

STAFF REPORT REGULAR MEETING

AGENDA DATE: August 18, 2026

DEPARTMENT: Leisure Services

TITLE:

July 4 2026 Wrap Up Report and Request for Direction

SUMMARY:

The Leisure Services Department is seeking direction for subsequent entertainment options for July 4th.

BACKGROUND AND JUSTIFICATION:

The City of Lake Worth Beach's 4th of July Celebration is one of the community's most beloved and well-attended annual events, drawing more than 15,000 attendees to Bryant Park for an evening of patriotic festivities, family-friendly activities, and live entertainment. The 2026 event continued this tradition, offering an expanded slate of activities including live music, food trucks, local vendors, a hot dog eating contest, and the City's signature combining Drone and Fireworks Show at 9:00 PM. The City's synchronization of events across time and space received overwhelmingly positive feedback from the community.

This year's celebration successfully fulfilled its core objectives of fostering community connection and supporting local businesses, providing a platform for diverse craft vendors, food operators, nonprofit partners, and community organizations to engage with residents and visitors. In addition to on-site participation, the event demonstrated substantial regional and national visibility, receiving 31 media clips, coverage from all four local TV stations, and an estimated audience reach exceeding ~50 million across print, broadcast, and online outlets. The media value earned exceeded \$150,000, underscoring the event's promotional impact for the City.

Financially, the 2026 celebration saw positive results. Cash sponsorships increased by 33%, complemented by \$52,000 in in-kind contributions, demonstrating growing business and community investment in the event. Total event revenues reached \$38,054, driven by sponsorships, beverage sales, vendor fees, and garage revenue. Total expenditures for the combined entertainment, public safety, production, fireworks, and drone show amounted to \$113,000.

Given the event's scale, visibility, and growing costs, particularly in entertainment and show production, the Leisure Services Department seeks direction from the City Commission on future entertainment format selections, including options for fireworks, drone shows, or hybrid displays.

Additionally, staff recommends continuing to grow sponsorship opportunities and evaluating operational improvements such as expanded ride-share coordination, including the potential partnership with Tri-Rail. These considerations aim to ensure the event remains financially sustainable, operationally efficient, and reflective of community expectations.

MOTION:

Direction to staff for subsequent years' entertainment options for the 4th of July.

ATTACHMENT(S):

Presentation