 🌳



**Coffee WITH THE MAYOR**

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

**Friday, January 16th, at 8:00 a.m.**  
at the Fort Pierce Yacht Club  
700 N. Indian River Drive

*Sponsored by*

HOSTED BY Fort Pierce Yacht Club, Main Street Fort Pierce, AJ'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.

**Friday Fest**  
food • fun • friends

**Food Family Friends Fun**  
1st Friday of each month, Historic Downtown Fort Pierce  
5:30 p.m. to 8:30 p.m. in Marina Square

Join Us at Friday Fest on March 6th  
with Live Music by Sunken Treasure

**"Fort Pierce Through the Decades"**

*Sights & Sounds*

2025 PARADE WINNERS

**BEST COMMERCIAL ENTRY**

FIRST – TED Benjamin Franks Plumbing/ St. Lucie Jeepers  
SECOND – TED Casa de Bontor Home Day Care  
THIRD – MERRICK Best Group

**BEST DANCE/CHEER GROUP**

FIRST – TED Extreme Dance Company  
SECOND – TED True Crew Dance Co  
THIRD – ANGELIC M&M Savanah Baton Twirlers

**BEST EQUESTRIAN GROUP**

FIRST – TED Trails & Tails 4H Club  
SECOND – MAREE Attraction 4H Club

**BEST GOVERNMENTAL/PUBLIC AGENCY**

FIRST – FORT PIERCE Utilities Authority  
SECOND – ST. LUCIE County Property Appraiser  
THIRD – POLICE Department

**BEST MUSICAL PERFORMANCE/MARCHING BAND**

FIRST – FORT PIERCE Central HS Marching Band  
SECOND – TED Legacy High School Roaring Regiment (Marching Band)  
THIRD – ST. LUCIE West Centennial Eagle Regiment

**BEST SCHOOL CLUB OR TROOP**

FIRST – WINGS, Whiskers & Wags 4-H Club  
SECOND – FORT PIERCE Central HS Key Club  
THIRD – Lela's Dogs

**FLOAT: BEST INTERPRETATION OF THE THEME**

FIRST – FORT PIERCE Yacht Club  
SECOND – Community DMC  
THIRD – Whigin 6 4H Club

**NON-FLOAT: BEST INTERPRETATION OF THE THEME**

FIRST – TED Fort Pierce Women's Club  
SECOND – ST. LUCIE County Historical Society  
THIRD – COLE'S Landing & Little Jim Ball and Tackle  
THIRD – ECHO FORT PIERCE Ghostbusters of Florida

# 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. MSFP partnered with the City to host Florida Main Street Board Member training.
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>Documented volunteer hours for Q2 are 981 hours. Per the multiplier value used by Florida Main Street of \$31.61, the total hours value for this reporting period is \$31,009.41.</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



## Revenue:

Revenue Source	Q1 Amount	Q2 Amount	Q3 Amount	Q4 Amount	Year-to-Date Total
Municipal Revenue	\$12,500.00	\$12,500.00			\$25,000.00
Donations	\$2,250.00	\$1,350.00			\$3,600.00
Fundraising Events	\$21,158.87	\$15,244.62			\$36,403.49
Membership Fees	\$1,685.00	\$1,230.00			\$2,915.00
Program Service Revenue	\$1,000.00	\$2,000.00			\$3,000.00
Other Income	\$5,979.00	\$300.00			\$6,279.00
<b>Total Revenue</b>	<b>\$44,572.87</b>	<b>\$32,624.62</b>			<b>\$77,197.49</b>

# 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			\$10,000.00
Rent/Utilities	\$8,515.65	\$7,062.50			\$15,578.15
Office Supplies	\$4,593.33	\$2,193.26			\$6,786.59
Program Expenses	\$3,000.00	\$3,000.00			\$6,000.00
Marketing/Outreach	\$342.91	\$345.57			\$688.48
Contracted Events	\$13,209.63	\$11,996.25			\$25,205.88
Travel & Training	\$0.00	\$0.00			\$0.00
Professional Services	\$3,387.50	\$3,405.00			\$6,792.50
Other Expenses	\$645.75	\$367.50			\$1,013.25
<b>Total Expenses</b>	<b>\$38,694.77</b>	<b>\$33,370.08</b>			<b>\$72,064.85</b>

# Budget



## Summary:

Expense Category	Q1 Amount	Q2 Amount	Q3 Amount	Q4 Amount	Year-to-Date Total
Total Revenue	\$44,572.87	\$32,624.62			\$77,197.49
Total Expenses	\$38,694.77	\$33,370.08			\$72,064.85
<b>Net Surplus/Deficit</b>	\$5,878.10	(\$745.46)			\$5,132.64

# Questions