

# crash pr+events

150 WORTH AVENUE

## ESPLANADE 2018 / 2019 PROPOSED EVENTS

**C**RASH PR & EVENTS is established on an industry-driven relationship between two fashion savvy girl ho focus th synergistic valu i experiential event reative marketing nd public relation impressionism. With over 15 years invested in the Palm Beach community, founders Katherine Lande and Nicole Munder ill work ' partnership ith O'Connor Capital Partners to devise thoughtful, town se ing ven

While keenly aware f residential concern with such prog ming nd th oise ssociated ith ssemblies, Katherin and Nicole propose the following list of ell-appointed vents designed to enhance the Palm Beach community. Such events include but are ot limited to:

### THE ARTS | EVENTS DEDICATED TO CULTURE, CREATIVITY AND EXPRESSION

Art & Sculpture exhibits and installations

Artisan meet & greet gatherings

Book signings and eet & greet gatherings

Guided painting class or photography experience

Floral rrranging tutorial

Chess challenge

Monthly music & melodies

*whether acoustic or amplified, such music will play during agreed upon hours and at a level that is within the permitted decibel level of the code of ordinance and respectabl to surrounding eighbors*

### CHILDREN'S ACTIVITIES | EMBRACING DELIGHT, DISCOVERY AND LEARNING

Face pa' ting & crafts by Rhythm nd Hues

Storytime with celebrated host or character

Bubble Foundation hands teach' g of food philosophy & pproach

Munchki Monday weekly Lego based projects & activities

Community Back to School Bash celebrating acad' ics hile iding less fortunate students

*potential to pair abovementioned with com unity resources such as The Norto Museum of Art, South Florida Science museum, Loggerhead Marina, etc.*

### FASHIONABLY PALM BEACH | WHY FASHION BEGINS ON WORTH AVE

Informal modeling with commentary

Designer meet & greet gatherings

Emerging designer competitio & gallery inspired presentation

Mannequin exhibit & fashion display

Charity driven Sip & Shop

Onsite fashion custo ization nd monogra ming

### WELLNESS & HOLISTIC HEALTH | OPTIMIZING WELL-BEING

Morning guided meditatio

How do you juice? Tastings to nderstand and decode today's ingredient

Green & Good rganic food tasting

Get Fit, Have Fun unique fitness activities

Morning glory monthly otivatio even

### FOOD & WINE | GOING BEYOND MERE EATING & DRINKING

Informative culinary and beverage demonstrations

Celebrity Chef eet & greet gathering

Marketplace tastings by local foodies and farmers

Charity drive happy hours

Snowy "Sundae" fa ily ight, a union of ice cream and faux snowflakes

### HOLIDAY GATHERINGS | COMMUNITY MERRIMENT

"Santa Starts Here" holiday gathering: collaboration with the annual Worth Avenue Tree Lighting Celebration

Adult pppropriate holiday event as supported by Esplanade retailers

Giving Thanks" holiday food drive supporting pre-selected local organization

Trick-or-Treating th Esplanade hil giving back to local organizations

"Very Beach Bunny" treat-filled egg hunt & phot opportunity



STATE OF FLORIDA PALM BEACH COUNTY

I hereby certify that the foregoing is a true copy of the record i my off ith redactions, if ny as required by law

T IS 29 DA. OF Oct 2018

SHARON R. BOCK  
CLERK & COMPTROLLER

By V. Welsh  
DEPUTY CLERK

## Paul Castro

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**From** Yvonne Jones <Yjones@oconnorcp.com>  
**Sent** Wednesday August 28 2019 9:14 AM  
**To** Paul Castro  
**Subject** Event Extension Submittal

Paul thank you for your call last evening Please see below a synopsis as you requested Please let me know if this is what you expected or if something more is needed Thank you

### **Santa Starts Here 11/27/18**

Santa Starts Here was event created in collaboration with the Worth Avenue Association to expand on the annual Palm Beach tradition of the Worth Avenue tree lighting The event was held as a prelude to Santa's annual trip down Worth Avenue to light the Christmas Tree The event provided Palm Beach families an opportunity to have complimentary photos with Santa, exciting activities provided by local favorite Rhythm & Hues and ending with a choral performance by the Palm Beach Day Academy student choir The event hosted over 300 people and was advertised in the Palm Beach Daily News

### **Feast of the Good Fortune 2/4/19**

Celebrating the return of a Chinese restaurant to the Island of Palm Beach the newly opened Esplanade restaurant Hai House hosted over 400 people to celebrate the Chinese New Year Palm Beach residents enjoyed a lively evening of music decoration and food with a traditional Chinese theme The event was advertised in the Palm Beach Daily news with a specific attention to ensure that the event was Town Serving

### **Charity Charge 2/20/19**

Coordinated by Palm Beach business women Nicole Munder and Katherine Lande of the Palm Beach firm Launch Pad Events, this event was designed as a Palm Beach community event The event was a charity challenge to support local Palm Beach Charities The Historical Society of Palm Beach Darbster Foundation and POLO for Life The event was attended by 250 Palm Beach residents The event's media sponsor was Palm Beach Illustrated and was advertised in the Palm Beach Daily News

### **Worth Avenue Starts Here, A Fashion Show 3/13/19**

Coordinated by Palm Beach business women Nicole Munder and Katherine Lande of the Palm Beach firm, Launch Pad Events this event was designed as a Palm Beach community event The event's media sponsor was Palm Beach Illustrated and was in celebration of their March issues celebrating the Palm Beach Dandies The Dandies each were paired with models for an exciting evening of fashion and fun Palm Beach residents commented on how wonderful it was to see the Esplanade common areas transformed into a runway showcasing styles from the iconic Palm Beach Saks Fifth Avenue The event hosted over 300 attendees and was advertised in the Palm Beach Daily news

### **A Very Beach Bunny 4/13/19**

Coordinated by Palm Beach business women Nicole Munder and Katherine Lande of the Palm Beach firm Launch Pad Events This event was designed as a Palm Beach family community event The event was thoughtfully scheduled so as not to conflict with the other Palm Beach Easter tradition of the Flagler Museum's Easter Egg Hunt by hosting the event on the Saturday the week prior to the Flagler Museum event The event hosted 150 Palm Beach families and included complimentary face painting, Spring flower planting in individual pastel pots and photos with the Easter Bunny The event was advertised in the Palm Beach Daily news and was also promoted to the Palm Beach Public Elementary School and the Palm Beach Day Academy

Sincerely

*Yvonne A. Jones, CPM, CCIM*

Director of Property Management

O'Connor Capital Partners

240 Royal Palm Way 2<sup>nd</sup> Floor

Palm Beach FL 33480

T (212) 546-0865

M (312) 286-6905



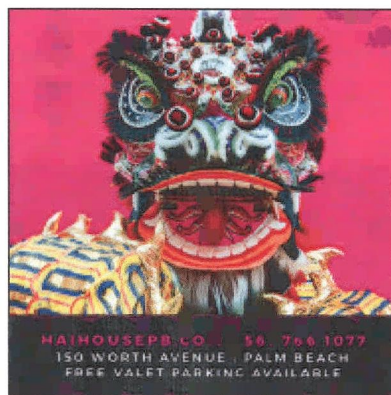
## Paul Castro

**From:** Yvonne Jones <Yjones@oconnorcp.com>  
**Sent:** Wednesday August 28 2019 10:06 AM  
**To:** Paul Castro  
**Subject:** 2019/2020 Events



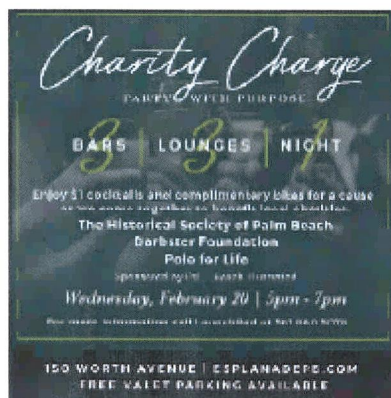
**SANTA STARTS HERE**  
December 3 2019

**ESPLANADE FASH**  
Mar



**FEAST OF GOOD FORTUNE**  
January 25 2020

**VERY BEA**  
A



**CHARITY CHARGE**  
February 19 2020

Sincerely

**Yvonne A. Jones, CPM, CCIM**  
Director of Property Management

O'Connor Capital Partners  
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Palm Beach FL 33480  
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M (312) 286-6905