

Welcome to

HUTCHINSON ISLAND

A FLORIDA TREASURE





**Is Our Greatest Asset
About To Go Away?**

What's In A Name?

100 Years Of Progress



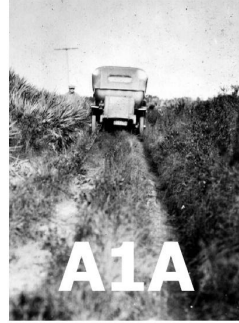
Florida's
HUTCHINSON ISLAND



1920s

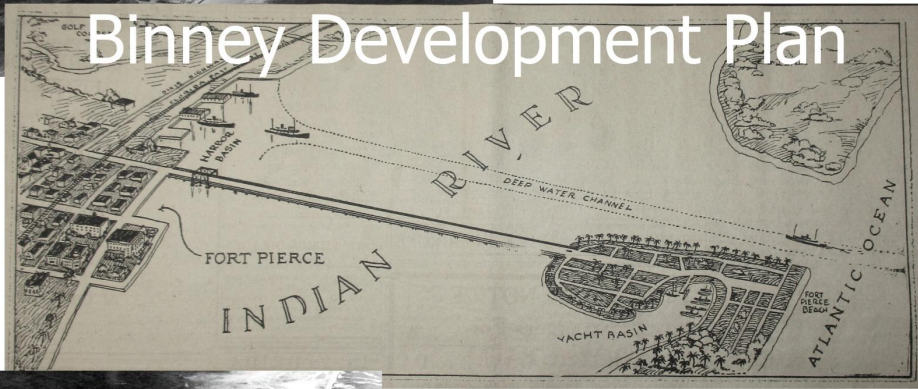
Limited Facilities for People

Inlet 1921



A1A

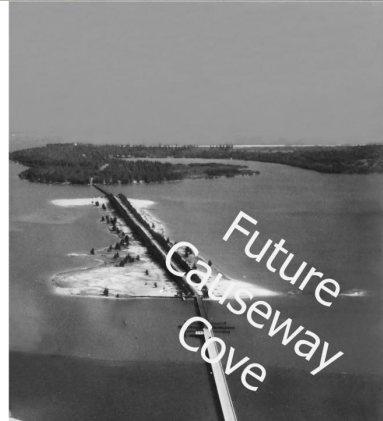
Binney Development Plan



Casino - only building on Island



Future Causeway Cove



History

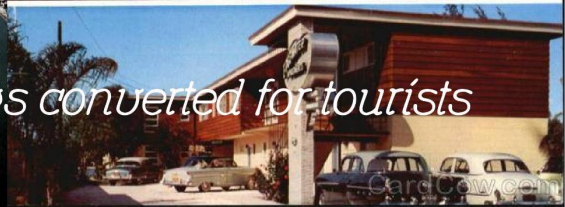
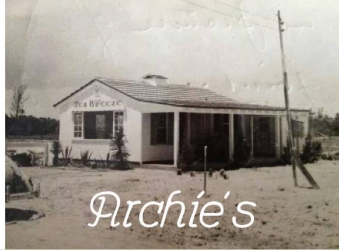
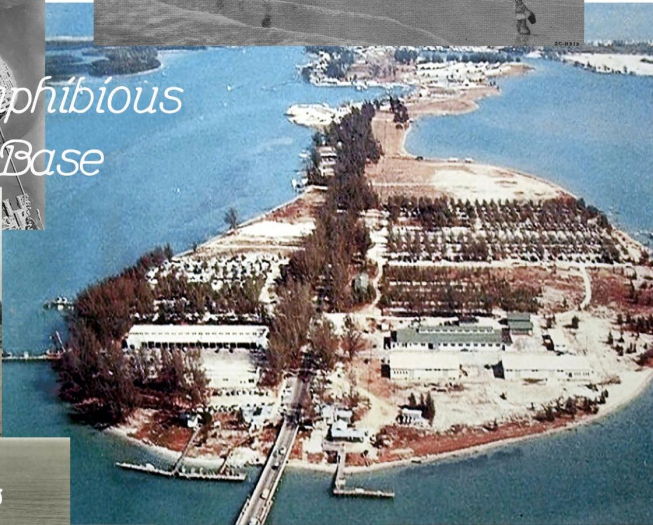
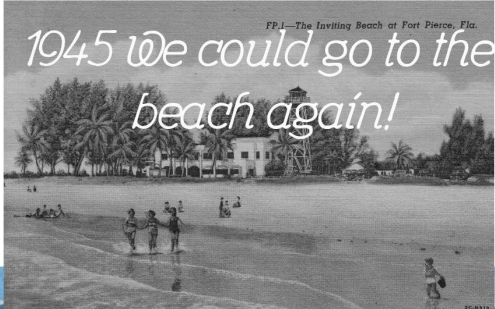
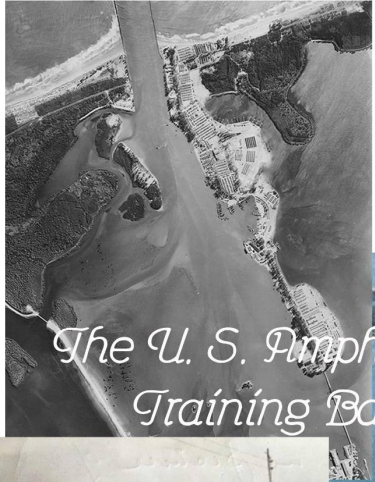
- Early Years

CELEBRATING



1940s and 50s

Military to Civilian Presence

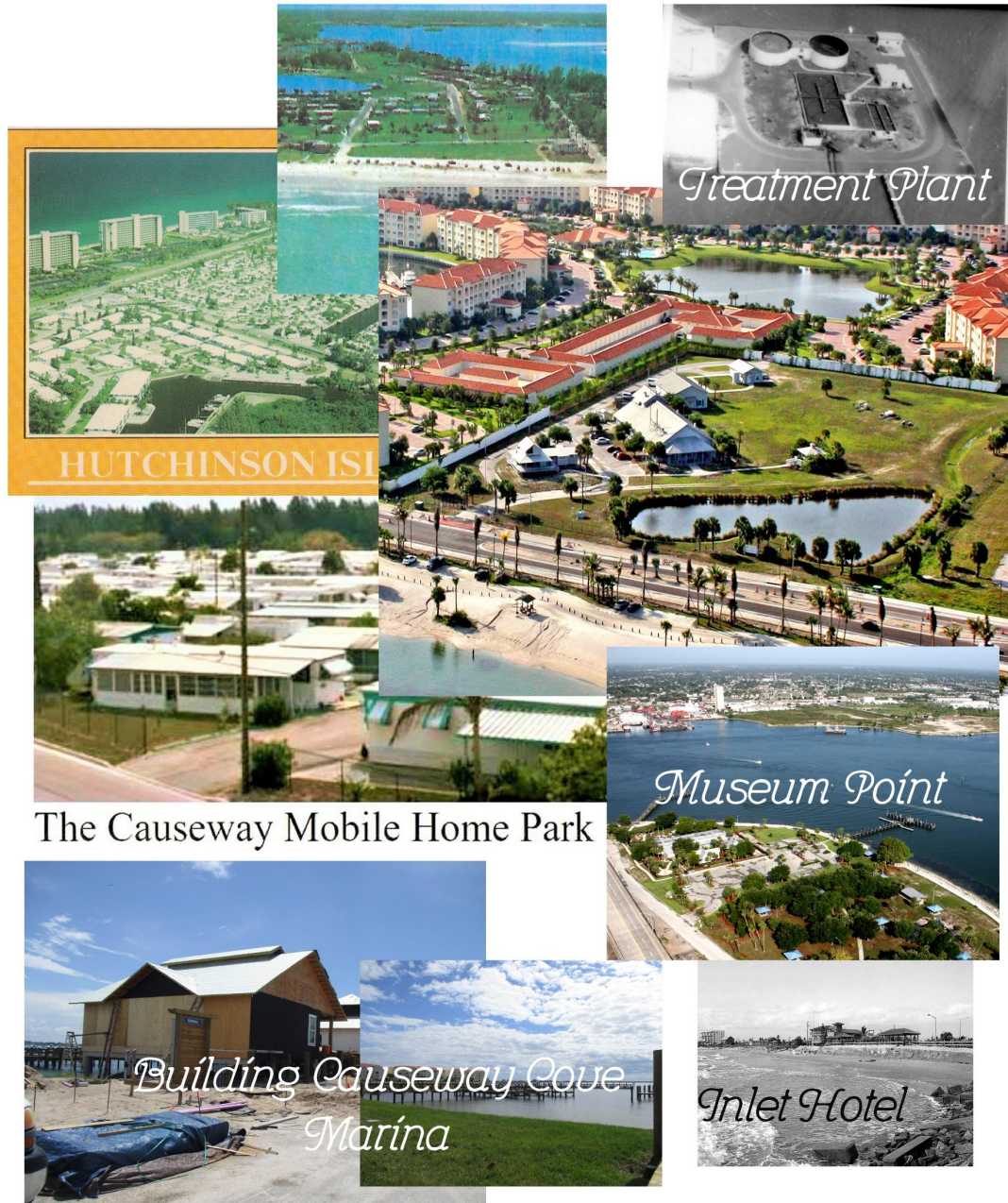


History

- Early Years
- Military



The 2000s New Opportunities



History

- Early Years
- Military
- The 2000's



Credit for History section goes to Historian Jeanelle Wilson

Problem



“If our community does not act, we may lose a valuable asset. We must reclaim the name Hutchinson Island. Much like Captiva, Amelia Island and Sanibel Island are part of their community, Hutchinson Island belongs here to bring jobs, tourism, and prosperity to Fort Pierce.”

Jensen Beach

Hutchinson Island FL



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Problem

Jensen Beach FL

HUTCHINSON ISLAND



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Problem

Jensen Beach Hutchinson Island



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Problem



Jensen Beach FL
Hutchinson Island



Jensen Beach
Hutchinson Island

Greetings from
Hutchinson Island Florida



Lost Identity

"Hutchinson Island is being marketed as Jensen Beach, Martin County"

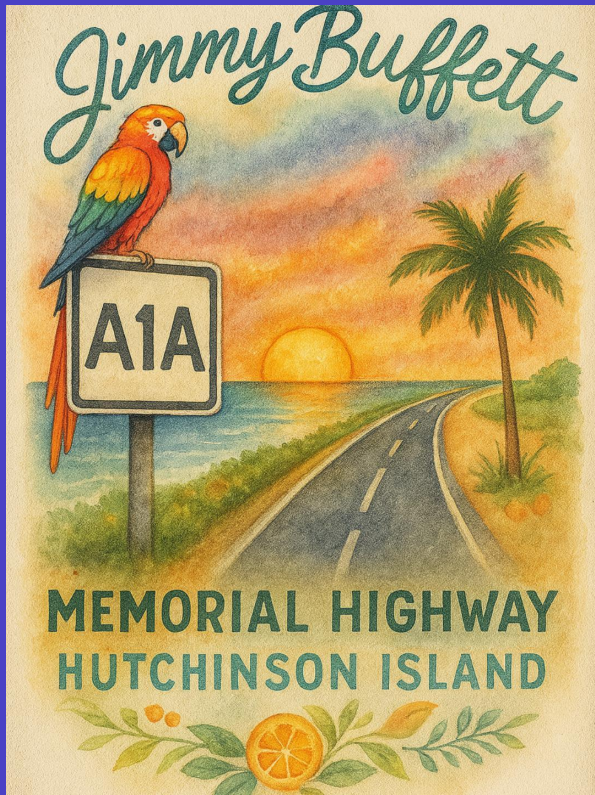
- Martin County
- Jensen Beach
- Tourism Promotions
- Stuart
- Google Maps



Visitors are Being Sent Elsewhere!

- Martin County Hutchinson Island welcome sign
- Where to shop on Hutchinson Island. Not here!
- Visit Florida Tourism promotes Hutchinson Island Martin
- Google Maps, Yelp and online sources identify Hutchinson Island as Martin County.

Solution



Welcome To
Hutchinson Island FL
34949



Hutchinson Island Committee

1013 Seaway Dr. Box 121
Hutchinson Island, FL 34949
772-242-7263 (SAND)

FortPierce34949@gmail.com
www.34949.Org

Community Organization
Transportation Plan
Tourism and Promotion
Role of Government

What Does This
Mean?

First. What it is
Not!!!



It is NOT A New Town!!!
It requires NO New Taxes!!!
It requires NO New Services!!!
It Does Not Require City Approval!!!

Florida Island Destinations



1.

Hutchinson Island (St. Lucie County)

Status: Unincorporated barrier island. Identity: Despite no unified government, it's known for its beaches, sea turtle nesting, and vacation rentals. Businesses and real estate agents often market it with consistent branding, especially highlighting "North" and "South" Hutchinson Island.

2.

Siesta Key (Sarasota County)

Status: Unincorporated. Identity: Globally known for its white quartz beaches and vibrant village area. Local organizations and tourism boards promote Siesta Key as if it were a standalone resort town. Note: There have been unsuccessful efforts to incorporate it as a city.

3.

Captiva Island (Lee County)

Status: Unincorporated. Identity: Shares a school and fire district with neighboring Sanibel, but maintains its own resort-style image and civic associations. It has its own post office and is often branded distinctly from Sanibel.

4.

Santa Rosa Island (Pensacola Beach/Navarre Beach)

Status: Unincorporated, federally owned but leased to Escambia and Santa Rosa Counties.

Identity: Pensacola Beach and Navarre Beach operate with separate branding and tourism strategies even though they're not incorporated.

5.

Amelia Island (Fernandina Beach)

Status: Unincorporated, series of resort communities near Fernandina Beach in Northern Florida.

Community Organizations

We are the new “Hutchinson Island Organization Committee.” We are a privately funded non-governmental association. The Hutchinson Island Committee” has a mission to establish and protect the historic identity of Hutchinson Island, Fort Pierce.

We will be asking others to join our core group working to implement a plan beginning January 1, 2026. By 2030 We will:

- **Permanently establish Hutchinson Island as a Fort Pierce destination.**
 - **Adopt an Association to represent businesses.**
 - **Coordinate with civic groups such as the South Beach Association, the Jaycee Project, and Protect Our Waterways.**
 - **Promote community activities and Information.**



*Hutchinson Island
Committee*

FortPierce34949@gmail.com

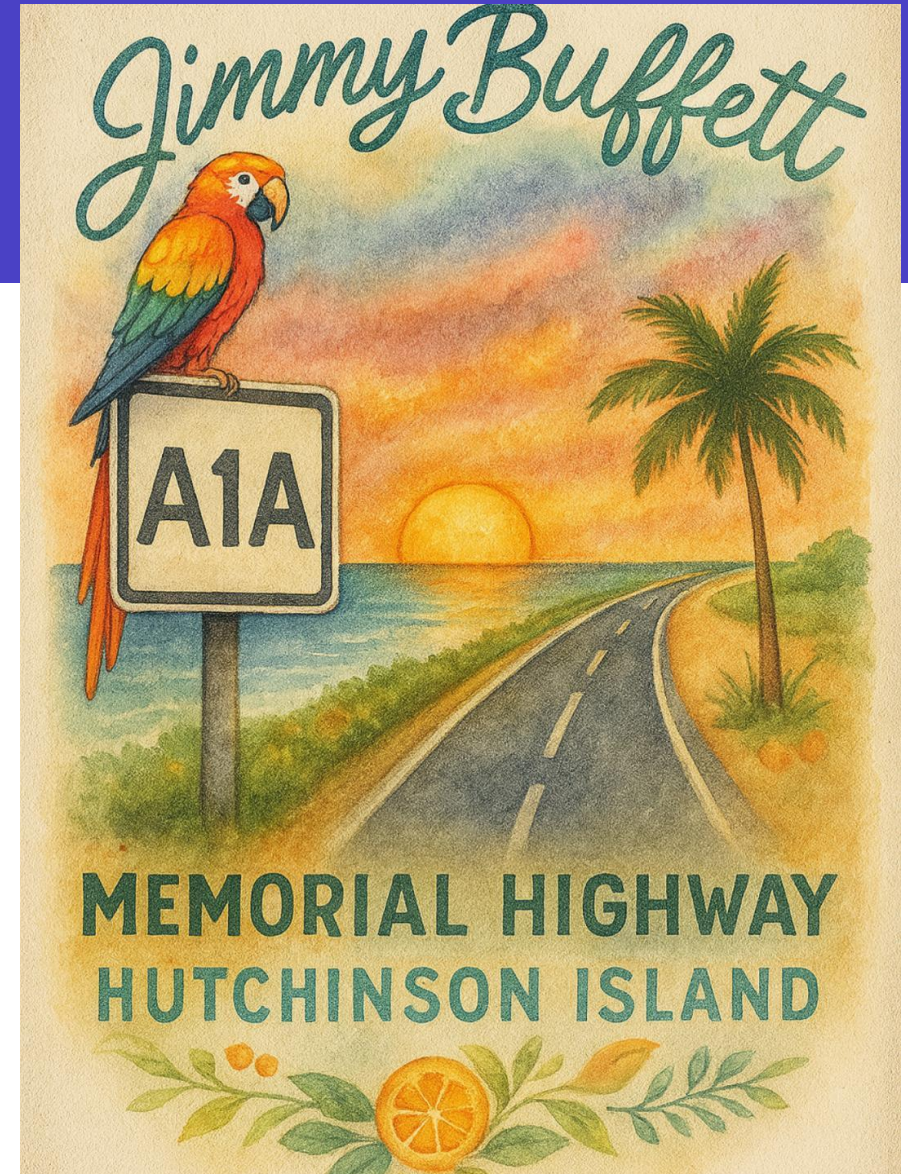
www.34949.Org

Business Organizations

There are 183 businesses licensed on the barrier island operating within the 34949 Zip Code.

The Hutchinson Island Business Association will represent the interest of the Hutchinson Island professional and business community.

A member of this committee will coordinate with City departments and enhance the efforts of the St. Lucie Chamber of Commerce, Tourist Development Council, and County Economic Development



Preserving our Ft. Pierce Heritage



Fort Pierce 34949

Fort Pierce Inlet

Fort Pierce Jetty

Binney Connection

Cultural Connection via Events

Preserve Fort Pierce History




REDEVELOP

REVITALIZING
FORT PIERCE




TO FIND MORE
INFORMATION ON
AVAILABLE PROGRAMS
SCAN THE QR CODE



 Restore Neighborhoods

 Foster Arts & Culture

 Re-Set the Economic Base

City Improvements

Millions in revenues for the City of Fort Pierce

Customers for shops and restaurants

Guests for parks and hotels

Shopping Downtown

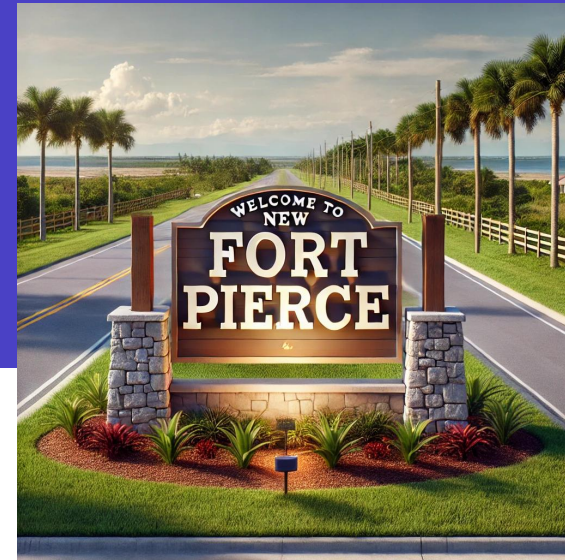
1,000 + Jobs for the next generation



Transportation



Orange Avenue Corridor



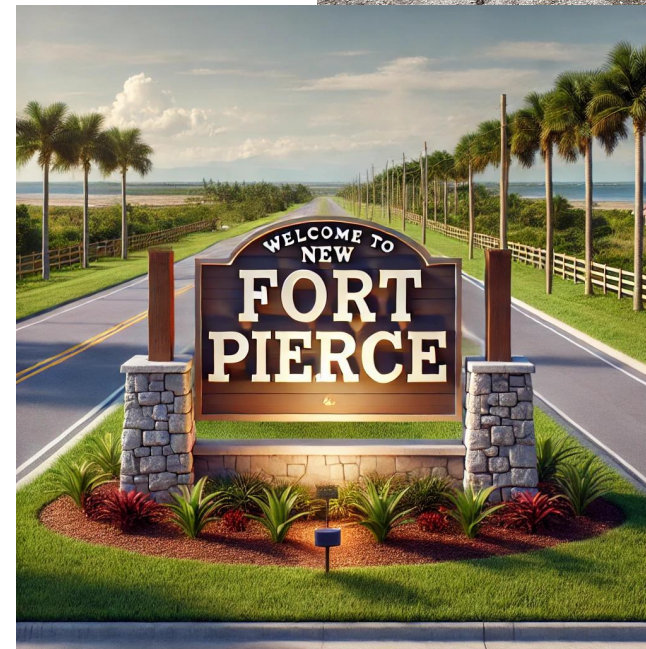
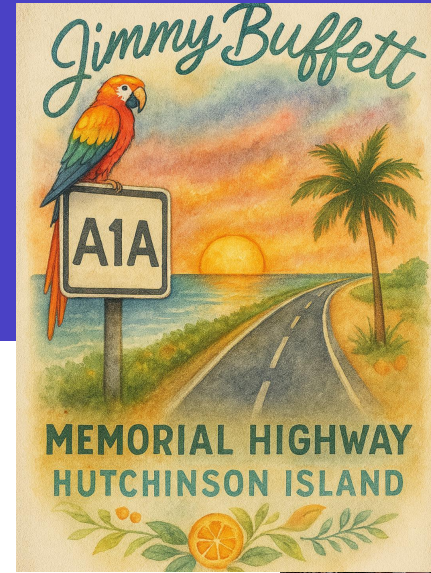
For many years public and private concerns have worked on providing a safe, convenient, and attractive route from I-95 and the Turnpike into Fort Pierce and on to Hutchinson Island. That work will continue. Routes discussed are:

- **Orange Avenue**
- **Okeechobee Road**
- **Virginia Avenue**
- **Juanita Ave.**

Signage

Attractive signage will help welcome visitors.

The Committee would welcome the Cities assistance in locating signs including a request to the Florida Department of Transportation and other jurisdictions for I 95 and Turnpike signage identifying “Hutchinson Island Next Exit”.



Tourism



Advertising and Promotions

Tourism Information

Signature Annual Event

Shows, Concerts, Festivals

Family Fun and Sand



Did you know you can view live beach cams through Visit St. Lucie's website? Check it out at visitstlucie.com/live-web-cams/ to see what is happening on the water today!



Events

An annual signature event is to be established to recognize “Island Living”

Suggestions Include:

Jimmy Buffett Music Festival

Kite Surfing by Red Bull

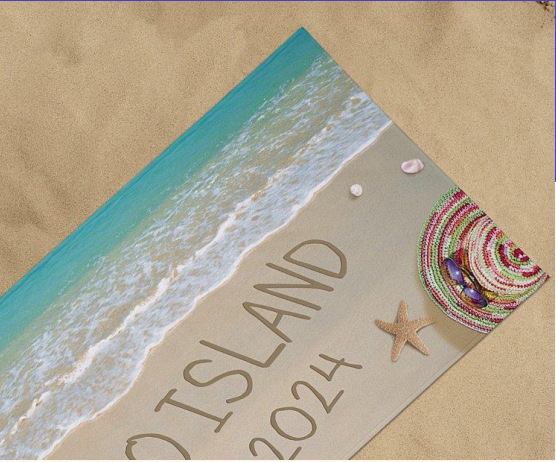
Fishing Tournament

Hydrofoil Boat Race

Island Days: “Bahamas without a Passport”



Merchandising



Advertising-Merchandise-Events-Promotions

News and Information

34949 NEWS

Serving Hutchinson Island Florida

Publishing

Social Media

Government Resources

Resident Communications



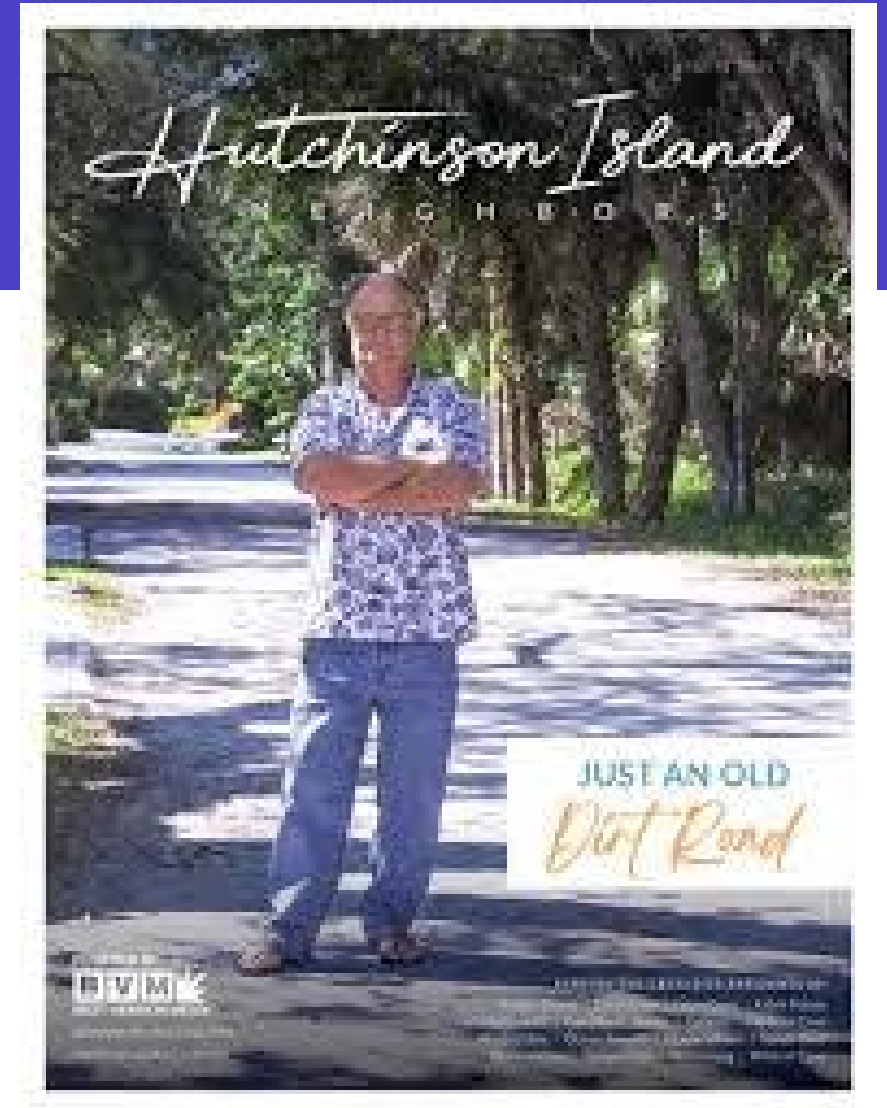
FUN FACT FRIDAY

Did you know you can view live beach cams through Visit St. Lucie's website? Check it out at visitstlucie.com/live-web-cams/ to see what is happening on the water today!



Hi

TextStudio





What Have We Done So Far?



Phase One Complete

**HutchinsonIsland
Development.com**

Real Estate

*Hutchinson Island
Committee*

Box 1013-121 Seaway Dr.
Hutchinson Island Fl, 34949

www.34949.org

visithutchinsonisland@gmail.com

772-242-7263 (SAND)

**VisitHutchinson
Island.net**

Tourism

34949NEWS.com

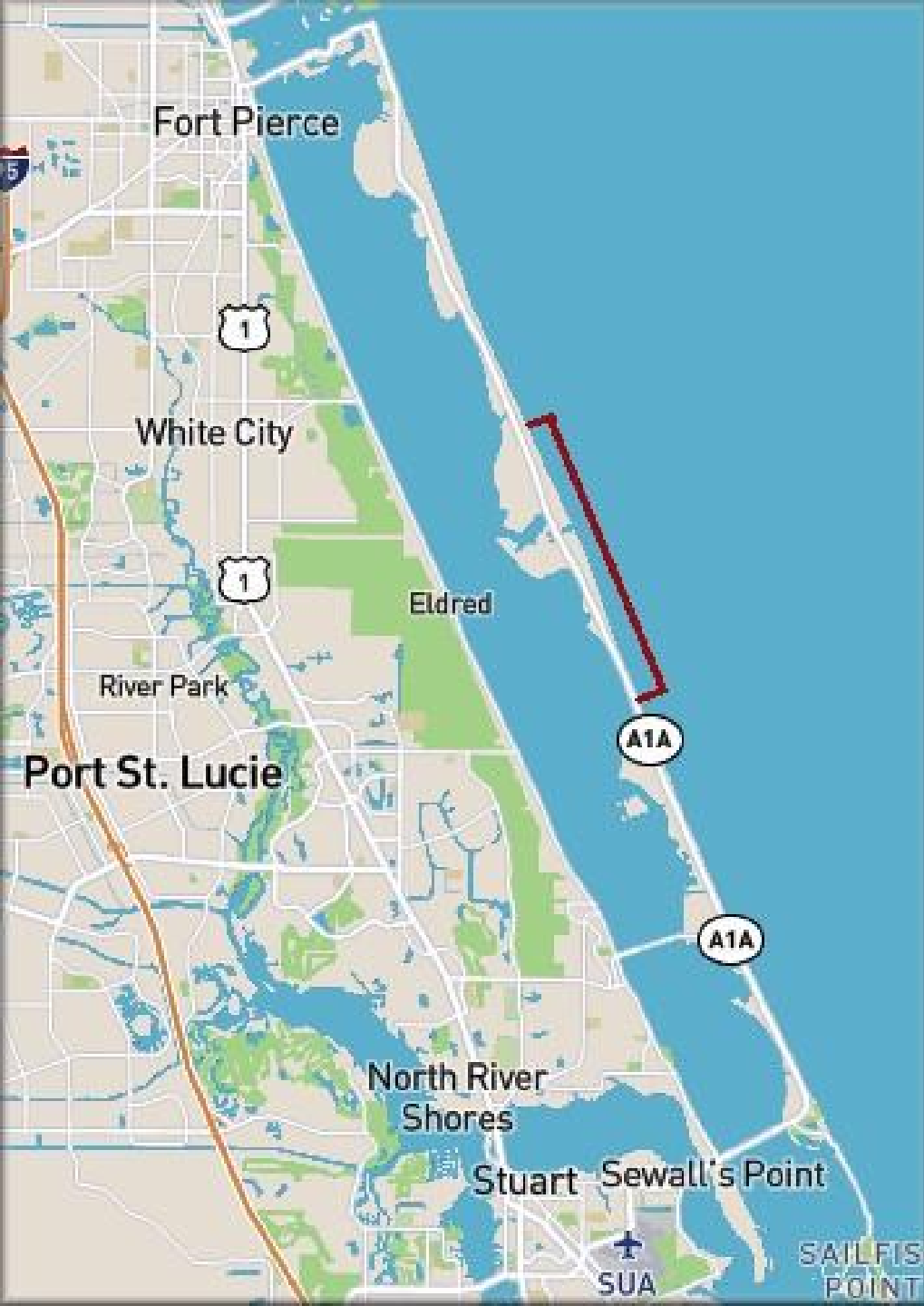
Publishing

**MyHutchinson
Island.com**

Resident Community
Affairs Portal

**TheHutchinson
IslandStore.com**

Merchandising



Post Office Designation

USPS Zip Code

“ The Hutchinson Island Committee has met with postal Officials. The use of Hutchinson Island 34949 or Hutchinson Is. 34949 are approved options when addressing mail to all of zip code 34949.”

- Hutchinson Island FI 34949

Any letter or package in 34949 Zip Code from the Indian River County Line to the Martin County line may use Hutchinson Island as its address.

- Ocean Breeze 34957

Any Letter or package to the Martin side of the county line but located on Hutchinson may NOT be delivered if addressed Hutchinson Island. Instead, the Martin portion must be addressed to Ocean Breeze.



1013 Seaway Dr. 34949
772-295-7225

Announcing Hutchinson Islands 1st Post Office. Open Now!

***Hutchinson Island Fl 34949 + Pak and Ship
Service***

Post Office Box Rental

Stamps

Post Office Package Service

FEDEX and UPS Ground

Amazon Return



1013 Seaway Dr. 34949
772-295-7225

Postal Delivery to Residents and Businesses

Name of Person or Business

Street Address and Number

Hutchinson Island Fl 34949

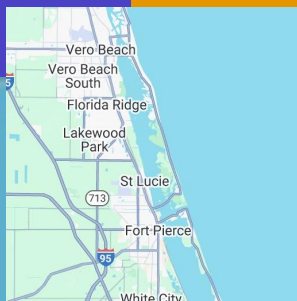
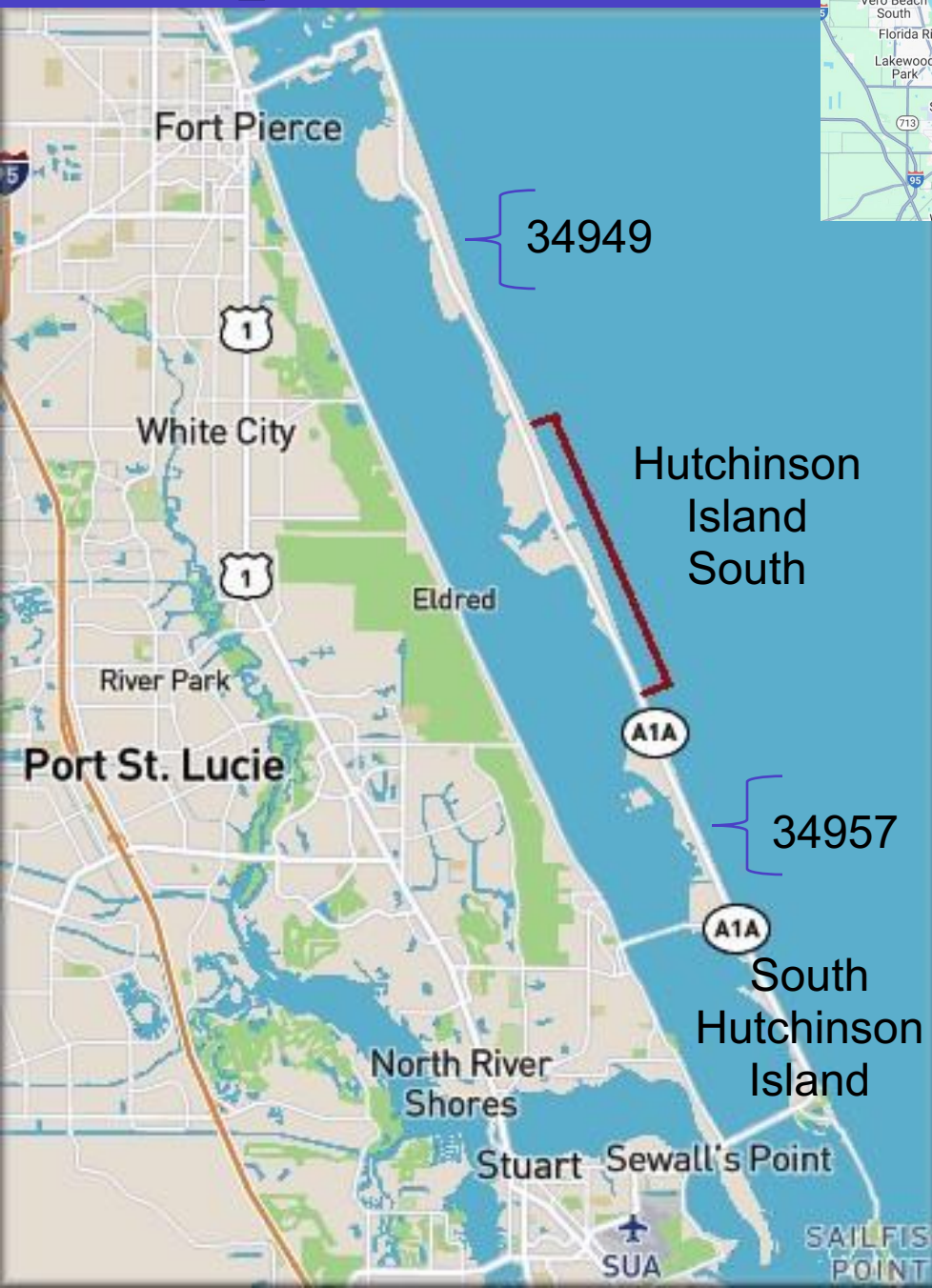
Postal Delivery to Post Office Boxes

Name of Person or Business

1013 Seaway Drive Suite #xxx

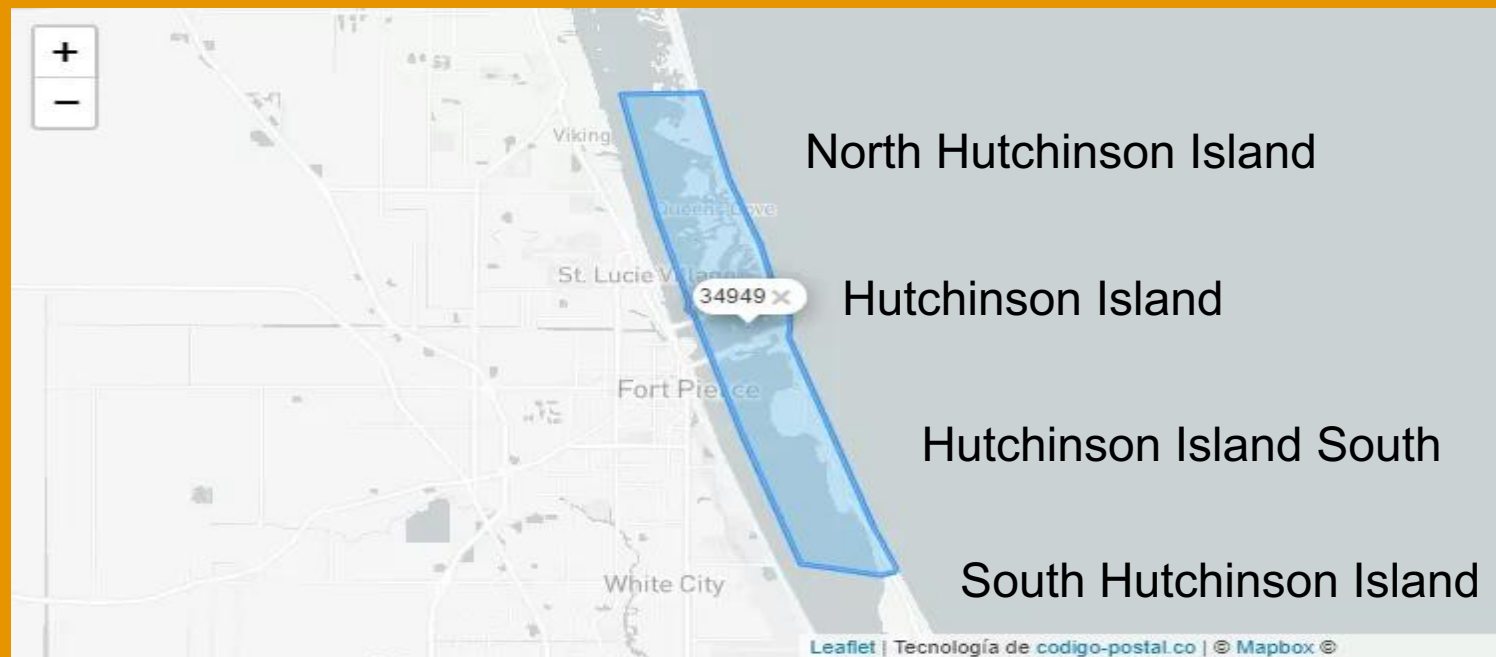
Hutchinson Island Fl 34949

↑ North Hutchinson Island



U.S. Census Designated

- North Hutchinson Island
- Hutchinson Island South
 - Lakewood Park
 - North Ft. Pierce
 - St. Lucie Village
 - White City





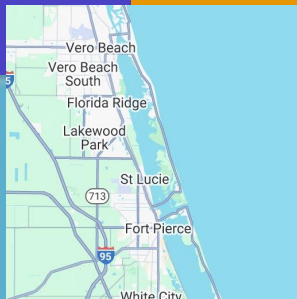
*Hutchinson
Island*
— FL —

Phase Two Partnership

Hutchinson Island

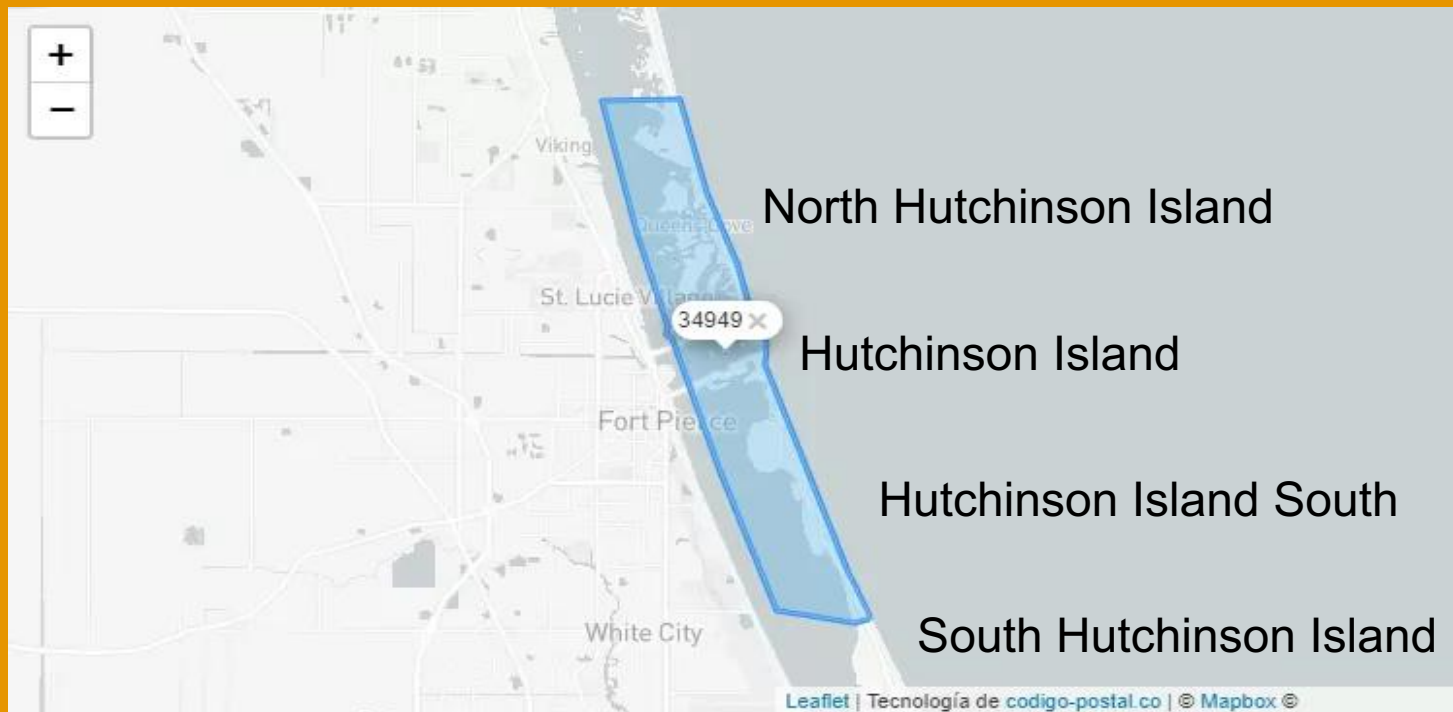
**Census Designated Place Amendment
Permanent Community Center Location
Traffic enhancements for Seaway Dr.
Wastewater plant removal completed
Breakwater to prevent storm damage.
Permanent expanded postal facility
Expanded Neighborhood Watch
All Citizens Notification System
Traffic and Beach Cams
Police substation
Parking Plan**

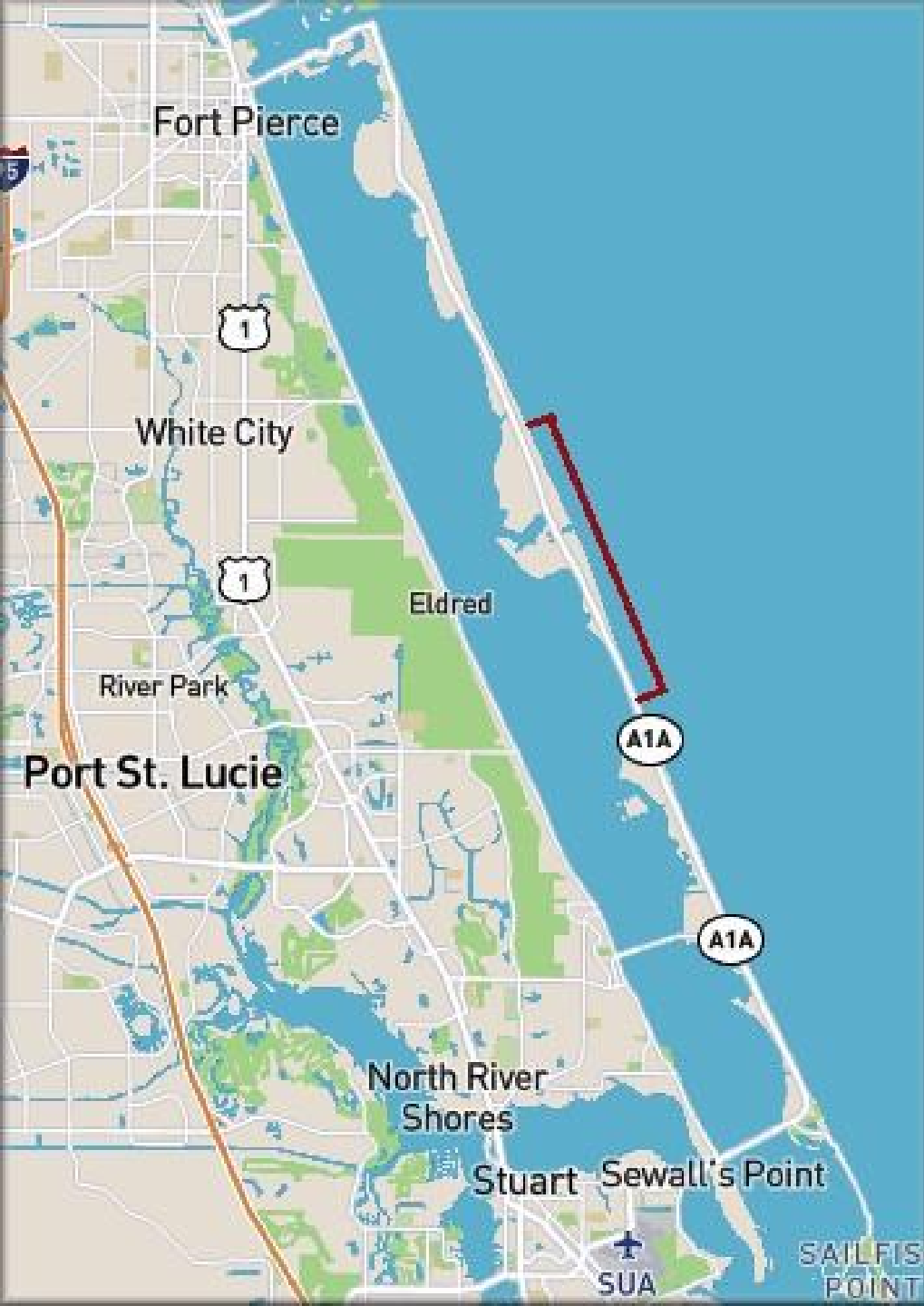
↑ North Hutchinson Island



Currently

- North Hutchinson Island St. Lucie County 34949
- Hutchinson Island 34949 (if amended)
- Hutchinson Island South 34949
- South Hutchinson Island Ocean Breeze 34957





Options To Consider

Option 1. Propose amendment to CDP current designation to change from current “Hutchinson Island South” to just “Hutchinson Island”. This will match the current postal service designation and separate our identity from Martin County.

Option 2. Leave current designation as is and simply operate as a sort of DBA “Hutchinson Island”, in conjunction with the USPS designation allowing Hutchinson Island South to continue its identity in St. Lucie County from the City limits to Martin County.

**Full Service
Postal Facility
Applied For as
Part of the
Hutchinson
Island
Committees
Phase Two Plan**



Future Possible Community Locations

“Lakewood Park has a Community Center. White City has the White City Improvement Club, North Fort Pierce has several public meeting places. Possible future locations for a Hutchinson Island Community Center, Postal Annex, Police substation, and Tourist Information Center may include:”

Locations

- Old Fire Station
- Former Island Hardware Building
 - Coast Guard Station
- FPRA Administration Office



Role of Government

1. Optional and voluntary but open to public private partnerships when useful.
2. Encourage cooperation with City entities such as the FPRA and the FPUA. Direct agenda access.
3. Improved signage location and placement
4. Continue Orange Avenue Improvements
5. Future locations for Community Affairs
6. Intergovernmental Requests

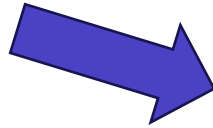


Invitation To Public Private Partnership

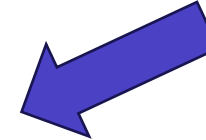
Who Does What?



Hutchinson Island Committee



Hutchinson Island Committee & Fort Pierce Jointly



City of Fort Pierce



1. Advocate for residents and businesses located within 34949. Through citizen input make sure the unique Hutchinson Island lifestyle is represented and secure.
2. Organize, participate, promote and sponsor approved events.
3. Establish and maintain various Non-governmental committees
4. Design trademark and license products and conduct all, for profit, activities for the Hutchinson Island Committee

1. Seek amendment to the Census Designated Place in 2027-2030 window
2. Signage design and placement consistent with other trademark materials
3. Participate and sponsor approved events
4. Allow the Committee to keep the Commission informed as a City Advisory Committee, similar to Main Street.

1. Encourage cooperation with City entities such as the FPRA and the FPUA
2. Advocate for key signage such as I95 at Orange Ave., US1 at bridges, Jimmy Buffett highway etc.
3. Continue Orange Avenue Improvements to provide a welcoming corridor for visitors
4. If needed, make available a suitable future location for a community center and Postal Facility such as the FPRA Administration building scheduled for decommissioning.

Summary

CASUAL



REFINED



- Hutchinson Island has been officially approved and designated as a CDP or “Census Designated Place.”
- We have successfully secured an approved postal designation that allows mail to be addresses Hutchinson Is, FI 34949 and a location to provide postal goods and services on the Island allowing residents to access post office boxes and shipping without leaving the island.
- We have formed a core community group needed to promote the island through tourism, events and signage.
- We are prepared to engage the business community to encourage jobs, services and communications about the events and happenings on Hutchinson Island.



Hutchinson Island Committee

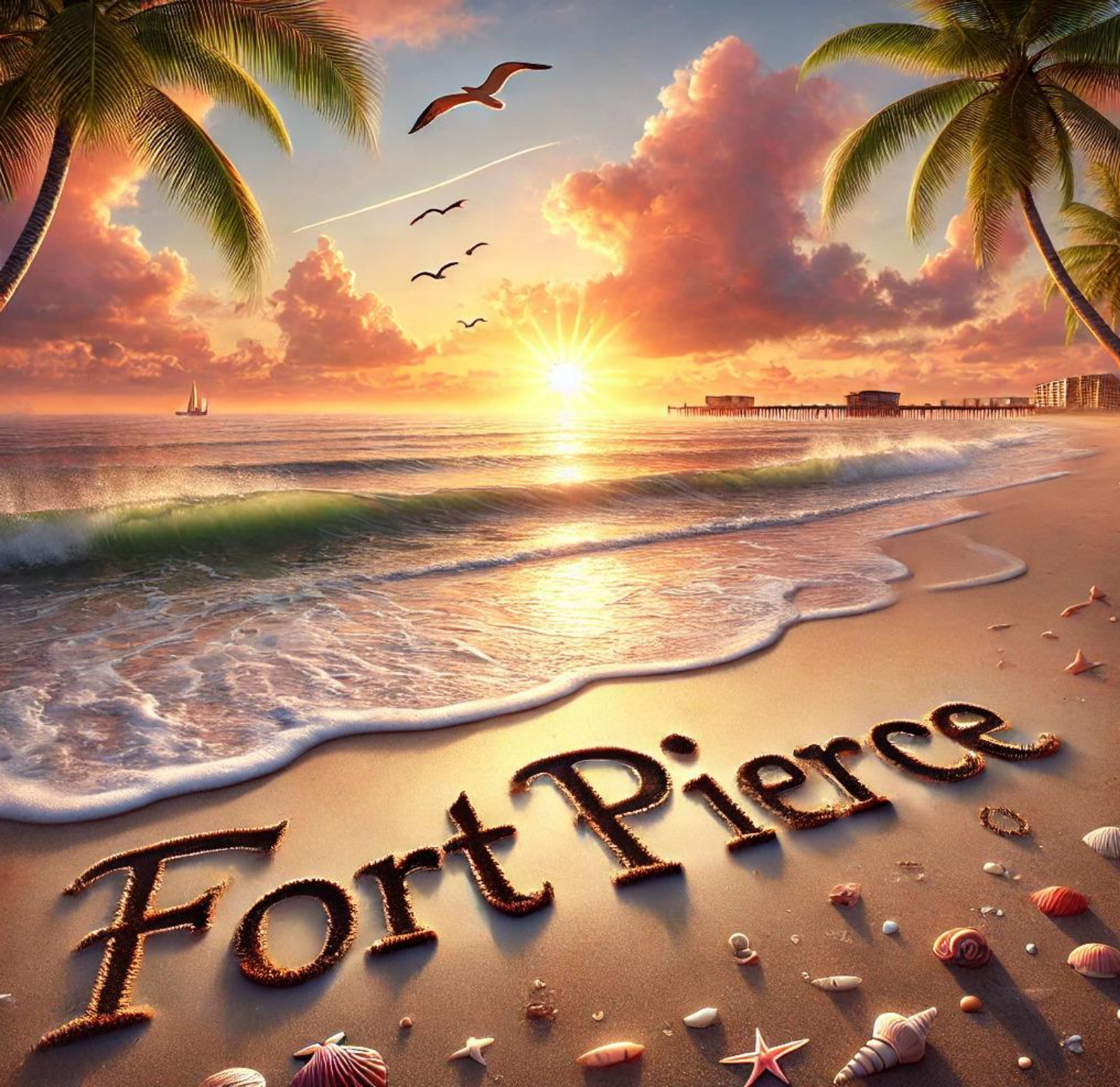
**Box 1013-121 Seaway Dr.
Hutchinson Island, FL 34949**

VisitHutshinsonIsland@gmail.com

www.34949.Org

772-242-7263 (SAND)

Thank you



Q&A