

Happy Pioneer Days From The Observer

Sail Away

Deerfield Beach, a brief history

This weekend is Pioneer Days, once called Founders' Days and before that Cracker Day. This event celebrates Deerfield Beach, which today has become quite the vibrant city. Let's take a look back at how it all began and how Pioneer Days got its start...

The City of Deerfield Beach began in 1877, when the first non-native glimpsed the swamps, dense vines, saw palmetto, wild fig trees, cabbage palms, and opine in groves along Hillsboro River, which empties into the Atlantic. To the south, Key West and Miami were flourishing villages. To the north, Palm Beach was gaining renown as a fashionable winter resort. By 1890, a few houses appeared along the meandering Hillsboro River, which was named after the Earl of Hillsborough, who was granted this land by

King George III of England in the late 18th century. By the spring of 1896, Henry M. Flagler had extended his Florida East Coast Railroad down the coastline into Miami. The railroad opened up the tropical wilderness, pressing parallel against the Atlantic shore, which until then had been inhabited primarily by local fauna and Seminole Indians who lived inland.

On June 22, 1898 a post office was established in Deerfield to serve a population of 20 settlers. It is said this name was chosen because of the numerous deer that grazed along the Hillsboro River. This river formed the northern boundary of Deerfield. A narrow wooden bridge crossed the stream west of the railroad, leading to another blossoming settlement: Boca Raton.

The intersection of today's Hillsboro Boulevard and

Dixie Highway was the focus of Deerfield's businesses in 1910. Dixie Highway was only a nine-foot wide dirt trail. The community was home to four or five stores, a lodge, the post office and the Australian and Pioneer hotels. But the key to the village's economy lay at the produce shed adjacent to the railway depot. The farmers brought their vegetables and fruits there for shipment north. Deerfield tomatoes were ranked among the finest harvested in the state. The depot doubled as a site for civic activities. In 1911, the Hillsboro River was dredged and became the Hillsboro Canal, linking Deerfield to Lake Okeechobee 45 miles to the northwest.

The Town of Deerfield was incorporated on June 11, 1925. George Emory Butler, Jr. was elected as the first mayor. 1925 also saw the opening of the

first public library, which was serving a population that had climbed to 1,300 residents. In 1939, the name of the town was changed to Deerfield Beach and the population numbered about 1,800.

Although primarily an agricultural community until the late 1940s, after WWII, tourists began to discover Deerfield's scenic oceanfront. The burgeoning tourism industry was evidenced by the new proliferation of hotels and motels along the shoreline.

1947 marked the formation of one of Deerfield's most influential civic organizations, The Lions Club. Its first project was establishing Pioneer Park along the banks of the Hillsboro Canal. The Lions cleared the scrub growth and fashioned a picnic area and baseball diamond complete with stands and barbeque pits. The park has been expanded



Pioneer Days (then called Cracker Day) began in 1947. Photo courtesy of Deerfield Beach Historical Society.

since to include recreational buildings, boat ramps and lighted tennis courts. To raise funds, the club held several chicken and rib barbeques. The fundraiser became so popular that it became an annual celebration, known as Cracker Day originally.

In 1951 the town name was changed to the City of Deerfield Beach. The economy gradually continued to evolve away from agriculture toward tourism. Now, the economy is heavily diversified and includes distribution, manu-

facturing, and office industries in addition to tourism and that annual celebration called Founders' Days and later Pioneer Days became a three-day event that is free to the public and attracts the best local and national entertainers. After the Lions Club closed its doors, a group of volunteers took control of the event and moved it to the beach. Later, the city took over. *To see all of the activities happening at this year's Pioneer Days, keep reading!*

Road closures

Friday, Feb. 15

From 6 a.m., Ocean Way from Hillsboro Blvd. to SE 4 St. will close, reopening 6 a.m. on Monday, Feb. 18.

Saturday, Feb. 16 (during parade)—9 a.m. to approx. 11:30 a.m.

US1 will be closed at SE 10 St and NE 2 St.

Hillsboro Blvd. E. will be closed at NE 2 Ave.

A1A will be closed at NE 7 St. and SE 3 St.

The detour route will be as follows:

SR 810 (Hillsboro Blvd) traffic west of SE 5 St. will be rerouted to Dixie Hwy.

Northbound Federal Hwy. traffic will be rerouted to Dixie Hwy.

Southbound Federal Hwy. traffic will be rerouted to Dixie Hwy.

Northbound A1A traffic will be rerouted to Camino Real in Boca Raton.

Southbound A1A traffic will be rerouted to SW 14 St. in Pompano Beach.

Shuttle Service

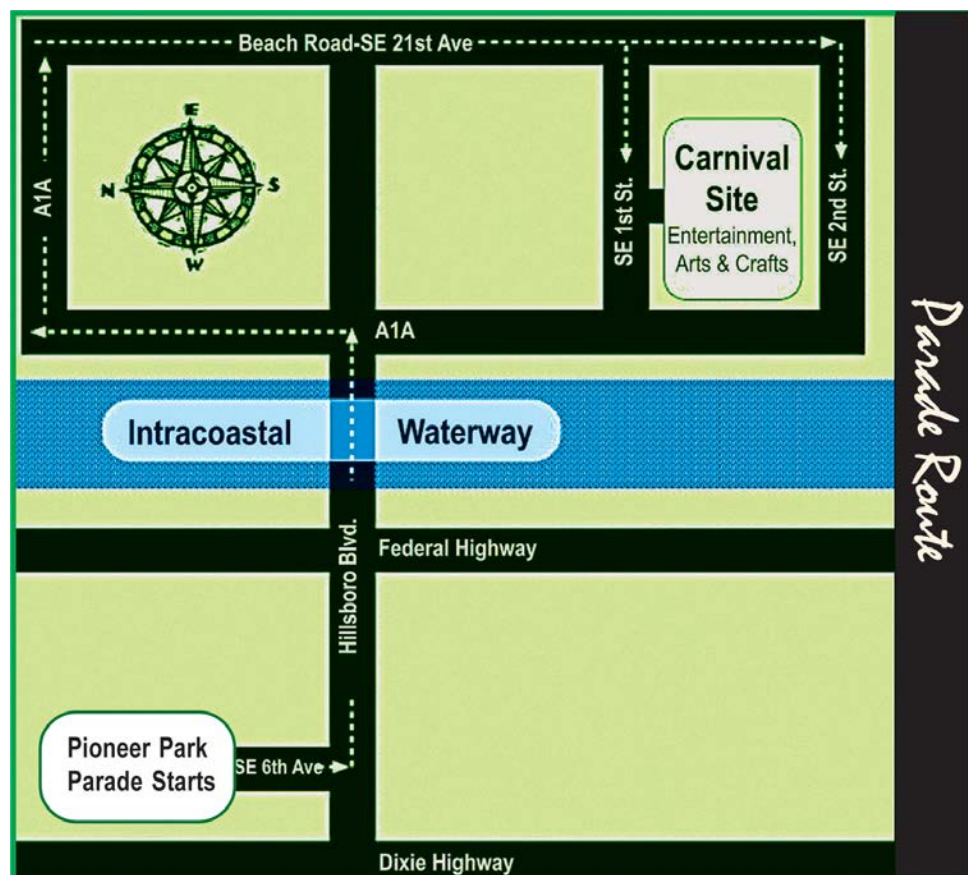
Free parking and trolley pick-ups available at:

The Cove Shopping Center (1500 E. Hillsboro Blvd.)

St. Ambrose Catholic Church (363 SE 12 Ave., on east side)

Admission to festival and parade is FREE!

For more information, visit www.deerfield-beach.com.



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Mayor's Letter

Hello friends and neighbors, I want to wish everyone the best Pioneer Days weekend ever!

It's hard to believe that we've been celebrating this event in our city for more than 70 years. We've come a long way, but this day is still a humble reminder of our roots and a celebration of our long-held belief that community is still important and valued in Deerfield Beach.

As we enjoy the festivities this weekend, I hope we can all find some time to pause for a moment of gratitude. We live in the best city in Broward County that just so happens to be in the middle of some very exciting progress, from District 4 to the shore! We have new eateries popping up all over town. Exciting new townhomes, condos and single-family developments are going up. We have new business interest in The Cove Shopping Center. We are attracting more advanced-technology-based business to our city and new hotels continue to call our oceanfront "home." Unique districts are in the works for the Dixie Highway Corridor and Pioneer Grove areas. A new Surf Museum is slated for Pioneer Grove,

a new Tigner Center is being built at Oveta McKeithen Recreational Complex, and the Branhilda Richardson-Knowles Memorial Park and Historic Cemetery is well on its way as we expect to open the park this spring.

Nothing is perfect, friends, and we still have much work ahead of us, but one thing is certain: we all love Deerfield Beach. I give you my word, my fellow commissioners and I are putting in countless hours doing all that we can to make this city the city that you deserve, and a city that is way more than just another pretty beach. It is our honor and great

privilege to serve you.

I hope that you will bring your families out to the parade route. Help us make 2019 Grand Marshal Paul Castronovo feel right at home in #DFB. Let's cheer for many of our friends and neighbors who will be making their way down Hillsboro Boulevard on Saturday morning and tossing candy to the kids. Let us all take this special day, Pioneer Days, to stop and remember that we are one family, one community, one people, Deerfield Beach.

*Cheers,
Mayor Bill Ganz*



Paul Castronovo to serve as Grand Marshal for Pioneer Days Parade

This year's Grand Marshal for the 2019 Pioneer Days Parade will be Radio Personality, Paul Castronovo. The annual parade will take place on Saturday, Feb. 16, at 10 a.m.

Castronovo has been one of South Florida's most popular on-air personalities for over three decades, and he attributes what he calls his "gift of gab" for success in both radio and television. He is best known as a host of the long-running "Paul &

Young Ron Show," and now the "Paul Castronovo Show" on Big 105.9 FM. Castronovo has also worked with the Miami Dolphins Foundation, co-chairing its charity effort, Fins Weekend, and he has served on the Board of Directors for the Guy Harvey Ocean Foundation.

Make sure to come out on Saturday, Feb. 16 for the Pioneer Days Parade to give Paul Castronovo a warm Deerfield Beach welcome!



NEW Pioneer Days Parade Watch Party at the Cove

The City of Deerfield Beach is excited to announce a new addition to the Pioneer Days Parade, Saturday, Feb. 16 at 10 a.m. Come and watch the floats go by at the NEW Family Fun Zone Watch Party, to be held at The Cove Shopping Center Parking Lot. The Family Fun Zone will offer free face-painting, snow cones, popcorn, cotton candy and fun games for the family to enjoy!

The city will celebrate Pioneer Days from Friday,

Feb. 15 through Sunday, Feb. 17, at the Main Beach Parking Lot located at 149 SE 21 Ave.

Come out and enjoy the family carnival, arts & crafts, live entertainment, and the grand fireworks display on Saturday, Feb. 16 at 9:05 p.m.

Don't forget to bring everyone out to the Pioneer Days Parade. Free parking and trolley pick-ups are available at The Cove Shopping Center and St. Ambrose Catholic Church.

For additional information or if you would like to par-

ticipate in the parade please call the Community Events and Outreach Division at 954-480-4429 or visit www.dfb.city/pioneerdays.

Please note: The parade will travel south on NE 6 Avenue to Hillsboro Boulevard (SR 810) and head east on Hillsboro Boulevard to Ocean Drive (SR A1A). It will then turn north on North Ocean Drive (SR A1A) and curve east onto NE 2 Street then head down south onto SE 21 Avenue (S Ocean Way) and end at SE 3 Street.

Happy Pioneer Days to All "Meet me at the Tip!"

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Pioneer Days Parade Participants

This year's theme: "Sail Away"

- BSO Motors
- Pioneer Days Parade Banner
- Grand Marshal
- Mayor - Bill Ganz
- Vice Mayor - Gloria J. Battle
- Commissioner Joe Miller
- Commissioner Bernie Parness
- Commissioner Todd Drosky
- Commissioner Lamar Fisher
- State Rep. Chip LaMarca
- Deerfield Beach MCJROTC
- Ft. Lauderdale Marching Band
- Deerfield Park Elementary
- Deerfield Beach Elementary
- Deerfield Beach Sustainable Management
- Model A Restoration Club
- Broward Health
- Kiwanis Club of DFB
- Deerfield Beach High
- GFWC Woman's Club of DFB
- Deerfield Beach Little League
- Center for Active Aging
- Two Men & a Truck
- Park Ridge Elementary
- Stranahan High School Marching Band
- BSO Law Mounted
- BSO Law Ghost Vehicle
- BSO Law Tundra Truck
- BSO Fire - Engine
- BSO Fire - Medical Rescue
- BSO Fire - Motorcycle Unit
- BSO Fire - Bike Unit
- BSO PAL DFB
- Club Scouts Pack 119
- Deerfield Beach Dolphins Swim Team
- Flanigans
- Cathedral Church of God
- Dan Herz
- Federal Highway Self Storage
- City of Deerfield Beach- Management Team
- Deerfield Beach Middle School
- Broward Health Imperial Point
- Campbell & Rosemurgy Real Estate
- Deerfield Beach Middle School
- Michael Hudak Campaign
- Ben Preston campaign
- C.H.I.P.S.
- Florida Fun Train
- & more



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Thank you Odas L. and Rossie Tanner for your efforts to make Deerfield Beach the beautiful city we know today.



- Odas came to Deerfield Beach in 1920; Rossie came in 1947
- Charter Member Deerfield Beach Lions Club 1947
- Charter Members Deerfield Beach Historical Society
- Charter Members Gold Coast Shrine Club 1953
- Members of First Baptist Church
- Served as City Councilman 1955 - 1965
- Built many private homes, commercial buildings, condominiums, the Deerfield Beach Woman's Club & the "new" City Hall

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Entertainment

FRIDAY

Deep Fried Funk

Deep Fried Funk Band is a production and special event band founded by three times Grammy nominated drummer David Jody Hill, which displays his talent in any genre, from gospel, hip hop, jazz, funk, rock and reggae. In addition to Hill, the Deep Fried Funk Band members include Todrick Hunter — bass guitarist, musical director; A.J. Nilo — lead guitarist; Marcus Beneby — keyboards/strings; Deanette Rivas lead singer, and Ellison Kendrick — singer. Deep Fried Funk can be found each month at overtown's Historic Lyric Theater for its popular Apollo-like talent competition, Lyric Live. *For more information, visit www.facebook.com/deepfriedfunkband/.*

Deep Fried Funk is performing on the Main Stage on Friday, Feb. 15 from 5 to 6 p.m. and on Saturday, 2:30 to 3:30 p.m.

Led Zeppelin Tribute Band

Live tribute to hard-rock pioneers Led Zeppelin are the stuff of legend: the thundering drums, the piercing guitar solos, the howling wails and the enormous amount of hair, of course. Kashmir recreates the look, feel and sound of that prime '70s-era Zeppelin. Aided by vintage equipment, costumes and a light show, Kashmir plays Zeppelin's hits like "Stairway to Heaven," "Heartbreaker" and more as part of this exciting tribute to one of rock's greatest bands.

For more information, visit <http://kashmirrocks.com/kr/>.

Led Zeppelin Tribute

Band is performing on the Main Stage on Friday, Feb.15 from 6:30 to 7:45 p.m.

Journey Tribute Band

It all started when Chain Reaction banded together in South Florida and began re-creating the sounds of the American super group, Journey. They wanted to pay special homage to Journey's best years (1977-1998), when Steve Perry fronted the band.

The amazing voice of John D'Agostino, coupled with the exceptional musical talents of five sophisticated and experienced musicians soon propelled Chain Reaction to become one of the premier Journey tribute bands of our time. The band strives to re-create the exact sounds and nuances of Journey. Their passion for authenticity and

attention to detail go a long way toward ensuring that the audience feels like they're at a real Journey concert. This tribute band has been entertaining festivals and venues internationally for over a decade. Covering all hits including: "Anyway You Want It," "Whose Cryin' Now," "Wheel In The Sky," "Open Arms," "Don't Stop Believin'" and much more. *For more information visit, <https://majestyofrock.band/chain-reaction>.*

Journey Tribute Band is performing on the Main Stage on Friday, Feb.15 from 8:30 to 10 p.m.

SATURDAY

Selwyn Birchwood

Award-winning Blues guitarist, vocalist and songwriter from Tampa, Florida. The *Washington Post* said Selwyn Birchwood is an indelibly modern and original next-generation bluesman; his tough vocals, guitar and lap

steel touch on classic Chicago Blues, Southern soul and boogie. Selwyn Birchwood has performed at many festivals and has even opened up for Robert Cray and Buddy Guy, and has shared the stage with artist Joe Louis Walker. *For more information, visit www.selwynbirchwood.com/.*

Selwyn Birchwood is performing on the Main Stage on Saturday, Feb.16 from 1 to 2 p.m.

Joey Gilmore

An American electric Blues and soul Blues singer, songwriter and guitarist. The self-taught guitarist was born in Ocala, FL where he became a popular local attraction. He has shared the stage with James Brown, Etta James, Bobby Bland, Little Milton and Little Johnny Taylor, among others. Gilmore's best known tracks include "Blues All Over You." *For more information, visit <https://www.joeythebluesman.com/>.*

Joey Gilmore is performing on the Main Stage on

Saturday, Feb.16 from 4 to 5:30 p.m.

U2 Tribute Band

Vertigo, the ultimate U2 tribute band, is exactly that — a mind blowing tribute to one of the biggest and greatest bands of our time. From "Sunday Bloody Sunday" to "Beautiful Day"... Vertigo spins out the U2 Hits. Vertigo's playlist spans three decades of U2's greatest hits while throwing in some favorite hidden gems with spot on accuracy of the band's live performance. Featuring Paul Martini as Bono, A.J. Lynne as the Edge, Bobby Silvia Bell as Adam, and Larry Morse as Larry. All four musicians have over 35 years of live performance experience, and are avid U2 Fans as well. *For more information, visit <http://u2byvertigo.com/>.*

U2 Tribute Band is performing on the Main Stage on Saturday, Feb. 16 from 6:15 to 7:45 p.m.

See bands, pg. 21



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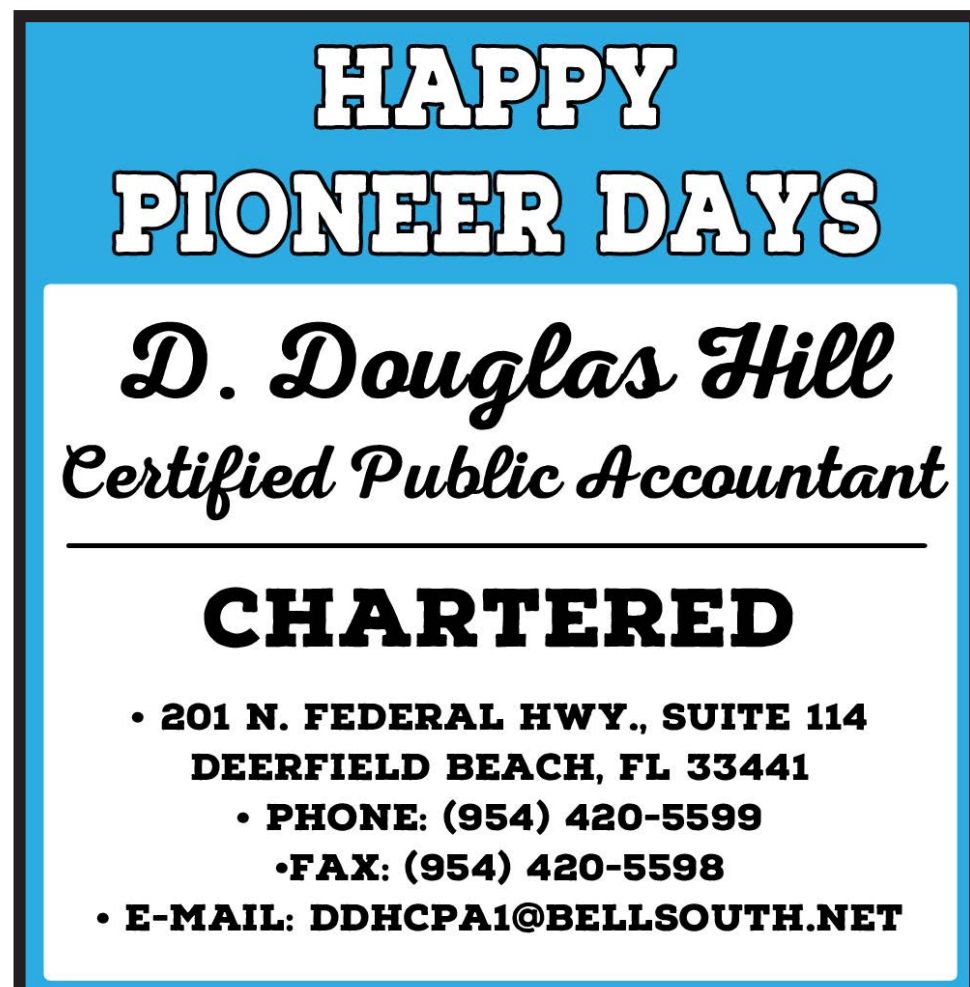


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Bands

Continued from pg 20

Aerosmith Tribute Band

Jaded Aerosmith began one day in early February 2015 in Ft. Lauderdale, Florida as a bright idea by Guitarist Pete Lauria (Brad Whitford) after noticing that his Mainstreet Band singer and fellow transplanted Bostonian Tommy Braga really loved imitating Steven Tyler during their shows. Pete enlisted John Aubrey, a former Guitarist from the Wonderbread Band and The Adequates to be their Joe Perry. A close friend recommended Tom Gress, who took on the part of Joey Kramer on drums and he brought along a former student Chad Mason to play Tom Hamilton (Bass). With the line-up set, the band quickly devised a set list that encompassed enough of the 45 year history of Aerosmith to be representative of the actual experience of seeing the band live on any given night. *For more information, visit <http://www.jadedaerosmithtribute.com/Bio.html>.*

www.jadedaerosmithtribute.com/Bio.html.

Aerosmith Tribute Band is performing on the Main Stage on Saturday, Feb. 16 from 8:30 to 10 p.m.

SUNDAY

Bob Marley Tribute featuring Yvad

Kevin 'Yvad' Davy, the somewhat enigmatic and reticent singer/songwriter, former Tuff Gong protégé was former lead singer for the touring Wailers band has clearly set the springboard into motion. After a highly successful 2016 which saw the release of two singles, "Tribute" an acoustic track dedicated to Bob Marley and the Wailers and "Riverton," both accompanied by videos, Yvad has all reasons to walk with a new found bounce as he received great rotation in main stream media.

The Singer started by gracing the stage at Rebel Salute and followed up with appearances at The Kingston Urban Festival, Rastafarian Rootzfest and One Nite for Haiti Benefit Concert. He also did a myriad number of club appearances at Triple Century, Red Bones, Jamnesia, Roundhill Hotel, Jungle Fyah, Skyline Levels, House of Dancehall and The Alibi where he was met with wild acclaim. He also did promotional stops at KOOL FM, HOT 102, HYPE TV and was featured on the Mello FM Road Tour with Barry G and Ron Muschette.

For more information, visit www.yvadreggae.com/.

Bob Marley Tribute is performing on the Main Stage Sunday, Feb. 17 from 12:30 to 2 p.m.

Shaw Davis & The Black Ties

The three-man wrecking crew led by young guitarist Shawn Davis, formed in May 2016 out of Pompano Beach. The young power trio has made multiple appearances on Blues Radio International

and has been featured in South Florida Music Magazine for their crowd-pleasing performances. In 2017, the band participated in the South Florida Blues Challenge and won their Road to Memphis, representing South Florida at the 2018 International Blues Challenge in Memphis. Their self-titled debut album was released on June 14, 2017 to a sold-out release concert at The Funky Biscuit in Boca Raton and continues to receive steady airplay on blues/rock radio stations in the United States as well as the UK. The debut album also received an impressive review from *Blues Magazine*. *For more information, visit www.shawdavisblackties.com/.*

Shaw Davis & The Black Ties is performing on the Main Stage Sunday, Feb. 17 from 2:30 to 3:30 p.m.

Billy Joel Tribute Band

If you consider the definition of "Tribute" as being an acknowledgment of respect and admiration, you can understand what has driven Turnstiles' band leader Tony

Monaco to form "Turnstiles." As a young man, Tony became an inspired, lifelong fan of the Piano Man and he used that inspiration to grow as a pianist, vocalist and songwriter. As a result, Billy's style has been forever imprinted on his musical soul, much like that of Ray Charles and many others have been imprinted on that of Billy Joel. After years of performing with various original projects and coverbands, Tony decided to form "Stormfront," his first Billy Joel tribute back in 1993. While Stormfront played to critical acclaim in the New York Area, their career was cut short when Tony decided to relocate to South Florida. Now, some 15 years later, Tony decided to enlist some of the finest musicians in South Florida to join with him to once again pay tribute to the man he has so much respect and admiration for, Billy Joel. *For more information, visit <https://turnstiletributeband.com/>.*

Billy Joel Tribute Band is performing on the Main Stage Sunday, Feb. 17 from 4 to 5:30 p.m.

SIDE STAGES

Walt Rooney

(Saturday & Sunday)

Musician, entertainer, guitar, piano, vocalist, various styles from classic rock, Irish, beach music, Island and contemporary music. <http://waltrooney.com/>

Walt Rooney is performing on the Side Stage Hillsboro & Ocean from 1 to 6 p.m. on Saturday and 12 to 5 p.m. on Sunday.

D. Marion

& Company (Saturday)

Get ready to jam out with this popular local band.

D. Marion & Company is performing on the Side Stage at Ocean & 3rd Street from 1 to 6 p.m.

807 Band (Sunday)

You may have seen this band just perform at Keeper Days in Lighthouse Point last weekend. Now, they are back for more.

807 Band is performing on the Side Stage Ocean & 3rd Street from 12 to 5 p.m.

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In Remembrance



*Entertainment
Schedule*

Friday, February 15

Main Stage

5:00 - 6:00pm	Deep Fried Funk
6:30pm - 7:45pm	Led Zeppelin Tribute Band
8:30pm - 10:00pm	Journey Tribute Band

Saturday, February 16

Main Stage

1:00pm - 2:00pm	Selwyn Birchwood
2:30pm - 3:30pm	Deep Fried Funk
4:00pm - 5:30pm	Joey Gilmore
6:15pm - 7:45pm	U2 Tribute Band
8:30pm - 10:00pm	Aerosmith Tribute Band
9:05pm	Fireworks Display

Side Stage - Hillsboro & Ocean

1:00pm - 6:00pm	Walt Rooney
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Side Stage - Ocean & 3rd Street

1:00pm - 6:00pm	D. Marion & Company
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Sunday, February 17

Main Stage

12:30pm - 2:00pm	Bob Marley Tribute featuring Yvad
2:30pm - 3:30pm	Shaw Davis & The Black Ties
4:00pm - 5:30pm	Billy Joel Tribute Band

Side Stage- Hillsboro & Ocean

12:00pm - 5:00pm	Walt Rooney
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Side Stage - Ocean & 3rd Street

12:00pm - 5:00pm	807 Band
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Carnival

Friday, February 15, 5:00pm - 10:00pm
Saturday, February 16, 10:00am - 10:00pm
Sunday, February 17, 10:00am - 6:00pm

Shuttle Service

Friday, February 15, 4:30 pm – 11:00 pm
Saturday, February 16, 12:00 pm – 11:00 pm
Sunday, February 17, 10:00 am – 6:00 pm

Free parking and trolley pick-ups available at:
The Cove Shopping Center (1500 E. Hillsboro Blvd.)
St. Ambrose Catholic Church (363 SE 12 Ave., on east side)

Growing Stronger Together



Celebrating Pioneer Days with the City of Deerfield Beach and its residents... a place we are proud to call home.

Growth is something JM Family Enterprises knows well. Much like a tree matures from a tiny seed, our businesses also started small.

Since our founding in 1968 by Jim Moran, we have become one of America's largest private companies, a leader in the automotive industry and a workplace of choice. With the support of our 4,300 associates we also believe in giving back and helping communities grow. As we embark on our next 50 years, we invite you to give back and grow with us, too.



JM FAMILY
ENTERPRISES, INC.



FORTUNE
100
BEST
COMPANIES
TO WORK FOR
2018
20 YEARS IN A ROW

#JMFECCommunityDriven