

CITY OF

LAKE WORTH BEACH

4TH OF JULY

CELEBRATION

2026

WRAP
UP



City of
Lake Worth
Beach
FLORIDA

4TH OF JULY CELEBRATION

INTRODUCTION

The Lake Worth Beach 4th of July Celebration is a cherished annual tradition that brings together residents, families, and visitors for a night of patriotic fun and entertainment. This free event is made possible through the generosity of local businesses and sponsors who help create an unforgettable experience for the community.

As one of the city's most anticipated gatherings, the event offers businesses a unique opportunity to align with a beloved celebration, engage with thousands of attendees, and showcase their support for Lake Worth Beach.



— 4 T H O F J U L Y C E L E B R A T I O N

EVENT DETAILS

- **Date & Time:** July 4, 2026 * 6:00 PM to 10:00 PM
- **Location:** Bryant Park, Lake Worth Beach
- **Audience:** Local families, residents, tourists, visitors from surrounding communities
- **Attendance:** 15,000+
- **Event Highlights:**
 - Free Annual Community Event
 - Spectacular Drone & Fireworks show at 9:00 PM
 - New this year - Hot Dog Eating Contest
 - Live music performances on main stage
 - Food trucks, vendors, and community booths
 - Family-friendly activities (games, face painting, crafts)

— 4 T H O F J U L Y C E L E B R A T I O N

EVENT OBJECTIVES

FOSTER COMMUNITY

The 4th of July Celebration aimed to create a vibrant space in Bryant Park for the local community to connect and celebrate the 250 years of independence.

SUPPORT LOCAL

The 4th of July Celebration is committed to showcasing local craft and food vendors providing a platform for local businesses to share their talents with a wider audience.

EVENT COMPONENTS

4TH OF JULY CELEBRATION

DRONE SHOW & FIREWORKS

- Spectacular Drone Show and Fireworks show at 9 PM

FOOD & BEVERAGES

- Delicious Food Trucks, Vendors & Community Booths
- Eclectic Local Merchants to explore

MUSIC & GAMES

- Live Entertainment for ALL to enjoy
- Hot Dog Eating Contest
- Family friendly activities (games, face painting, crafts, rock wall, bounce houses)

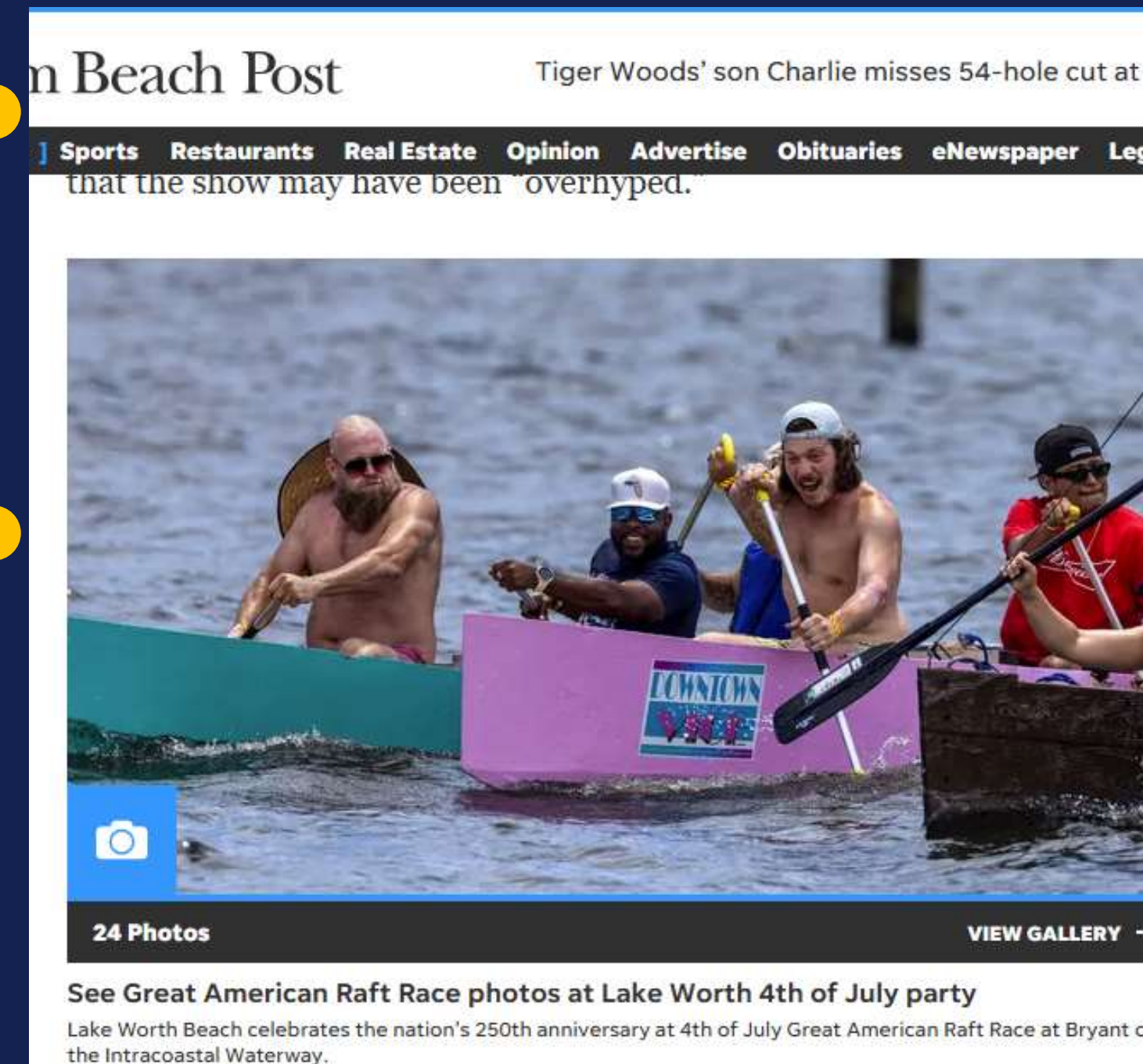
LAKE WORTH BEACH MEDIA SUMMARY 4TH OF JULY CELEBRATION

THIRTY-ONE MEDIA CLIPS

Coverage ranged from local newspapers (Palm Beach Post & Sun Sentinel) to national online outlets (Yahoo Lifestyle and AOL.com.)

10 TV HITS ON JULY 5TH

Before, during and after all four local news stations covered the Lake Worth Beach 4th of July festivities with the Raft Race parade and race being the number one story.



LAKE WORTH BEACH MEDIA SUMMARY 4TH OF JULY CELEBRATION

AUDIENCE REACH

The audience reach was more than 50 million potential people mostly from online coverage.

PUBLICITY VALUE

The earned media publicity value was more than \$150,000.



LAKE WORTH BEACH SOCIAL MEDIA FACEBOOK

Views ⓘ

926.1K ↑ 103.6%

3-second views ⓘ

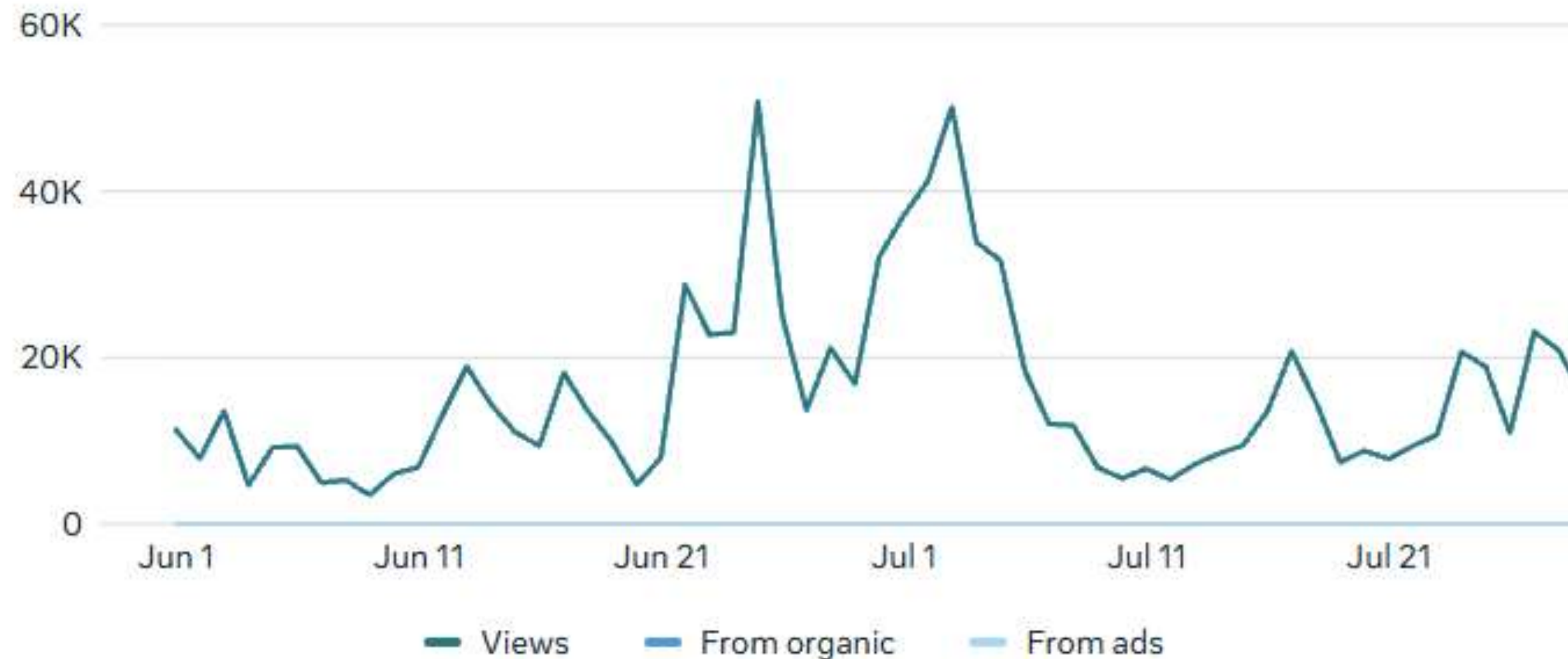
40.7K ↑ 263.5%

Content interactions ⓘ

8.6K ↑ 95.5%

Watch time ⓘ

9d 3h ↑ 351.1%



Views breakdown

Jun 1 - Jul 29

Total

926,139 ↑ 103.6%

From organic

926,139 ↑ 103.6%

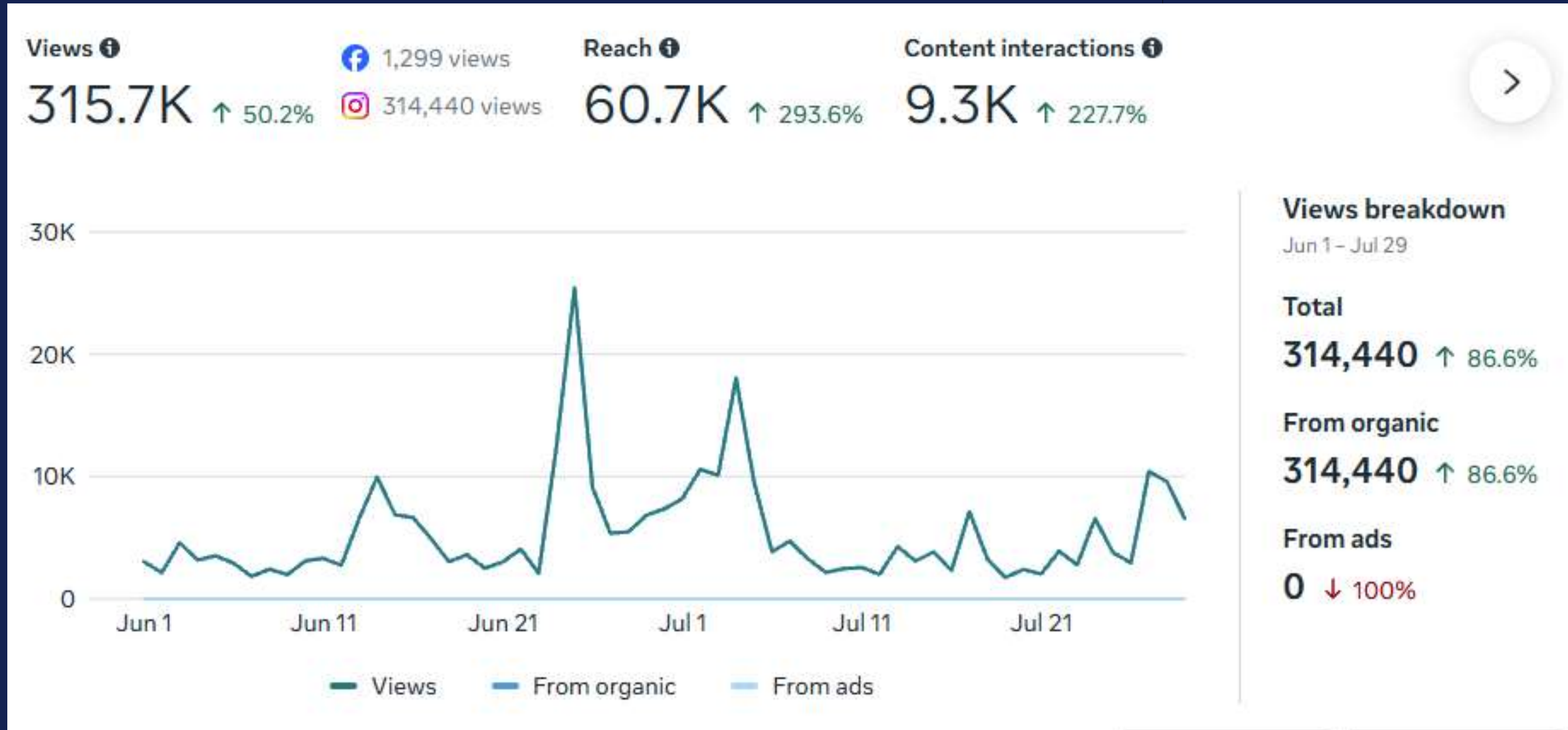
From ads

0 0%

Viewers ⓘ

183,248 ↑ 148.3%

LAKE WORTH BEACH SOCIAL MEDIA INSTAGRAM



LAKE WORTH BEACH

SOCIAL MEDIA POSTS WITH REACH

 Top content by views



 PRO TIP: Want the best view of the dron...
Thu Jul 2, 6:42pm
👁 60.0K ❤️ 96
👤 19 ➦ 19



0629.mp4
Wed Jul 1, 2:30pm
👁 35.4K ❤️ 270
👤 21 ➦ 62



A heartfelt thank you to everyone who cam...
Sun Jul 5, 1:46pm
👁 27.2K ❤️ 469
👤 21 ➦ 73

 Top content by views



 Ready, set, EAT! 
Act fast-New sign up...
Thu Jul 2, 10:00am
👁 4.5K ❤️ 46
👤 2 ➦ 170



A heartfelt thank you to everyone who cam...
Sun Jul 5, 1:44pm
👁 3.2K ❤️ 162
👤 11 ➦ 59



us  CELEBRATE THE 4TH OF JULY IN LAK...
Wed Jun 17, 1:01pm
👁 3.0K ❤️ 60
👤 0 ➦ 76

LAKE WORTH BEACH

SOCIAL MEDIA STORIES WITH REACH

f Top content by views



Your story

Sat Jul 4, 2:56pm

👁 2.7K ❤ 53
👤 0 ➡ 0



Your story

Sat Jul 4, 3:16pm

👁 2.4K ❤ 91
👤 0 ➡ 0



Your story

Sat Jul 4, 6:36pm

👁 1.7K ❤ 6
👤 0 ➡ 0

📷 Top content by views



Gearing up for the parade! us 🇺🇸 🎆

Sat Jul 4, 9:51am

👁 1.3K ❤ 13
👤 0 ➡ 6



Boat race! 🇺🇸 us 🌞

Sat Jul 4, 3:00pm

👁 865 ❤ 9
👤 0 ➡ 7

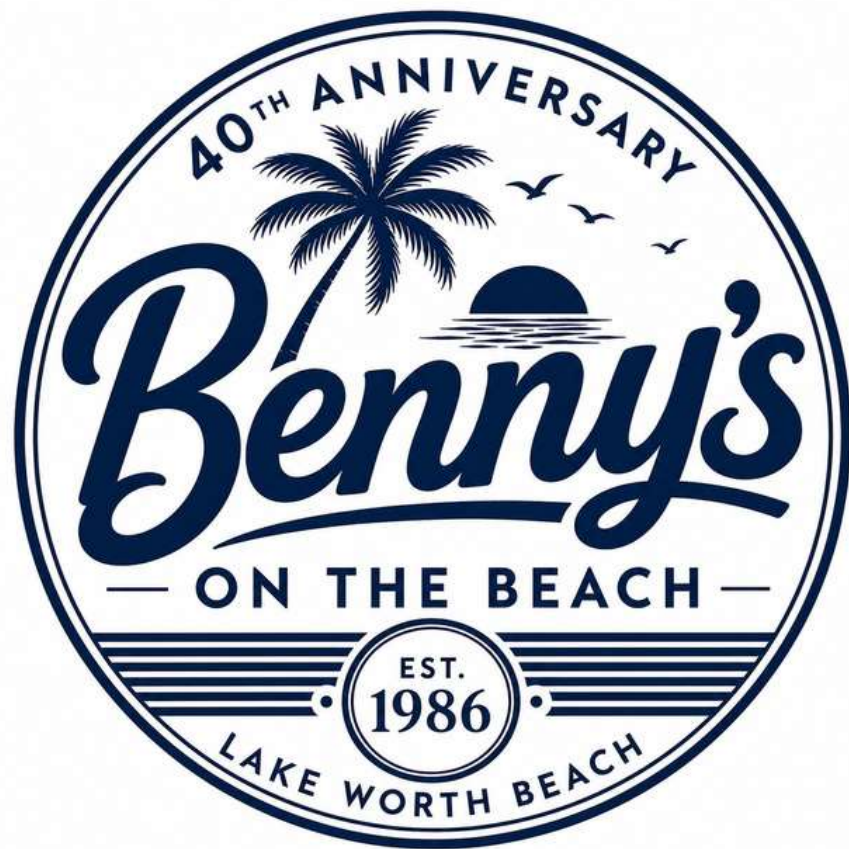


Sat Jul 4, 2:53pm

👁 864 ❤ 5
👤 0 ➡ 0

LAKE WORTH BEACH SPONSORSHIPS 4TH OF JULY CELEBRATION

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



REVENUES

4TH OF JULY CELEBRATION

- **Sponsorships**
 - \$17,000
- **Beverages**
 - \$8,000
- **Vendors**
 - \$7,955
- **Bohemian garage revenue**
 - \$5,099

Total Revenue: \$38,054



LAKE WORTH BEACH

4TH OF
JULY
CELEBRATION

Expenditures

- **Drone Show (Aerospace Eng, Commercial Pilot, Animations)**
 - \$49,000
- **Fireworks (Electronic Firing with Cobra System)**
 - \$30,000
- **Entertainment/Lights/Sound/Power Gen**
 - \$23,000
- **Public Safety (Signage & Barricades)**
 - \$11,000

Total Expenses: \$113,000



THANK YOU

— TO THE RESIDENTS, GUESTS, PBSO-
SGT RODRIGUEZ-IC, PBCFR, NAPC,
BENNY's—the Presenting Sponsor,
all Sponsors & CITY STAFF WHO
MADE THIS YEAR'S 4TH OF JULY
250th CELEBRATION
ONE TO REMEMBER!

Moving Forward

1. Direction on Entertainment Options

Hybrid, Drones, Fireworks

2. Continued sponsorships

3. Explore ride share options with Tri-Rail

SEE YOU NEXT YEAR

— LAKE WORTH BEACH
4TH OF JULY CELEBRATION
SUNDAY, JULY 4 2027
6 PM TO 10 PM
BRYANT PARK

CONTACT DEXTER SMITH FOR INFORMATION

☐ 561-318-2830

☐ dsmith@lakeworthbeachfl.gov or lwbspecialevents@lakeworthbeachfl.gov

☐ lakeworthbeachfl.gov