

STAFF REPORT REGULAR MEETING

AGENDA DATE: May 26, 2026

DEPARTMENT: Leisure Services

TITLE:

Street Painting Festival 2026 Close Out Report

SUMMARY:

The Leisure Services Department requests approval of the Street Painting Festival 2026 Close Out Report

BACKGROUND AND JUSTIFICATION:

The 2026 Lake Worth Beach Street Painting Festival continued its long-standing tradition as one of the City's largest and most impactful cultural events. The festival featured 251 total art pieces created by 617 artists, including 48 featured artists from 15 states and 324 student artists representing 24 schools.

The event generated substantial community engagement. Local organizations, including the City Library, benefited from increased public interaction, distributing more than 500 books and seeing significant boosts in program attendance following the festival. Merchandise sales operated by the City generated \$2,323 in profit, which was reinvested into community partners such as the Lake Worth Women's Golf Association and the LDub Run Club.

Survey responses from 329 attendees reflected strong satisfaction, with 96.64% indicating they would attend again and 74.77% rating the event five stars. Most attendees were local, with 79.09% residing in Palm Beach County, and many reported additional economic activity downtown, including dining and shopping. Business surveys also showed positive impact, with 71.43% of businesses reporting revenue increases during the festival.

The festival also achieved extensive regional and national visibility, generating more than 75 TV hits, over 150 media clips, an estimated audience reach of 100 million, and an earned media value exceeding \$525,000. These outcomes reinforce the festival's role as a key cultural and promotional asset for Lake Worth Beach.

Financially, the 2026 event produced \$50,918 in total revenue, including sponsorships, bar sales, food revenue, and garage receipts.

Operational efficiencies compared to prior years resulted in documented cost savings of \$40,084. Although FY2026 financial data is not yet fully complete, current tables reflect no budgeted expenditures or additional staffing requirements.

The combined community engagement, economic benefits, media reach, and operational efficiencies demonstrate that the 2026 Street Painting Festival continues to be a highly valuable event for the City of Lake Worth Beach. Approval of the Close-Out Report ensures accurate documentation, supports future planning, and maintains transparency for City leadership and the public.

MOTION:

Move to approve/disapprove the 2026 Street Painting Festival close out report.

ATTACHMENT(S):

Fiscal Impact Analysis
PowerPoint Presentation

FISCAL IMPACT ANALYSIS

Five Year Summary of Fiscal Impact:

Fiscal Years	2026	2027	2028	2029	2030
Inflows/Revenues					
Appropriated (Budgeted)	\$271,222.00	0	0	0	0
Program Income	\$50,918	0	0	0	0
Grants	0	0	0	0	0
In Kind	0	0	0	0	0
Outflows/Expenditures					
Appropriated (Budgeted)	0	0	0	0	0
Operating	0	0	0	0	0
Capital	0	0	0	0	0
Net Fiscal Impact <i>(If not budgeted)</i>	0	0	0	0	0
No. of Addn'l Full-Time Employee Positions	0	0	0	0	0

	Expenditure	Revenue
Department	Leisure Services	Leisure Services
Division	General Fund/Special Events	General Fund
GL Description	Operating Supplies Other	Street Painting
GL Account Number	001-8063-572.52-90	001-0000-366.30-06
Project Number	N/A	N/A
Requested Funds	\$271,222	\$50,918
Remaining Balance	\$0	\$0

	Net Payment
Department	Leisure Services
Division	General Fund/Special Events
GL Description	Operating Supplies Other
GL Account Number	001-8063-572.52-90
Project Number	N/A
Requested Funds	\$220,304
Remaining Balance	\$0