



CITY OF PORT ST. LUCIE
HEART OF THE TREASURE COAST

TOP WAYS WE ARE PUTTING THE STRATEGIC PLAN INTO ACTION

SPECIAL EVENTS DIVISION

OVERVIEW

The division aims to deliver premier entertainment, blending music, event production and unique experiences while reducing costs through sponsorships and innovative programming. This approach keeps the City's event calendar vibrant, enriching its cultural and entertainment landscape.

FY 2026/27

CULTURE, NATURE & RECREATION

- Enhance special events by combining, streamlining, eliminating and elevating events.
- Identify and optimize venues.
- Implement recommendations and strategies from the Special Event Study.
- Build partnerships with City departments to optimize events.
- Maintain the Citywide event calendar.
- Create a robust email list for community engagement.
- Establish metrics to evaluate events.
- Continue 10-year Special Events Master Plan development.
- Enhance advertising and promotional efforts through both digital and traditional media channels and expand marketing in coordination with Communications.
- Gather stakeholder feedback through surveys and facilitated community engagement initiatives.
- Use journey mapping to measure and examine attendee engagement.
- Implement sensory and special populations awareness, trainings and activations at events.
- Develop a comprehensive venue analysis plan, including a structured process for evaluating and enhancing venues.
- Enhance and strengthen event security measures.
- Develop a comprehensive fee analysis to identify opportunities for revenue growth.
- Design and integrate premium experiences, including VIP sections, within larger events to enhance attendee engagement and drive revenue.
- Increase staff training and research best practices at local, state, and national levels, including engagement with peer municipalities.
- Optimize volunteer engagement, streamline processes, and implement volunteer training.

PERFORMANCE MEASURES AND SCORECARD

SPECIAL EVENTS DIVISION

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 Attendance	68,600	71,712	56,373	65,000	51,000	68,000
6	Number of Event Days	30	28	25	30	32	35

Effectiveness Measures							
Goal	Key Performance Indicator	2022/23 Results	2023/24 Results	2024/25 Results	2025/26 Target	2025/26 Results	2026/27 Target
6	*The National Community Survey™ (NCS™): Residents who rate the opportunities to attend special events and festivals as excellent or good	55% ↔	57% ↔	50% ↔	55%	58% ↔	62%
6	*NCS™: Residents who rate opportunities to attend cultural/ arts/music activities as excellent or good	43% ↓	45% ↔	37% ↓	42%	46% ↔	50%

*NCS - Percent of respondents rating serve as excellent or good from the annual National Community Survey™ for Port St. Lucie . The following symbols are provided to show the relationship to the National Benchmark.

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower