

From: [Yvonne Jones](#)
To: [Paul Castro](#)
Subject: Event Extension Submittal
Date: Wednesday, August 28, 2019 9:14:53 AM

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

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