



Special Events Strategic Master Plan

Council Presentation
Thursday, February 19, 2026



- Overview of Project Purpose and Goals
- Overview of Project Scope and Schedule
- Findings To Date
- Next Steps
- Council Questions/ Discussion



Project Purpose

- Provide a master planning framework for future city events
- Align with City's Strategic Plan
- Ensure alignment of community needs, operations, and land use
- Establish sustainable capacity beyond existing venues

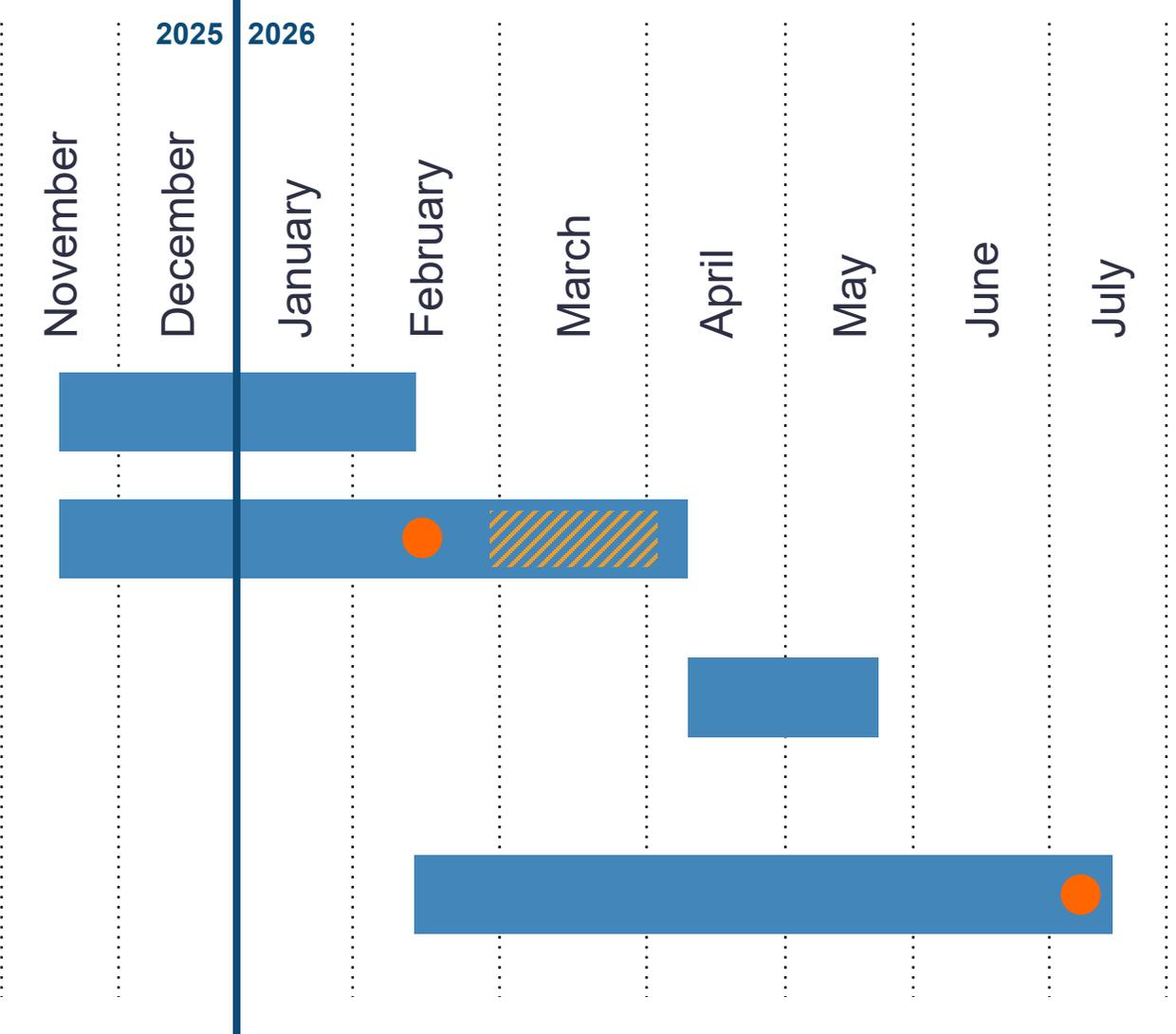


Project Goals

- Develop strategies for Special Events Department (SED) that address community needs, considering a rapidly changing community, focused resources, and alignment with the City's Strategic Plan
- Determine how best to implement JKS Study
- Guide the creation of accessible public gathering spaces capable of:
 - Hosting large-scale special events
 - Enhancing quality of life, cultural vitality, and economic development in Port St. Lucie
 - Identify funding sources, including exploring Public Private Partnerships (PPP) and other resources (ex. 501c3)

Project Scope and Schedule

Plan Review + Coordination
 Engagement + Analysis
 Special Events Concept
 Alternatives Development
 Special Events Strategic
 Plan Report



Schedule Legend

- Task
- Council Presentation
- Public Engagement

Special Events Engagement Groups

Completed to Date

International Fest	November 22, 2025
PSLinLights Pop Up	December 4, 2025
Festival of Lights	December 6, 2025
River Nights	December 11, 2025
Noche Buena	December 19, 2025
PSLinLights Pop Up	December 22, 2025
PSLinLights/ Holiday Lights	Month of December
MLK Day 2026	January 18, 2026
Citizen Summit	February 7, 2026

Upcoming Events

River Nights	February 12, 2026
River Nights	March 12, 2026
PSL Irish Festival	March 14, 2026
River Nights	April 9, 2026
PSL 65	April 27, 2026
Juneteenth	June 19, 2026
4 th of July	July 4, 2026

Special Events Engagement To Date

15,560 =
Total Votes

2,880+
Youth Votes

12,680+
Adult Votes



3,250+
Process Participants

36+ Engagement Events

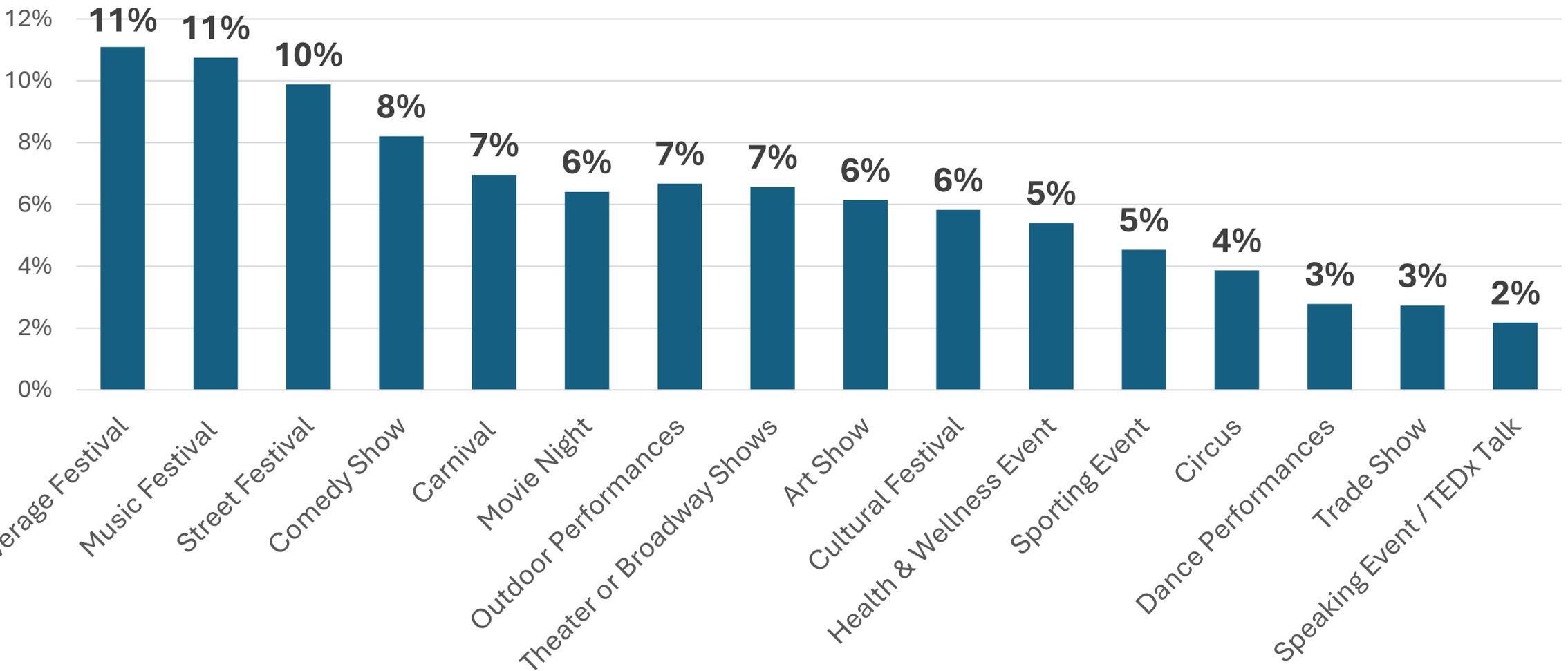
Upcoming Stakeholder/ Focus Group Meetings

- City Internal Departments
- External Partners
- Focus Groups (i.e., Youth Council, City University Ambassadors, etc.)
- Two Public Meetings



Findings To Date | Adult

- What activities are you most excited to participate in?



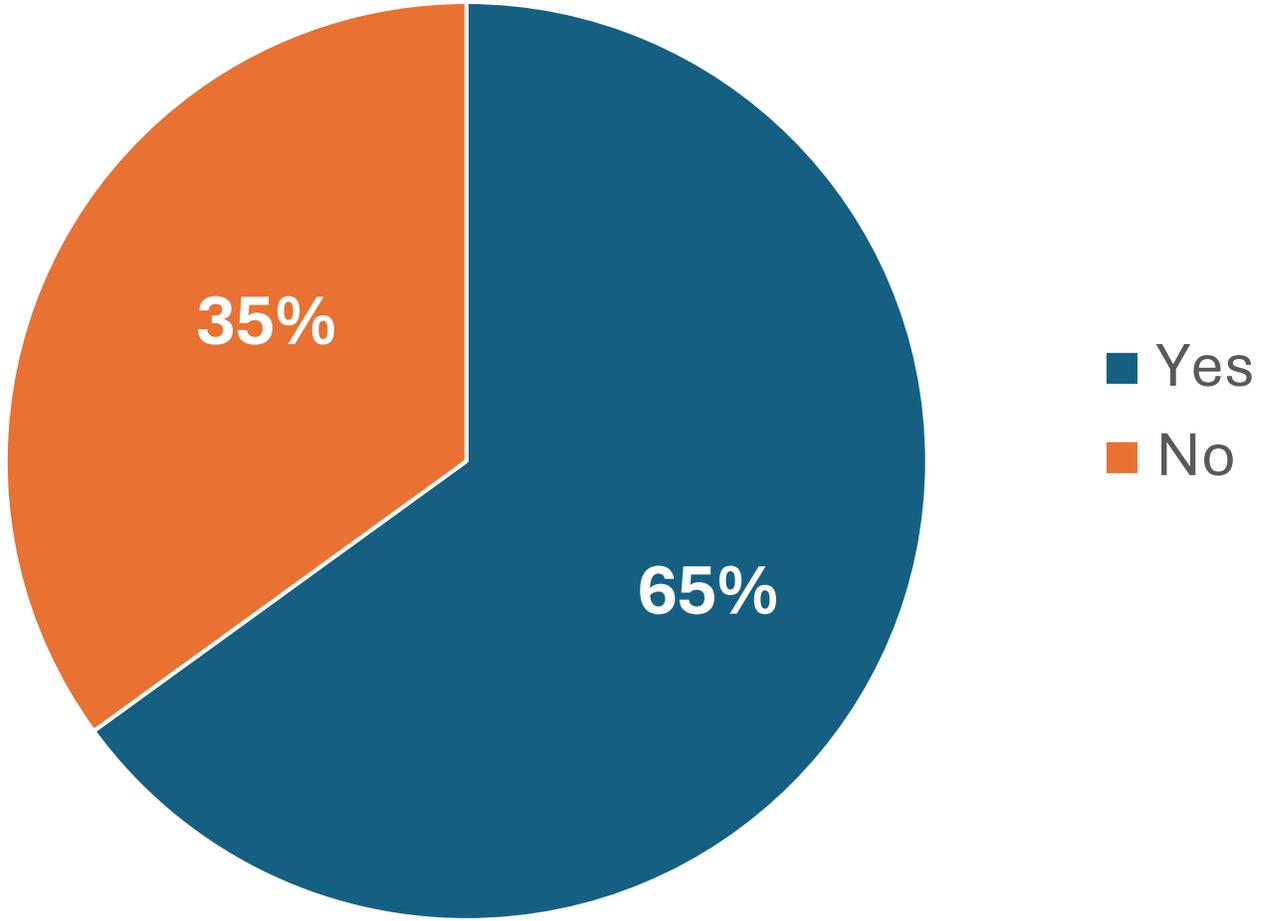
Findings To Date | Adult

- What is missing?



Findings To Date | Adult

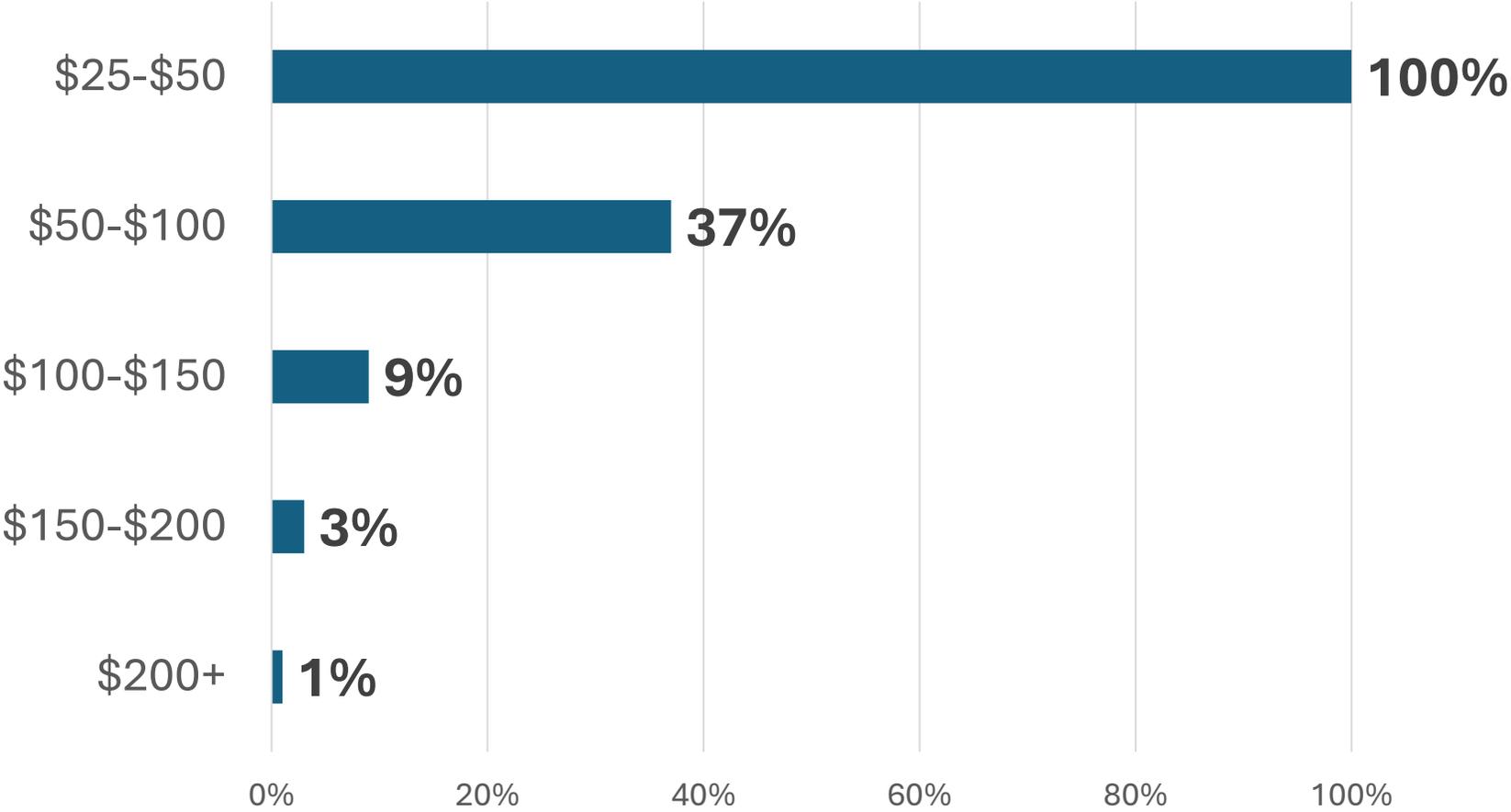
- Are you willing to pay for a VIP experience?



1,694 Respondents

Findings To Date | Adult

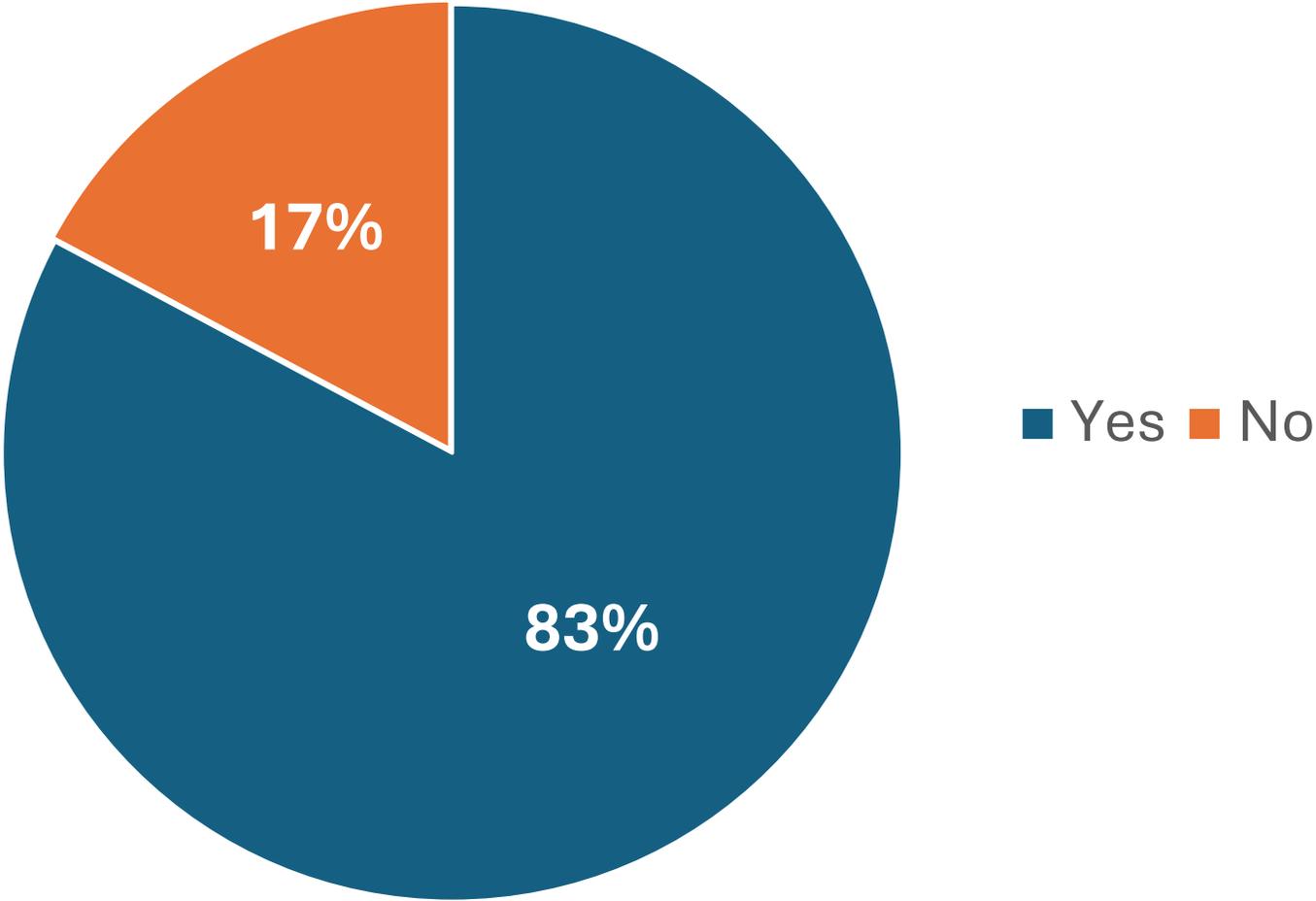
- If so, how much would you be willing to spend?



1,149 Respondents

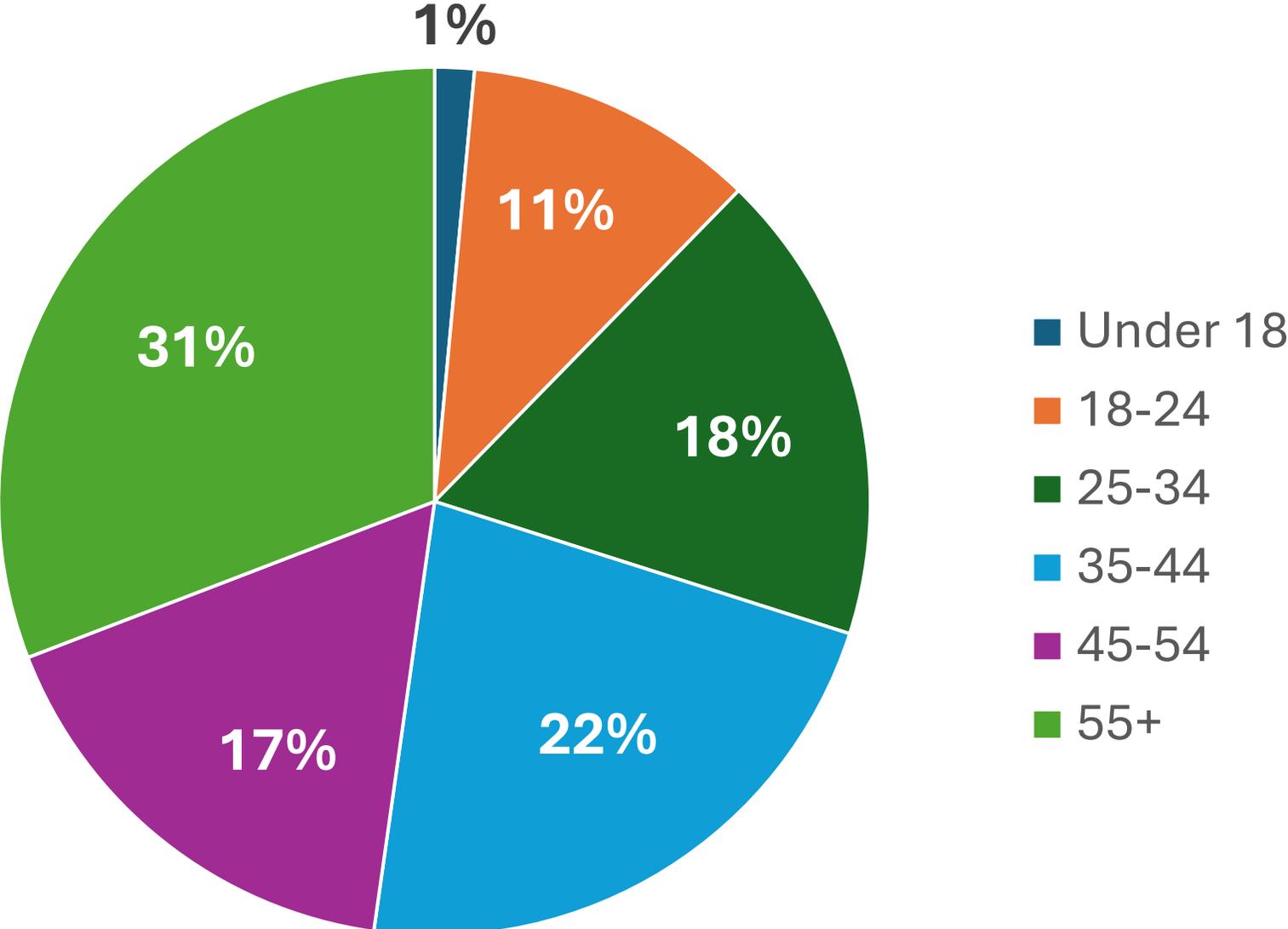
Findings To Date | Adult

- Should the City invest in developing a first-class special events venue?



1,664 Respondents

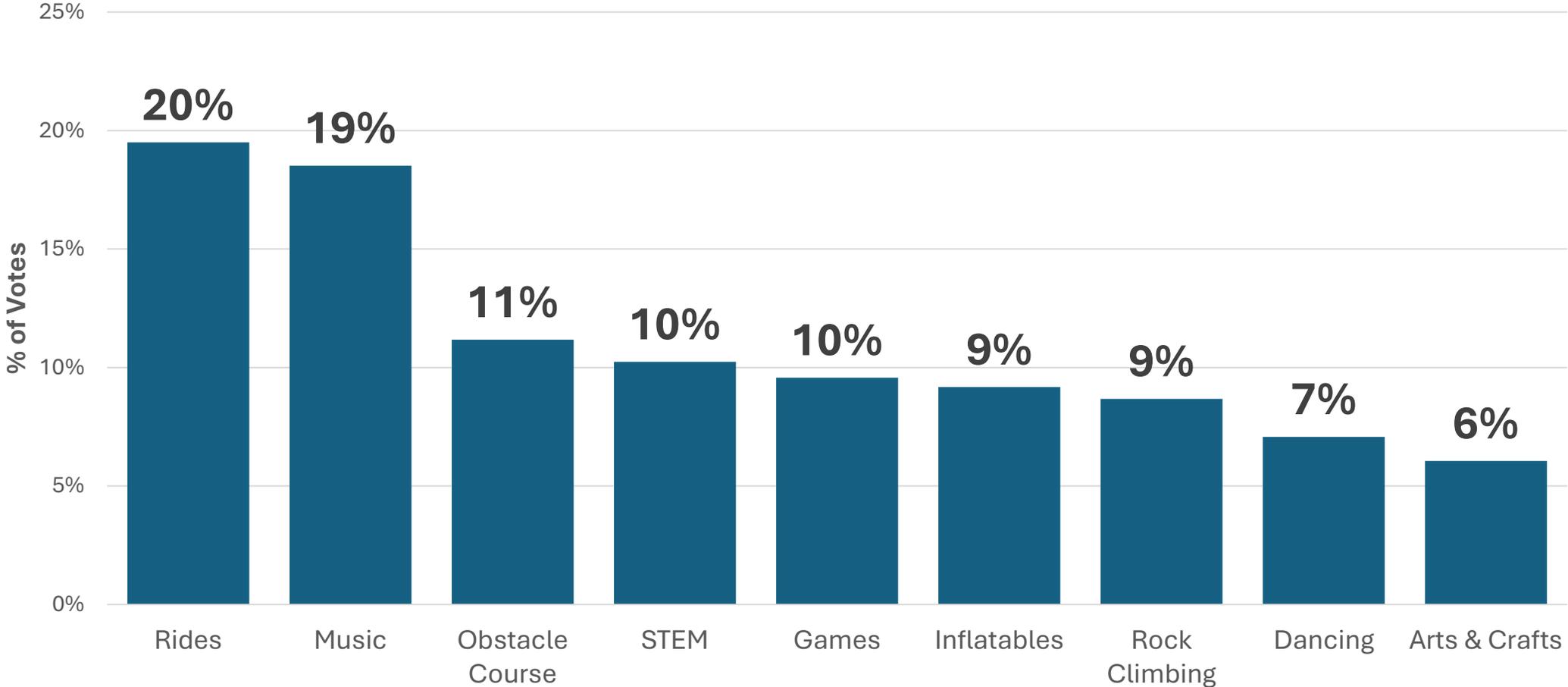
Findings To Date | Adult Age Groups



1,838 Respondents

Findings To Date | Youth

- What do you like in the event?



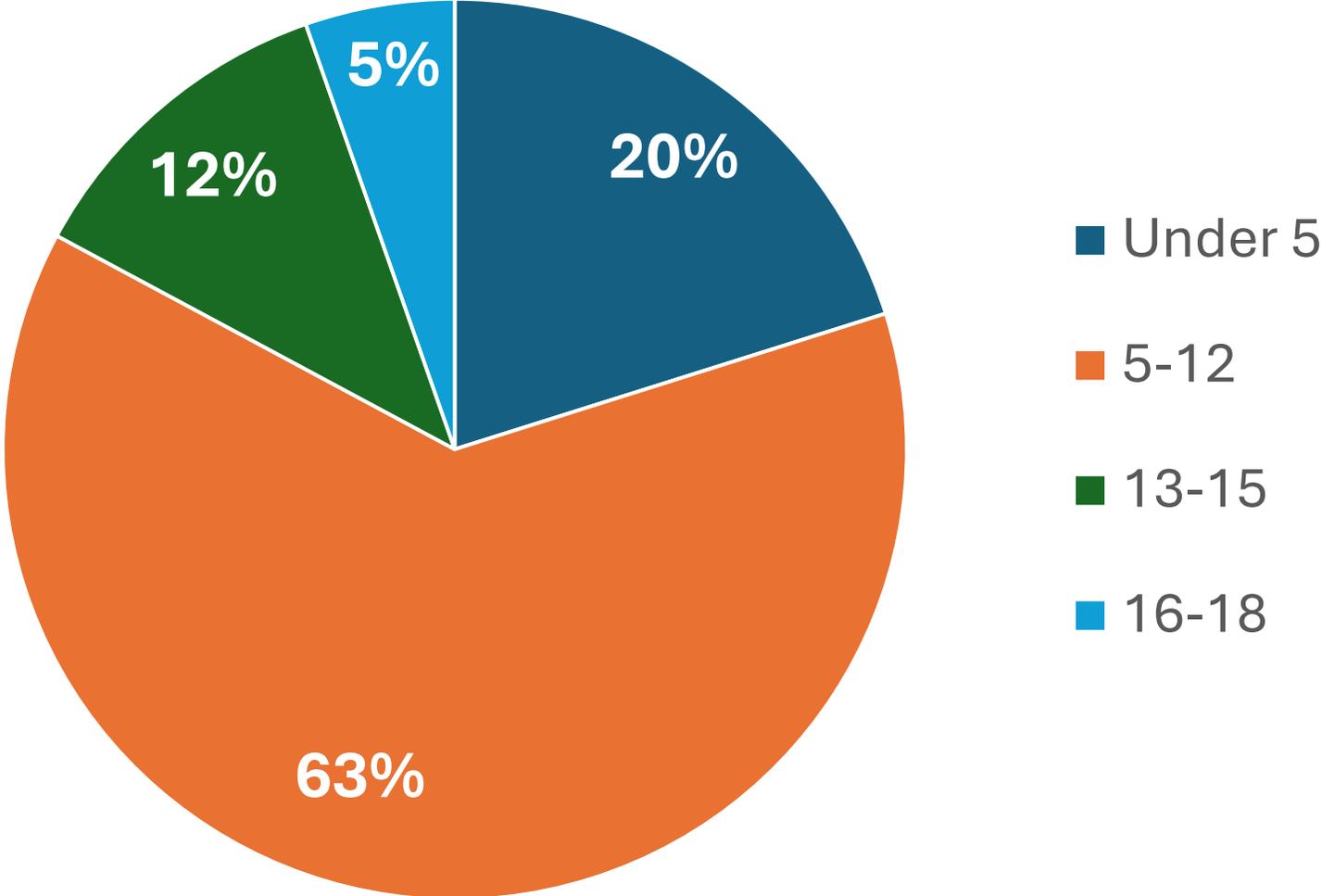
2,246 Votes

Findings To Date | Youth

- What is missing?



Findings To Date | Youth Age Groups



636 Respondents

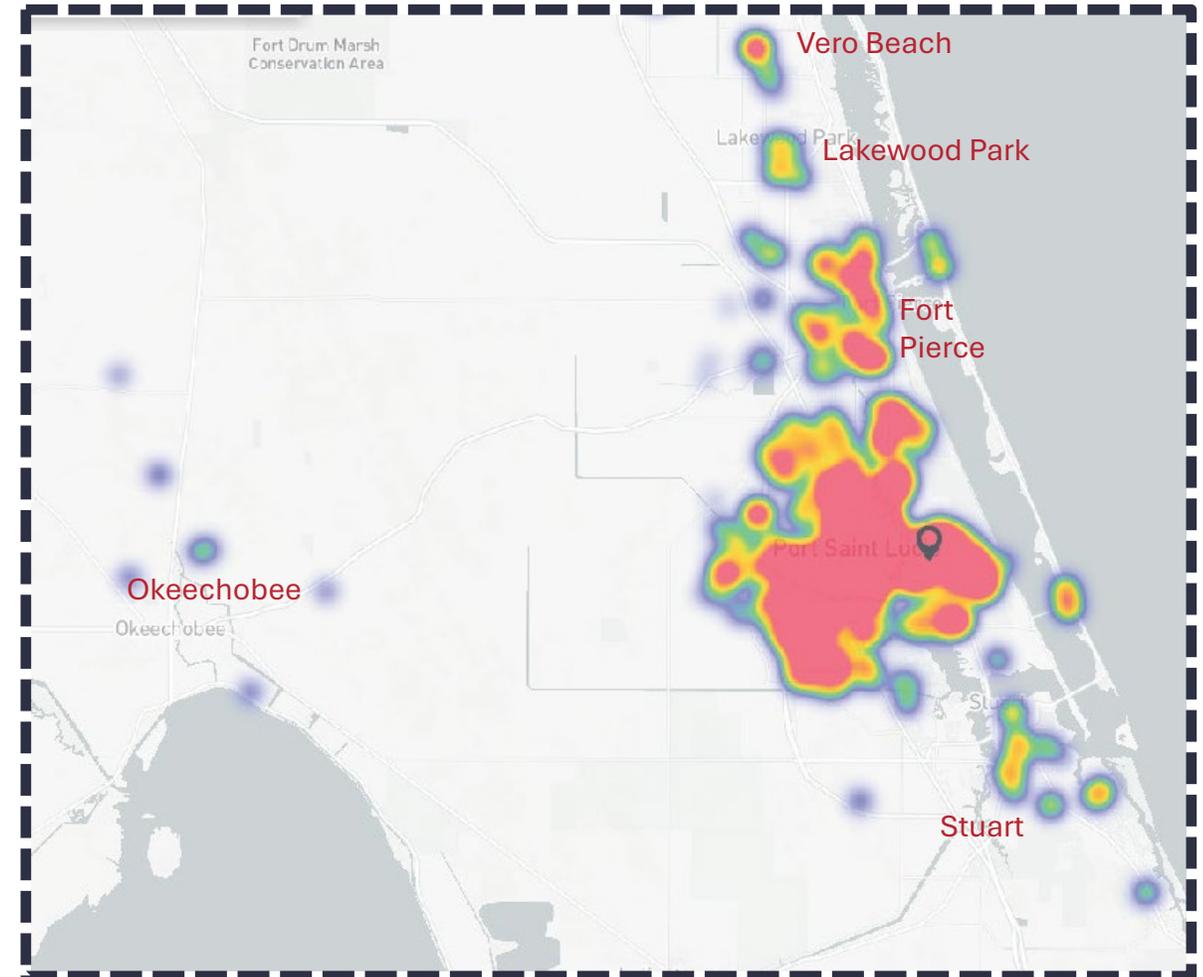
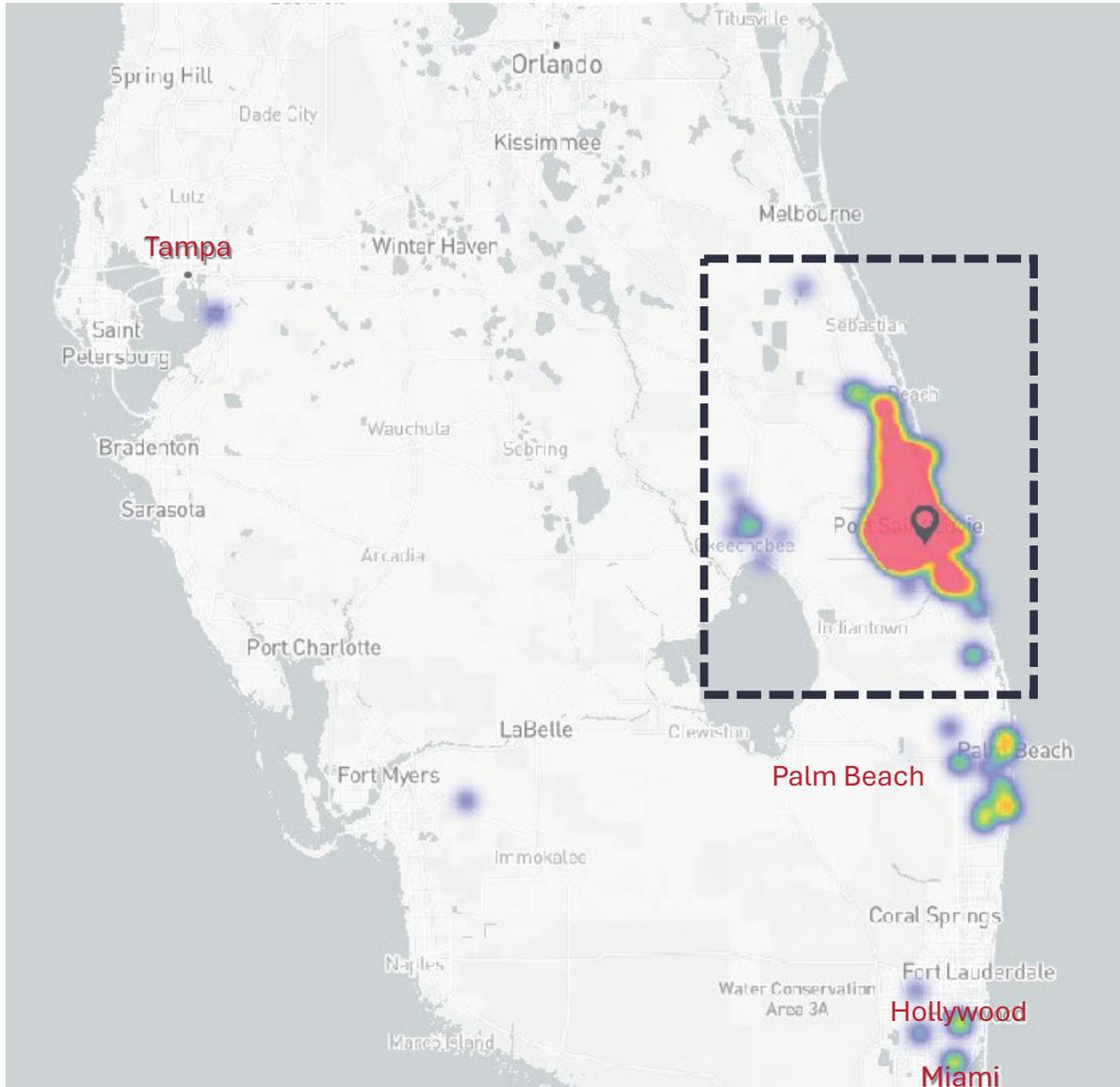
Placer Ai Analysis Findings | 2025 Data

2025 Events	Date	Total Visits	Unique Visitors	Avg. Dwell Time (minutes)	% visits from PSL	% visits from FL	% visits from outside FL
Irish Festival	15-Mar	2,600	2,600	82	67%	26%	7%
FreedomFest	4-Jul	7,600	7,600	109	65%	28%	6%
Fall Fun Fest-Day1	31-Oct	4,400	4,400	100	73%	26%	1%
Fall Fun Fest-Day2	1-Nov	5,700	5,700	115	65%	33%	2%
Fall Fun Fest-Day3	2-Nov	2,300	2,300	120	64%	34%	2%
International Festival	22-Nov	2,300	2,300	117	57%	41%	2%
Festival of Lights	6-Dec	8,300	8,300	117	74%	25%	1%
PSLinLights (Event Total)	December	53,800	52,100	46.6	64%	29%	7%
TOTALS		87,000	85,300	100.8	66%	30%	4%

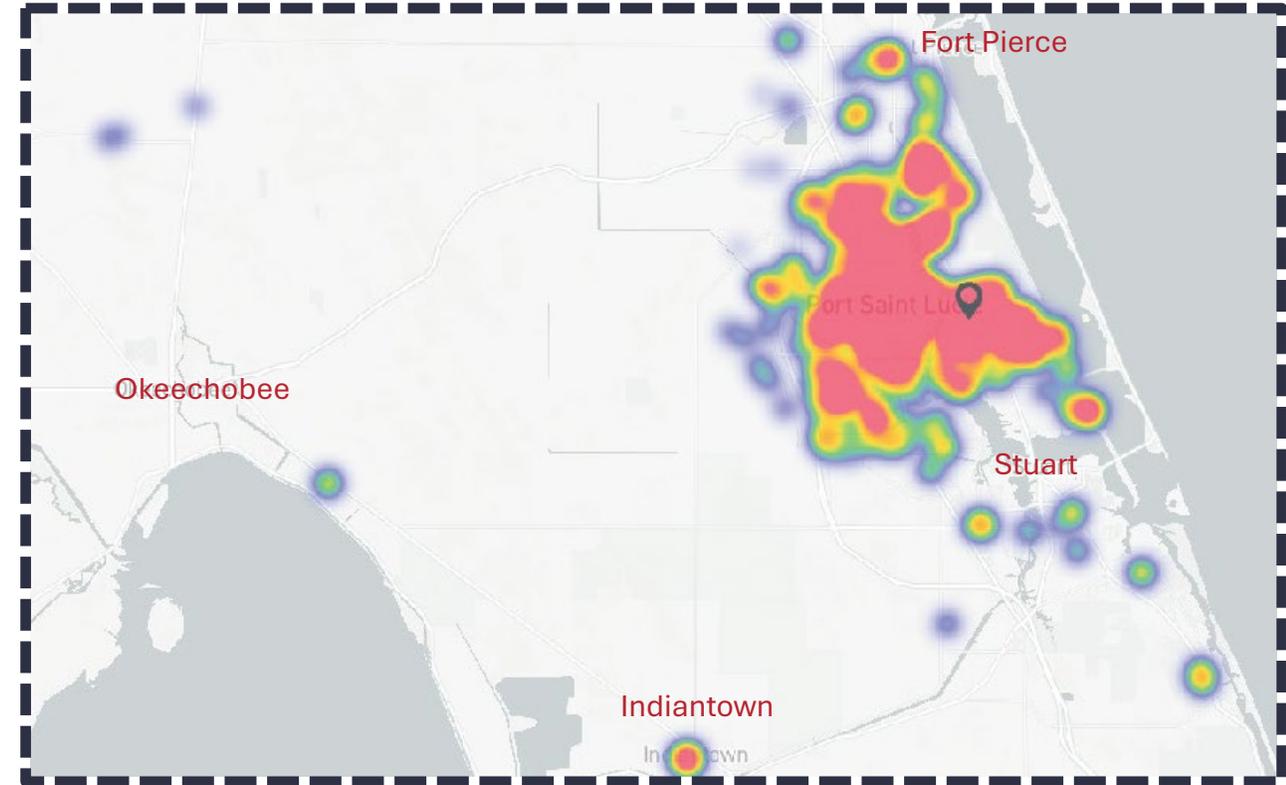
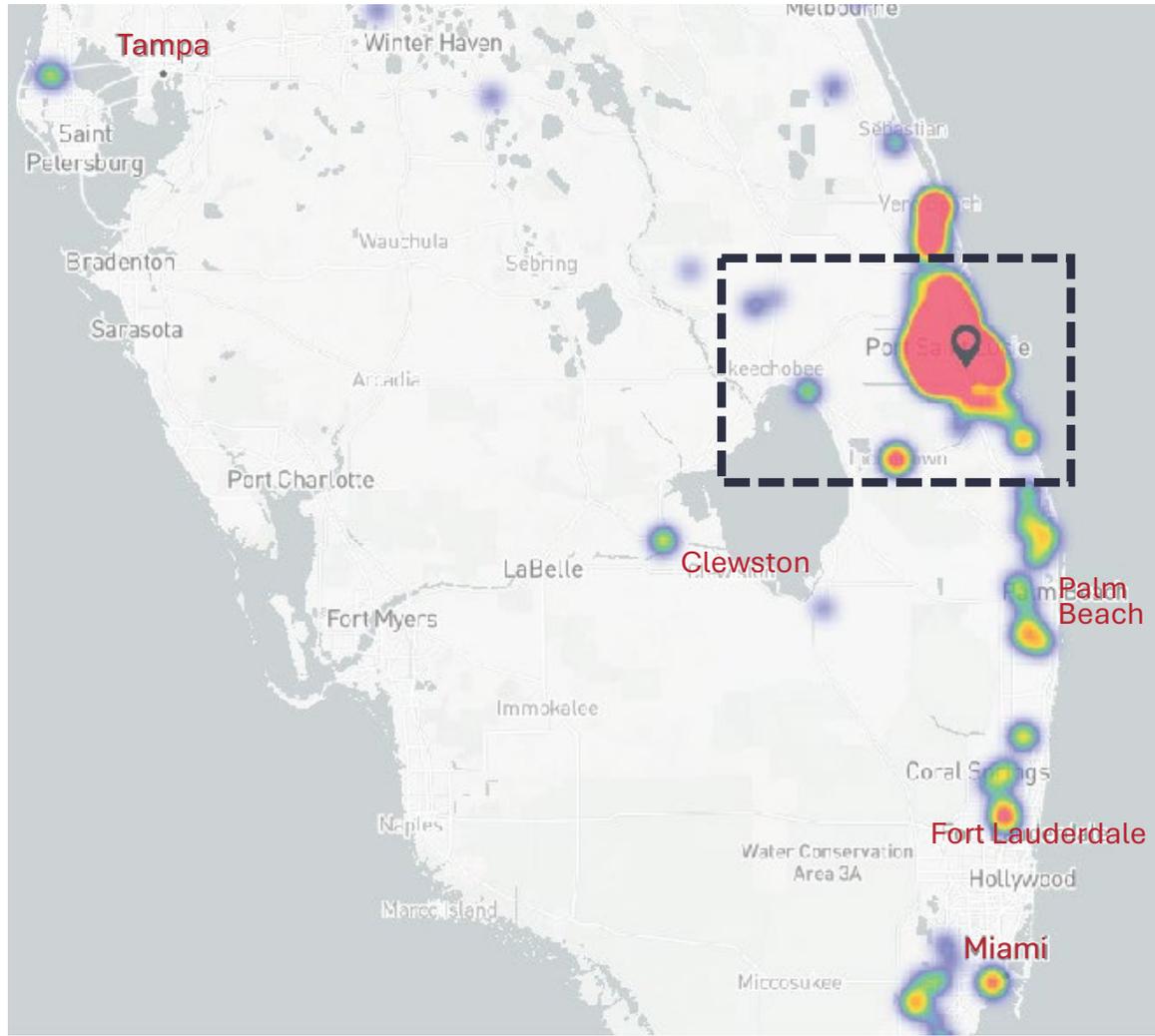
<i>Total Visits</i>	<i>Total Unique Visitors</i>	<i>Average Dwell Time (Minutes)</i>	<i>Average % of visits from PSL</i>	<i>Average % of visits from FL</i>	<i>Average % of visits from outside FL</i>
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Placer Ai Analysis Findings

Festival of Lights 2025

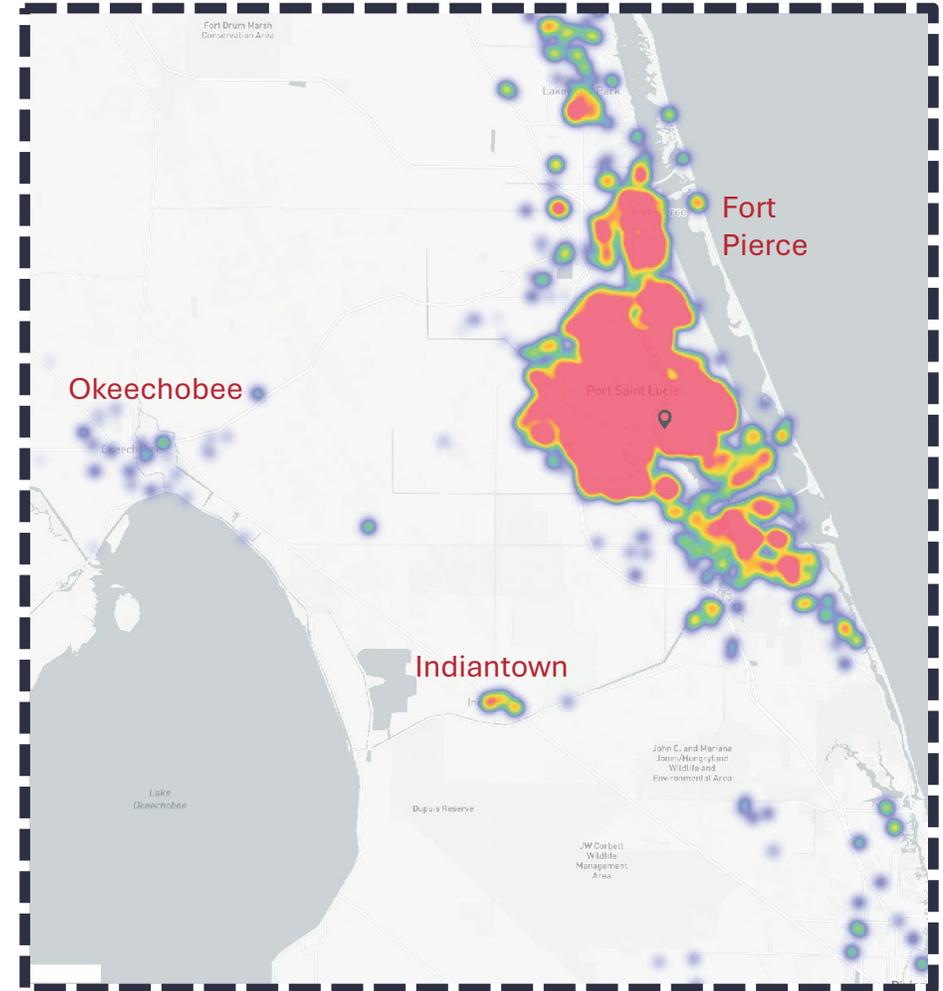
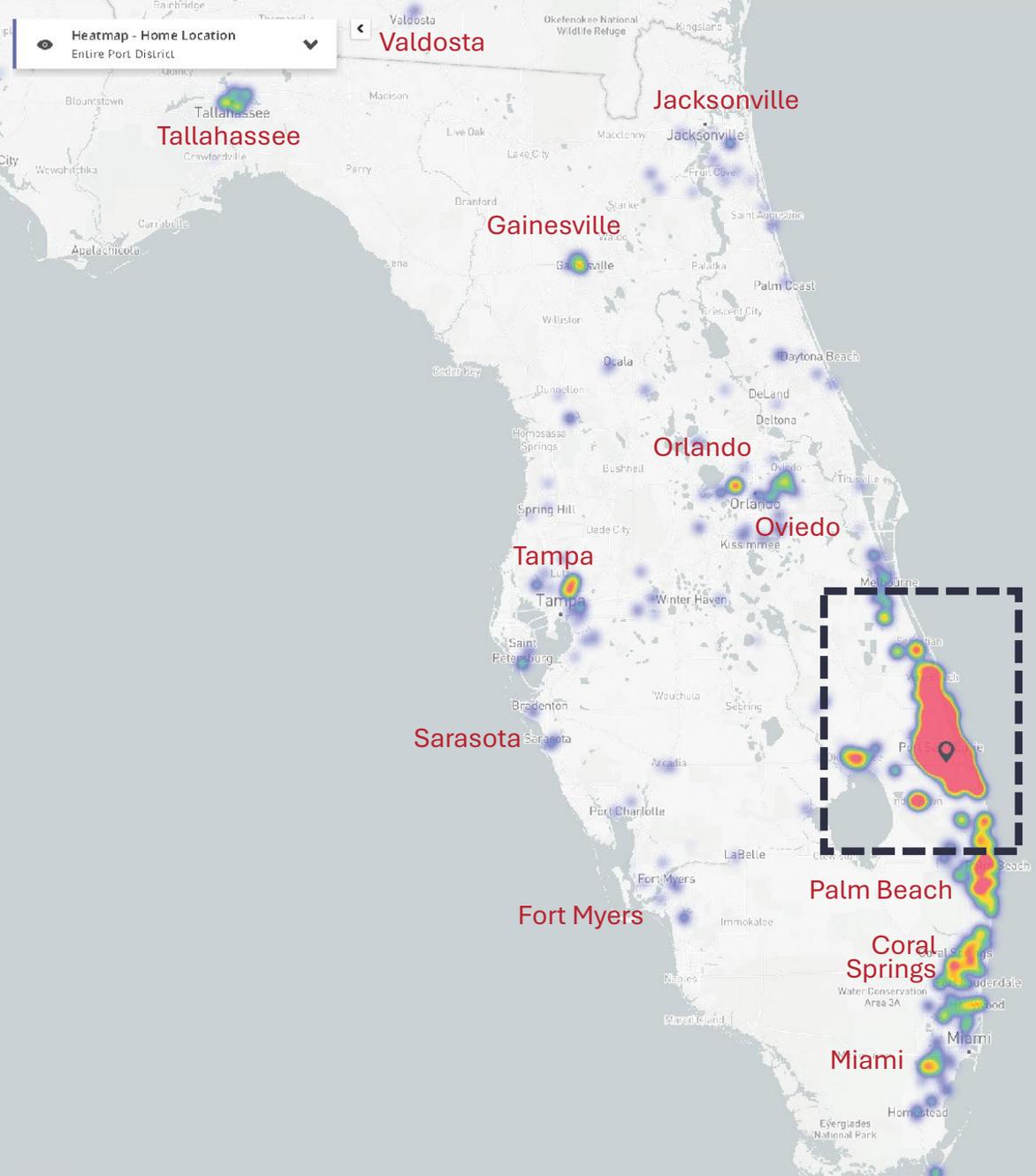


Placer Ai Analysis Findings Freedom Fest 2025



Placer Ai Analysis Findings

PSLinLights 2025



Next Steps



- **One-on-One Interviews/ Focus Group Meetings – February/ March**
- **Online Survey – March**
- **Public Meetings – March/ April**
- **More Special Events Engagement – February - July**



Questions/ Discussion