



## NEWS RELEASE

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## PALM PAVILION CELEBRATES 83rd YEAR

CLEARWATER BEACH, Fla. --There have been a lot of changes on Clearwater Beach since 1926. That's the year that the Palm Pavilion first began operating on a quiet patch of sand on the north part of the island. It was nine years since the city had built the first wooden bridge connecting the beach with the mainland. Visitors no longer relied on boats to make the trip across Clearwater Harbor.

In its earliest years, the Palm served primarily as a bathing pavilion, a place where beachgoers could change and store their street clothes. Historical documents indicate it also sold accessories and retail merchandise. Later, during the mid-1950s, the operation expanded to include a snack bar or a lunchroom as it was called then.

In 1964 the Hamiltons purchased the Palm Pavilion and continued with business as usual. However, society was changing and formality was disappearing. People were wearing beach attire at places other than the beach. And so around the early 1980s, the bathing houses were removed; the snack bar and clothing shop remained.

Recognizing the Palm Pavilion offered one of the most beautiful locations on the island for sunset watching, the Hamiltons began making plans. In 1995 an outside deck overlooking the Gulf of Mexico was added. Guests could now dine outside, listen to live entertainment on the weekends and watch the sun set. A new menu was unveiled that included more than traditional beach fare.

And right they were. Five years later, due to its popularity, the Palm Pavilion Beachside Grill & Bar enlarged the outside deck one more time. The shoebox-size kitchen was moved to the east side of the building into larger quarters - 20-times larger than before. The vista on the west wall now opened to further showcase Clearwater Beach and the Gulf of Mexico. Once again the menu was expanded and today it offers seafood, steaks, wraps, pasta, ribs, salads and taste-tempting appetizers. In true pavilion style, hot dogs and hamburgers remain featured items.

With every change, the family sought to preserve the architectural integrity and charm of the Palm, while keeping it a place everyone from grandparents to grandchildren would feel welcome. A young couple, who came in the 1950s and again 50 years later to celebrate an anniversary could still recognize the Palm Pavilion. And not just because some of the lattice work is still original, but because the Hamiltons have worked diligently to maintain the casual atmosphere and to keep the look, like the wooden floors that open to the sand beach, as well as the feel.

According to the state of Florida, the Palm Pavilion is the oldest operating beach pavilion in the state.

The Palm Pavilion Beachside Grill & Bar is located at 10 Bay Esplanade on north Clearwater Beach. For more information call, 727-446-2642 or visit [www.palmpavilion.com](http://www.palmpavilion.com).

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

Editor's Note: Images are available upon request.

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