



TOP WAYS WE ARE PUTTING THE STRATEGIC PLAN INTO ACTION

MIDFLORIDA EVENT CENTER

OVERVIEW

The MIDFLORIDA Event Center serves as a premier special events venue for Port St. Lucie at local, state and regional levels. By hosting diverse events and services, it boosts the City's economy through revenue generation and business impact. The department prioritizes revenue growth, facility enhancements and cost-efficient management, aligning with the City's Strategic Goals: High-Quality Infrastructure & Facilities, Culture, Nature & Fun and a High-Performing Government Organization.

FY 26/27

HIGH-PERFORMING GOVERNMENT ORGANIZATION

Provide excellent customer service.

Achieve an overall satisfaction rating of 5 (out of 5) from our clients via our customer survey while also increasing our response rate.

2020/21

★★★★★ 4.75

2021/22

★★★★★ 4.75

2022/23

★★★★★ 4.75

2023/24

★★★★★ 4.75

2024/25

★★★★★ 4.9

2025/26 Target

★★★★★ 5

Attendance Figures

19/20
102,000

20/21
161,000

21/22
127,000

22/23
134,000

23/24
140,000

24/25
187,000

Tasked with generating a 50% revenue-to-expense ratio while maintaining quality event programming, customer satisfaction and equipment upgrades. With the current amount of maintenance/enhancement needs on our horizon, along with the lack of any additional space for rental purposes (many of our prime days are already booked out and into 2026), the present 50% marker is unattainable until our operating spaces have been expanded.

Number of event days.

20/21
297

21/22
317

22/23
403

23/24
413

24/25
414

25/26
400

HIGH-QUALITY INFRASTRUCTURE & FACILITIES

Over the past two years, the Event Center has prioritized critical maintenance and infrastructure upgrades necessitated by the facility's age. Recently completed improvements include:

- Restroom Renovation (January 2026): Full replacement of all original fixtures, wall tile, flooring, and lighting with modern, updated design features to maintain competitiveness with regional venues.
- Ballroom Lighting Upgrades: Complete replacement of lighting systems in both ballrooms (Emerald completion by March 2026) with state-of-the-art LED technology to improve energy efficiency, light quality, temperature control, and dimming capabilities.
- Ballroom Carpet Replacement: Installation of an upgraded modular carpet system for enhanced durability, easier maintenance, and simplified sectional replacement.
- FOB Security System Upgrade: Replacement of an outdated and underperforming access control system.
- Warehouse Electrical Expansion: Increased electrical capacity to support operational demands.
- Fire Safety Improvements: Installation of new fire-rated doors and a modern fire control panel to replace obsolete systems protecting the garage.
- Warehouse Storage Expansion: Addition of an industrial-grade racking system, increasing storage capacity by nearly 40%.
- ADA Parking Expansion: Relocation and expansion of accessible parking capacity.

Additional enhancements planned for FY 25/26 include:

- New paint schemes for both the Emerald and Ruby ballrooms.
- Resurfacing ballroom partition air walls with improved sound-dampening materials and updated finishes.
- Gallery upgrades, including new flooring, a refreshed paint scheme, and specialized lighting for artwork.

Looking ahead, planned projects include:

- Full replacement of the facility's nine-section roof system as it reaches the end of its 20-year lifespan.
- Expansion and electrical upgrades to the front plaza in anticipation of the Walton & One development and its impact on existing event space.
- Development of the south lawn along Waterview Drive to replace festival and outdoor event space lost due to the Walton & One project.

CULTURE, NATURE & RECREATION

Over the last five years, the City of Port St. Lucie's Citizen Surveys and Summits have shown strong resident interest in more festivals, expos, and live events. In response, the MIDFLORIDA Event Center has continued expanding its cultural offerings and programming.

In 2025/2026, the Event Center is planning to:

- Host seven Art Gallery exhibitions, featuring:
 - Debra Terrio, St. Lucie County Art Alliance, Steve Schoenbaum, Treasure Coast Photography Center, Treasure Coast Pottery Art, Lisa J. Allison, and Jose Farinos.
- Host Boys & Girls Clubs Summer Camps.
- Continue its marketing partnership with the Caribbean American Cultural Group.
- Continue marketing efforts for annually recurring events, including the LEGO Brick Universe Show and Palm Con Treasure Coast.
- Continue partnerships with local festival organizers to host annual events such as the Strawberry Festival, Christmas in July, Bacon & BBQ Festival, and Seafood Festival.
- Continue hosting a wide range of events, including:
 - Candlelight Concert Series, Port St. Lucie Green Markets, Spirit Fest Metaphysical & Crystal Expo, Crazy Quilters of the Treasure Coast, Port St. Lucie Home Show, Comedy & Variety Shows, Hot Weelz, Coastal Championship Wrestling, and various corporate meetings.
- Host City events, including: 9/11 Remembrance, Juneteenth, St. Patrick's Day, July 4th Celebration, Holiday Lunch & Employee Appreciation, Fall Fest, Hurricane Expo, and International Fest.

New events secured for 2025/2026 include:

- Tribute Concert Series with Candy Apple Entertainment, featuring:
 - George Michael
 - Michael Jackson
 - Elvis
 - The Beatles
 - Studio 54
- Mr. Swindles Traveling Peculiarium
- Royal Duck: The World's Largest Bounce House
- Neil Diamond Tribute Concert
- MIDFLORIDA Card Show