



City of
Lake Worth
Beach
FLORIDASM

STREET PAINTING FESTIVAL
2026 WRAP UP

LAKE WORTH

— STREET PAINTING FESTIVAL

- **Festival Facts & Community Impact**
- **Survey Results**
 - **Attendees**
 - **Businesses**
 - **Artists**
- **Media Summary**
- **Financials**



LAKE WORTH BEACH
**STREET
PAINTING
FESTIVAL**

FESTIVAL FACTS & COMMUNITY IMPACT





347 Total Art Pieces
Created by 843 Artists
38% increase



68 Featured Artists
from 18 States + India
42% increase



484 Students
Representing 31 Schools
30% increase



— STREET PAINTING FESTIVAL

COMMUNITY IMPACT



VOLUNTEERS

- 194 volunteer shifts were completed for a total of 782 volunteer hours
- Volunteers were comprised of Sunfest Committee members, non-profit partners and local community members



NON-PROFIT PARTNERSHIPS

- Partnership with LWHS JROTC was continued and a donation of \$3,500 was made to the group in return for assistance with parking, setup, & teardown
- 6 local cultural non-profits partnered to provide children's activities in Art Yard



COMMUNITY INVOLVEMENT

- 45 local businesses supported the event through donations and sponsorships
- 22 local bands / entertainers performed across the 2 days and 5 stages

SPF MERCH SALES

This year we sold Street Painting Festival keychains, t-shirts and hats.

The profit collected from the sales was **\$2,323** and has been divided up between to the Lake Worth Womens Golf Association, who has been working on the Golf Club Centennial Celebration, and the LDub Run Club, who was working on the Library's Bookin' It 5K.



SURVEY RESULTS

STREET PAINTING FESTIVAL

Attendee Surveys

Is this your first time at the Lake Worth Beach Street Painting Festival?

Yes 27%
No 73%

Where is your PRIMARY residence?

Palm Beach County	79%
Elsewhere in Florida	11%
Elsewhere in the US	8%
Outside of the US	2%



STREET PAINTING FESTIVAL ATTENDEE SURVEY

What additional activities did you perform while attending the Street Painting Festival?

Eat at a downtown restaurant	66%
Shop at a local storefront	42%
Visit a Lake Worth Beach landmark	27%

How much money did you spend while attending?

0-\$50	42%
\$51-\$100	33%
\$101-\$200	19%
\$201+	3%



STREET PAINTING FESTIVAL
ATTENDEE SURVEY

**Please rate your OVERALL EXPERIENCE at the
Lake Worth Beach Street Painting Festival:**

5 stars	73%
4 stars	21%
3 stars	5%
2 stars	1%
1 stars	0%

**Would you attend the Lake Worth Beach Street
Painting Festival again in the future?**

Yes	93%
No	3%
Unsure	4%



SURVEY RESULTS

STREET PAINTING FESTIVAL

Business Surveys

- Did you extend your business onto the sidewalk during the festival?
 - Yes 33%
 - No 67%
- How would you rate your financial impact during the event compared to standard operations?
 - 0-20% increase 33%
 - 21-50% increase 17%
 - 50-100% increase 0%
 - 100-200% increase 33%



LAKE WORTH BEACH

ARTISTS STREET PAINTING FESTIVAL

ARTIST SURVEY RESULTS



Application Process



4.36



Communication



4.62



Artist Check-In



4.21



Supplies Provided



4.58



Overall Experience



4.72



LAKE WORTH BEACH

MEDIA SUMMARY

STREET
PAINTING
FESTIVAL

MORE THAN 150 MEDIA CLIPS

Coverage ranged from local newspapers (Palm Beach Post & Sun Sentinel) to national online outlets (Yahoo News and Travel & Leisure.)

MORE THAN 75 TV HITS

Before, during and after all four local news stations covered the Lake Worth Beach Street Painting Festival leading to over an hour and a half of TV time.



LAKE WORTH BEACH
MEDIA SUMMARY

STREET
PAINTING
FESTIVAL

AUDIENCE REACH

The audience reach was more than 100 million potential people.

PUBLICITY VALUE

The earned media publicity value was more than \$525,000.



LAKE WORTH BEACH SOCIAL MEDIA FACEBOOK

Views ⓘ

400.3K ↑ 100.6%

3-second views ⓘ

10.6K ↑ 511.4%

1-minute views ⓘ

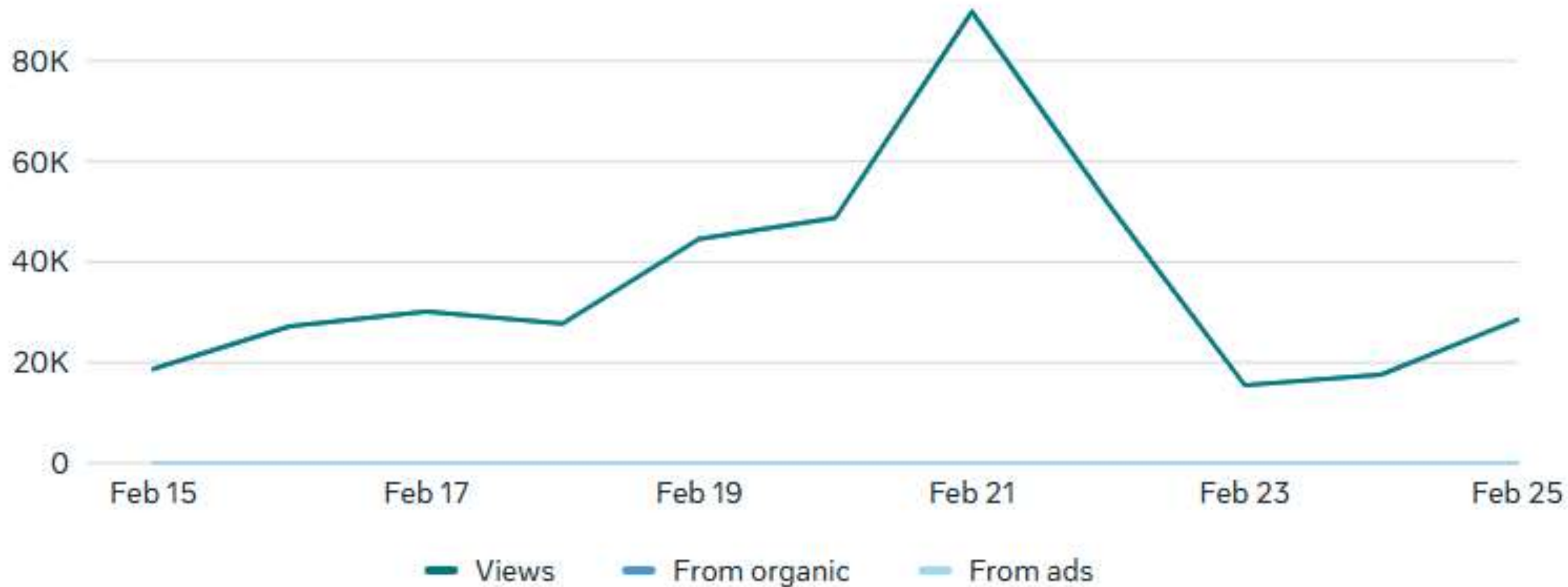
5 ↑ 66.7%

Content interactions ⓘ

3.5K ↑ 98.5%

Watch time ⓘ

1d 17h ↑ 441.3%



Views breakdown

Feb 15 - Feb 25

Total

400,304 ↑ 100.6%

From organic

400,304 ↑ 100.6%

From ads

0 0%

Viewers ⓘ

121,025 ↑ 84.5%

LAKE WORTH BEACH SOCIAL MEDIA INSTAGRAM

Views ⓘ

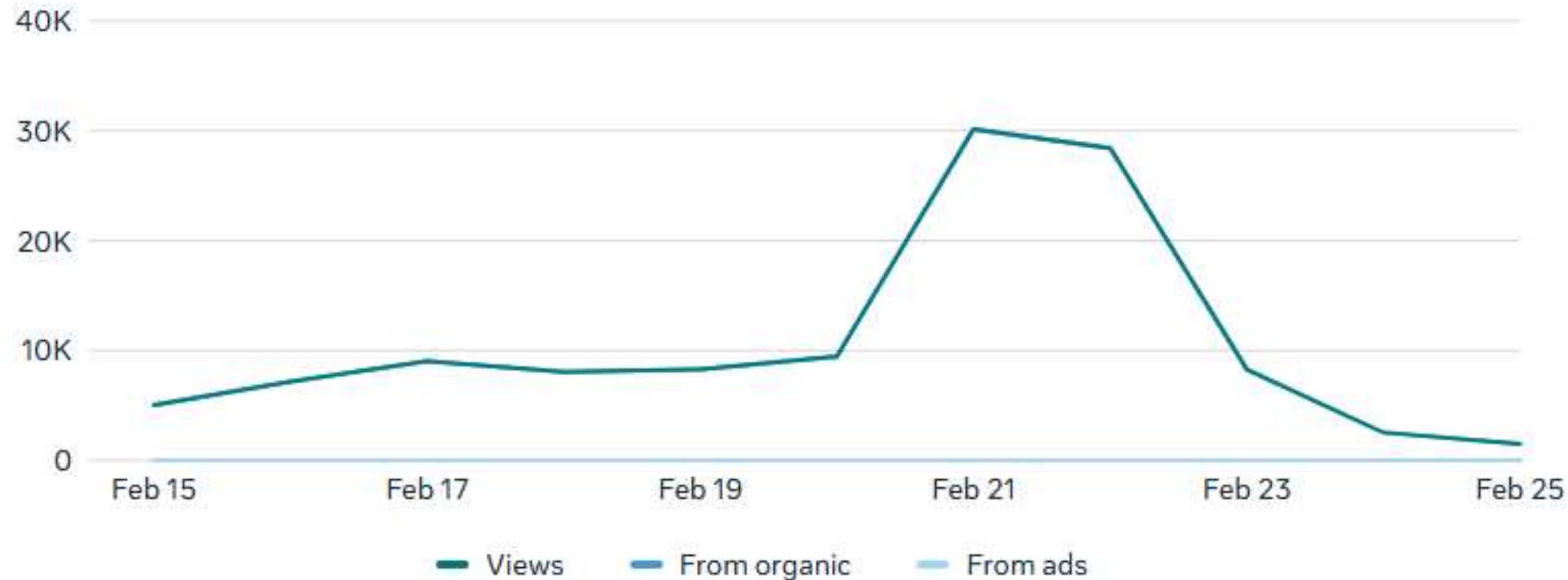
117.9K ↑ 115.7%

Reach ⓘ

20.1K ↑ 64.3%

Content interactions ⓘ

3K ↑ 81.8%



Views breakdown

Feb 15 - Feb 25

Total

117,881 ↑ 115.7%

From organic

117,881 ↑ 115.7%

From ads

0 0%

SOCIAL MEDIA POSTS WITH REACH

Facebook Top content by views



🔔 Today is the day!
Join us for the 2026...

Sat Feb 21, 8:01am

👁 68.8K ❤ 280
🗳 16 ➡ 67



🔔 Remember,
there is stress free...

Thu Feb 19, 5:08pm

👁 45.2K ❤ 101
🗳 5 ➡ 36



🔔 Only 5 days left
till the 32nd Annual...

Mon Feb 16, 1:03pm

👁 39.3K ❤ 154
🗳 5 ➡ 55

Instagram Top content by views



Downtown Lake Worth
Beach will transform...

Tue Feb 17, 4:22pm

👁 33.5K ❤ 777
🗳 15 ➡ 585



🔔 Today is the day!
Join us for the 2026...

Sat Feb 21, 8:01am

👁 7.8K ❤ 80
🗳 3 ➡ 66



🔔 Only 4 days left
till the 32nd Annual...

Tue Feb 17, 12:06pm

👁 4.8K ❤ 46
🗳 0 ➡ 34

LAKE WORTH BEACH SPONSORSHIPS

STREET PAINTING FESTIVAL

- Total Cash Sponsorships increased by 33%
- In Kind Sponsors valued at \$52,000



LAKE WORTH BEACH PARTNERSHIPS

STREET PAINTING FESTIVAL

TRI-RAIL

- Tri-Rail offered \$5 round-trip tickets to the Lake Worth Station
- They hung SPF posters in all their trains and posted multiple times on their social media pages
- Ridership on Saturday, February 21 ranked among Tri-Rail's top 100 highest days on record, while Sunday, February 22 reached the top 50 all-time for a Sunday.

**RIDE THE TRAIN TO THE
LAKE WORTH BEACH
STREET PAINTING FESTIVAL**



February 21 & 22, 2026
Leave the driving to us and enjoy the fun.
Weekend fares are \$5 roundtrip.

**LAKE WORTH BEACH
STREET PAINTING
FESTIVAL**

TRI RAIL
South Florida's Transit Lifeline!
1-800-TRI-RAIL • TRI-RAIL.COM



**LAKE WORTH BEACH
STREET PAINTING
FESTIVAL**

& TRI RAIL
FEB 21-22, 2026
Saturday & Sunday
10 AM - 6 PM
Downtown Lake Worth Beach

In its 32nd year, this FREE festival features hundreds of artists using the streets of Lake Worth Beach as their canvas to transform downtown into a temporary outdoor museum of original art and masterpiece productions.

Shuttle from the Lake Worth Beach Tri Rail Station will run from 10 am to 6 pm on Saturday, Feb. 21 and Sunday, Feb. 22

ART • LIVE MUSIC • FOOD

SPF.LAKEWORTHBEACHFL.GOV
@LAKEWORTHBEACHPBC

FREE EVENT!

\$5 ROUND TRIP RIDE ON TRI RAIL

LAKE WORTH BEACH

REVENUES

STREET PAINTING FESTIVAL

- **Sponsorships**
 - \$13,900
- **Beverages**
 - \$14,878
- **Food**
 - \$22,000
- **Bohemian garage revenue**
 - \$5,099

Total Revenue: \$55,877



THANK YOU

PALM BEACH COUNTY SHERIFFS OFFICE

PALM BEACH COUNTY FIRE RESCUE



THANK YOU

VOLUNTEERS

CITY STAFF

SUNFEST TEAM

COMMISSION

LWB COMMUNITY



SAVE THE DATE

2.27.27 - 2.28.27

