



CITY OF PORT ST. LUCIE
HEART OF THE TREASURE COAST

TOP WAYS WE ARE PUTTING THE STRATEGIC PLAN INTO ACTION

MIDFLORIDA EVENT CENTER

OVERVIEW

MIDFLORIDA Event Center serves as one of the City of Port St. Lucie's premier destinations for special events, entertainment, business functions, and community gatherings, attracting audiences and organizations from across the local, regional, and state levels. With a long-standing commitment to community engagement, exceptional customer service, and providing memorable experiences, the Event Center plays a vital role in enhancing the City's quality of life, strengthening community connections, and fostering civic pride.

FY 2026/27

CULTURE, NATURE & RECREATION

The MIDFLORIDA Event Center hosts nearly 400 event days annually and has welcomed between 140,000 and 187,000 attendees per year in recent years. Its calendar includes concerts, festivals, conferences, trade shows, celebrations, and public and private events.

Citizen Surveys and spring Citizen Summits conducted over the past five years show continued demand for more festivals, expos, themed events, concerts, and live entertainment. This feedback guides programming while the facility continues to host graduations, proms, dance recitals, and community celebrations.

The department focuses on increasing revenue, improving operational efficiency, allocating resources strategically, and responsibly managing public funds. As we look ahead into 26/27, here is a sampling of the types and variety of programming we have planned:

- 9/11 Remembrance
- Bacon & BBQ Festival
- Boys & Girls Clubs Summer Camps.
- Candlelight Concert Series
- Career Source Research Coast Annual Job Fair
- Christmas in July
- Coastal Championship Wrestling
- Crazy Quilters of the Treasure Coast
- Festival of Lights
- Fortis Graduation
- Gazette Media Group Annual Senior Expo
- Hot Wheelz Holiday Car Show
- Hurricane Expo
- Import Mex Corporate Food Show
- Indian River State College Graduation
- LEGO Brick Universe Show
- Local area High School proms
- MIDFLORIDA Card Show
- MIDFLORIDA Naturals Bodybuilding Competition
- Mr. Swindles Traveling Peculiarium
- Neil Diamond Tribute Concert
- Newbreed Jui Jitsu Challenge
- Palm Con Treasure Coast
- Port St. Lucie Green Markets/Live Markets & Events
- Port St. Lucie Home Show
- PSL Ambassadors of Swing Concerts
- Seafood Festival
- Sommerset Graduation
- Southeast Spa Show
- Spirit Fest Metaphysical & Crystal Expo
- Spring Craft Fair
- St. Lucie County Chamber of Commerce Annual Business & Industry Awards
- Strawberry Festival
- The Edwards Twins Vegas Variety Show
- Treasure Coast Annual "Best of the Best" Awards
- Treasure Coast Builders Association Showcase
- Treasure Coast Youth Symphony Concert
- Uncle Louie's Variety Show
- Various corporate meetings

HIGH-PERFORMING GOVERNMENT ORGANIZATION

- Always strive to offer a dynamic mix of events and programming.
- 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.

HIGH-QUALITY INFRASTRUCTURE & FACILITIES

As the MIDFLORIDA Event Center approaches its 20th year of operation, the ongoing maintenance, modernization, and preservation of this important City asset remain a top priority. Over the past two years, the department has made significant investments in addressing aging infrastructure while enhancing the facility's appearance, functionality, accessibility, and operational efficiency.

Key improvements include comprehensive restroom renovations, new ballroom carpeting and airwall refurbishments, upgraded energy-efficient lighting, expanded ADA-accessible parking, and a revitalized gallery space. Collectively, these enhancements extend the useful life of the facility, improve the guest experience, reduce long-term maintenance demands, and reinforce the Event Center's competitiveness as a premier event destination.

These efforts directly support the City's Strategic Goal of High-Quality Infrastructure & Facilities, demonstrating our commitment to responsible asset management and providing a safe, modern, and welcoming environment for residents and visitors alike.

PERFORMANCE MEASURES AND SCORECARD

MIDFLORIDA EVENT CENTER

Workload Measures							
Goal	Key Performance Indicator	2022/23 Results	2023/24 Results	2024/25 Results	2025/26 Target	2025/26 Results	2026/27 Target
6	Event days	403	413	414	400	372	400
6	Attendance	134,000	140,000	187,000	150,000	160,000	150,000

Effectiveness Measures							
Goal	Key Performance Indicator	2022/23 Results	2023/24 Results	2024/25 Results	2025/26 Target	2025/26 Results	2026/27 Target
7	Customer survey rating	4.75	4.75	4.9	5	5	5