

2025 and 2026


Event Attendance Study


Town of South Palm Beach

A closer look into attendance data for South Palm Beach Town events and programs in 2025 and 2026.



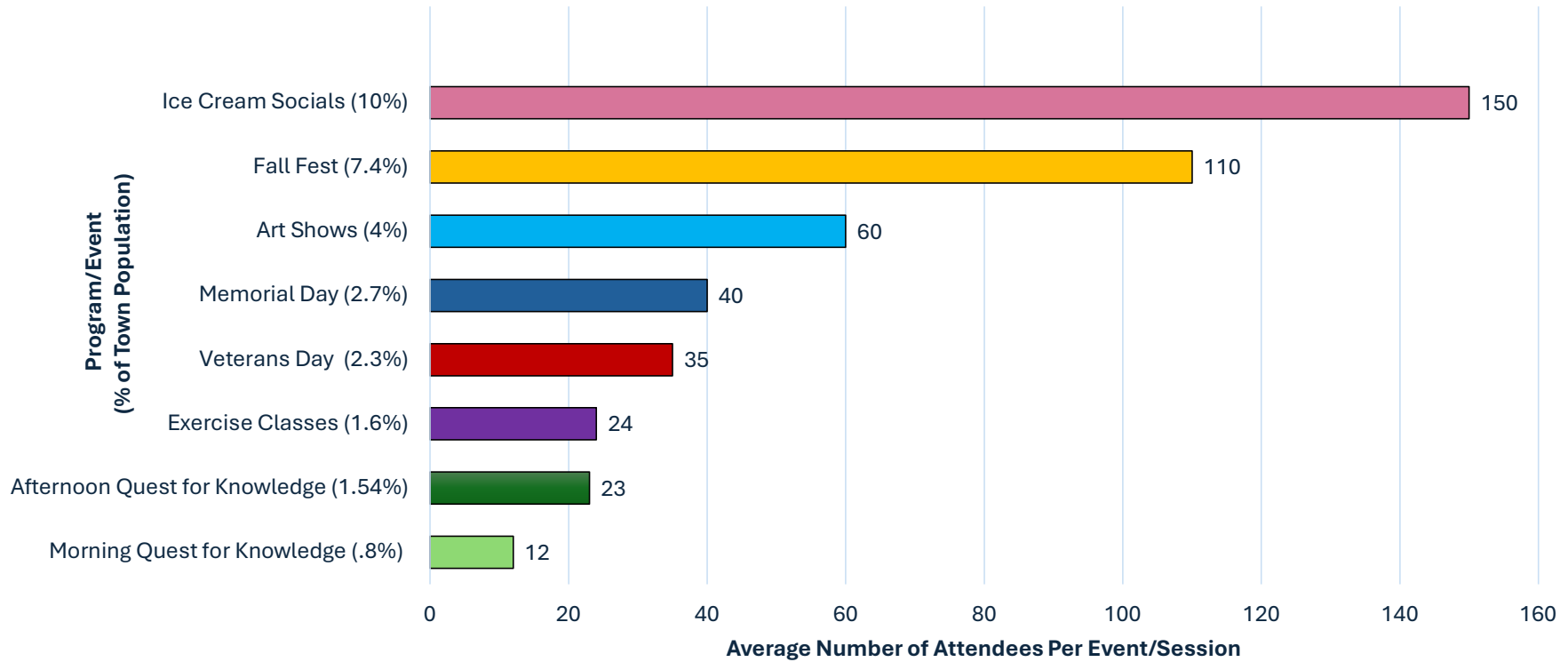
South Palm Beach Demographic Snapshot

 Population & Age	
Population	~ 1,500-1,700 residents
Median Age	68-69
Age 65+	~ 60-65%
<i>Breakdown by Age Group:</i>	
Age 18-64	~35-37%
Age 45-64	~25%
Age 25-44	~7%
Age 24-18	~2-3%
Age Under 18	~3%
Figures are based on the 2020 census, with more recent validation from the 2023 American Community Survey	

 Diversity	
White (Non-Hispanic)	~87-89%
Hispanic/Latino	~8-10%
Asian	~2-3%
African American	~.4-1%
Multi-Racial/Other	~2-4%
Figures are based on the 2020 census, with more recent validation from the 2023 American Community Survey	

Town of South Palm Beach Event Participation

Average Number of Attendees Per Session/Event in 2025 and 2026



Note: All events are **FREE** for residents; despite the Fall Fest in which food is paid for by residents.

Exercise Classes

Tai Chi

- Average of **22 attendees** per class
- Repeats 1X Weekly

Yoga

- Average of **23 attendees** per class
- Repeats 2X Weekly

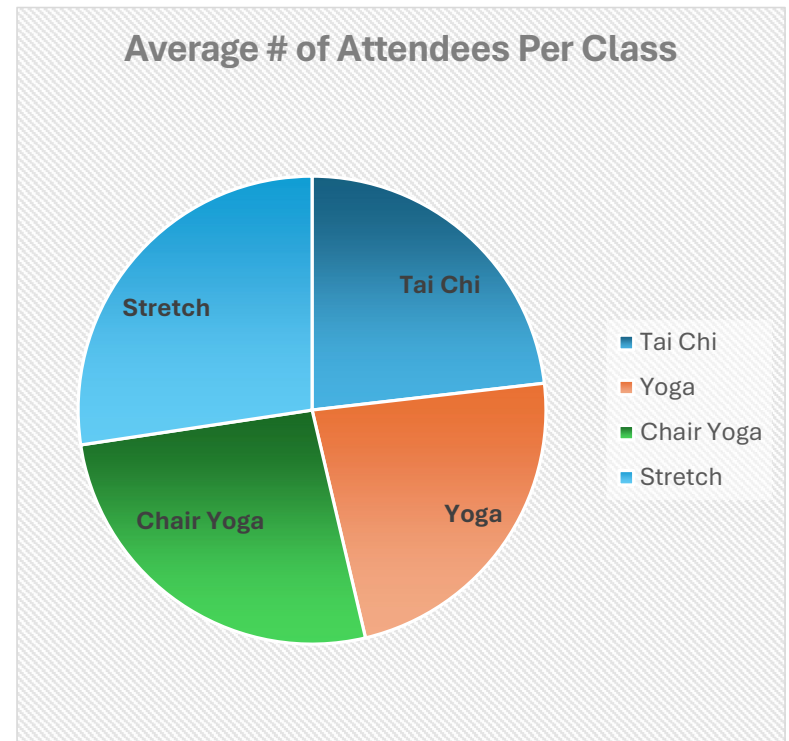
Chair Yoga

- Average of **25 attendees** per class
- Repeats 1X Weekly

Stretch

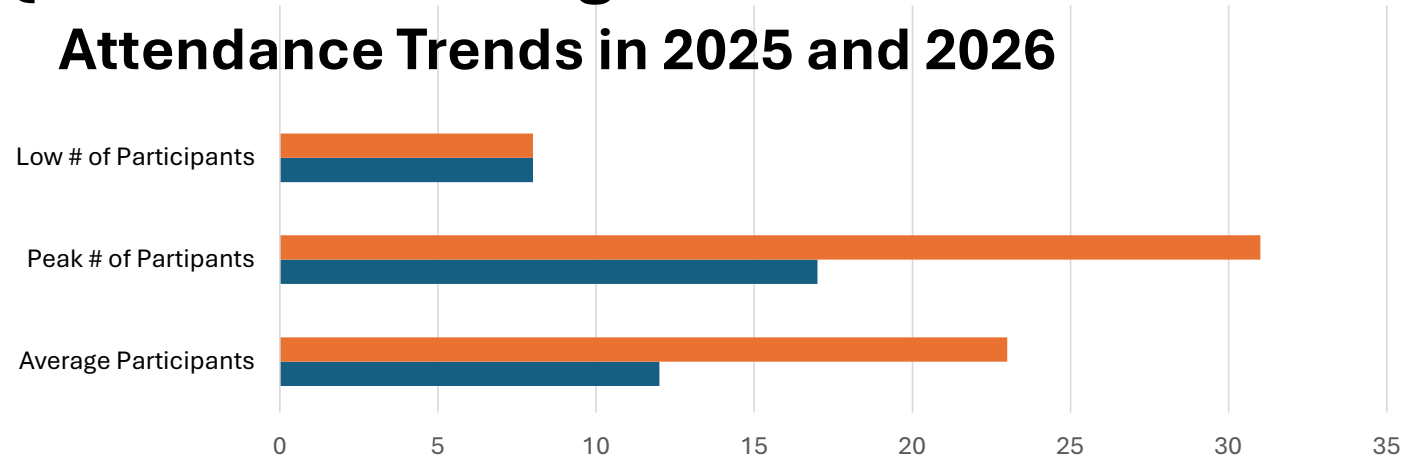
- Average of **26 attendees** per class
- Repeats 2X Weekly

Note: Class Attendance overall sees a ~50% drop in Summer months



Quest for Knowledge Lecture Series

Attendance Trends in 2025 and 2026



	Average Participants	Peak # of Participants	Low # of Participants
Quest for Knowledge 2026 (2:00 PM)	23	31	8
Quest for Knowledge 2025 (10:30 AM)	12	17	8

■ Quest for Knowledge 2026 (2:00 PM)
 ■ Quest for Knowledge 2025 (10:30 AM)

2026 Quest for Knowledge Lecture Series (2:00 PM)

- **Average attendance:** ~23 attendees
- **Peak Attendance:**
 - March 9- Kim Delaney
 - 2.07% of SPB Population, 31 Attendees
 - January 26- Anne Gannon
 - 1.9% of SPB Population, 29 Attendees
 - March 30- Harvey Oyer III
 - 1.6% of SPB Population 24 Attendees
- **Lowest Attendance:**
 - January 12- PBC Fire Rescue
 - .5% of SPB Population, 8 Attendees
 - January 5- PBC Sports Commission
 - .6% of SPB Population, 9 Attendees

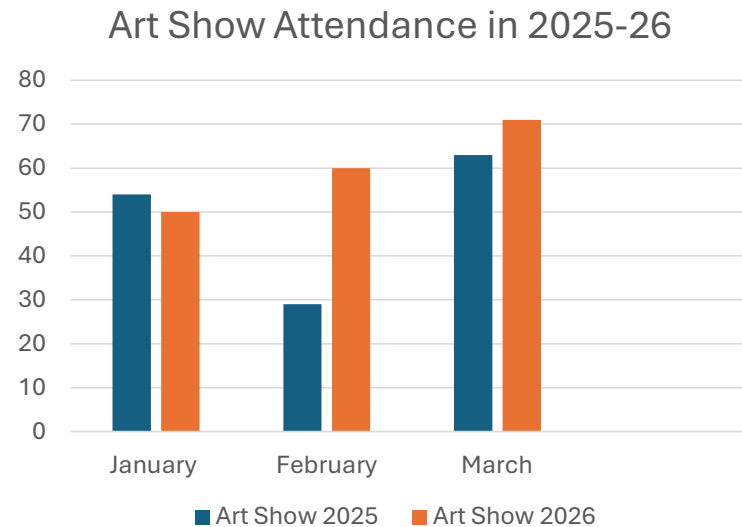
2025 Quest for Knowledge Lecture Series (10:30 AM)

- **Average attendance:** ~12 attendees
- **Peak Attendance:**
 - February 3, 2025- Steven Daniels
 - 1.07% of SPB Population, 17 Attendees
- **Lowest Attendance:**
 - January 12- PBC Fire Rescue
 - .8% of SPB Population, 8 Attendees

Note: Despite the upward trend from shifting the Quest for Knowledge series to the afternoon, overall participation remains very low.

Art Shows

- **2025 Art Shows**
 - **146 Total Attendees** across three art shows
 - ~**9.7%** of the SPB Population
- **2026 Art Shows**
 - **181 Total Attendees** across three art shows.
 - ~**12.1%** of the SPB Population



- Note: In both 2025 and 2026, The Art Show scheduled in March had the highest attendance.
- Note: Reflects interest in arts & culture, but **low participation** suggests that current Sunday afternoon scheduling may limit broader participation.

Other Event Attendance

Fall Fest & Food Trucks (paid for by residents)

- **2025:** 110 Attendees
- Low Traffic, did not meet vendor expectations

Memorial Day

- **2025:** 50 Attendees
- Low Participation
- Competing Events in larger towns

Veterans Day

- **2025:** 35 Attendees
- Low Participation
- Competing Events in larger towns