

Port St. Lucie CIVIC CENTER

Naming Rights Consideration



Website updated



The screenshot displays the official website of the City of Port St. Lucie. The header includes the city's logo, a "Discover Us" button, and navigation links for Government, Business, Residents, Services, and "I Want To...". A search bar is positioned below the navigation. The left sidebar contains a menu with items such as "Civic Center", "Banquet & Meeting Rentals", "Event Planning Guide", "Civic Center Calendar", "Civic Center Cafe", "Gallery & Artist Exhibitions", "Interactive Fountain", "Meet the Director", "Naming Rights & Benefactor Program" (which is highlighted), "Photo Gallery", "Recreation & Fitness", and "Contact Civic Center". The main content area is titled "Naming Rights & Benefactor Program" and includes social media sharing options, a font size selector, and a "GO" button. The text on the page describes the Port St. Lucie Civic Center, its history, and the city's current search for naming rights and benefactors. A small image of the Civic Center building is also shown.

Naming Rights & Benefactor Program

Naming Rights

The Port St. Lucie Civic Center has been the Treasure Coast's premiere state-of-the-art special event center since 2008. With 100,000 square feet under roof, the center has played host to hundreds of meetings, conventions, concerts, festivals, exhibits, weddings and special events.

The Port St. Lucie Civic Center is seeking the opportunity to partner with companies for the purposes of civic center naming rights, including naming partnerships to several high-traffic locations.

The selection process is open to all companies and organizations who express interest.

All naming rights partnerships are open solicitations and any business or organization may participate in the process.

Any inquiries should be emailed to pslciviccenter@cityofpsl.com.

Benefactor Program

The City has created a benefactor program to support the operation of the Civic Center.

The Civic Center is a 100,000-square-foot facility designed to offer something for everyone. Whether a corporation needs to host a conference or a parent wants to have a child participate in a recreational program, the Civic Center can accommodate it all.

The city is seeking organizations or individuals interested in contributing to the development of this beautiful and versatile facility.

Public Notice advertised



Legal Notice
Port St. Lucie Tribune
TC Palm
June 11-17, 2019

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Pub June 11, 12, 13, 14, 15, 16, 17, 2019 TCN3617709

Press Release issued



June 5, 2019

Media Contact:

Sarah Prohaska, Assistant Communications Director
Ph. 772-873-6326 | media@cityofpsl.com

FOR IMMEDIATE RELEASE

Port St. Lucie Civic Center seeking partnerships for naming rights...

Port St. Lucie Civic Center seeking partnerships for naming rights and benefactor program

- What:** To assist in keeping access available to all, the Civic Center has offered a Naming Rights and a Benefactor Program for many years to elicit support from corporations, local businesses and residents.
- Where:** The Port St. Lucie Civic Center
9221 SE Civic Center Pl., Port St. Lucie, FL 34952
- Who:** The Port St. Lucie Civic Center is a beautifully versatile, elegant meeting, convention and special event venue catering to clients desiring to produce a wide variety of events. The Port St. Lucie Civic Center has been the Treasure Coast's premiere state-of-the-art special event center since 2008. With 100,000 square feet under roof, the center has played host to hundreds of meetings, conventions, concerts, festivals, exhibits, weddings and special events.
- Why:** The Port St. Lucie Civic Center is seeking the opportunity to partner with companies for the purposes of civic center naming rights, including naming partnerships to several high-traffic locations.
- Details:** The selection process is open to all companies and organizations who express interest. All naming rights partnerships are open solicitations and any business or organization may participate in the process. If interested in helping to keep the Civic Center a place for all citizens to enjoy the variety of great events offered on the Treasure Coast, please consider participating. Any inquiries should be emailed to pslciviccenter@cityofpsl.com. Visit www.cityofpsl.com/government/departments/civic-center/naming-rights-benefactor-program to learn more.

The City of Port St. Lucie is proud to be a hometown where people live, learn, work and play, and celebrate all of life's opportunities. With over 189,000 residents, Port St. Lucie is Florida's eighth largest city by population (South Florida's 3rd largest city). The City occupies an area of 120 square miles in St. Lucie County on Florida's east coast, about 50 miles north of West Palm Beach, half way between Miami and Orlando. The City provides most traditional municipal services including law enforcement, water and sewer, and public works. For more information, please visit: www.cityofpsl.com



Membership E-mail blast to over 1,500 members



Response

- MIDFLORIDA Credit Union has offered:
 - A five-year contract,
 - \$195,000 annually for the Port St. Lucie Civic Center naming rights,
 - An option to renew for an additional five years.

Staff Recommendation

- Request Council authorize the City Manager to negotiate and execute a Naming Rights contract, upon review by the City Attorney, with MIDFLORIDA Credit Union.