



June 2, 2022

Ms. Pat Gayle-Gordon
Acting Town Clerk
Town of Palm Beach
360 S. County Road
Palm Beach, FL 33480

RE: Rotary Club of Palm Beach Foundation Application on Behalf of the Main Street Palm Beach Business Association (MSPBA) for a Business Association Special Event Permit for Flags for Heroes During the Veteran's Day Holiday Period 2022

Dear Ms. Gayle -Gordon:

This letter and its attachments are in furtherance of the Palm Beach Rotary Foundation's application for Town Council approval of a proposed Business Association Special Event at Bradley Park during the Veteran's Day Holiday period in November 2022. This application is submitted in conjunction with the MSPBA. It is our intention to deliver a well-planned and coordinated public event without incident as was the case in 2019.

A new application has been prepared for the 2022 event and is submitted herewith. Also included is an updated marked-up aerial site plan at Bradley Park. The required certificate of insurance (COI) and an executed hold harmless agreement are also attached.

The permits that are required for this proposed use of Bradley Park are:

1. The attached Business Association Special Events Permit. If approved, the security deposit will be submitted in a timely manner well in advance of the initial work on site.
2. Town Charitable Solicitation Permit(s) for the flag event display and any private events associated therewith. The Rotary Foundation will submit the required CSP and permit fee within days of receiving Town Council approval to hold the event.

The Rotary Foundation is aware that we will be required to call Sunshine 811 before staking flag holders. We are required to plan a flag grid not in conflict with the plan drawing of the irrigation system in Bradley Park and we will work closely with Town DPW staff to ensure this happens with no damage to the irrigation system.

Enumerated below are a number of key items related to the event and how Rotary intends to address each:

1. Rotary Foundation agrees to fill all flagpole holes with quality topsoil (staff prefers topsoil) and we are responsible for any damage to Town property. We have provided an executed hold harmless agreement and a certificate of insurance naming the Town as an additionally insured. The COI will automatically be renewed on July 1 and an updated COI provided to you. These items are attached. If we cause damages, they will be fixed per Town standards or the Town will be paid.

2. Parking should not be an issue for the event because the event is not at the height of the Season and not all interested parties will come see the flags at the same time. Most attendees will park on Royal Poinciana Way and walk over to the park and hopefully visit the businesses in the area before or after seeing the flags. We do request herewith, reserved parking as marked on the site plan on the days when workers will engage in set-up and take down work. Parking Enforcement will need to be notified the day before to mark off said reserved spaces.
3. The net funds raised will be used to provide funding for scholarships to college bound students, existing college undergraduate students, and trade school tuition to eligible dependents of full-time Town of Palm Beach General Employees, including Life Guards.
4. The business association for the commercial district is the Main Street Palm Beach Business Association (MSPBA) and it is the sponsor of the event. MSPBA fully supports the event, and appears as the sponsor on the application for permit.
5. The Rotary Foundation target is to install up to 500 flags. The grid we lay out will allow persons to walk through the park to look at the flags and will avoid damage to trees, any ground-based improvements or impediments, and subsurface facilities such as irrigation lines and sprinkler heads.
6. The target audience for participation/solicitation is "town persons" pursuant to the definition in the Town Zoning Code. A hero can be anyone of any background that a person wishes. As with every year, veterans and their service to our country will be highly recognized by participants.
7. We are planning an opening ceremony/dedication. This is a low key, solemn event with a few speakers and perhaps a color guard. At most, a half hour event. We can eliminate the use of a generator if it is OK for us to plug into an outlet at the Tea House for the PA system. The noise ordinance will be complied with in either case.
8. In the event they are still in effect, all COVID-19 Guidelines will be strictly adhered to. If at that time congregating of people is not allowed per Guidelines, we are prepared to conduct a virtual opening ceremony. In addition, we can secure the flag display boundary in the event having numerous citizens walking therein should be discouraged.
9. About the only complaint we received in 2019 was people telling us the flags should have stayed up longer, which we take as a compliment. The plan for 2022 is to grid out the flag locations beforehand and begin flag installation on November 8. The opening program is on Thursday, November 10 the day before Veterans Day, which is on Friday, November 11. Flags will be removed on Thursday, November 17.

We look forward to seeing you, other staff and the Mayor and Town Council at the July Town Council meeting and formally presenting this information and our permitting materials to the Town Council. If you should have any questions, please feel free to contact Thomas Bradford or me at your convenience.

Sincerely,

Riccardo S. Boehm

Riccardo S. Boehm
Chairman, Flags for Heroes 2022
President-Elect, Rotary Club of Palm Beach Foundation

Cc: Frances Frisbie, Director, Main Street Palm Beach Association
Chung Wong, President, Rotary Club of Palm Beach Foundation
Thomas G. Bradford, Rotary Club of Palm Beach Foundation Board Member