



CITY OF
PORT ST. LUCIE
HEART OF THE TREASURE COAST


Proposed Opportunity Zones in Port St. Lucie

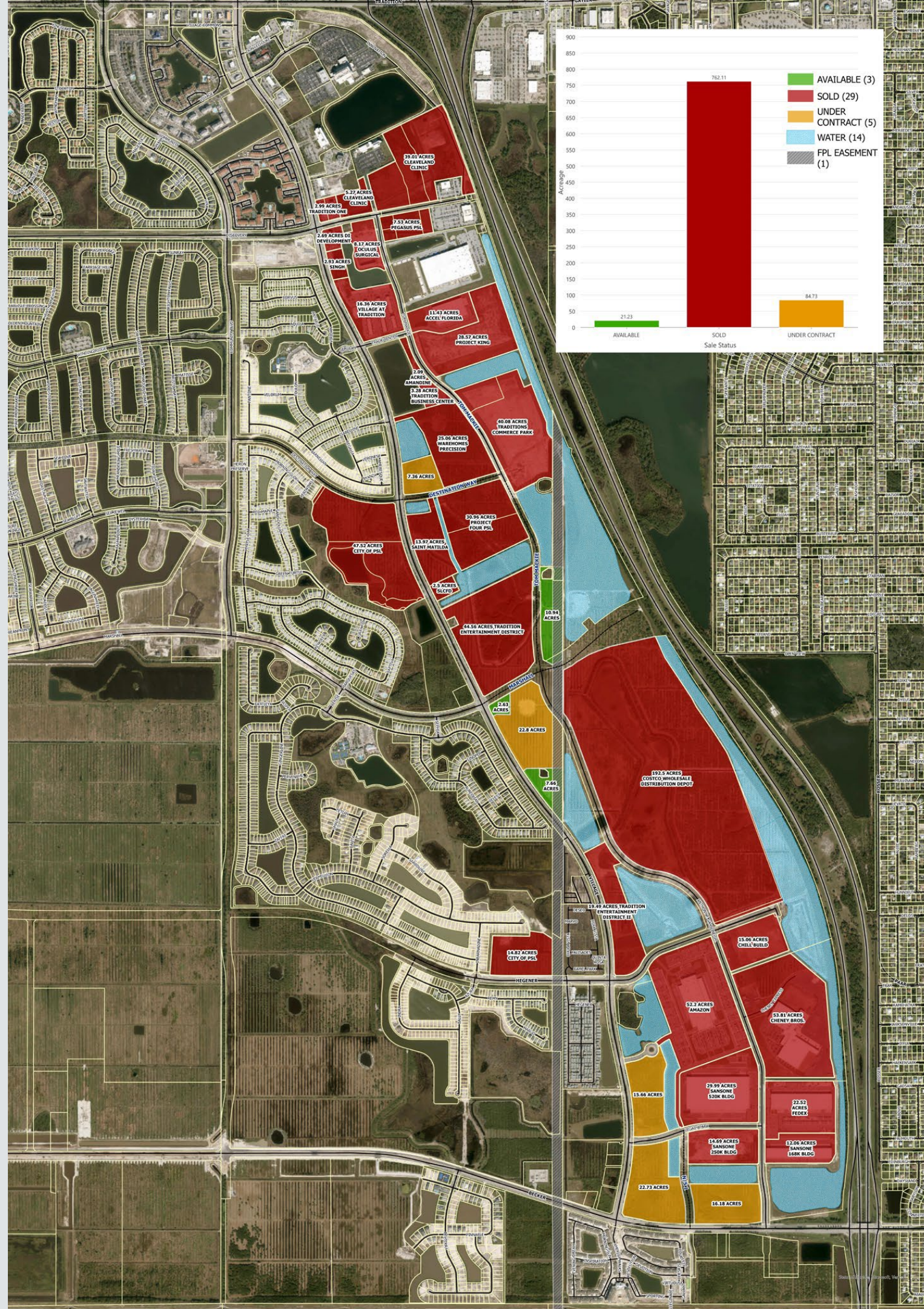
Exploring development
and investment potential
in the Heart of the
Treasure Coast.





The Heart of the Treasure Coast

- Population: 260,194
 - Sixth largest city in Florida
 - Third largest city in South Florida
- 



PSL's Recent Economic Development Success

- Nearly 4 million square feet
- More than \$473M in capital investment
- 2,300+/- jobs
- Rapid economic development at Southern Grove on the west side of Port St. Lucie
- Expanding economic development to eastern Port St. Lucie is a key priority of the Strategic Plan.

Proposed Opportunity Zone

- Walton & One is a 73-acre mixed-use redevelopment district.
- Located along U.S. 1 on Port St. Lucie's east side.
- Boundaries include commercial parcels, nearby neighborhoods and the MIDFLORIDA Credit Union Event Center.





Why now?

- Catalytic redevelopment opportunity that is ready to activate
- Port St. Lucie is one of the fastest-growing cities in the U.S.
- Underused east-side commercial corridor with high potential



Opportunity Zone Fit

- Transforms aging commercial corridor into a vibrant mixed-use district supporting jobs and small businesses
- Drives job growth across construction, hospitality, retail, entertainment and professional sectors
- Enhances property values, expands tax base and attracts sustained private investment to the corridor



Public Engagement and Local Priorities

- Public engagement shaped Master Plan, incorporating residents' and businesses' priorities.
- Aligns with the City's Strategic Plan, focusing on revitalization and supporting a diverse economy and employment opportunities.



Challenges

- Existing OZ covers mostly residential area with limited redevelopment potential.
- Risk of losing private capital and stalling diversification without new Opportunity Zone designation.



Investment Potential

- Estimated \$200M–\$300M in public and private investment over 5–10 years.
- Priority projects include mixed-use buildings, stadium, hotel, retail, offices and public space enhancements.

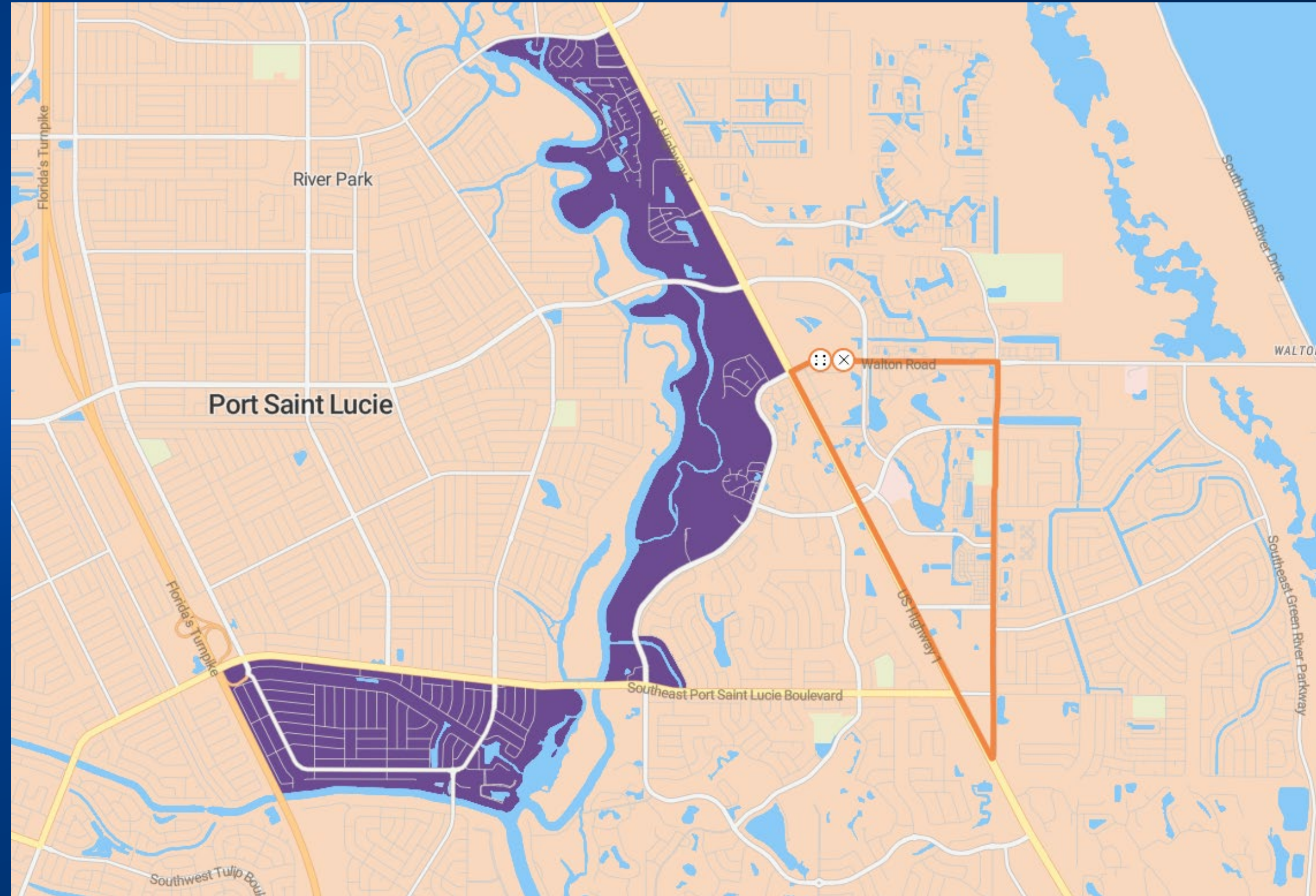


The Goal

Unlock Opportunity Zone capital to accelerate redevelopment in the east side of the City.

Emerging Opportunity Zone Nominations

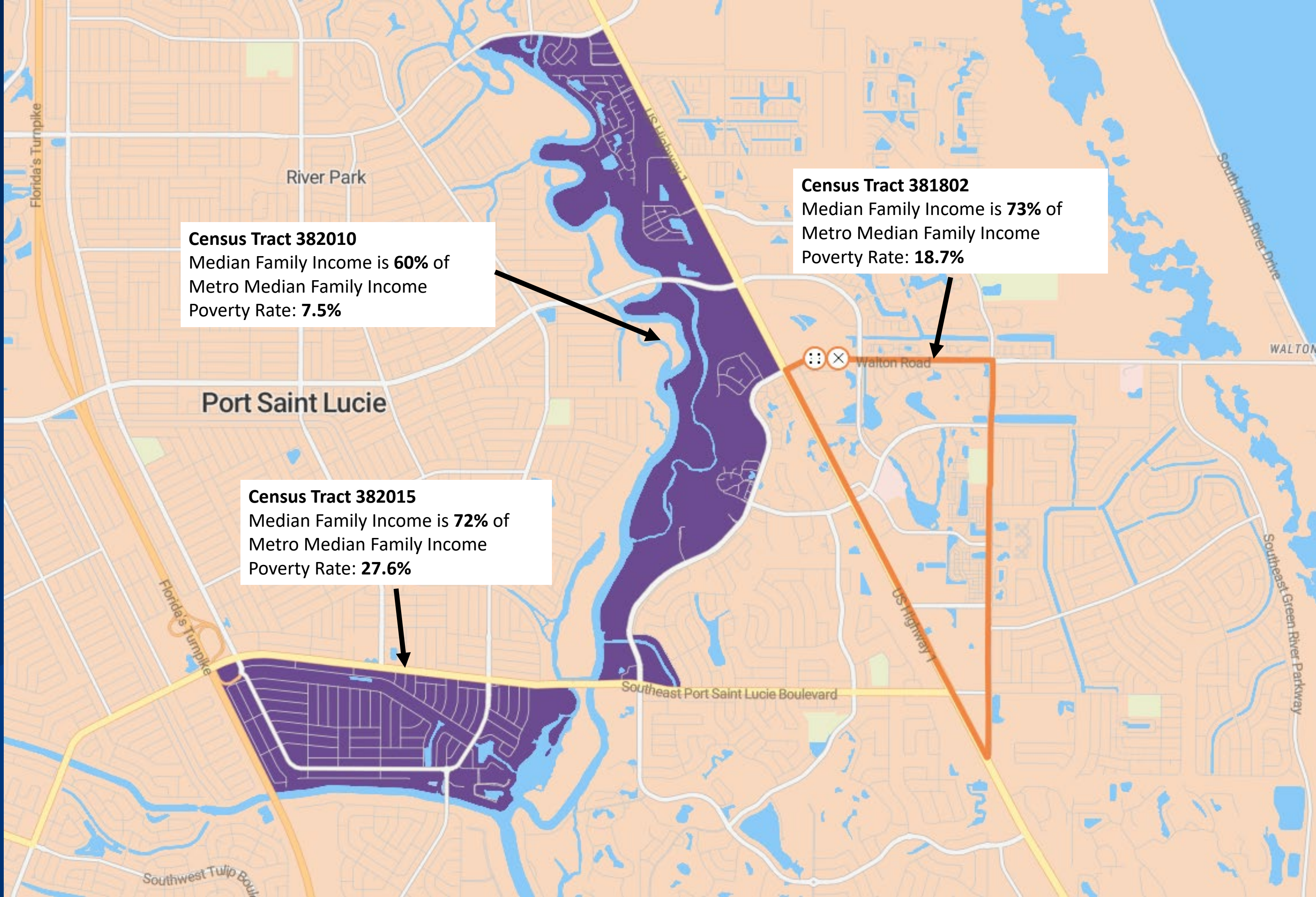
- Following this month's updated guidance from the U.S. Treasury Department, two census tracts in Port St. Lucie are now eligible to be nominated as an Opportunity Zone.
- Both tracts align with the City's economic development goals and the redevelopment of the City's Port District.



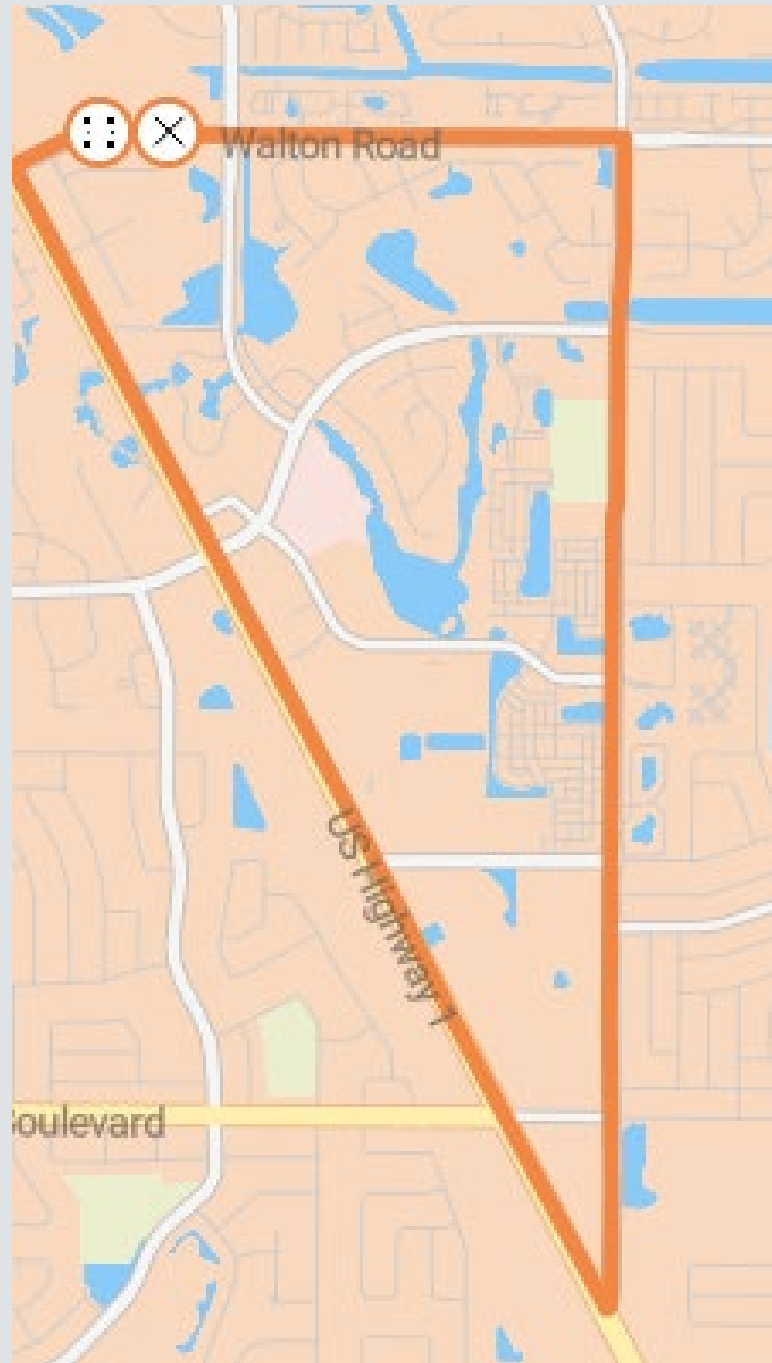
Census Tract 382010
Median Family Income is **60%** of
Metro Median Family Income
Poverty Rate: **7.5%**

Census Tract 381802
Median Family Income is **73%** of
Metro Median Family Income
Poverty Rate: **18.7%**

Census Tract 382015
Median Family Income is **72%** of
Metro Median Family Income
Poverty Rate: **27.6%**



Walton & One



381802

Median Family Income is 73%
of Metro Median Family Income
Poverty Rate: 18.7%

Economic Engine

- The Event Center is a 100,000-square-foot facility with meeting spaces, fitness center, art gallery, outdoor stage and public parking.
- The new USL League One soccer stadium will host a professional soccer team and drive tourism, employment and retail growth.



US 1 & Veterans Memorial

Potential Opportunity Zone 2.0 Eligible Location

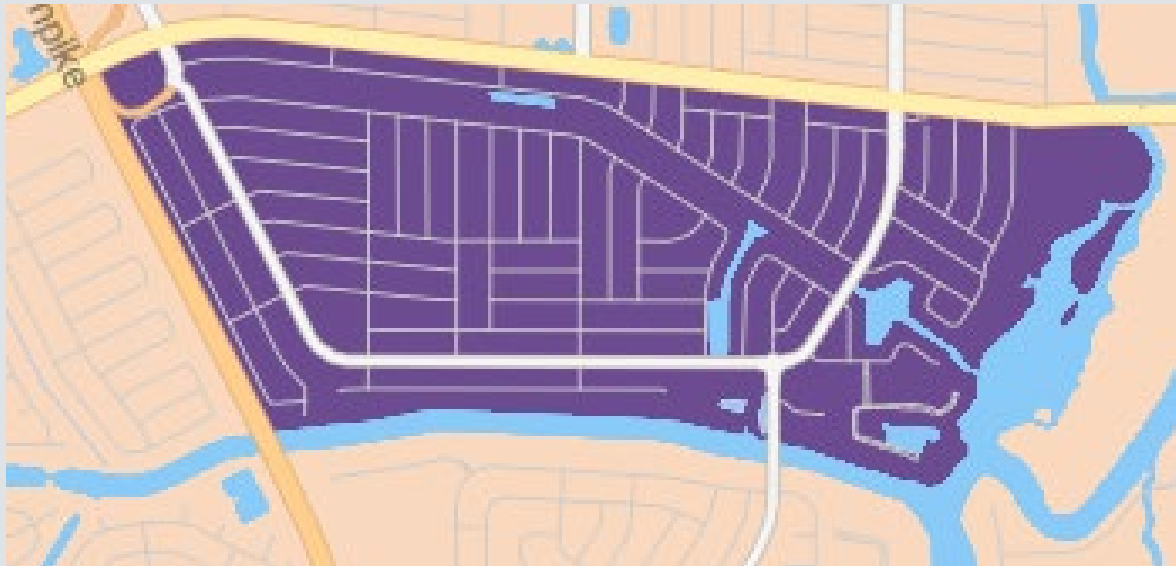


382010

Median Family Income is 60%
of Metro Median Family Income
Poverty Rate: 7.5%

Port St. Lucie Boulevard

Potential Opportunity Zone 2.0 Eligible Location



382015

Median Family Income is 72%
of Metro Median Family Income
Poverty Rate: 27.6%

Staff Recommends nominating Census Tract 381802, 382010 and 382015 for consideration by the Florida Department of Commerce and stands ready to assist our state and federal partners in supporting the designation of these Opportunity Zones in the City of Port St. Lucie.

Recommended Path Forward

