

The View

from...

Located in
the Historic
Theatre Plaza



Volume 2 Issue 2
April, 2009

"From The Director's Seat"

By Maria Kovachev



Springtime....busy time....perfect weather time....relax time.... enjoy a walk time.....It's time to enjoy Downtown Vero Beach and all it has to offer. There is always something happening in Downtown. The library has so many great lectures, classes and even concerts on their side lawn. The Vero Beach Community Center and the Heritage Center never have a shortage of events taking place at their facilities and the weekly Farmers Market is open every Friday morning (9AM-2PM) on the beautiful lawn outside the Heritage Center. The

Chamber of Commerce re-opened in its original Historic Downtown Vero location (on 21 Street by the railroad) with a beautiful new facility that invites your visit. The art galleries, antique & design boutiques, specialty shops for sporting goods, dancing, martial arts, cheese, ice cream, tea, chocolates, cafes and restaurants are popping morning, noon, and night with repeat visitors that get to know each other on a first name basis....like it used to be. ***That's Downtown Vero Beach.... YOUR hometown that always welcomes YOU home!***

Let Main Street Vero Beach help bring us all together. Stop by anytime and say "hello" and enjoy a colorful Springtime!

Maria Kovachev

2009 Hibiscus Festival



2009 Hibiscus Festival Poster, by Ivo David

**Friday, April 17 (Miss Hibiscus Pageant)
Saturday, April 18th (Festival Events)**

Enjoy a weekend of family fun in Historic Downtown Vero Beach partnering the City of Vero Beach with Main Street

continued on next page.



The Hibiscus Festival 2009 committee consists of over 40 individuals and businesses with Milt Thomas, Chairman.

Vero Beach, Vero Heritage, Inc. and the Indian River Historical Society.... non-profit organizations that work toward the preservation and growth of Downtown.

First presented in 1953, it is attended by thousands of guests in celebration of Vero Beach history



and community spirit. The festival is launched by the **Miss Hibiscus Pageant** chaired by the first Miss Hibiscus Queen, Elizabeth Graves-Bass on **Friday evening, April 17th.**

The Festival activities continue all day, Saturday, April 18th with:

7AM -5K Race – Starts at Vero Beach Municipal Airport and runs through the streets of Historic Downtown Vero Beach.

7:30AM-10AM –Lion’s Club Pancake Breakfast served outside the Heritage Center.

9AM-5PM – Festival Hours – Featuring community booths, Arts & Crafts, Fine Art Exhibit, Food Court, Kids Activities, Historical Exhibits, Farmers Market, Fashion Show, Antique Autos, and a Salute to Youth.

Continuous Live Entertainment by twelve musical acts and three bands at the nighttime street party immediately following.

5:30-8:30PM – Community Street Party that you won’t want to miss... highlighted by the highly popular 1960’s Beatles Tribute Band, **“The Beatles Remembered” for non-stop dancing, singing and be sure to wear your 60’s attire!**



2009 Main Street Goals

By Daniel Fourmont,
President, Main Street
Board of Directors

Your Main Street Vero Beach board was busy recently with two strategic planning sessions. The most important ideas and goals identified for 2009 are:

- To create a Downtown theme and install street banners to position Downtown Vero as a “destination place”

- To create a Downtown Walking Map that highlights historic landmarks and local merchants to attract more pedestrians

- To develop a business plan for re-opening the Historic Theater

- To inventory Downtown commercial businesses and ID development opportunities

- To review Downtown district ordinances given the current climate of commercial investment and needs of existing/new merchants.

- To continue community events (such as the Farmers Market, Downtown Friday, and The Hibiscus Festival)add new ones inclusive of the art/culture and dining in Down-

Six Local Artists Win Downtown Banner Art Competition

Banners will soon be going up in Historic Downtown Vero Beach. The six winning entries of the art contest will be re-produced in 30" x 60" banners displayed on 14th Avenue (from 19th Street to 23rd Street) later this Spring.

These colorful banners will depict the rich culture inherent to Downtown Vero Beach.

Congratulations to:

Bernie Brown-O'Brien –
Pocahontas Building

Dawn Mill –
Historic Theater

Dorothy Hudson –
Green Market Flowers

Ivo David –
Centennial Fountain

Rene Guerin –
Railroad Tracks

Stacy Ekay –
Hibiscus Building Bagel Shop



Dorothy Hudson



Ivo David



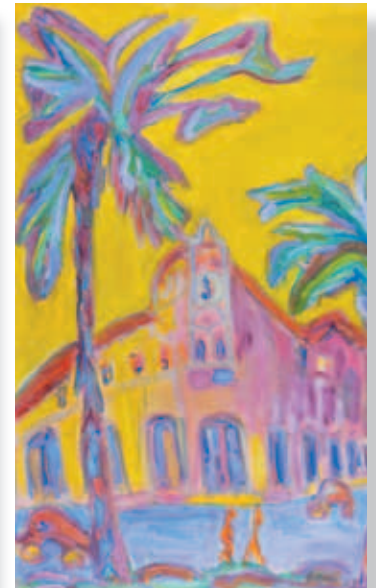
Rene Guerin



Stacy Ekay



Dawn Mill



Bernie Brown-O'Brien



MARK YOUR CALENDAR 2009 Main Street Events

Downtown Vero Farmers Market Every Friday - 9AM-2PM

There's no better way to start your weekend than breakfast or lunch in the park, great music, fresh produce, flowers, fish and so much more to enjoy!

2009 Downtown Fridays on:

March 27th - Dancing In the Streets
June 26th - Bike Night
July 31st, October 23rd
November 27th –
Christmas in Downtown
Always a popular street festival with great music, dancing, food and drinks!

2009 Hibiscus Festival - April 17-18

Two days of community fun that you won't want to miss!

town, as well as more family-oriented events.

I would like to invite each of you to volunteer and assist Main Street in achieving these goals for 2009 and am grateful for your overwhelming response to our membership drive over the past three months. Together we can make a difference in Downtown Vero Beach.



2036 14th Avenue #103
Vero Beach, FL 32960

(772) 480-8353

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Please check the mailing label below to see if your membership is current. If not, it's easy... just fill in this form to update your information along with your annual dues.

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