

# The View



from...

Located in  
the Historic  
Theatre Plaza

Second Quarter  
2010

## "From The Director's Seat"

By Maria Kovachev, Director  
Main Street Vero Beach



It has been a busy 2010 with so much going on in Historic Downtown Vero Beach. The cooler temperatures have brought more and more visitors to the area visiting the art galleries, design shops, cafes and restaurants ...Our downtown events like Downtown Friday, the Farmers Market, and gallery strolls keep Downtown bustling. The upcoming Spring calendar is just as exciting with Downtown Friday-Dancing in the Streets on March 26th and the Hibiscus Festival on April 16-17th.

The Main Street Board of Directors has also been quite busy... working towards making a difference in our very special and unique town (known as The Hibiscus City). In keeping with the mission of the Main Street program ...to bring economic re-vitalization through historic preservation...

### The Key Goals Identified for 2010 are:

- Downtown Walking Map - to promote pedestrian discovery of historic sites and local businesses
- Re-name 14th Avenue....MAIN STREET....(from 16th Street to Historic Train Station just north of 23rd Street)
- Continue to host and support Downtown events like Downtown Friday, Hibiscus Festival, farmers market, and gallery strolls.
- Historic Theater Task Force to re-open the Downtown Florida Theater by 2012-13 Season
- New Road Signage in Downtown
- Establish "Downtown Dine and Design" Area
- New Murals in Public Spaces
- Install a permanent stage outside Heritage Center (powered) to satisfy demand for more outdoor community events in Downtown
- Assist downtown businesses, property owners and residential neighborhoods
- Re-visit the Vision Plan and discussions for a Community Re-development Agency
- Implement a Main Street Membership drive to recruit supporters and volunteers to accomplish these goals

We welcome your involvement in Main Street in any of our many projects... just call me at 772-480-8353 or stop by our office in the Historic Theater (on 14th Avenue) and let's continue to help our community grow and flourish...

Happy Springtime!  
Maria Kovachev

## It's That Time Of Year! 2010 HIBISCUS FESTIVAL

Friday, April 16th  
Saturday, April 17th

It began in 1953 and lasted ten years. In 2004, Main Street brought it back to life and along with the City of Vero Beach and the Vero Heritage Center you can enjoy this uniquely Vero community event.



Miss Hibiscus 2009, Chloe Rose  
Photo Credit:  
Martina's Photography

The popular Miss Hibiscus Pageant held on Friday evening, April 16th, at the Heritage Center crowning a new young lady aged 16-21 year old. Come cheer your favorite candidate!

### Saturday, April 16th ...Festival Activities

- 7AM - 5K Run
- 7:30-10AM - Don Smith's Memorial Pancake Breakfast
- 9AM-5PM - Festival Hours ...Arts & Crafts, Fine Art Show & Wine Bar, Food Court, 12 Live Bands, Farmer, Market, Children's Activities, Magic Shows, Antique Auto Show, Historic Exhibit, Shuffleboard Demo & Play, and more!
- 1-3PM - Dessert Fest
- 4PM - Bobby & The Blisters Band and Beer Sales
- 5:30-8:30PM - BEATLES REMEMBERED 60's Street Party- Food & Beer Garden



# Get A New Main Street Membership ... SPECIAL OFFER!

*We have a new membership benefits package that you don't want to miss...*

## *BASE Benefits include:*

- **FREE** Main Street Poster (Value \$10)
- **FREE** Downtown Friday Drink Coin (Value \$5)
- **FREE** Walking Tour of Historic Downtown Sites
- Quarterly Newsletter of Downtown Events/News
- Networking at Main Street events and listing on Main Street website
- Advertising and Marketing Opportunities for businesses

## *Memberships Categories:*

### *Individuals:*

- Students (\$10)
- Individuals & Downtown Neighbors (\$35)
- Friendship Level (\$125)

### *Business Levels:*

- Non-Profit ( \$50) includes Base Benefits plus **FREE** Downtown Friday booth
- Basic Business (\$75) includes Base Benefits plus **FREE** DTF booth
- Bronze Business (\$125) includes Base Benefits plus 3 (Three) **FREE** Booths
- Silver Business (\$250) includes Base Benefits plus 5(five) **FREE** booths and 1/8 page in Quarterly Newsletter
- Gold Business (\$500) includes Base Benefits plus 10 (ten) **FREE** booths and page in Quarterly Newsletter
- Platinum Level (\$1,000) includes Base Benefits plus **FREE** booths at ALL events and page in Quarterly Newsletter

## *Main Street Poster's Back by Popular Demand!!!*



The popularity of Main Street posters continues from both residents and visitors to the Historic Downtown area... Bernie O'Brien, local resident and artist has created three outstanding posters over the years that are timeless and bring a constant stream of requests. Also available are two distinctively different Hibiscus posters... one with a stained-glass color intensity and the other, from Ivo David, captures a sub-tropic urban setting.... The City of Vero Beach created a poster in celebration of their 90th Anniversary (last year) by artist Lee G. Smith with a montage of local landmarks...all posters are priced at \$10 each or three for \$25.

*Call the Main Street office  
at 772-480-8353 to order now!*

# 2010 Main Street Calendar Highlights

**Save The Dates For Your Favorite Downtown Street Party**  
on 14th Ave. and 21st Street from 5:30-8:30PM

*Enjoy great Music, Food, Vendors and Family Fun!*

**March 26th - Dancin' in the Street • June 25th - Bike Night  
July 30th - Summer in the City • Oct. 22nd - 16th Anniversary  
November 26th - Christmas in Downtown**



## **Hibiscus Festival – April 16th & 17th**

*Two Days of Community Fun!*

Friday, April 16th - Miss Hibiscus Pageant

Saturday, April 17th - 5k run, Pancake Breakfast, Fashion Show, Dessert Fest, Arts & Crafts, Children's Activities, Farmer's Market, Antique Car Exhibit, 12 Live Bands, Food Court, Beer Garden, 60's Street Party

## **Downtown Dine & Design Spring Stroll set for Tuesday, Apr. 6th from 5-9PM...**

See what's new on 14th Avenue and Beyond (by Rt. 60 east and west bound) A Variety of Great Shoppes welcome you: Art Galleries, Antiques, Cafes & Restaurants, Boutiques, Giftware, Framers, Ice Cream Shoppes, so much to enjoy. Come enjoy this Spring Stroll and discover Historic Downtown Vero Beach



## **Weekly Friday Farmers Market**

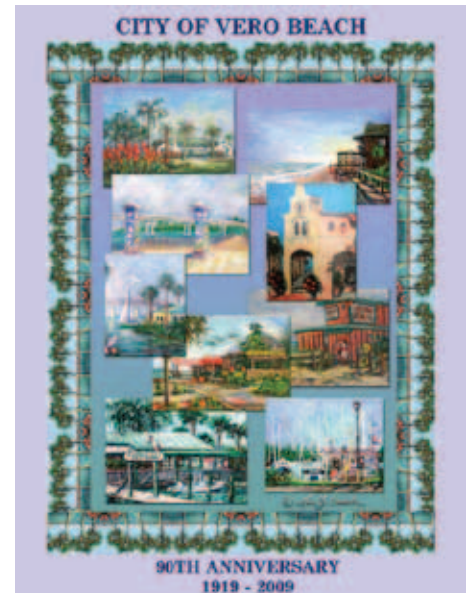
Every Friday from 9AM-2PM in Pocahontas Park (corner of 14th Ave. and 21st Street)...  
Enjoy fresh fruits, vegetables, baked goods, plants, music, and much more!



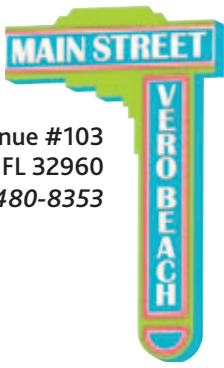
Vero Beach, The Hibiscus City



Original art by Ivo David



Original art by Lee G. Smith



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# Special 2010 Membership Program

## Join or Renew Your Main Street Membership NOW to Receive...

*FREE Main Street Poster ...FREE Downtown Friday Drink Coin  
...FREE Booth at Main Street Event (for Businesses) ...and more!  
HELP Main Street make a difference in Historic Downtown Vero Beach*

Check Member Category:  STUDENT - \$10.00  INDIVIDUAL - \$35.00  FRIEND - \$125.00  BUSINESS - \$75.00  
 NON-PROFIT - \$50.00  BRONZE - \$125.00  SILVER - \$250.00  GOLD - \$500.00  PLATINUM - \$1000.00

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (Work) \_\_\_\_\_ (Home) \_\_\_\_\_

(Cell) \_\_\_\_\_ (E-Mail) \_\_\_\_\_

(Web site) \_\_\_\_\_

Make Checks Payable to: Main Street Vero Beach  
Send to: P.O. Box 6253, Vero Beach, FL 32961  
(Attn: Membership)  
For more information call (772)480-8353  
or email maria@mainstreetverobeach.org