



NEWS RELEASE

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Palm Pavilion Seeks Memorabilia

CLEARWATER BEACH, Fla. (June 1, 2014) -- In just two short years on May 31, 2016, the Palm Pavilion, a Clearwater Beach landmark, will celebrate its 90th year in business.

"This year marks the 50th year the Hamilton family has operated The Palm," said Ken Hamilton. "We've archived historic information from recent years, however, we are extremely interested in obtaining information about the Palm Pavilion from the 20th century - 1926 through the 1990s."

To prepare for this milestone, the Hamiltons are asking anyone having photos or stories of The Palm to make them available. They will reproduce the images, with the owner's permission, and then return the originals. In many cases, The Palm served as the backdrop of family vacation photos.

The image below depicts The Palm circa 1950s when the beach was a few feet from its steps. Photographers looking at present-day images, might not recognize the building. In the 1960s the city added concrete extensions perpendicular to the beach, resulting in the beach expanding toward the Gulf of Mexico.

Over the years the Hamilton family removed the bathing pavilion (changing rooms), added a miniature golf course and later utilized this area for a beach shop that offered swim wear and sundry items. The first major renovation or expansion occurred in 1995 when a deck was added to accommodate outside dining and weekend entertainment. In early 2000 the Palm Pavilion further expanded its outside seating area and interior group event space, as well as opened a state-of-the-art kitchen. The menu expanded again to now include seafood, steaks, wraps, ribs, salads and taste-tempting appetizers. In true pavilion style, hot dogs and hamburgers remain featured items.

"With every change, we sought to maintain the architectural integrity and charm of The Palm, while keeping it a place all ages would feel welcome," said Hamilton. "Our family has diligently worked to maintain the casual atmosphere and to keep the look, like the wooden floors that open to the sand beach below, as well as the historic feel."

Years ago Hamilton's mother coined their now trademarked slogan: "There's no place, like this place, anywhere near this place, so this must be...the place.SM" Nearly 90 years later those words remain true.

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Editor's Note: Images are available upon request.