



NEWS RELEASE

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Landmark Clearwater Beach Attraction Receives Makeover

CLEARWATER BEACH, Fla., October 1, 2019 - The Palm Pavilion, a beachside grill and bar on North Clearwater Beach, came into existence in 1926. Over the years, the owners have made every effort to maintain the structure's original charm and character. Until now, many of building's updates occurred with little fanfare or interruption to its customers. However, a rare thing happened in the middle of September, "The Palm" closed to replace the open wood decking in the interior portion of its building.

"Operating a business in a building dating back 93 years can be challenging when you need to make repairs," said Ken Hamilton, president of the Palm Pavilion. "As anyone who has done any type of renovation knows, you never know what to expect especially when you factor in sand, wind and salt air. Such was the case when we took a closer look and realized the complexity of this project and how it would impact our guest experience."

In late spring, a roof and retractable windowed walls were installed on the north half of the deck giving customers added comfort during inclement weather. The balance of this project is now underway. When completed, it will provide guests year-round access to dining on the entire deck along with views of Clearwater Beach and the Gulf of Mexico.

"Prior to the permanent roof, we've always made sure our climate-controlled room was available should inclement weather affect outside diners," said Hamilton. "As we will soon be able to enclose our deck for the first time, we can now accept holiday parties in our Tropical Room without any concern for the weather."

A number of other changes have also occurred over the years. A deck running the full length of the west side of the building was added in 1995 and expanded five years later. The Palm Pavilion's original small snack bar kitchen was removed in 2000, opening up the view to the beach. It was replaced with a much larger kitchen on the opposite side of the building to accommodate a larger menu.

The Palm Pavilion has the unique distinction of being the oldest operating beach pavilion not only in Florida but also in the entire Southeast U.S. Every visitor to the building walks beneath three of the original architectural elements – white archways.

The Palm Pavilion was sold to Howard and Jean Hamilton in 1964 by one of the five original owners. Second-generation Hamilton family members now own and operate the business.

The Palm Pavilion is located at 10 Bay Esplanade on North Clearwater Beach. For more information on the Palm Pavilion, visit www.PalmPavilion.com or call 727-446-2642.

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*There's no place, like this place, anywhere near this place, so this must be...the place.*SM

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