

**Profile**

Lawrence D Kaplan

First Name Middle Initial Last Name

2299 Ibis Isle Road E

Home Address Suite or Apt

Palm Beach FL 33480

City State Postal Code

kaplannyc@gmail.com

Email Address

Mobile: (917) 679-4000

Primary Phone Alternate Phone

**Which Boards would you like to apply for?**

Recreation Advisory Commission: Submitted

Question applies to multiple boards

**Appointment to the Architectural Commission (ARCOM), Landmarks Preservation Commission, Planning and Zoning Commission, Recreation Advisory Commission, & Underground Utilities Task Force (UUTF) requires the applicant to be a registered voter in the Town of Palm Beach. Please attach a copy of BOTH SIDES of your Voter Registration card with your application. Failure to provide the required copy of the voter registration card shall be grounds for rejection of the application.**

Question applies to multiple boards

**I am a registered voter in the Town of Palm Beach (Initial below)**

LDK

Question applies to multiple boards

VERIFIED - KMC 2/6/24

Upload a Voter Registration Card in one of the accepted formats (Front)

Question applies to multiple boards

Upload a Voter Registration Card in one of the accepted formats (Back)

Investor, Board Member  
Occupation

In what area of town do you live?

☒ South

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## Interests/Experience

Question applies to Recreation Advisory Commission

**Why do you wish to be appointed as a member of the Recreation Advisory Commission?**

Recreation and sports activities play a critical role in communities, including sustaining the health and well-being of town residents, contributing to the personal growth of individuals, and promoting a greater sense of community through shared activities. I would be pleased to contribute my time and experience to continuing to foster great recreational opportunities for Palm Beach residents.

Question applies to Recreation Advisory Commission

**Please identify how many meetings of the Recreation Advisory Commission you have attended in the past two (2) years? \***

☒ 2

**Please indicate if there are any periods of time for which you will be unavailable for meetings.**

- June 10 to Sept 1 - Thanksgiving week - Christmas week - New Year's week (several days prior to New Year's) - 2nd and 3rd weeks of March (PBDA spring break)

Question applies to multiple boards

**If you have served on any boards/commissions/committees in the Town of Palm Beach or elsewhere, please list them and include details such as length of service, attendance record, etc.**

NYC condo boards (76 Madison Ave - 4 yrs, 93 Worth Street - 3 yrs, 270 Broadway - 6 yrs) Company boards (Bart Halpern Inc., current, 25 years, Pride + Groom - current, 2+ yrs, Lightbomber LLC, 5 yrs, 24th Letter LLC, 4 years) Charity (Seeds of Peace, Meals on Wheels, American Red Cross)

**Please describe your current and past involvement/participation in Town recreation programs and/or facilities.**

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Tennis - have worked closely with Dan to promote tennis clinics for PBDA Varsity tennis team, and build tennis tournaments  
Golf - have communicated with Tony regarding potential for sunshade at the Par 3 driving range

**Are you a member of any of the following organizations? (Check all that apply)**

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- ☒ Citizens' Association of Palm Beach
- ☒ Preservation Foundation of Palm Beach

**Present Occupation**

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Investor, Board Member

**No. of years**

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5

**Past occupation(s)**

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Financial Analyst - Investment Banking (M&A) Head of Business Development - Television President and Group Publisher - Publishing Managing Director, Founder - Internet

**No. of years**

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25

**Please provide details regarding your educational background:**

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University of Pennsylvania, BA Wharton School, MBA Lauder Institute, MA

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Upload a Resume

**Have you ever been convicted or pled guilty or nolo contendere to a crime other than minor traffic violations?**

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☐ Yes ☒ No

If you are currently serving on a Town board, commission, or committee, please identify in the space below and check the "I Agree" box indicating that you will resign from that position if you are appointed to the position you are seeking in this application.

I agree that I will resign from the board, commission, or committee if I am appointed to the position I am seeking in this application.

☒ I Agree

To enable Town Council to consider potential conflicts of interest, please list the family members who live and/or work in the Town of Palm Beach, including your spouse, parents, siblings or children.

Bart Halpern (spouse) Grayson Kaplan (child) Hunter Kaplan (child) Laurie Kaplan (parent)

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Male

Physically Disabled

☐ Yes ☒ No

I hereby certify that I have read the sections of the Town Code of Ordinances for the particular board/commission/committee that I have selected above and have noted the description of the board/commission/committee and its members' duties, and further I have read the regulations concerning absences and conflicts of interests. I certify the information given by me is true and complete to the best of my knowledge and belief. I understand that any falsification of material facts will be grounds for rejection of this application of dismissal after appointment.

☒ I Agree

Question applies to Recreation Advisory Commission

***Please provide a copy of BOTH SIDES of your Palm Beach County Voter Registration card, which shows your Town of Palm Beach address, with your application.***

**Please note that the Board/Commission applications will expire on December 15 of each year.**

**RECREATION ADVISORY COMMISSION**

The Recreation Advisory Commission consists of seven members serving three year terms, appointed by the Town Council. Members of the Commission shall possess a knowledge or interest in Town recreation programs and facilities. Each member of the Recreation Advisory Commission is required to be a registered voter in the Town. The Commission acts in an advisory capacity and shall make recommendations to the Town Council on matters relating to Town recreation programs and facilities. Preference is given to candidates who are enrolled or have their children enrolled in a Recreation Department program or are a regular participant or volunteer at a Town Recreation Department facility. Three alternate members may be appointed by the Town Council who shall serve when called upon by the Chair in the absence of any regular member.

The Recreation Advisory Commission meets three (3) times per year. Meetings begin at 9:00 a.m., and are held in the Town Council Chambers located on the second floor of Town Hall at 360 South County Road, Palm Beach, Florida.

## LAWRENCE KAPLAN

Lawrence Kaplan currently focuses on investment and serves on early-stage company and condo boards. He also contributes time to the University of Pennsylvania as well as his sons' elementary schools in Palm Beach.

Kaplan has 25+ years of experience managing media organizations and startups. He formerly operated Ellipse Media Advisory in NY which provided business and advisory services for luxury, design and financial clients. His strategic focus helped clients deliver on their media, marketing and business goals.

Prior to his advisory work, Kaplan held senior roles at Primedia (Channel One Television Network), Time Warner (AOL), LTB Media (*Art + Auction*, *Modern Painters*, *Culture & Travel*) and Forbes (Forbes Traveler and Forbes Autos). He also successfully launched start-ups: Entertainment Productions, a London-based television production company; Susan Lazar, a NYC-based women's sportswear company; Visionaire, a Brooklyn-based manufacturing concern; and 24th Letter, a modern-day members club facilitated by mobile technology. Kaplan successfully exited from 24th Letter following its acquisition by CurtCo Robb Report Media.

Kaplan holds an MBA in Marketing and Finance from the Wharton School, an MA in International Management from the Lauder Institute, and a BA in History from the University of Pennsylvania.

He is a lifelong athlete – an avid swimmer, tennis player, golfer and skier. He resides in Palm Beach with his family.