



## **FORT PIERCE SNAPSHOT**

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## THE SUNRISE CITY, *where sunny days begin.*

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Fort Pierce is truly a unique gem on the Treasure Coast and we are committed to making our City sparkle. With recent redevelopment projects, historic preservation initiatives, and a focus on cultural and recreational amenities, Fort Pierce has become an exceptional place to live, work, learn, and play.

Fort Pierce has retained its old Florida charm and scale, as it has welcomed new development and revitalization. The historic Downtown waterfront affords residents contemporary shopping, dining, great fishing, and a range of entertainment and activities from the nationally acclaimed Farmers Market, Friday Fest, Jazz Craft Market and the historic Sunrise Theatre for the Performing Arts.

- “ FORT PIERCE NAMED ONE OF THE 20 MOST BEAUTIFUL MAIN STREETS IN AMERICA BY READER’S DIGEST.
- “ DOWNTOWN FORT PIERCE RANKED AMONG THE NATION’S MOST IDYLIC AND HISTORIC MAIN STREETS ACCORDING TO USA TODAY.
- “ FORT PIERCE NAMED NUMBER 1 OF “50 BEST SMALL TOWN MAIN STREETS” IN AMERICA BY TOP VALUE REVIEWS.
- “ FORT PIERCE NAMED MOST AFFORDABLE BEACH TOWN IN FLORIDA BY NEIGHBORHOODS.COM.

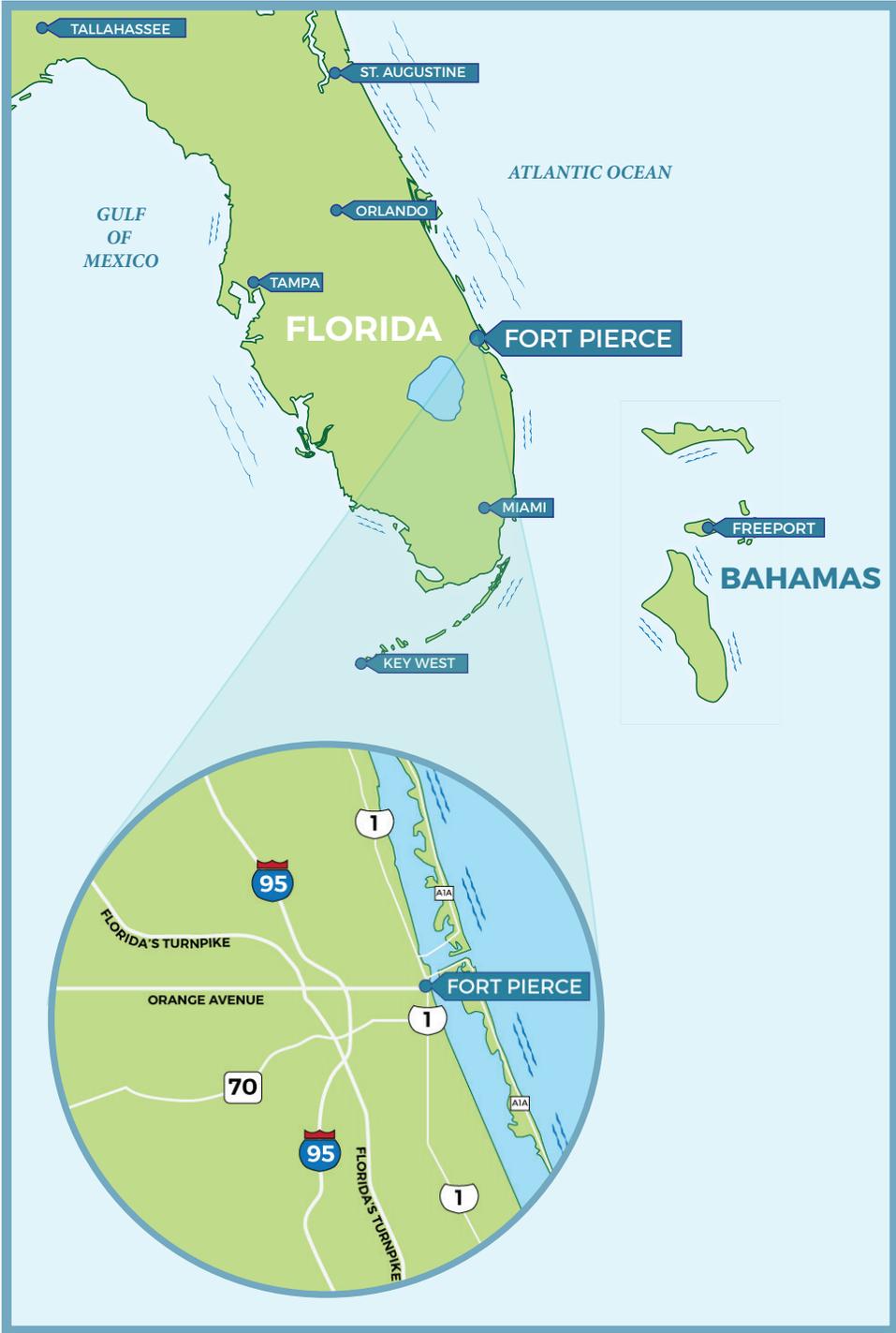




## ALL ROADS LEAD TO FORT PIERCE

Extensive, dependable transportation and easy access is the key to growth, and Fort Pierce has both in abundance. Interstate Highway 95 and U.S. Highway 1 provide easy access to the country's east coast, from Key West to Maine. Florida's Turnpike stretches from just south of Miami through northern-central Florida, while State Road 70 runs from U.S. Highway 1 in Fort Pierce west to Bradenton, Florida. Fort Pierce offers a *plethora of transportation linkages which include highways, rail, a custom-serviced international airport, and a deep-water port* – all of which enable easy access to all St. Lucie County has to offer.





The Treasure Coast International Airport is also one of the busiest general aviation airports in the state and has US Customs on-site. International flight options within a two-hour drive are available at West Palm Beach, Fort Lauderdale, Orlando, Miami and Tampa International Airports.

The City of Fort Pierce is continuously exploring regional transportation improvements to enhance the connectivity of our community. The City currently is pursuing a passenger rail stop for Downtown Fort Pierce.

St. Lucie County, in partnership with the City of Fort Pierce, has established a mission to broaden and strengthen the economic base of the regional community by providing adequate infrastructure and development processes for mixed-use port development. St. Lucie County is exploring strategic options for the Port of Fort Pierce. The county owns 20 acres at the Port, adjacent to 67 acres owned privately, as well as 12 acres that house the privately-owned Indian River Terminal.

**DRIVE TIMES**

**1 HOUR TO WEST PALM BEACH INTERNATIONAL AIRPORT**

**1 HOUR 40 MINUTES TO FORT LAUDERDALE INTERNATIONAL AIRPORT**

**1 HOUR 40 MINUTES TO ORLANDO INTERNATIONAL AIRPORT**

**2 HOURS TO MIAMI INTERNATIONAL AIRPORT**

**2 HOURS 40 MINUTES TO TAMPA INTERNATIONAL AIRPORT**

## FROM DESTINATION TO STAY-CATION

Fort Pierce is famous for being a quaint fishing village, but take a closer look and you will find a treasure trove of activities. As one of the most diverse communities on the Treasure Coast, *Fort Pierce has the cultural excitement to rival any “big city” atmosphere.* With weekly and monthly events and premier shows at the Sunrise Theatre, visitors never run out of things to do or people to meet. Fort Pierce is located on the pristine Indian River Lagoon with one of the *best all-weather inlets* in the state of Florida. Even though Fort Pierce is known for its world class fishing, some visitors would rather take an eco-friendly motorized kayak down the Indian River or dolphin watch on a tour boat. Paddle boarding and horseback riding on unspoiled beaches is also a hit among tourists. Fort Pierce’s natural beauty is world renowned.

Museums in Fort Pierce include the newly enlarged *A.E. Backus Museum*, and the *St. Lucie Regional History Museum*, with its satellite Adams Cobb Cultural Museum in the P.P. Cobb Building. Fort Pierce’s most popular tourist attraction, *the National UDT Navy SEAL Museum*, commemorates the birth of the Navy frogmen here in Fort Pierce, and chronicles the evolution of this military unit to today’s Navy SEALs.

Fort Pierce City Marina is home to the *Southern Kingfish Association’s National Championship Fishing Tournament* every three years bringing 250-300 fishing teams to Fort Pierce. SKA has also committed to add Fort Pierce to the tournament’s Pro Tour schedule during the off years.





Thousands of visitors rush to St. Lucie County to watch America's favorite pastime in Port St. Lucie – every spring the *New York Mets* major leaguers are here to train and every summer the St. Lucie Mets are in full-swing at First Data Field. First Data field is located only 10 miles south of Fort Pierce.



**IN 2017, ST. LUCIE COUNTY  
WELCOMED 1.2 MILLION VISITORS  
THAT CREATED AN ECONOMIC  
IMPACT OF OVER \$801 MILLION.**





## A HISTORIC, SMALL-TOWN LIFESTYLE IN A PICTURESQUE SLICE OF PARADISE...

Situated on the “Treasure Coast,” named after the famed sinking of a Spanish treasure fleet in 1715, Fort Pierce is one of the oldest communities on the east coast of Florida. Incorporated in 1901, the city grew from 300 pioneers to over 45,000 residents today and encompasses approximately 31 square miles. Our city is a diverse, yet neighborly, community which *embraces both the richness of our heritage and the promise of the future*. In Fort Pierce you’ll find a historic, small-town lifestyle in a picturesque slice of paradise, with miles and miles of unspoiled shores. Fort Pierce is *one of Florida’s best kept secrets* -- a place with fascinating research centers and museums, excellent community services and a wealth of cultural and recreational attractions.





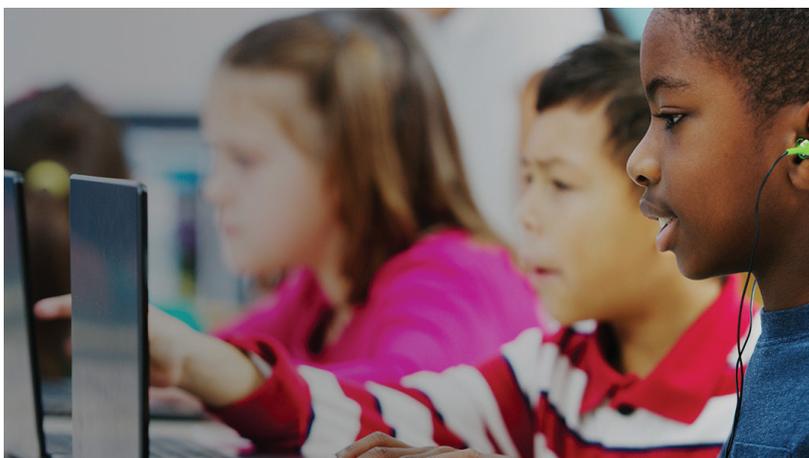
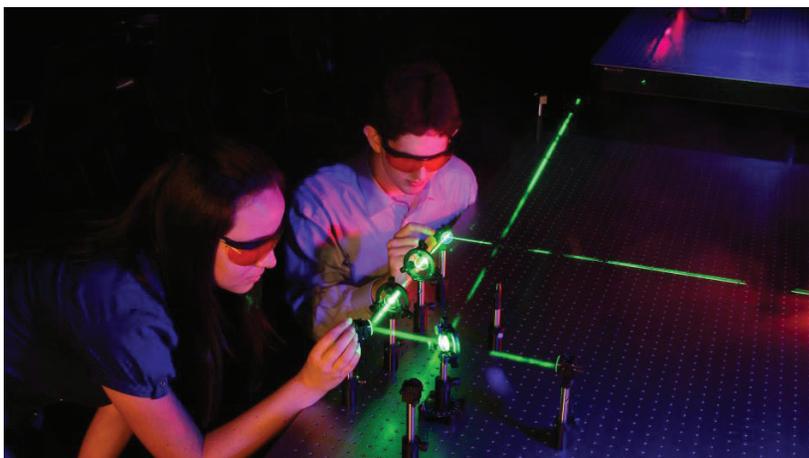
## AWARD WINNING HIGHER EDUCATION

Located in Fort Pierce, *Indian River State College* has earned a statewide and national reputation for excellence. Dedicated to the success of each student, IRSC offers over 100 programs leading to Bachelor's Degrees, Associate Degrees, Technical Certificates and Applied Technology Diplomas. Continuing a 57-year tradition of responsiveness to community needs, IRSC is committed to advancing the educational, cultural, career training, workforce, and economic development of its surrounding area. In 2019, Indian State College was awarded its highest honor, *the Aspen Prize*, for Community College Excellence. The college was selected from more than 1,000 state and community colleges following a rigorous review of data, strategies, and outcomes related to student learning, degree and certificate completion, high rates of graduate employment, earnings for graduates, and exceptional access and success for minority and low-income students.

- During the 2017-2018 academic year, IRSC's graduating class—3,951 students—was the largest in the College's 58-year history.

- 94% of IRSC graduates find employment or continue their education, typically earning more than twice the average entry wage in the four-county area.

- IRSC is designated as the 3rd Most Affordable College in the U.S. by the Department of Education, with no tuition increase in six years.



## ST. LUCIE PUBLIC SCHOOLS POINTS OF PRIDE

- B Rated District with No Failing Schools
- 66% Are "A" and "B" Schools

## TOP PERFORMING FLORIDA DISTRICT

- Top 3 for Academic Achievement
- Top 10 for Graduation Rate
- 91.8% Overall Graduation Rate

## AUTHENTIC, FUNKY, FUN.

With so many cultural attractions present throughout Fort Pierce, it may be hard to decide where to go first. One of the most popular parts of Fort Pierce's cultural landscape is the *Sunrise Theatre*. Originally constructed in 1923 as a Vaudeville theatre, the historic Sunrise received a 12-million dollar restoration and reopened in 2006. The historic Sunrise Theatre is an exceptional performing arts center attracting national acts like Howie Mandel and The Beach Boys.

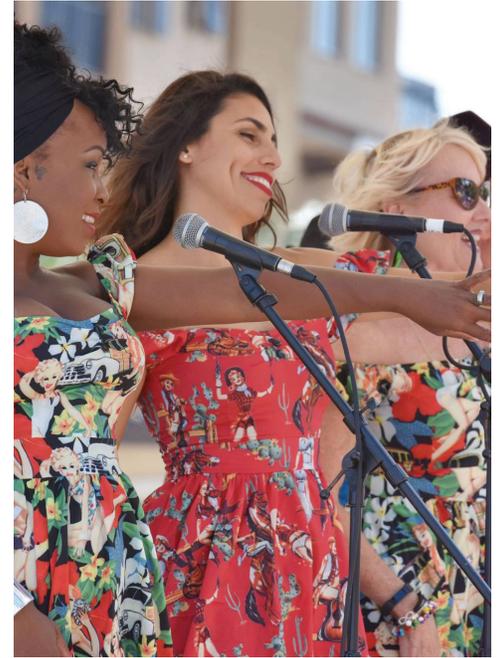
The *A.E. Backus Museum* is fresh from a multi-million dollar expansion, which doubled its size, as well as re-imagining of exhibitions and a Museum Store expansion. Housing the nation's largest public exhibition of artwork by Florida's preeminent painter, A.E. Backus, the Museum also offers the State's only permanent multi-media exhibition on the Florida Highwaymen.

The *Florida Highwaymen* are 26 storied, world-renown African American landscape artists who originated in the City of Fort Pierce. Visitors from all over the United States visit Fort Pierce to experience the Highwaymen Heritage Trail, a self-guided engaging and educational experience that recognizes these mostly self-taught landscape artists who have strong local, state, national and international significance.

The *Zora Neale Hurston Dust Tracks Heritage Trail* commemorates the life and times of a world-renown Harlem Renaissance author, anthropologist, storyteller and dramatist, primarily when she lived in Fort Pierce, during the final years of her life.

Residents and visitors can enjoy public art exhibitions that bring museum-quality sculptures and murals to the city's streets and parks. This is just the tip of the iceberg, as Fort Pierce's plethora of cultural attractions are one of the hallmarks of the city's quality of life.







## THE HISTORIC DOWNTOWN WATERFRONT AFFORDS RESIDENTS CONTEMPORARY SHOPPING, DINING, GREAT FISHING, AND A RANGE OF ENTERTAINMENT AND ACTIVITIES...

Downtown Fort Pierce has many strong attributes that support continued reinvestment and development that include a growing downtown residential population, a unique waterfront location, visitor attractions, and accessible beaches. Downtown is also an *attractive, pedestrian friendly business district* with small rental spaces conducive to specialty retailers. Cultural attractions such as the Sunrise Theatre, A.E. Backus Museum & Gallery and Manatee Observation Center along with a strong Downtown Farmers Market have helped draw customers from the greater Treasure Coast region to the downtown.

Downtown Fort Pierce is an *eclectic commercial corridor* with several business clusters including a growing arts/entertainment and food cluster, a home décor, antique and collectibles cluster, an apparel and jewelry cluster and a personal care cluster. Downtown also serves as a government and legal center, with several governmental agencies located in the area, including City Hall, Clerk of Court, St. Lucie County Court House, and U.S. Federal Courthouse.

Retail opportunity is driven by three key market segments: residents living within the local and regional trade areas, workforce employees and residents living in or adjacent to downtown and a visitor market that includes *seasonal residents*, short-term visitors staying in area rentals and hotels and day visitors. Downtown also captures sales from boaters that are using the marina. Many of these customer groups do not show up in traditional demographic reports but are a significant source of sales for local businesses.





## LIFE BY THE WATER

The Fort Pierce City Marina is the largest downtown development project to date totaling in excess of 31.7 million dollars. The Fort Pierce Marina was destroyed by back-to-back Hurricanes Frances and Jeanne in 2004. In response, the city embarked on a ten-year project to permit and construct a network of breakwater islands. A pilot project of the State of Florida, the islands have proven successful, innovative, and adaptable, while winning various technical awards and *the Florida Main Street's Honor Award for outstanding public improvement*. Fort Pierce remains committed to utilizing creative methods to protect and improve the Indian River Lagoon. The Marina is home to fishing charter vessels, wildlife tours and other various tourism-related businesses. The City Marina consists of 247 slips that can accommodate up to 274 vessels up to 140 feet in length, a gift shop, fueling and two restaurants on-site. Boaters can easily make the Bahamas crossing out of the self-proclaimed "*best all-weather*" inlet in Florida just 2.5 miles away. The marina also provides the perfect place for boaters to dock while checking in with local customs at the nearby airport.



## WEST FORT PIERCE

The west side of Fort Pierce is experiencing exponential growth and attracting interest from commercial and residential developers. Intersected by Interstate 95, Florida's Turnpike and State Road 70, Western Fort Pierce is a convenient place to live and do business.

New and soon-to-be additions to the western corridor of Fort Pierce include the Treasure Coast's largest Chick-Fil-A, Wawa, Camping World, Gander Outdoors and KOA Campground. Thousands of residential units are also expected to be built in this area within the next several years including new housing developments.



## PEACOCK ARTS DISTRICT

Immediately to the west of Downtown Fort Pierce is the city's new arts district. The name, Peacock Arts District or "PAD," was generated by the community during the public meeting and the area is now being branded with its own unique identity and culture.

Many beautification projects are underway, including enhanced lighting, art projects and event generation. Additionally, a new overlay district is being created to encourage a broad variety of urban-scale uses including retail, entertainment and residential uses with an increased presence and integration of the arts.



## LINCOLN PARK

During its prime in the 1950s and 1960s, Avenue D was the main corridor in the Village of Lincoln Park – it was St. Lucie's bustling center for African American-owned shops, restaurants, businesses and a movie theater. Today, the area is experiencing a revitalization, celebrating its rich cultural history and making progress to remain the center of pride for the community.

Lincoln Park boasts a lively abundance of mixed-use properties, residences, restaurants and retail spaces which create an active and vibrant resident base.



## SOUTH BEACH

This vibrant and beachy community is quickly becoming Fort Pierce's dining and entertainment hub. Cruise along Seaway Drive and discover casual, open-air restaurants overlooking the inlet waterway. Drive south on Highway A1A and discover public access to perfect, isolated beaches on the east side and direct access to the Indian River Lagoon on the west side

The newly revitalized Jetty Park offers a fishing jetty popular for locals and visitors alike. Bring the camera for a great panoramic shot. After jetty fishing, head further south and set up shop for some surf fishing action along miles of uncrowded beaches or head across the street and find a handful of fishing piers on the lagoon.



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