

# IMPORTANT

CTA  
Pre-Class Reading &  
Reference Materials



Certified Tourism Ambassador™



# CERTIFIED TOURISM AMBASSADOR™

## Pre-Class Reading & Reference Materials

### IMPORTANT NOTICE

THIS READING MATERIAL PROVIDES THE BASIS FOR CLASSROOM DISCUSSIONS AND OPEN-BOOK EXAM.

BEFORE YOUR SCHEDULED CLASS, PLEASE

- ✓ READ THIS MATERIAL THOROUGHLY
- ✓ COMPLETE ALL EXERCISES
- ✓ BRING THIS MATERIAL WITH YOU

### QUESTIONS?

DISCOVER THE PALM BEACHES

HEATHER ANDREWS, CTA  
[HANDREWS@THEPALMBEACHES.COM](mailto:HANDREWS@THEPALMBEACHES.COM)  
561-233-3008

[WWW.THEPALMBEACHES.COM](http://WWW.THEPALMBEACHES.COM)



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**CERTIFIED TOURISM AMBASSADOR™**

*Enhancing the Visitor Experience™*



Welcome

## CONGRATULATIONS!

Thank you for your interest in *The Palm Beaches Tourism Ambassador Program*. We applaud your decision to become a Certified Tourism Ambassador™ (CTA) – an international, industry-recognized designation.

As America's First Resort Destination™, genuine hospitality has been a way of life in The Palm Beaches for more than 125 years. Your participation in our program demonstrates your willingness to enhance the quality of a visitor's experience, as well as to help our destination shine.

A great deal of research and planning has gone into making this a fun and valuable experience for you. The program will prepare you with the knowledge, tools and resources to better serve your visitors and guests. In addition, it will provide you with continuous learning opportunities to keep you informed about new attractions and other exciting developments throughout our area; while helping you satisfy annual certification renewal requirements.

The program was designed to meet your needs. As you gain experience within the program, we encourage you to provide recommendations on how we can make it even better.

Congratulations on taking this important step! We wish you much success as you go forward as a Certified Tourism Ambassador™ for our community.

Remember, it all starts with a visit, and YOU make the difference in the visitor experience!

Milton Segarra, CDME, CTA  
President & CEO  
Discover The Palm Beaches

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*"I shortchanged myself. I should have started earlier and devoted more time to reading this document. I had no idea it was so full of information of interest."*

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## A MESSAGE FROM THE TOURISM AMBASSADOR INSTITUTE®

Welcome to the *Certified Tourism Ambassador™ (CTA)* program, the only industry-recognized, front-line certification program for the tourism industry.

### **CTA Is Certification, Not a Class**

The CTA designation will be with you for your entire career, if you renew annually.

To earn the CTA certification, you are required to meet all requirements, including reading this document, completing the exercises, engaging in active class participation, and passing the exam.

CTAs agree that it's a good investment in their future.

## **You Are Part of Something Big – CTAs Hold International Status and Prestige**

You will join over 60,000 individuals who have become CTAs since the program's founding in 2006.

### **James Smith, CTA**

The CTA pin and initials behind your name symbolize to visitors that you are knowledgeable and committed to their experience.

## **You'll Get Out of It What You Put into It – Don't Blast Through the Reading**

Read the material over several days rather than "speed-reading" in a single session. Even the most devoted will experience reader fatigue, if they try to read it all at once.

## **Keep and Use This as a Reference Tool**

This copyrighted document is yours to keep and use as a reference tool, including the *Quick Reference Guide and Index*. Add your own notes or pages to make it more useful to you.

## **Your Learning Doesn't End with the Class**

The status and prestige of the CTA designation are strengthened by CTAs who understand the importance of continuing their learning over time. As a result, they are functioning at a higher level as a tourism industry professional.

## **This Program Is Designed for You**

What will you learn? You determine the value of the learning experience. You'll get out of it what you put into it.

**We look forward to welcoming you to  
the CTA family!**

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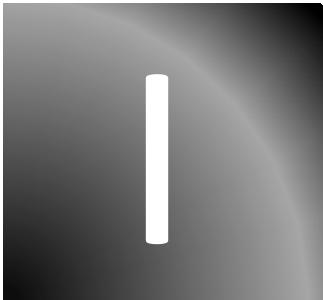
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**CERTIFIED TOURISM AMBASSADOR™**

*Enhancing the Visitor Experience™*

# Section



## INTRODUCTION & PROGRAM OVERVIEW



# Section I.

## Introduction & Program Overview

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### CTA PROGRAM OBJECTIVE

To increase regional tourism by inspiring front-line employees and volunteers to turn every visitor encounter into a positive experience.

### A. Program Objective

The Palm Beaches Tourism Ambassador Program is designed to give you – as a front-line tourism industry employee or volunteer – learning experiences that will build upon your knowledge of the region and your performance in serving your customers.

It will help you answer the wide variety of questions you get from visitors and will increase your awareness of, and your ability to use, available information resources. It also gives you a chance to meet one another, learn from one another's experiences and celebrate together!

The premise is simple: If front-line employees and volunteers (those who come into immediate contact with the visitor) provide quality service to visitors (conference attendees, leisure travelers, business travelers, etc.), those visitors are more likely to have a positive experience.

When visitors have positive experiences, they are more likely to return and are more likely to share positive impressions with their friends.

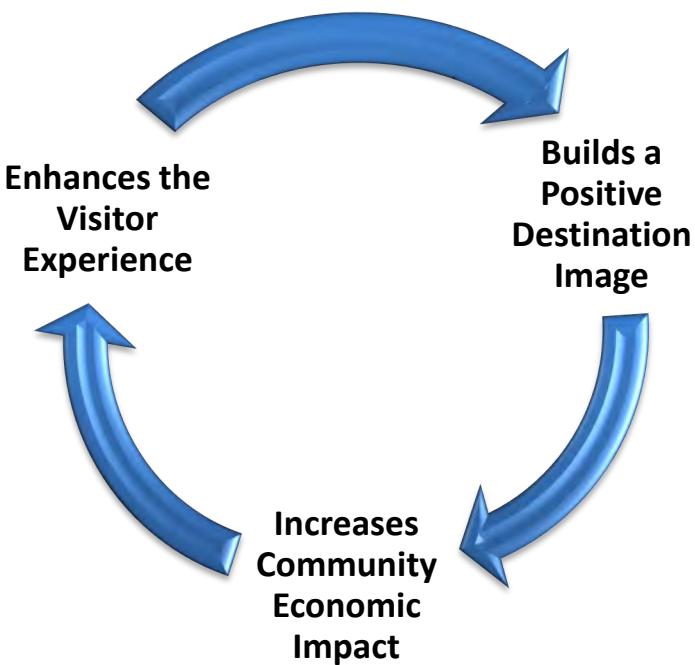
Everyone benefits – visitors, the tourism industry (including you) and the local economy.

## **Think about the big picture.**

When you enhance the visitor experience, you contribute to building a positive image for our area, which has a positive impact on the economy.

The benefits cycle looks like this:

### **CTA PROGRAM BENEFITS CYCLE<sup>©</sup>**



## B. The Vision of the CTA Program

**What makes The Palm Beaches so special?**

**What draws over 9 million visitors to our area each year?**

**Why do people like to live here?**

Is it our amazing outdoor activities, our world-class resorts and spas, our beaches, our rich culture and history, or is it the people?



Many cities boast fabulous restaurants, interesting sightseeing, and unique attractions – but inevitably, the most memorable experiences we have as a traveler involve the people we meet.

This is the foundation of **The Palm Beaches Tourism Ambassador Program**. Knowing your area and taking pride in sharing it with visitors does make an impression!

## More and More Visitors Are Coming Here!

Our area is experiencing an exciting period of growth. People not only want to move here but they also want to visit to experience our rich heritage and the beautiful, unique surroundings in which we live. As our destination increases in popularity, thousands of people will be experiencing our area for the first time.

That's why our tourism leaders realized that it was time to unite the front-line to better serve our current visitors and to prepare for the future. Many exciting events and developments are on the horizon for The Palm Beaches that will make our destination even more popular to visitors.

Will we be ready? Yes! And each Certified Tourism Ambassador™ will play a big part in helping us welcome these visitors and give them an experience they'll remember FOREVER.

### Share the Vision...

Imagine the year 2035 – hundreds of people throughout The Palm Beaches will have been trained, certified, and renewed as CTAs.

Everywhere you turn CTAs will be working together AND going the extra mile to answer visitor questions and to enhance the visitor experience.

What happens as a result?

- Everyone around the country is talking about our area
- More conferences and visitors come to The Palm Beaches
- Our number of CTAs keeps getting bigger and better!

*“The most  
memorable  
experiences we  
have as a traveler  
involve the people  
we meet.”*



## IMAGINE THE POWER!!!



**CERTIFIED TOURISM AMBASSADOR™**

*Enhancing the Visitor Experience™*

# Section

# II

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## Ambassador Benefits & Expectations

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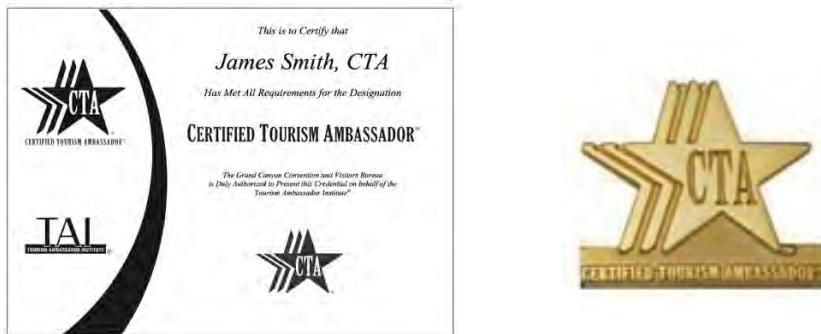
## Section II. Ambassador Benefits & Expectations

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### A. Industry-Recognized Certification

Upon successful completion of the program, CTAs receive:

- A certificate, suitable for framing, denoting your designation as a CTA
- A pin identifying you as a *Certified Tourism Ambassador™*



SAMPLE CERTIFICATE AND CTA LAPEL PIN

The *Certified Tourism Ambassador™* (CTA) logo is a symbol of quality that represents an individual's or company's commitment to building tourism by turning every visitor encounter into a positive experience.

The CTA logo and pin are designed as a series of stars, as you and your fellow CTAs are the Stars of the Tourism Industry!





## Wear Your Pin with Pride

The CTA pin isn't a novelty pin. It shows you are certified. Wear it with pride.

*"I want one  
of those pin  
people."*

Visitors will see you as a professional. One CTA reported a visitor saying, *"I want one of those pin people."*

## Use the CTA Designation Behind Your Name

Use the CTA initials behind your name on your email signature block, name badge, and business cards to let your customers and co-workers know you're the go-to person for visitor information and excellent service.



## Use the CTA Logo on Your Website and More

Add the logo to your website to show visitors and customers you are dedicated to their experience. *Current* status CTAs and their employers may request permission to use the CTA logo, at no charge, on their websites, social media, email footers, and printed promotional material. Logo Usage Request forms are available through the Tourism Ambassador Institute®. Go to [CTANetwork.com](http://CTANetwork.com)>Become a CTA >Benefits to CTAs.



## B. Earning CTA – Requirements

The Tourism Ambassador Institute® (TAI), as the accrediting body for the CTA designation, has granted licensing and accreditation rights to Discover The Palm Beaches to present, on behalf of the TAI, the CTA designation to those individuals who satisfactorily complete all program requirements.



Therefore, as this is an industry-recognized designation, Discover The Palm Beaches is required to ensure that you have met the requirements to earn the CTA designation.

### What's Required to Become a CTA?

After the conclusion of the classroom training session, you will be notified as to whether you have satisfactorily:

- Completed the required reading and pre-class exercises
- Demonstrated active participation in all classroom exercises
- Earned a passing score on the open-book exam at the end of the classroom session
- Demonstrated your commitment to becoming a CTA and to renewing your certification annually



Please be sure to contact the local program administrator, if you have questions about the program or the requirements to achieve the CTA designation.

### QUESTIONS?

DISCOVER THE PALM BEACHES  
HEATHER ANDREWS, CTA  
[HANDREWS@THEPALMBEACHES.COM](mailto:HANDREWS@THEPALMBEACHES.COM)  
561-233-3008  
[www.THEPALMBEACHES.COM](http://www.THEPALMBEACHES.COM)

## C. Renew Annually – Requirements

**“When You Stay a CTA Star,  
Everyone Benefits!”**

### Why Annual Renewal?

This program is geared toward initial certification followed by renewal of certification every year thereafter.

This ensures that CTAs are kept up to date on important new developments and that they demonstrate a willingness to assume responsibility for continuing to learn about the great things our area has to offer. It also ensures that the program maintains momentum and evolves over time to meet the needs of CTAs and visitors.

### When Do I Renew?

After your first full *calendar* year as a CTA, you will be required to renew your designation annually.

The early-bird deadline is October 31<sup>st</sup>, with the final deadline December 31<sup>st</sup>.

### What's Required?

#### How Do I Accumulate 50 Points?

A total of 50 points will be required each year to maintain your CTA designation, along with a modest annual renewal fee.

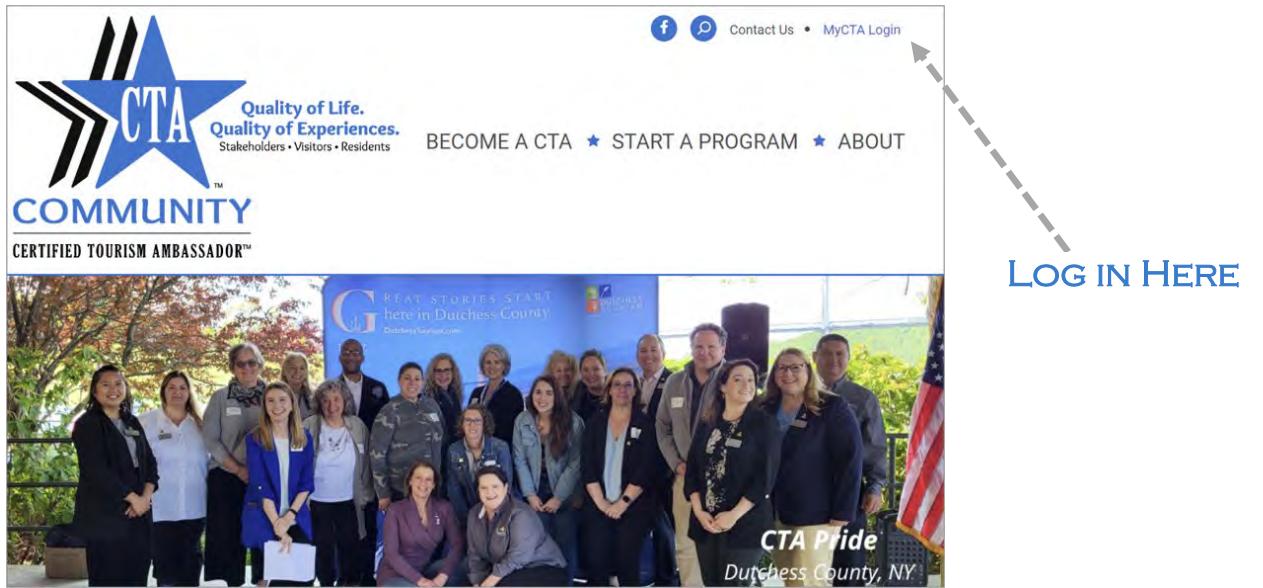
Renewal Points vary and may be earned as follows:

- **10 Points:** Visiting point-earning area attractions and venues (museums, points of interest, festivals, etc.) outlined in this document
- **5 Points:** Participating in planned CTA networking or other events
- **5 Points:** Attending educational events and staying current with new developments
- **5 Points:** Watching or reading tourism-related speeches, videos, articles
- **5 Points:** Volunteering at festivals, events, or other activities

## How Do I Record My Renewal Points?

Keeping track of your renewal points is easy on the [CTANetwork.com](#) website. It only takes a few minutes to log in and record your points on any device.

### HOME PAGE VIEW – CTANetwork.com



### LOGGED IN VIEW

After logging in to your profile page, easily record points into your **Points Bank**.

A screenshot of a user profile page on CTANetwork.com. On the left, there's a placeholder for an uploaded photo, followed by the user's name, Christine Whorton (#13994), and their provider information: Mickey Schaefer &amp; Associates LLC, 2374 Any Street Drive, Oro Valley, AZ 85755, with contact email christine@mickeyandassociates.com and phone (520) 544-2760. To the right is a sidebar titled 'Account Actions' containing several links: Edit Profile, Address Book, Contact Information, Opt In and Out, Points Bank/Record Points (which is circled in red), Get CTA Card and Certificate, Pay Outstanding Orders, Change Username, and Reset Password. A dashed arrow on the right side points from the text 'RECORD POINTS INTO YOUR POINTS BANK' down towards the 'Points Bank/Record Points' link.

RECORD POINTS  
INTO YOUR  
POINTS BANK

## D. Benefits to CTAs

### What's in it for Me?

You've read about the benefits of CTA to your area. Here are the benefits to YOU:

- Provides you with a meaningful credential that is visible to visitors, friends, and family (John Smith, CTA)
- Belongs to you – even if you change employers, the designation is yours to keep, for as long as you annually renew
- Increases business, which may mean larger paychecks or higher tips
- Builds skills you'll have for a lifetime
- Helps bolster your resume
- Supports your career development
- Helps you network with – and learn from – your peers across the area
- Helps you stay “in the know” with regular updates

### What Can I Do on the CTANetwork.com Website?

As a Certified Tourism Ambassador™ you'll have exclusive access to resources within the **CTANetwork.com** website.

Log in to utilize the **MyCTA HOME** local microsite. This is a powerful online resource to help you stay connected, stay informed and stay professional.



On the **MYCTA HOME** microsite you can:

The screenshot shows the MyCTA HOME microsite interface. At the top, there are three main sections: 'Enjoy Benefits' (with a coffee cup icon), 'Record My Points' (with a list icon), and 'Earn Points' (with a star icon). Below these are three buttons: 'BENEFITS', 'RECORD POINTS', and 'EARN POINTS'. A central heading says 'Get the Most from Your Certification'. Below this are two columns of links: 'LOCAL CALENDAR', 'CTA STORE', 'CTA LOCAL SOCIAL', 'CTA DIRECTORY', 'TIMELY INFO & MESSAGING', 'CTA IN THE NEWS', 'FREEBIES & DISCOUNTS', 'MY INDUSTRY', 'UPCOMING CTA EVENTS', and 'CONTACT LOCAL ADMINISTRATOR'.

- Access exclusive Freebies & Discounts
- View dates for CTA networking events
- Connect with your fellow CTAs via the CTA directory or social media
- Keep informed on local happenings and industry news
- And more.

Visit [CTANetwork.com](http://CTANetwork.com) frequently as a resource to build your knowledge and skills!

## E. Expectations of CTAs

As a CTA, we hope you'll assume the responsibility of strengthening the status of the designation in the eyes of your employer and your city. Here's what you'll be expected to do:

- Continue your education at every opportunity
- Enhance your *product knowledge* about the city's restaurants, attractions, and everything else a visitor may want to do
- Provide feedback on how to improve local resources
- Take advantage of discounts or free offerings from participating businesses to experience their 'product' firsthand
- Celebrate your achievements with your co-workers
- Maintain your credential by completing annual certification renewal
- Encourage your colleagues to become CTAs
- **Have fun!!**

## F. Importance of Your Involvement

As you can now see, this is a historic undertaking for our area. You are part of an exciting program that will elevate The Palm Beaches to new heights. Help us make the program bigger and better by giving Discover The Palm Beaches, the Program Administrator, your ideas as the program unfolds over time.

**Be proud of your accomplishment.  
Celebrate it with your colleagues!**

# Section

# III

## The Modules



## Section III. The Modules

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### OVERVIEW

The CTA curriculum is organized in the following four Modules:

- **MODULE 1: THE POWER OF TOURISM**
- **MODULE 2: DISCOVERING THE PALM BEACHES**
- **MODULE 3: KNOWING, FINDING & USING RESOURCES**
- **MODULE 4: EXCEEDING CUSTOMER EXPECTATIONS**

#### About Learning Objectives

The Learning Objectives are shown at the beginning of each Module, followed by reading material that was chosen due to its relevance to the objectives.

We strongly suggest that you *review these Learning Objectives carefully*. They will give you a good heads-up about the most important ideas in each module.

The Learning Objectives serve to:

- Describe facts which you are expected to know
- Describe principles or concepts that are important in the tourism industry
- Describe an attitude or specific behavior (performance) that is expected of the Certified Tourism Ambassador™.

The primary materials that will help you achieve the learning objectives are:

- The written material in this document (and local resources)
- The classroom session

The concepts and exercises to be addressed in the classroom training segment of the program will reinforce and build upon much of the material included in these readings.

You are encouraged to read this material thoroughly and attend your scheduled classroom session prepared to share your ideas, discuss with your peers, and be an active participant in your own learning process.

# Module 1

The Power of  
Tourism

# **Module 1 Learning Objectives:**

## **The Power of Tourism**

---

- Identify how tourism drives the U.S. and regional economy.
- Realize the importance of area-wide collaboration to increase tourism.
- Explain the composition of the visitors to our area, i.e., who visits and why?
- Explain the importance of Convention & Visitors Bureaus (CVB)/ Destination Marketing Organizations (DMO), and Chambers of Commerce.
- Explain ‘Branding’ and its importance to a DMO and our area.
- Identify the role of the *Certified Tourism Ambassador™* and how CTAs can favorably impact our area’s tourism.

## MODULE 1 – READING

# THE POWER OF TOURISM

This module looks at tourism from the international, national, regional, and local perspectives and the critically important role of front-line tourism workers and volunteers to the viability of tourism in The Palm Beaches and the surrounding area.

## A. The Power of Tourism

What do we mean when we talk about “Tourism”?

A partial definition of “Tourism” includes the idea of:

***People traveling for vacations and visits to places of interest.***

### The Concept of Choosing to Travel

Naturally, most people choose to travel to places that interest them and/or where they have friends or relatives or are attending a meeting. They go to places where they think they'll have an enjoyable experience. Unless it's a mandatory business meeting, no one forces them – they **CHOOSE** to go!



**CHOOSING** to travel is a critically important concept to grasp, because it is the backbone of the tourism industry.

People choose to go to one city over another for many reasons: appeal of the destination, affordability, geography, etc.

## When Visitors Stop Coming

Now, think about what it is like when fewer visitors come here. For example, a pandemic, natural disaster or when our economy is strained.

- People choose *not* to travel
- Tourism plummets, entire tourism industry suffers
- Businesses close, people are laid off
- Local and state economies are greatly affected



This shows how important tourism is to our economy and our destination!

**What have you experienced at your job?  
Have you seen the impact of less tourism?**

## Tourism Is Big Business

When you think of tourism in the broad sense, it's big business. It means new money flowing into a city or region that wouldn't be there without the visitor.

**TRAVEL & TOURISM:**

- Is a \$2.6 *trillion* industry nationwide: \$6.8 *billion* per day!
- Creates 15.8 million jobs
- Constitutes 1 of every 10 jobs in the U.S.
- Generates \$179.7 billion in local/state/federal tax revenues, keeping YOU from paying \$1,400 in additional federal taxes per year!

Source: US Travel Association

What about The Palm Beaches? In our area, tourism:

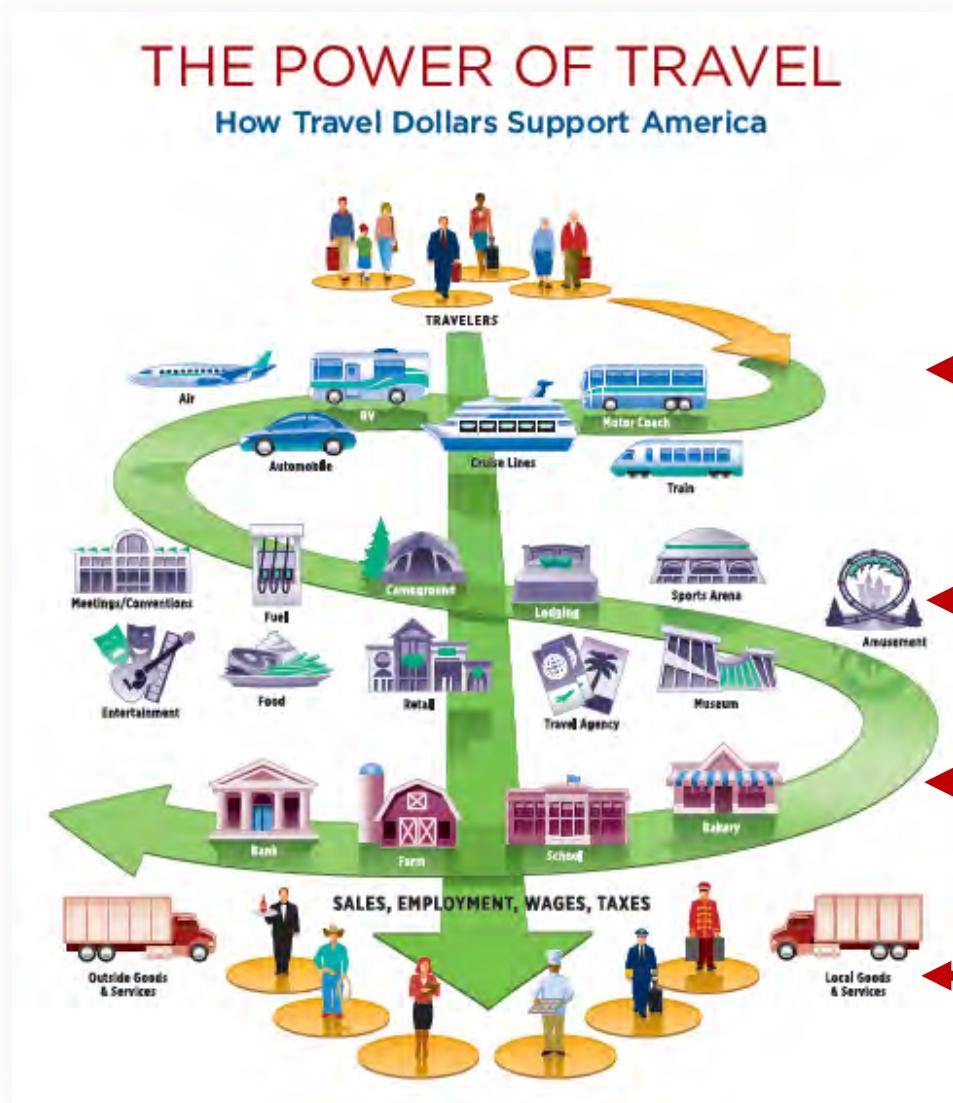
- Accounts for over 9 million visitors each year
- Equates to \$10 billion in economic impact
- Creates 85,000 jobs in Palm Beach County

The economic impact of tourism is huge and is why we constantly see advertisements trying to lure us to a certain destination. **Competition for the tourist dollar is fierce and is gaining increasingly more importance to countries, states and cities everywhere!**

## The ‘Ripple Effect’ of Tourism Spending

The \$10 billion in economic impact (what people spend and the impact of that spending) creates a “ripple effect” throughout the entire region.

**Example:** Think about the products or services a single hotel buys to serve its guests: food, sodas, liquor, china, linens, furniture, bedding, towels, etc. Now, think about ALL the hotels, restaurants, attractions, and other businesses in our area that buy these or other products. They *stay* in business because of the spending created by tourists! When the visitors don’t come, these businesses suffer. When they *do* come, the businesses grow. New restaurants open, new attractions open and our areas become more appealing to the visitor and more pleasant for us, as well!



This graphic, produced by the U.S. Travel Association, shows the ‘ripple effect’ of tourism spending.

Travelers use various means of transportation.

They spend money on many things.

Local businesses benefit.

More jobs, higher wages, and rising tax revenues to put back into our local infrastructure

## B. Importance of Tourism Promotion

Across the world, **Convention & Visitors Bureaus (CVBs) or Destination Marketing Organizations (DMOs)** are working to convince people to come experience what their destinations have to offer.

Since their beginnings in the 1920s, CVBs have worked to bring conference attendees and tourists to their area. Leaders from more than 1,000 CVBs and DMOs around the world meet each year to share ideas and to discuss industry research and key issues. They are friendly competitors, competing for the same tourists. And their “product” – the destination’s appeal, attractions, and its people – make it an easy or difficult “sell.”

### Working Together to Lure More Visitors

In The Palm Beaches area, there are numerous organizations that are working together to advertise and promote our area to bring more visitors, including:

- Restaurants
- Attractions
- Hotels
- Cultural Organizations

In addition, Discover The Palm Beaches works closely with specific organizations in our community to promote The Palm Beaches’ many attributes including local government, chambers of commerce, economic development agencies, restaurant and tourism associations, airports, and more. All are working together to deliver a special brand promise for our area. It’s extremely competitive out there – even more reason for our area’s CTAs to shine for our visitors!



Discover The Palm Beaches  
Marketing Advertisement

## C. What is a Brand?

When you think of a city, do you think of a brand?  
You may not realize it, but you probably do.

What comes to mind when you think of the following cities?

**EXERCISE: Next to each, write the first few things that come to mind.**

Orlando: \_\_\_\_\_

San Francisco: \_\_\_\_\_

Las Vegas: \_\_\_\_\_



Chances are, what you wrote describes their brand. And, whether you realized it or not, you most likely recalled something that has an EMOTIONAL APPEAL. Examples might be San Francisco's Golden Gate Bridge with the water flowing below or Las Vegas' nightlife and fun.

A destination's brand encompasses:

- Its “personality”
- What a visitor remembers most
- What they tell their friends

## A Destination's Brand

Destinations work to create slogans and logos that capture the essence of their brand. And they work to deliver that brand through a Brand Promise.

### What is a Brand Promise?

It's what a destination hopes to deliver to every visitor – the experience they want them to have. It takes all CTAs working together to do the little things that add up to an experience that visitors can't get anywhere else.

Now, think of a brand for our area...

**What is the “personality” and brand of The Palm Beaches?**

**What do people expect when they come here?**

**What emotions do people feel when they're here?**

**What will they remember?**

**What will they tell their friends?**

Discover The Palm Beaches uses the following tag line in promoting our destination to leisure travelers and convention planners alike.



### Brand Promise

*The Palm Beaches are America's First Resort Destination. The community where genuine hospitality is a way of life, and the diversity of travel experiences is matched by the warmth of its coastal communities. It is Florida's finest travel experience.*

To strengthen the brand, Discover The Palm Beaches uses social media sites such as Facebook, Instagram, and X to talk about our unique attractions and events and uses videos on YouTube to expose visitors to everything from local restaurants to historic sites to nature trails. We also use an abundance of photographs – images that convey our beautiful beaches, luxurious hotels, and stunning architecture.

These words and images are part of our ‘Brand Message.’ However, it is all of us on the front-line who help us keep our **Brand Promise** – to ensure that the uniqueness we are promoting is what the visitor will experience.

## D. Who Visits Our Area and Why?

People visit our area for many reasons – they may come to visit friends or relatives, attend an event, or to get away for a few days. Our current, broad breakdown is:

- 30% Leisure Travelers**
- 19% Visiting Friends/Relatives**
- 14% Business Travelers**
- 13% Sports Group Travel**
- 11% Business Transient**
- 11% Special Events**
- 2% Contract Workers**

Source: Discover The Palm Beaches

### Visitor Profile: Why Are They Visiting?

Each visitor to our area has their own profile for every trip. They may be attending a sporting event, visiting grandkids, golfing, or shopping. Asking what brings them to The Palm Beaches will give insight on how to help them have an exceptional experience.



### Visitor Segment: What Types of Visitors Come to Our Area?

While not an exact list, the following shows the visitor segment or type of visitors you may encounter:

Residents' Family & Friends	Cultural Tourists	Spring Training Attendees
Agricultural Travelers	Golf Enthusiasts	Marina Industry
Convention Attendees	Equestrian Enthusiasts	Day Visitors
Leisure Vacationers	Outdoor Enthusiasts	LGBTQ+ Travelers
Snowbirds	Medical Visitors	Shoppers
Event Attendees	Business Travelers	Cruise Visitors
History Buffs	International Visitors	Drive Market

## E. Destination Marketing

### **EXERCISE—Put Your Sales Hat On**

Marketing a destination is not an easy job. Imagine yourself a salesperson for Discover The Palm Beaches. What would you say to a prospective visitor to “sell” them on coming here? Or, to a person who was considering bringing a meeting or conference here?

**Write some of the key points you would mention:**

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Did any of the following come to mind?

- Beautiful beaches and architecture
- Rich cultural heritage
- Vibrant fine arts and performing arts
- Friendly people
- Incredible outdoor recreation
- World-class hotels, resorts, and spas
- Wide variety of shopping options
- Renowned culinary scene and offerings

## Impressing Meeting Planners

Now, think about meeting planners coming here with the idea of possibly bringing a meeting or convention here. The CVB shows them around, but they also go out on their own. And, when they do, they're looking at **EVERYTHING** – the cleanliness of the area, what there is to do, how their attendees can get around, and most important, *the service they receive*.

## Locals as Marketers for Our Destination

From another angle, many area residents are members of associations, such as the National Association of Realtors or the American Bar Association. There is an association for virtually everything and it's been estimated that more than half of the people who live in our area belong to at least one. Also, think about our area's business owners who could possibly bring a business meeting here. What if our residents were to feel so confident about our area and the product it delivers that they all wanted to bring their meeting or convention here? Think of the thousands of visitors this would generate and the impact it would have on you and your job!

But residents won't feel comfortable recommending our area as a meeting or convention site ***unless and until they believe in their hearts that our area is exceptional*** – that it will provide a quality *experience* for their attendees. Unless they see the brand of the city as an exciting, fun, quality-service destination, they won't bother.

**Some who live in The Palm Beaches and the surrounding area may take for granted how truly special it is – how beautiful, how much fun, how welcoming.**

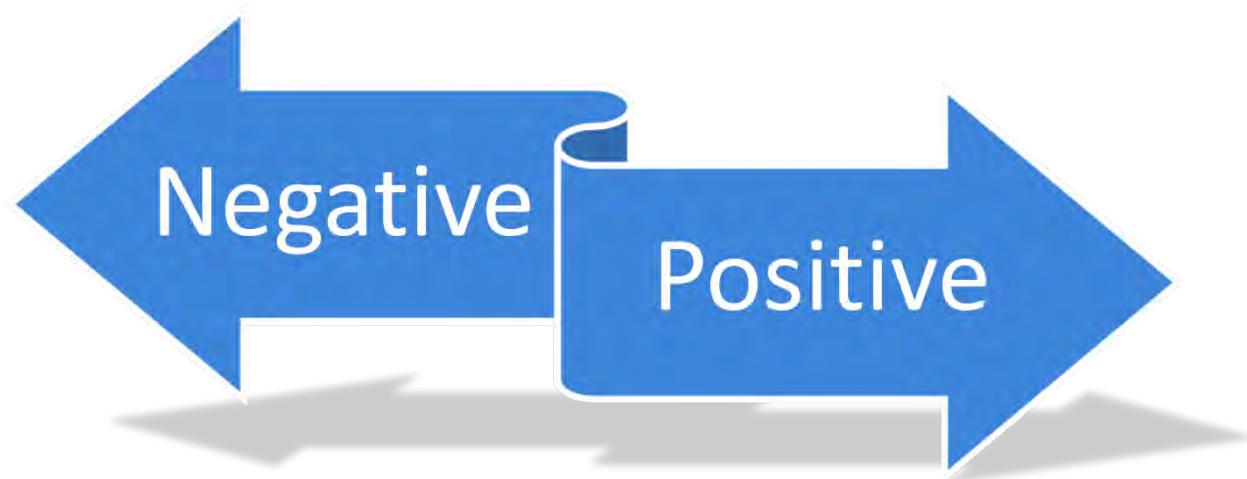
## Working Together

Think of the potential impact that you and your fellow CTAs could have *working together* to bring more business here. In some cases, which would mean changing our attitudes from negative to positive. It implies that we all meet the challenge of something very important.

## F. Positive Messages

### Sending Out Positive Messages, Always!

Do you cringe when you hear someone disparaging where we live? Or sending them to a restaurant in a city/town outside our area?



*From the Negative...*

*"There's not much to do here."*

*"Everything shuts down  
after 9:00 p.m."*

*To the Positive...*

*"We have a lot of exciting  
things to see and do."*

*"There's a lot of nightlife,  
may I help you find it?"*

## When the Experience is *Negative*

People are naturally disappointed when they hear locals expressing these (or other) negative thoughts.

**When someone says something negative, it “sticks.” Visitors remember it, and it becomes part of their perception of your area.**

When you had a bad experience while eating out or on vacation, what EMOTIONS did you experience?

Frustration?  
Anger?  
Helplessness?  
Wasted Time?  
Wasted Money?

***“Let’s just go back to our hotel.”***  
***“I’ll never come back here again.”***  
***“Let’s leave tomorrow.”***  
***“I can’t wait to tell everyone what a terrible experience this was.”***



This bad experience probably resulted in the following:

- ✓ Lower tips to the worker
- ✓ Lost future business
- ✓ Bad word-of-mouth or posts

CTAs need to work together...**to make sure that everything said is positive.**

## When the Experience is *Positive*

Now, think about what you feel when you have a positive experience eating out or while on vacation.

What did you experience?  
Excitement?  
Fun?  
Fond Memory?

***"I can't wait to come back here!"***  
***"This was fun; let's go on to another place!"***  
***"Let's stay an extra day."***  
***"I can't wait to tell others what a wonderful experience this was."***



This positive experience probably resulted in:

- ✓ More tips
- ✓ More business for the company
- ✓ More visitors returning and telling others

A restaurant can have a great menu, but if the service is bad in any way, it won't be around for long. A local attraction can have interesting things to see and do, but if workers aren't helpful and friendly, customers will not want to return and they're not likely to recommend it to others.

### The difference is YOU!

You can give a visitor a good or bad experience, thereby influencing future decisions to return here.

**Bottom Line...we're all marketers for our destination.**

## G. The Power of You: You Are the Brand

Our area has much to offer. But one of the best things we have to offer is YOU!

Whether you realize it or not, you play a key role in keeping tourism secure for our community and in convincing more people to visit. In simple terms...

**YOU are the Brand!**

A lot of what visitors **feel, remember, and tell** others will depend on the *experience* they had while they were here. **YOU** are a vital, inseparable part of that experience!

Every CTA is a purveyor of the brand. You strengthen or weaken the brand with your action *or inaction*.

Who gets the questions about things to see and do? **YOU**

Who gets a chance to create a positive and memorable experience? **YOU**

Who helps create our area's personality? **YOU**

**CTAs ARE AT THE  
TOP OF THE TOURISM PYRAMID**



## H. Summary and Key Messages

### **Key messages in Module 1 include:**

- Tourism is big business in The Palm Beaches – 9.5 million yearly visitors, \$10 billion yearly economic impact, and 85,000 jobs in Palm Beach County.
- Tourism is a vital and significant part of the international, national, regional, and local economy; it generates tax revenues, creates jobs, new attractions, more restaurants, and more.
- CVBs/DMOs around the world promote their destination and compete among themselves to attract meetings, conventions, business travelers, and leisure visitors.
- By working together to create exceptional experiences, we are all marketers for our destination.
- A destination's brand is its 'personality.' It's what a visitor remembers most and what they tell their friends.
- The exceptional service provided by CTAs is a critically important part of the visitor experience – and it's the *experience* that visitors will remember.

# Module 2

Discovering  
Our Area

## **Module 2 Learning Objectives: Discovering Our Area**

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- Be knowledgeable of the core attractions and venues most frequently asked about by visitors and their geographic location.
- Describe some of the attributes that distinguish one attraction from another.
- Identify the location of the main entertainment centers in our area.
- Demonstrate the ability to assist visitors with itinerary planning.
- Discover what's unique to our area that visitors may not find anywhere else.

## MODULE 2 – READING

### DISCOVERING OUR AREA

#### A. Discovering The Palm Beaches

Most CTAs report that this is their favorite part of becoming a CTA, because they learn new, interesting facts – even those who have lived here their entire lives.

##### **You never know what visitors will ask about!**

Our visitors have a wide range of interests which can include anything from history to the outdoors to the unique things that make our destination so appealing.

Therefore, it's important to broaden your knowledge base and your general awareness so you can tailor your assistance to exceed their expectations.

#### CUSTOMIZED TO OUR DESTINATION

This highly customized module begins with an overview of our history and cultural heritage and ends with the venues and attractions that are the most frequented or unique to our destination.

**You are not expected to memorize everything about our area that appears on the following pages. You *are* expected to read this material carefully to become more aware of our history and the many other things that make our area special.**

Through this reading and by completing the required pre-classroom exercises, you will be better able to answer visitors' questions about what there is to see and do.

Enjoy the journey!

## Look for the ‘Discover It’ Notations

**‘Discover It’ = How you or a visitor can personally visit a site, or how you can learn more about a point of interest**

As you read about our area, each ‘**Discover It**’ includes the address, phone number, and active URL/Website link to learn more. This document then becomes a rich resource, as these ‘**Discover It**’ items are alphabetized in the **Quick Reference Guide & Index** (near the back) to help you quickly find information!

**DO THIS...**  
**Take a minute to go to the back of this document to find the INDEX, complete with addresses and links to help you quickly assist visitors!**

As you read each ‘**Discover It**,’ take a minute to look at the map in the “Live, Work & Play” section of the *Official Visitors Guide* to see where these interesting sites are located. And **try to discover as many of these sites as you can over time**. It will be a fun experience for you and will help you provide some interesting factoids or tips to assist visitors – **making YOU a memorable part of their visit!**

# Section 1 – Our Area's Early History

From the home of Native Americans to the expanding American population that grew along the Florida East Coast Railroad tracks, to the tourism mecca of today, Palm Beach County's history has created the area and culture we know today. The following sections describe that evolution.

## Our Early Native American Inhabitants

- Early Native Americans occupied many areas of what became Florida. **Approximately 5,000 years ago, the Jeaga tribe began to inhabit the coastal areas of today's Palm Beach County.** They are descendants of the Taino culture in the Caribbean.<sup>1</sup>
- Skilled in crafting dugout canoes from cypress trees, the Jeaga used waterways to trade with neighboring tribes. Remnants of their lives and dietary practices are reflected in the nearly vanished shell mounds (also called 'middens') along the river system.



**The Jeaga in a Dugout Canoe**

Source:  
[www.westpalmbeach.com/the-jeaga-palm-beach-countys-indigenous-tribe/](http://www.westpalmbeach.com/the-jeaga-palm-beach-countys-indigenous-tribe/)

- From 500 BC to the 1700s, neighboring tribes included the **prehistoric Mayaimi tribe** in the Kissimmee River Valley and around Lake Okeechobee, while the **Calusa tribe lived along the Caloosahatchee River**. The Calusa were known to attack Spanish conquistadors and their ships anchored offshore.
- The **Mayaimi tribal name evolved into what is known as the Belle Glade Culture**, because of the Smithsonian Institution's distinct archeological findings in Belle Glade. Their people's habitation and burial mounds are located just west of

Belle Glade in an area that was once a town called Chosen, which many now refer to as the “Indian Mound.”

- In the 1700s, the **Seminole tribe** came about through a blending of Florida’s Indigenous tribes, as more and more European settlers arrived.



**Seminole Tribe Members  
Near Their Thatch-roofed Shelter**

Source:

[historyreclaimed.co.uk/rewriting-floridas-history-seminole-indians-are-not-descended-from-the-tequesta/](http://historyreclaimed.co.uk/rewriting-floridas-history-seminole-indians-are-not-descended-from-the-tequesta/)

- The Seminole evolved into a distinct cultural group, incorporating elements from their Creek tribal heritage, as well as elements from other tribes. **The Seminole were not nomadic and built homes and established communities throughout Florida, including in Palm Beach County.**

## Our Early Explorers & Formation of Palm Beach County

- Beginning in the 1500s, several European countries explored present-day Florida, including **Spain, France, and England**.
- Spanish explorer **Juan Ponce de Leon** was the first known European to explore our large peninsula. In 1519, he landed near what is today the Jupiter Inlet. Being the first to “discover the land”, Ponce de Leon **claimed it for Spain and named it Florida**.



**Juan Ponce de Leon**

Source:

[exploration.marinersmuseum.org/subject/juan-ponce-de-leon/](http://exploration.marinersmuseum.org/subject/juan-ponce-de-leon/)

- Spain was not the only European nation to find Florida attractive. England ultimately obtained control of Florida upon defeating Spain in the *Seven Years War* in 1763.
- The British divided the land into **East Florida and West Florida**, which remained **loyal to the British** during the Revolutionary War.
- Later, the British lost their claim on Florida to Spain, as part of the peace treaty that ended the *Revolutionary War* in 1783. (See Section 2 – Our Military History, Page 63)
- In 1819, Spain ceded Florida to the United States, with **Florida becoming an official U.S. Territory on March 4, 1822**.
- In 1836, Dade County was created.
- In 1909, **Palm Beach County was carved out of Dade County, as Florida's 47<sup>th</sup> county**.

## Our Early Settlers

- Starting in 1790, Spain offered land grants to encourage settlement in the area. **Both Spanish colonists and settlers from the 13 states in the newly formed United States poured into Florida** to claim land.
- With this influx of new residents, Florida became more “Americanized.” After several U.S. military excursions into Florida, due mainly to the **First Seminole War** (1817-1818) (See Section 2 – Our Military History, Page 63), **the U.S. took over Florida**.
- Settlers began to arrive in today’s Palm Beach County shortly after Florida became a territory of the United States in 1822.
- **As more Europeans settled in the area in the 1800s**, the Seminole began to fight to protect their lands, leading to **the Seminole Wars** (See Section 2 – Our Military History, Page 63)
- **Fort Jupiter, a U.S. Army fort built in Jupiter in 1838**, after the last battle in the Seminole Wars (See Section 2 – Our Military History, Page 63), is **believed to be the first permanent non-Indian settlement in today’s Palm Beach County**.<sup>2</sup>
- When the first settlers arrived, our entire area was known as “Lake Worth”, named by soldiers in honor of **General William Jenkins Worth**, leader of the U.S. forces in the Second Seminole War (See Section 2 – Our Military History, Page 63)
- More settlers arrived, as a result of the **Florida Armed Occupation Act of 1842**, which granted 160 acres to anyone who cared for the land for at least five years and agreed to join the militia, if called upon.
- **Florida became a state on March 3, 1845**.
- Several **shipwrecks occurred** along the east coast of Florida, **due to the rocky terrain and swift currents** between Vero Beach and Miami. Settlers in the area salvaged what they could to build their homes and supply their cupboards.

**To prevent more shipwrecks, the Jupiter Inlet Lighthouse was completed** and first illuminated on July 10, 1860. The name “Jupiter” came from the British anglicizing the Indian tribal word “Jobe,” which is what the Spanish had called the area in the 1760s.

- **In the 1850s, the steamboat became a popular mode of transportation on the coastal waters and rivers of Florida.** These steamboats had a shallow bottom and could float in very shallow waters, which was ideal for the state’s rivers and the reefs, shoals, and rough ocean seas.



**Steamboat Navigating a Florida River**

Source:

[www.oclastyle.com/the-age-of-steamboats/](http://www.oclastyle.com/the-age-of-steamboats/)

- The Homestead Act was signed by President Abraham Lincoln in May 1862, which gave citizens free land, provided they live on it and improve it. **Another wave of settlers arrived in the state after the Civil War ended in 1865.** People from the north started to move to Florida for its warm weather and available land for crops. To create more farmland, these settlers **drained the swamps**.
- **On July 28, 1873, the first formal homestead claim in Florida was filed** by Hiram F. Hammon, who moved from Ohio to the Lake Worth Region, which today is Palm Beach.
- In 1881, real estate developer Hamilton Disston purchased four million acres of land from Orlando to south of Lake Okeechobee, including the northern edge of the Everglades. Once he drained the area, fertile soil was exposed, which was excellent for growing crops. **When this fertile soil was discovered, farmers moved into this area and areas throughout the county.** Farming and cattle ranching became the main industries.

## Our Area's Firsts

- In 1872, settlers began arriving in the area that is today's Palm Beach.
- **The name Palm Beach** came about when **the Spanish ship, Providencia**, wrecked on the shores of the growing town in 1878. **The ship carried a large supply of coconuts** bound from Havana, Cuba, to Barcelona, Spain. Residents of the town gathered the load of coconuts and **began planting these first coconuts**

**throughout the area** in an effort to launch a commercial coconut industry. From this time forward, the area was called Palm Beach.



### The Shipwrecked Providencia

Source:

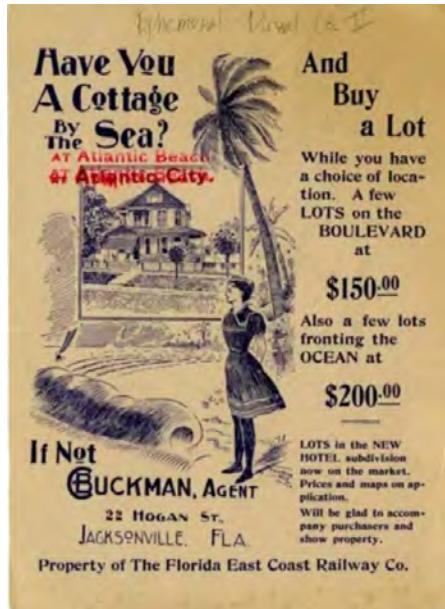
[www.palmbeachpost.com/story/news/history/2019/01/09/from-archives-shipwrecks-coconuts-led-to-palm-beachs-name/6343819007/](http://www.palmbeachpost.com/story/news/history/2019/01/09/from-archives-shipwrecks-coconuts-led-to-palm-beachs-name/6343819007/)

- **The first hotel in Palm Beach opened in 1880.** Elisha Newton “Cap” Dimick (See Section 3 – Our Influential Citizens, Page 71) opened the **Cocoanut Grove House specifically to draw tourists.**
- The **first post office** was established in Lake Worth Region on May 21, 1880.
- In 1886, the **first school opened** in today’s Palm Beach. Residents donated the land and raised money for lumber and school supplies. Seven children attended school on the first day. Today, **that school building is preserved as the Little Red Schoolhouse in Phipps Park** (See Appendix 1 – Our Landmarks, Page 239)
- In 1889, the **Jupiter and Lake Worth Railroad** was the **first railroad** to be built in Palm Beach County. It was often **called the “Celestial Railway,”** because it had two other stops called **Mars and Venus.**
- Also in 1889, **the Dade County seat was moved from Miami to Juno** in the northern portion of the county (today’s Palm Beach County), as residents were unhappy that the governmental offices and services were located so far south. A vote to move the county seat further north was held, and the proposition passed 107 in favor and 80 opposed.<sup>3</sup> However, in 1899, **Dade County residents voted to move the county seat back to Miami.**
- According to the U.S. Census, **in 1890, fewer than 1,000 people lived in all of Southeast Florida from the tip of Lake Okeechobee to the Florida Keys.**

## The Florida Land Boom

- By 1920, the state of Florida had a population of 968,470 residents, but another wave of immigration was about to occur.<sup>4</sup> **Following World War I, Americans had the time and money to travel.** In addition, many workers were **earning paid vacation time and other benefits,** which made travel easier. The **automobile** was also becoming a popular way to travel. **Many Americans visited Florida and decided to move there.**

- Because the economy was doing well, credit was easy to come by, and **many people decided to invest in land in Florida**. Land speculators bought large swaths of land at low prices, divided the land up, and sold it at much higher prices.



**Real Estate Ad  
During the Florida Land Boom**

Source:  
[www.palmbeachpost.com/story/news/2021/12/12/what-led-boom-and-bust-florida-real-estate-1920-s/8883053002/](http://www.palmbeachpost.com/story/news/2021/12/12/what-led-boom-and-bust-florida-real-estate-1920-s/8883053002/)

- Many of the **people who migrated to Florida were middle-class Americans** with families looking for homes and land, making it easy for land speculators to make a profit. Demand for housing at this time was so high that costs soared. **Many people could not afford to live in the state once they had moved there.** Newspaper stories advised prospective residents to stay where they were.
- In addition, much of the **land for sale was swampy and difficult to build on**. It didn't help that raw materials for building homes were also hard to obtain. Railroads couldn't deliver the materials fast enough, driving down sales.
- This forced the price of land to drop**, leaving many speculators with lots of overpriced parcels without any buyers. **The boom ended in 1925** after a very cold winter, an extremely hot summer, and a series of hurricanes kept potential buyers away. **The state's economy dropped quickly, causing the state to go into a depression four years before the Great Depression of 1929.**

## Our Early History – Cities & Communities

### West Palm Beach/Palm Beach History

- In March 1894, the Florida East Coast (FEC) Railway arrived in today's West Palm Beach**, making the whole area more **accessible to tourists** from other parts of the U.S. Founded by Henry Flagler, the railroad also improved the agriculture

industry in the area, making it easier to ship vegetables and fruits more quickly. (See Section 3 – Our Influential Citizens, Page 71)

- That same year, Flagler completed the **Royal Poinciana Hotel** overlooking Lake Worth on the island of Palm Beach. It became the **world's largest hotel**, being more than 1,800 feet long. The hallways were so long that bellboys delivered messages and packages on bicycles. The hotel **drew high society visitors** from all over the U.S.



**Royal Poinciana Hotel**

Source:  
[www.floridamemory.com/items/show/160546](http://www.floridamemory.com/items/show/160546)

- **Flagler developed West Palm Beach** to be the commercial and residential area to support his resorts. The area grew quickly after the arrival of the train.
- **West Palm Beach was incorporated in November 1894**, ready to receive wealthy visitors and new residents.
- **The first church in West Palm Beach was the Union Congregational Church**, built in March 1894, the same month the train arrived at the town.
- **The first school** in the area opened shortly afterwards in the church with 19 students.
- Many of the **workers for the railroad were African American** who began living in the area. In September 1894, the **first school for African American students** opened at Tabernacle Missionary Baptist Church, which was one of the first churches built for Black people in the area in 1893.
- In 1895, the **first bridge** was built across Lake Worth connecting West Palm Beach and Palm Beach.
- **Flagler built the Palm Beach Inn (today's Breakers Hotel) in 1896**. Built on the oceanfront property of the Royal Poinciana, the Palm Beach Inn was smaller than its predecessor. Return visitors liked that it overlooked the ocean and would often request to stay "down by the breakers." When Flagler doubled the size of the Palm Beach Inn in 1901, **he decided to change the name to The Breakers**.
- These two palatial resorts put The Palm Beaches on the map as **America's First Resort Destination™** and the only destination developed exclusively for tourism (See Section 8 – Uniquely The Palm Beaches, Page 110).

- **By 1896, the FEC Railroad line was completed to Miami.** Flagler had completed the railroad from Jacksonville to Miami, building hotels along the route. This resulted in the early waves of tourists visiting our state and our county. *Discover It: Those wanting to know more about Flagler should visit the Henry Morrison Flagler Museum – [flagermuseum.us](http://flagermuseum.us)* (See the Attractions Section, Page 174)



**Map of the Completed  
Florida East Coast (FEC)  
Railway**

Source:  
[thejfblog.com/post/642494927545188352/map-railroad-and-the-development-of-miami](https://thejfblog.com/post/642494927545188352/map-railroad-and-the-development-of-miami)

- **By 1900, the population in Southeast Florida had jumped to approximately 5,000 people.**
- As mentioned, **Palm Beach County was created out of Dade County in 1909, becoming Florida's 47th county.** The first county government meetings were held in an old four-room schoolhouse at the corner of Clematis Street and Dixie Highway in West Palm Beach. At the time, only about 5,300 people lived in the new county comprised of portions of what are now Broward, Martin, and Okeechobee counties. Broward County was established in 1915, Okeechobee County in 1917 and Martin County in 1925.
- **The Town of Palm Beach was incorporated on April 17, 1911.** It became only the second recognized municipality in Palm Beach County after West Palm Beach. **Elisha Newton “Cap” Dimick** (See Section 3 – Our Influential Citizens, Page 71) was elected the first mayor. By 1929, the Garden Club of Palm Beach sponsored the preparation of a Town Plan.
- **Paris Eugene Singer**, the sewing machine heir, began purchasing property in on both sides of Lake Worth in 1918. He invited architect **Addison Mizner** to design **The Everglades Club** for him. The design of the private club introduced Mediterranean style architecture to the area, which is one of the things the town is known for today. (See Section 3 – Our Influential Citizens, Page 71)

- **The Everglades Club** was originally designed to be a convalescent home for soldiers returning from WWI.
- Although our area's telephone service was in place in 1907, **telephone lines arrived in West Palm Beach in 1950**. The mayor was given the **first telephone numbers**, so his office number was "1," and his home number was "2."

## Jupiter History

- In the 1850s, tourists started coming to the Jupiter area via steamboat for hunting and fishing trips.
- The DuBois family was **one of the first families to settle in the area**, building their home in 1898. It was built of Florida pine by pioneers **Harry and Susan DuBois** (See Section 3 – Our Influential Citizens, Page 71) and it is still **located in DuBois Park on top of a monumental shell mound constructed by the Jeaga people**. Harry needed a place to store his pineapple crop before it shipped out, and the location on the Jupiter inlet was ideal. Before the home was built, a large pile of mollusk shells sat on top of the mound. **Harry sold the shell mound as shell rock for the roadbed** that would become Park Avenue, Silver Beach Road and other streets in Kelsey City, which later became Lake Park.<sup>5</sup>
- Today, the **DuBois Pioneer Home** is one of the last homestead buildings remaining in Palm Beach County. It is located in the Jupiter Inlet Outstanding Natural Area. The public is welcome to visit it on a docent guided tour.  
**Discover It: DuBois Pioneer Home** – 19075 DuBois Rd., Jupiter, FL, 33477, 561-966-6695, [discover.pbcgov.org/parks/Locations/DuBoisPioneer.aspx](http://discover.pbcgov.org/parks/Locations/DuBoisPioneer.aspx)



**DuBois Pioneer Home**

Source:  
[discover.pbcgov.org/parks/locations/DuBoisPioneer.aspx](http://discover.pbcgov.org/parks/locations/DuBoisPioneer.aspx)

- By 1900, **Jupiter had developed near the Jupiter Inlet Lighthouse** into a settlement of less than 150 people.
- **Many African Americans moved to Jupiter at this time to work on the railroads and steamboats.** They also worked for the white settlers cleaning homes and working in dairies, orange groves, and sawmills. **A school for African American children was built in Jupiter in 1902.**
- In 1925, Jupiter was **officially incorporated as a town**, just as the Florida land boom was coming to an end.

- **Prohibition** was in place from 1920-1933. Better known as the **Volstead Act**, this was a time when the selling of liquor was illegal in the U.S. When the Florida land boom came to an end and **the area's economy came crashing down, many of Jupiter's residents turned to rum-running** (the illegal transfer and sales of alcohol) **to earn additional cash**. The problem was so bad that **the mayor of the town, the chief of police, and several police officers were caught as rumrunners**.
- In 1954, a retirement village called **Salhaven** was built in Jupiter for 500 members of the Upholsters International Union and their families. **It closed in 1971 and the outpatient clinic and convalescent pavilion were used to start today's Jupiter Medical Center.**

## Riviera Beach/Singer Island History

- In 1882, **Judge Allen E. Heyser** purchased land in today's Riviera Beach and built a home on it for him and his new wife. Heyser was the first lawyer and first county judge in Dade County. They continued to expand the home and **it eventually became the Oak Lawn Hotel**, with 20 rooms built over three stories. The hotel name came from the five large oaks on the property. The hotel was located on what is today's 10<sup>th</sup> Street.



**Oak Lawn Hotel**

Source:  
[pbchistory.org/three-hotels-on-lake-worth-part-ii/](http://pbchistory.org/three-hotels-on-lake-worth-part-ii/)

- The area took its name from the hotel, so in its infancy, **the settlement was known as Oak Lawn**.
- The **first post office** was established in the Oak Lawn Hotel in 1889.
- In 1891, **Josiah Sherman**, a winter resident, senator, and well-known capitalist from Atlanta, **built a home north of the hotel**. He also planted more than 100 coconut trees and drained the swamp land to grow rice.
- Several of the **early settlers in Oak Lawn were African Americans** who farmed the area.
- In 1893, when a newspaper article called the area the "**Riviera of America**", Judge Heyser moved to **change the name of the settlement to Riviera**. He also changed the name of his hotel to the **Riviera Hotel**.

- By 1900, the hotel began to deteriorate, as Judge Heyser was often absent due to his law duties in Miami. Heyser sold the hotel and after a couple of owners, it was **purchased by Charles N. Newcomb**, a scientist, inventor, and wealthy manufacturer from Davenport, Iowa. Newcomb drained the lakefront and filled it with sand. He also improved the landscaping around the hotel, planting 26 varieties of fruit trees.
- Newcomb knew **Henry Flagler** and when Flagler's houseboat needed repairs, Newcomb **offered up the Riviera Hotel for entertaining Flagler's famous guests, with names like Vanderbilt and Astor**. The Newcomb's were also regular guests at Flagler's The Breakers.
- **In 1906, a group of fishermen from the Bahamas settled on today's Singer island.** With fishing a popular activity in the area, the men would come mainly during fishing season and then return to the Bahamas in the summer, but some lived on the island year-round. **The Bahamian fishermen were called Conches and they formed a town called Inlet City.**
- **In 1910, Newcomb purchased another 200 acres and began laying out a town.** The main north-south street was **called Montreal Street** because it was part of the major highway running from Montreal, Quebec to Key West. **Today, the street is known as Broadway.**
- In 1919, Newcomb donated land to the FEC railroad to build a loading platform for the shipping of fish. **By the 1920s, Riviera was one of the largest shipping points for fish on Florida's east coast.** By 1922, there were 75 commercial fishing families living in Riviera.
- Also at this time, several more developers began selling lots in the area and **rumors began to spread** that West Palm Beach was going to try to incorporate Riviera. **To prevent this**, 26 qualified voters met at the town's school and **voted to incorporate, making the town of Riviera official on September 9, 1922.**
- One of the more famous developers on Singer Island was **Paris Singer** who developed **The Everglades Club** in Palm Beach with architect **Addison Mizner**. (See *West Palm Beach/Palm Beach History* above and Section 3 – Our Influential Citizens, Page 71). Singer owned land on the island and often took his friends to picnic there. **It came to be known as Singer's Island and the name stuck.**
- In 1925, Singer worked with Mizner on a plan to build **two luxurious hotels** on Singer Island: **the Paris Singer Hotel and the Blue Heron** with a 36-hole golf course. That same year, **the county agreed to build a wooden bridge from Riviera Beach to Singer island** to make access easier to Singer's hotels – the **“Sherman Point” Bridge.**
- The Florida land boom began to slow and after the hotel's service wing was completed, building stopped, and the hotel was never completed. The shell of the Blue Heron Hotel remained until it was demolished for scrap metal in the 1940s.



### The Blue Heron Hotel on Singer Island

Source:

[www.singerisland.com/the-history-of-singer-island/](http://www.singerisland.com/the-history-of-singer-island/)

- Riviera began to experience growth again in the early 1940s, with the population jumping from 1,981 in 1940 to 4,065 in 1950.<sup>6</sup> In 1940, the City of Riviera purchased 1,000 feet of beach on the island, which led to the growth of tourism in the area. **In 1941, the town changed its name to Riviera Beach.**
- In 1947, railroad and hotel tycoon **A.O. Edwards** bought 240 acres on Singer Island and laid out a city plan with parks, walkways, and roadways. It became the town of **Palm Beach Shores** and Edwards became its first mayor. In 1948, he built the Inlet Court Hotel on the island. It was later renamed **The Colonnades**. When Edwards died in 1960, his estate sold The Colonnades to **John D. MacArthur** (See *Palm Beach Gardens History*, below, and Section 3 – Our Influential Citizens, Page 71). MacArthur owned a large plot of land on the northern end of the island and donated a portion of that land for a state park. It opened in 1989 as **MacArthur Beach State Park**.
- In 1949, a new cement and steel bridge replaced the wooden “Sherman Point” Bridge connecting Singer island to the mainland. The bridge included a drawbridge that allowed boats to more easily travel up and down the Intracoastal Waterway.

## Lake Worth Beach History

- Arriving in 1884, **Reverend Elbridge Gale** played a significant role in the history of Lake Worth. Gale built a log cabin in the town of Mangonia on the western side of the Lake Worth Lagoon. Gale opened a general store in Mangonia and is credited for his agriculture contributions, planting one of the first coconut groves and botanical gardens. The town of Mangonia no longer exists and was located around present-day 29<sup>th</sup> street.
- In 1889, the small settlement of **Jewel** was awarded a post office to serve its 13 residents. **Fannie James**, an African American resident of the town, applied for the post office and she was the one who operated it from her family’s homestead. Later, Fannie also ran her husband Samuel’s real estate business and became one of the region’s largest pineapple producers.
- The town of **Lake Worth** was incorporated in June 1913. Although it was affected by the Florida land boom, it began to grow again after World War II.

- The town changed the official name to Lake Worth Beach in 2019 to capitalize on the coastline and differentiate itself from unincorporated Lake Worth.

## Boynton Beach History

- Nathan S. Boynton, a Civil War officer from Michigan, purchased 500 acres in today's Boynton Beach in 1895. By 1897, he built the Boynton Beach Hotel to attract tourists from the north and to serve as his family's summer residence.
- The first white settlers were farmers who grew pineapples, tomatoes, mangos, and citrus fruits.
- In 1926, the Seaboard Air Line Railroad opened a new route that included a station in Boynton Beach. This played a crucial role in the town's development and part of a larger effort to increase accessibility and stimulate growth in Florida during the land boom. The railroad's presence helped stimulate the real estate market and tourism industry, key drivers of Florida's economy.
- In 1896, the FEC railroad arrived and a train station was built in Boynton. As in other areas, the station served as a critical hub for the community, facilitating travel and trade to the broader region and nation.



**Boynton Train Station**

Source:  
[historic.boynton-beach.org/heritage-trail/boynton-fec-railroad-station-and-farming](http://historic.boynton-beach.org/heritage-trail/boynton-fec-railroad-station-and-farming)

- In 1898, the plat for the town of Boynton was filed in Dade County, making the town official.
- In 1931, the residents of the adjacent barrier island east of the Intercoastal Waterway split off and called their town Boynton Beach, while the original town west of the Intercoastal remained Boynton. In 1939, it renamed itself Ocean Ridge and two years later the town of Boynton took the name City of Boynton Beach.
- In the mid-1940s, Boynton Beach's population began to grow after soldiers returning from World War II found it was a good place to raise a family. At this same time, several world records in fishing were recorded off Boynton's shores, drawing more attention to the town.

## Delray Beach History

- In 1868, **William and Sara Gleason** from Wisconsin, bought land in various areas of Florida, including today's Delray Beach. William served as the **Lieutenant Governor of Florida** from 1868-1870. **Many settlers coming to the area purchased property from the Gleasons.**
- In 1876, **The Orange Grove House of Refuge No. 3** (of 5) was the first known building in Delray Beach. The U.S. Lifesaving Service **built the refuge as a place for the shipwrecked** to stay and receive sustenance.
- By 1894, **several African Americans from north Florida and other nearby southern states and The Bahamas had settled in the area** of today's Delray Beach. The population grew as they encouraged their families to move to the area.
- At this same time, **the first school was built here for African American settlers.** It was located on Blackmer Street, today's 5<sup>th</sup> Avenue.
- In 1895, **the town of Linton was platted** in the area on land purchased by William Linton, a U.S. congressman from Michigan. He had come to the area with Major Nathan Boynton (the founder of Boynton Beach) that year to purchase land to develop. **The residents in the area were mainly farmers.** The plat was officially recorded in 1896.
- Also, in 1895, **Adolf Hofman**, a prosperous German arrived in the area and purchased the land that is today's **Del Ida Park subdivision**. He built his home here.
- By 1896, the FEC railroad reached the area, **making it easier to ship crops.** This improved the economy and the growth of the town.
- **Mt. Olive Baptist Church** was built in 1896, established by African American settlers. It was followed by the construction of **St. Paul African Methodist Episcopal (AME) Church** in 1897. The **first school for African American children** also opened in 1896.



St. Paul AME Church

Source:  
[www.facebook.com/stpaul  
AMEdelray/](https://www.facebook.com/stpaulAMEdelray/)

- Also, during this time frame, **The Linton School** was built for white settlers on the site of what is today's Old School Square.
- A **Masonic lodge** was established in the area between 1896 and 1898.

- In 1898, the name of the town was changed to “Delray”, when Linton defaulted on his land payments. A town leader suggested the new name, which means “of the king” and is taken from a neighborhood near Detroit, Michigan, believed to have been settled by Mexicans.
- In 1903, white residents built the church now known as Cason United Methodist.
- In the 1910 U.S. Census, the population of Delray was 904 people, 52 percent of which were white. A significant portion of the population listed their nationality as first- or second-generation German.<sup>7</sup>
- The Intracoastal Waterway was built through Delray in the early 1900s. The portion of town on the mainland was incorporated in 1911 as the City of Delray.<sup>8</sup> That same year a bridge was built over the Intracoastal Waterway, connecting the island with the Town of Delray.
- In 1923, the area on the beach side was incorporated as the Town of Delray Beach. The two communities merged as Delray Beach in 1927.

## Boca Raton History

- The construction of the FEC Railroad and the Intracoastal Waterway made today's Boca Raton more accessible to settlers beginning in the 1890s. By the early 1900s, Boca Raton was a small agricultural community consisting mainly of pineapple farmers.
- Among these were a group of Japanese immigrants led by a man named Joseph Sakai, who developed a farming community called the Yamato Colony. It was located along today's Yamato Road. *Discover It: Today, this area is commemorated by the Morikami Museum and Japanese Gardens – [morikami.org](http://morikami.org)* (See Section 10 – Our Outdoor and Indoor Life, Page 140)



**Yamato Colony residents  
celebrating New Year in 1907**

Source:  
[morikami.org/yamato-colony/](http://morikami.org/yamato-colony/)

- Boca Raton's name comes from the Spanish term *boca de ratones* (rat's mouth) referring to hidden sharp-pointed rocks that gnawed or wore down ships' cables.

- In 1925, the **Town of Boca Raton** was incorporated at the height of the Florida land boom. The town council commissioned **Addison Mizner** (See Section 3 – Our Influential Citizens, Page 71) to **design Boca Raton as a resort community**. One of his first projects was the **Cloister Inn**, which was completed in 1926 and is the city's best-known landmark to this day, now called **The Boca Raton**.
- By the 1940s, Boca Raton was still mainly known as an agricultural area that specialized in growing green beans. **In 1942, the Army Air Corps built its only war-time radar training school at today's site of Florida Atlantic University and the Boca Raton Airport** (See Section 2 – Our Military History, Page 63).

## Belle Glade History

- **Belle Glade** was originally inhabited by Native American tribes including the Calusa and Seminole. (See Section 1 – Our Area's Early History, Page 45)
- In the decades that followed, more settlers began arriving when flooding from Lake Okeechobee was better controlled and it became easier to access the area. **Three canals were built between 1912 and 1913 to control the flood waters of Lake Okeechobee: the Hillsboro Canal, the North New River Canal, and the Miami Canal.** Along with the canal construction workers, settlers began to arrive in the area, as more land was drained. Even so, **the only way to travel to other parts of the county was by boat.**
- A settlement originally known as **Hillsboro** was built here in 1925. Later, the **name was changed by the residents to Belle Glade as they felt it was “the belle of the Glades.”<sup>9</sup>**
- The **FEC Railroad** reached this area in 1926 making it much easier to access, which fueled the arrival of more and more settlers.
- A **1928 hurricane** basically **wiped out the community and killed approximately 2,500 people.** The community rebuilt and the town was incorporated that same year.
- Between 1932 and 1938, **the Hoover Dike was built to further control Lake Okeechobee flooding.**



**The Hoover Dike**

Source:  
[www.newspress.com/story/life/2016/07/17/history-flushing-lake-okeechobee-everglades-cynthia-williams-tropicalia/86930340/](http://www.newspress.com/story/life/2016/07/17/history-flushing-lake-okeechobee-everglades-cynthia-williams-tropicalia/86930340/)

- Due to the rich **Everglades muckland soil**, the town's **main economy was based on farming winter vegetables**, as it is today.

## Wellington History

- In 1951, **Charles Oliver Wellington**, a successful accountant and investor from New York, purchased land that would become today's Village of Wellington.
- In 1953, the State of Florida authorized the **Acme Drainage District** to allow for **draining the swamp** on Wellington's land to make it suitable for growing crops. Wellington was the first chairman of Acme and served until his death in 1959.
- **Farmers began to move into the area** to farm the fertile soil, **mainly growing strawberries**.
- Wellington built the **Flying COW (Charles Oliver Wellington) Ranch** on a portion of his property. When he passed away, certain sections of the ranch were sold off to pay for estate taxes.
- **Major home construction didn't occur in the area until 1972**, when the Investment Corporation of Florida (ICOF) joined with Alcoa Aluminum to **develop 7,400 acres** of land in the area. With many new residents arriving, the lots sold well.
- In 1978, the developments were purchased by Gould Florida, a division of electronics company Gould, Inc. Its chairman William Yilvisaker was **an avid polo player** and built the **Palm Beach Polo Country Club**, today's **National Polo Center**.



**National Polo Center**

Source:

[www.nationalpolocenter.com/](http://www.nationalpolocenter.com/)

- In 1995, **Wellington's residents voted to incorporate the Village**. Prior to that, the Acme Improvement District served as the local government.
- Today, Wellington is recognized as the **winter equestrian capital of the world**.

## Palm Beach Gardens History

- On March 20, 1959, **John Donald MacArthur** (See Section 3 – Our Influential Citizens, Page 71) announced plans to develop **4,000 acres** to provide homes for 55,000 people in a community **he wanted to call Palm Beach City**. However, **permission to use that name was denied**, so he decided to call the development **Palm Beach Gardens**.
- MacArthur planned the community with **hundreds of waterways, mature pine and shade trees, and lots of foliage**.
- It was also **important to MacArthur that a variety of churches be included** in the new town to serve residents of all faiths.
- Palm Beach Gardens was **completed by MacArthur in 1964**.

## Our Landmarks – See Appendix 1

### Historic Districts / Historic Landmarks / Notable Landmarks

**Appendix 1 provides information on our historic districts and landmarks that reflect our area's rich history.**



**Worth Avenue Clock Tower**

Source:  
[Discover The Palm Beaches](#)

# Section 2 – Our Military History

Our area's military installations brought thousands of new residents to The Palm Beaches. Our airports, hotels, and military radio stations also played a major role in training soldiers during World War II, all of which helped our area grow.

## Our County During the American Revolution / Revolutionary War

- The **American Revolutionary War, 1765-1783**, involved the early colonies revolting against British rule. The American Patriots within the original thirteen colonies **won independence from Great Britain**, becoming the United States of America, which we celebrate to this day on **July 4th – Independence Day**.



### The original 13 colonies that declared independence from Great Britain

Source:

[kids.britannica.com/students/article/13-colonies/338325/media?assemblyId=192](https://kids.britannica.com/students/article/13-colonies/338325/media?assemblyId=192)

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- At the time, both **East Florida and West Florida were under the control of Great Britain** and remained loyal to the British during the war.
- Although Revolutionary War battles did occur in Florida, **none were held in the area of today's Palm Beach County**.

## The Seminole Wars

- As mentioned, Native American tribes moving into Florida in the 1700s **merged with Indigenous tribes to become the Seminoles**.
- As more settlers moved into the area, many of whom had escaped enslavement, finding freedom in Florida, the Seminoles began to fight back to protect their

homelands. Often referred to as ‘The Long War’<sup>10</sup>, three wars were fought with the United States appropriately named the **First, Second, and Third Seminole Wars**, which the Seminole consider one war.

- The **First Seminole War began in 1817**. Under General Andrew Jackson, U.S. military forces invaded Spanish-held Florida, burning towns and capturing Spanish-held Pensacola and St. Marks. **As a result, Spain ceded its Florida territory to the U.S. in 1819.**
- By the mid-1830s, a reservation had been created for the Seminoles to live on, which was north of Lake Okeechobee. The **Second Seminole War** began in 1835 when the U.S. **attempted to relocate the Seminoles from the first reservation to a reservation west of the Mississippi River** so that the increasing number of settlers moving into the area could move onto the reservation’s land.



### Second Seminole War

Source:  
[www.britannica.com/event/Second-Seminole-War](http://www.britannica.com/event/Second-Seminole-War)

- Led by Chief **Osceola**, the Seminole warriors hid their families in the Everglades while they fought to defend their homeland.
- In the early stages of the **Second Seminole War**, conflicts reached what is now **Palm Beach County**. In January 1838, Lieutenant Levin Powell’s group encountered Seminoles on the Loxahatchee River near today’s Loxahatchee Battlefield Park, which commemorates the battle. **Discover It: Loxahatchee River Battlefield Park – 9060 Indiantown Rd., Jupiter, FL, 33478, 561-252-1714, discover.pbcgov.org/parks/Riverbend/LoxahatcheePark.aspx**
- The Seminoles forced Powell’s small force to retreat, resulting in casualties on both sides. Major General Thomas Jesup fought the Seminoles in the same area, causing more casualties before the Seminoles withdrew.
- **After the battle, Fort Jupiter was built a few miles east.**
- Jesup tried to end the Second Seminole war by suggesting the remaining Seminoles move to South Florida, but this was rejected. He captured 678 Seminoles at Fort Jupiter, including 165 Black Seminoles.
- **The Second Seminole war ended in 1842** with Osceola’s capture while meeting with the U.S. officials under a flag of truce. After this, most Seminoles agreed to

move to the new reservation. This **was the bloodiest of the three Seminole Wars** with nearly 2,000 U.S. soldiers killed at a cost between \$40 million and \$60 million.<sup>11</sup>

- In 1855, the **Third Seminole War** began when the U.S. attempted to **move the remaining Seminole tribespeople from Florida**. Little fighting occurred in this war, and the U.S. paid most of the remaining Seminole to move west. The war ended in 1858.

## Our Civil War History

- Between 1861-1865 **the Civil War was fought in our nation** over the moral issue of **slavery** and states' rights, with the **states in the North (the anti-slavery Union Army)** fighting the **states in the South (the pro-slavery Confederate Army)**.
- When Abraham Lincoln was elected president in 1860, **Florida became the third state to secede from the Union**, behind South Carolina and Mississippi. The southern states were **worried that the new president would outlaw slavery, upon which their agricultural economy and culture depended**.
- An estimated **16,000 Floridians fought in the war, most being confederate soldiers**. However, approximately **2,000 fought for the Union**. Nearly 5,000 soldiers from Florida lost their lives during the war.<sup>12</sup>
- During the war, General Winfield Scott recommended that President Lincoln use the Union's Navy to **block southern ports** so the Confederacy could not ship or receive supplies to support their war efforts. The plan, called the Anaconda Plan, **placed Union naval vessels outside Jupiter Inlet to patrol for Confederate blockade runners**.
- In 1861, August Oswald Lang, the assistant keeper of Jupiter Inlet Lighthouse, **removed and hid the lighting mechanism to help Confederate blockade runners operate in the dark**. Jupiter Inlet Lighthouse was relit after the war ended in 1866.

## Our World War History

### World War I

- **World War I** was fought between **1914-1918**, mainly in Europe and the Middle East, during which **the Allies** (France, Russia, Britain, Italy and the United States) **defeated the Central Powers** (Germany, Austria-Hungary and Turkey.)
- **The United States entered the war in 1917** primarily because German submarines were attacking American military and passenger ships.
- **Over 42,000 Floridians served** in the military during World War I.

## World War II

- Sparked by the 1939 Nazi invasion of Poland, **World War II was fought between 1939 and 1945**. During the war, an estimated 6 million people of Jewish descent were systematically killed in gas chambers and by other means by **Adolph Hitler's Nazi Germany regime**. This was known as the Holocaust.
- The U.S. did its best to stay out of World War II; however, in December 1941, when **Japan bombed the U.S. Naval Base at Pearl Harbor, Hawaii in a surprise attack**, killing nearly 2,400 U.S. sailors, **the U.S. joined in the fight**.
- **Palm Beach County played a vital role during World War II** from training thousands of pilots to fending off German U-boat attacks.
- As part of the National Civil Air Patrol, **Coastal Patrol Base 3** was originally established in 1942 at Morrison Field for **civilian aviators searching for German U-boats**. It was moved to the newly opened Lantana Airport shortly after it opened, as the Morrison Field was needed for military uses. **The site is now the Palm Beach County Park Airport**.
- A **U.S. Coast Guard Station**, which had begun operations in 1936 on Peanut Island, **served as a base for coastal patrols and rescue missions during World War II**. The Coast Guard continued operations at this station until 1995.
- From 1942 to spring of 1944, **The Breakers Hotel** in Palm Beach **became Ream General Hospital**. The repurposed facility **treated thousands of wounded soldiers** who were transported from war fronts or military bases. It was named after William Joy Ream, a major in the Medical Corps who was considered the first “flying surgeon” in the Army. With a bed capacity of 500, the hospital’s specialty was neuropsychiatry, orthopedic, and plastic surgery. The Breakers Cottages were also used as housing for medical staff.



**Ream General Hospital  
at The Breakers**

Source:

[www.nps.gov/articles/000/places-of-healing-hotels-join-the-world-war-ii-home-front-effort.htm](http://www.nps.gov/articles/000/places-of-healing-hotels-join-the-world-war-ii-home-front-effort.htm)

- More than a dozen servicemembers' babies were born at the hospital and were called “**Breakers Babies**.” In 1944, **famous visitors** included First Lady Eleanor Roosevelt and then-Missouri Senator Harry Truman (U.S. President 1945-1953), who toured the hospital and chatted with patients. After the war ended, **the Army returned the building to hotel management**, and it reopened as a resort in December 1944.
- The U.S. Coast Guard **took control of all lighthouses during the war, including the Jupiter Inlet Lighthouse**. The Coast Guard carefully kept watch over the waters and skies from observation towers positioned along the coast and in locations like the Lake Worth Casino. **Beach watchers** also patrolled the beaches on horseback. More than 200 of these beach watchers lived in barracks at the Gulf Stream Club located between Delray Beach and Boynton Beach.

### **German U-boat Attacks Lead to U.S. Naval Supplementary Radio Station J**

- During the war, **German U-boats attacked 24 ships in Florida waters** with the U-564 solely responsible for all attacks off Palm Beach County.<sup>13</sup>
- In an effort to combat these U-boats, **the U.S. government established U.S. Naval Supplementary Radio Station J** (code-named Station J) **at the Jupiter Inlet**. **The installation was a secret operation** using top-secret, high-frequency direction-finding (HF/DF or “huff duff”) designed to **intercept U-boat radio messages and tip-off U.S. forces to attack enemy vessels**.<sup>14</sup>
- Once the radio messages were intercepted, the operators at the station could pinpoint their locations. **The U-boats surfaced at night to charge their batteries and send messages back to Germany**. The information obtained at Station J allowed U.S. aircraft to attack the U-boats. Because of the efforts of the personnel at Station J, **30 German U-boats were destroyed off the coast of Florida** in May 1943, and an addition 37 were destroyed the following month.<sup>15</sup>
- **The effort was so effective, it ended the German U-boat dominance in the Atlantic.**



**A view of Station J from the top of Jupiter Inlet Lighthouse**

Source:  
[stationhypo.com/2021/07/14/station-jupiter-world-war-ii-intercept-and-direction-finding-site/](http://stationhypo.com/2021/07/14/station-jupiter-world-war-ii-intercept-and-direction-finding-site/)

- At its peak in 1943, the station employed 95 men plus 11 Marines who stood guard. The facility included an operations building with 24 radio receivers, two barracks, a mess, administration and recreation hall, a garage and workshop, tennis and volleyball courts, a house for the commanding officers, quarters for families of six married men. Today, the married family quarters serve as the lighthouse's museum.<sup>16</sup>

### Morrison Field

- Built in 1935, Morrison Field was a private airfield named after Grace K. Morrison, who was instrumental in getting the field constructed.
- In 1941, the U.S. Army Air Corps began using Morrison Field for military purposes. As a result, commercial and civilian services were relocated to the new Lantana Airport six miles south.
- More than 45,000 pilots trained at or flew out of Morrison Field, including to the D-Day invasion of Normandy, France. Some groups flew to India and on to China, making stops in Puerto Rico, Brazil, Liberia and northern Africa, among others. Up to 250 women also served at Morrison Field as part of the Women's Army Corps.
- The Army Air Force also established the 1st Air Weather Group at Morrison in 1946, with the purpose of administering, training, equipping and organizing four weather reconnaissance squadrons assigned to the Air Weather Service. With photographers and a public relations officer on board, the 55th Squadron flew a B-29 over a hurricane for the first time in October 1946.



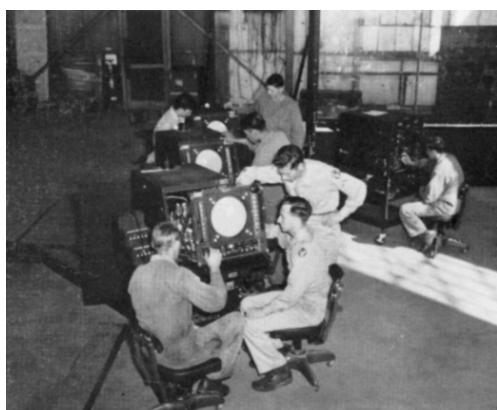
**Morrison Field  
during World War II**

Source:  
[www.palmbeachpost.com/story/news/politics/2017/02/18/state-checks-world-war-ii/6759114007/](http://www.palmbeachpost.com/story/news/politics/2017/02/18/state-checks-world-war-ii/6759114007/)

- The federal government wanted to make Morrison Field a permanent military base after the war, but Palm Beach County took over airport operations in 1959.
- Today, the field serves as Palm Beach International Airport.

## Boca Raton Army Airfield

- At the beginning of World War II, Boca Raton Mayor J.C. Mitchell asked the Army Air Corps to move its radar training school to Boca Raton. Radar was a new field of study at the time. The Army Air Corps liked the location of the small airport just north of downtown Boca Raton and the fact that it was relatively high and dry, close to the ocean and shipping lanes, with a good climate for flying.
- **Boca Raton Army Air Field (BRAAF)** opened in 1942 and it **was the only airborne radar training facility that existed during the war.**



Soldiers in radar training at  
Boca Raton Army Airfield

Source:  
[www.bocahistory.org/boca-raton-army-air-field](http://www.bocahistory.org/boca-raton-army-air-field)

- BRAAF required a number of additional buildings to be constructed near the airport. Land was purchased from Palmetto Park Road to Yamato Road to provide enough space for the buildings. Families still living in the Japanese community of **Yamato Colony** (See Section 1 – Our Area’s Early History, Page 45) were told to move and their land was confiscated by the federal government to build the base.
- **The military also used the Boca Raton Club for housing and classrooms** from 1942 to 1944. The club suffered from overcrowding and wartime conditions.
- **Thousands of men went through training at BRAAF**, including all of the Army Air Force’s flight crews, singer Tony Martin, some of the Tuskegee Airmen, the crew of the Enola Gay, and future astronaut Gus Grissom. In addition, the **Women’s Army Nurse Corps and Women’s Army Corps** served as nurses and secretaries on the base.
- BRAAF remained in operation until 1947 when **a hurricane struck Boca Raton**, causing widespread flooding and extensive damage to the base’s buildings.
- In 1949, the **Town of Boca Raton purchased 2,400 acres of BRAAF**. Today, that land is home to **Florida Atlantic University** and the **Boca Raton Airport**.
- The smaller base was downsized to the Boca Raton Auxiliary Air Force Base, which operated until 1959.

## Military Uses of the Biltmore Hotel

- Opening in 1926, the **former Palm Beach Biltmore Hotel** boasted a golf course and 350 rooms.
- From 1943, until the end of the war, the hotel was turned over to the United States military and converted into a hospital. Named Pratt General Hospital, it could accommodate **1,400 soldiers** recovering from ailments, such as rheumatic fever or exposure-induced arthritis.
- It was also used as the first dedicated school for the **Coast Guard Women's Reserve**. An initial six-week boot camp incorporated physical training and classes in organization, personnel, ships, and aircraft. **More than 7,000 women went through the training.**
- Pratt General Hospital later became a **Veterans Administration (VA) hospital**, until closing in 1968.

## Belle Glade POW Camp

- During World War II, the **War Manpower Commission** created **prisoner-of-war (POW) camps** whose prisoners filled positions to alleviate labor shortages, due to the war. **Florida was home to 22 POW camps, one of which was located just east of Belle Glade.** From March to December 1945, **250 POWs** were housed in the camp. POWs worked in a bean-canning factory, helped build the Lake Okeechobee Dike, and harvested sugarcane. When the Belle Glade camp closed, its flagpole was given to the American Legion Post #20 in Belle Glade.



**German POWs at a Florida POW Camp**

Source:  
[pbchistory.org/great-depression-through-wwii/](http://pbchistory.org/great-depression-through-wwii/)

# Section 3 – Our Influential Citizens

The people that came before us helped build our area to what it is today. Through this section, we chronicle their influence.

## Some Famous Natives & Residents of The Palm Beaches (Current and Former)

- John F. Kennedy – U.S. President
- Donald J. Trump – U.S. President
- Sylvester Stallone – Actor
- Burt Reynolds – Actor
- Kevin James – Actor
- Drew Garrett – Actor
- Allen Covert – Actor
- Jimmy Buffet – Singer
- Ariana Grande – Singer
- Rod Stewart – Singer
- John Lennon – Singer
- Celine Dion – Singer
- Kid Rock – Singer
- Alan Jackson – Singer
- Olivia Newton-John – Actor and Singer
- Perry Como – Actor and Singer
- Nick Saban – Former Football Coach, Miami Dolphins and University of Alabama
- John “Chummer” McCranel – U.S. Amateur Surfing Champion
- Dara Torres – Olympic Gold Medal-Winning Swimmer
- Otis Anderson – Professional Football Player
- Chad Johnson – Professional Football Player
- Joe Namath – Professional Football Player
- Tiger Woods – Professional Golfer
- Brooks Koepka – Professional Golfer
- Greg Norman – Professional Golfer
- Ricki Fowler – Professional Golfer
- Johnny Bench – Professional Baseball Player
- Steffi Graf – Professional Tennis Player
- Michael Jordan – Professional Basketball Player
- Bobby Orr – Professional Hockey Player
- Tico Torres – Drummer in the Band Bon Jovi

- Bryant Gumbel – Host of NBC’s “Today Show”
- Brent Musberger – Sports Broadcaster
- Carrot Top – Comedian
- Ogden Mills “Dinny” Phipps – Thoroughbred Owner and Breeder
- James Patterson – Author

Source: [www.palmbeachpost.com/story/news/local/jupiter/2023/03/26/celebrities-famous-people-who-lived-in-the-jupiter-area/70048007007/](http://www.palmbeachpost.com/story/news/local/jupiter/2023/03/26/celebrities-famous-people-who-lived-in-the-jupiter-area/70048007007/), [www.palmbeachpost.com/story/news/local/boca/2023/07/20/lionel-messi-coming-celebs-who've-lived-in-boca-raton-delray-beach/70437295007/](http://www.palmbeachpost.com/story/news/local/boca/2023/07/20/lionel-messi-coming-celebs-who've-lived-in-boca-raton-delray-beach/70437295007/), [www.thefamouspeople.com/west-palm-beach-3128.php](http://www.thefamouspeople.com/west-palm-beach-3128.php)

## Our Influential Citizens

### Edward Riley “E.R.” Bradley (1859-1946)

- Before coming to Palm Beach, E. R. Bradley is **said to have been a cowboy, a gold prospector, and an acquaintance of Wyatt Earp and Billy the Kid.**
- He opened his **Beach Club**, an illegal gambling hall, in 1898 on Royal Poinciana Way in Palm Beach. The club attracted tycoons from around the U.S. who spent and bet lavishly. **The club became the social center for the elite citizens and visitors to Palm Beach.**
- A physician suggested he get more outdoor activity, so he decided to give horse racing a try. It's unclear whether this outdoor activity actually prolonged his life, but he was very successful as a horse owner. By 1921, he had his first Kentucky Derby winner in *Behave Yourself*. **Bradley won the Kentucky Derby four times, the Preakness Stakes three times, and the Belmont Stakes twice.**
- Despite his gambling reputation, he was also known as a philanthropist and is said to have **staged an annual race at his Idle Hour Stock Farm to benefit orphans**, in addition to donating to other causes.
- He eventually donated the Beach Club to the Town of Palm Beach, with the caveat that it be demolished and turned into a park. Today, **Bradley Park** is located just east of the Lake Trail on the north side of Royal Poinciana Way. Bradley was also **instrumental in donating the West Palm Beach County Club to the City of West Palm Beach** to be used as a municipal course.



**Edward Riley “E.R.” Bradley**

Source:  
Historical Society Palm Beach County

## Elisha Newton “Cap” Dimick (1849-1919)

- Elisha Newton “Cap” Dimick is known for building Palm Beach’s first hotel and being the city’s first mayor. He was called “Cap” because he liked to wear hats.
- Dimick’s family came to farm Palm Beach in 1876, growing sweet potatoes, pumpkins, and pineapples.
- In 1880, Dimick added eight rooms to his home and opened the area’s first hotel called the **Cocoanut Grove House**.
- In 1890, Dimick served as a **state representative** and in 1896, he served as a **state senator**. He was also involved in starting the **region’s first bank, Dade County State Bank**, in 1893.
- In 1908, Dimick formed the **Palm Beach Improvement Company** with his nephew Harvey G. Geer, and partners George W. Jonas and Otto Kubin. They purchased 160 acres of swamp land that stretched from the ocean to the lake and created the **Royal Park Addition**. The tract extended from north of today’s Royal Palm Way to just south of today’s Worth Avenue. They filled the marshes with sand hauled from a nearby oceanside ridge on tracked dump carts they’d built. They laid 4.5 miles of streets with rock they blasted from a nearby quarry. The installation of water lines, sewers, electrical systems, and telephone lines followed, and Royal Palm Way, the project’s grand entrance, took shape.<sup>17</sup> Initial sales were slow.
- In 1911, Dimick and his wife, Louise Semple Clarke, gathered 31 male property owners in the area and signed the charter incorporating the town of Palm Beach. Cap became the town’s first mayor.
- That same year, his development company built the first **Royal Park Bridge** (See Appendix 1 – Our Landmarks, Page 239) to provide easy access to the Royal Park Addition.
- In 1912, Dimick hired Lewis Henry Green, a wealthy real estate agent from California, to promote the Royal Park Addition. **Green utilized automobiles to give tours of the property and promoted it as “the millionaire’s playground.”** With the added promotion and improvements to the neighborhood, including **streetlamps and exotic landscaping**, the development sold out in 1917. *Discover It: Royal Palm Way in Palm Beach is home to the Elisha “Cap” Dimick Statue – 401-435 Royal Palm Way, Palm Beach, FL, 33480*
- Dimick’s grandson, Claude Dimick Reese, also served as Palm Beach mayor for 18 years and as a council member for 38 years.



Elisha Newton “Cap” Dimick and Family

Source:  
Historical Society Palm Beach County

## Harry and Susan DuBois (1871-1924)

- Harry DuBois was a pioneer of Palm Beach County. He grew up in New Jersey but spent summers in Florida, from the age of 16 on. He met his wife, Susan Sanders, in Jupiter, where he had been serving as a lifeguard. He built today's **DuBois Pioneer Home** (See Appendix 1 – Our Landmarks, Page 239) in 1891 for Susan, who said she wanted to live on a hill. The couple had four children: John, Henry, Anna, and Neil. When they were of age, **the children took a boat to school**.
- **The family were farmers and fishermen.** In 1910, DuBois used wood from the old lifeguard station nearby to construct more than 600 beehives, and he became very successful at it, making **90,000 pounds of honey** in one year at his peak.



Susan & Harry  
DuBois

Source:  
[www.palmbeachpost.com  
/picture-  
gallery/news/2023/11/27/  
florida-history-dubois-  
pioneer-home-in-jupiter-  
is-turning-  
125/71703637007/](http://www.palmbeachpost.com/picture-gallery/news/2023/11/27/florida-history-dubois-pioneer-home-in-jupiter-is-turning-125/71703637007/)

## Alfonso Fanjul (1909-1980) and J. Pepe Fanjul (1944-Present)

- The Fanjul family founded **Florida Crystals Corporation** in 1960. The **sugarcane farming and milling company** is located in West Palm Beach. The company owns and operates two sugar mills, a sugar refinery, a rice mill, a packaging and distribution center, and the largest biomass renewable power plant in North America.
- They were instrumental, **along with other Everglades farmers**, in forming the influential **Florida Sugar Cane League**, as well as joint marketing cooperatives for the **sale of raw sugar and molasses**. In 1998, the Fanjul brothers partnered with the Sugar Cane Growers Cooperative to purchase **ASR Group, a sugar refinery in Yonkers, New York**. Today that company is the **largest sugar cane refiner and marketer in the world**.
- In addition, Florida Crystals also pioneered the production of rice and **organic sugar cane** in South Florida. It is the only producer of organic cane sugar products that are grown, harvested, and milled in the U.S.

- The family founded **New Hope Charities**, which provides daycare, health, and education services for the residents of Pahokee and the surrounding area.

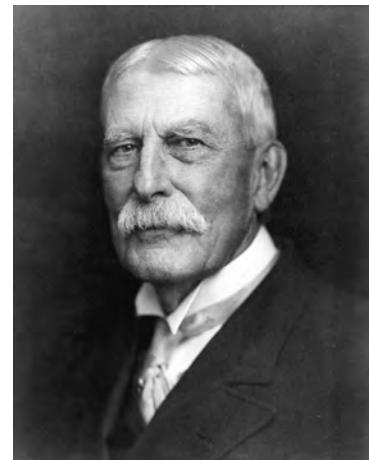


**Alfonso (left) and  
J. Pepe Fanjul**

Source:  
[floridaaghalloffame.org/2017/10/alfonso-fanjul-and-j-pepe-fanjul/](http://floridaaghalloffame.org/2017/10/alfonso-fanjul-and-j-pepe-fanjul/)

### **Henry Morrison Flagler (1830-1913)**

- Henry Flagler is known as the founder of tourism in **The Palm Beaches**. As the developer of the Florida East Coast (FEC) Railway, Flagler built the rail line and luxury hotels up and down the east coast of Florida, bringing many tourists and new residents to the area.
- Flagler was born in New York. His first job was working in a grain business in Ohio for his mother's relatives, where he met his first wife, Mary Harkness. They were married in 1853.
- In 1867, Flagler became a partner in *Rockefeller, Andres & Flagler*, an oil company that became **Standard Oil in 1870**. He worked as the secretary/treasurer of the company.
- When he first visited Florida in 1878, he had already become quite wealthy from his work with Standard Oil Company (today's Exxon Mobil) with partner John D. Rockefeller, Sr. Impressed by Florida's temperate winter climate, Flagler decided to remove himself from the day-to-day operations of Standard Oil to focus on developing railroads and resorts in Florida.
- His first wife died in 1881, and he remarried to Ida Alice Shourds in New York in 1883.
- Flagler came to Florida in 1885 to develop the area around St. Augustine and build the Hotel Ponce de Leon. During this process, he realized that the state



**Henry Flagler**

Source:  
 Historical Society Palm Beach County

needed a stronger railway system and began purchasing several railroads and converting them all to run on standard-gauge tracks. Initially purchasing the Jacksonville, St. Augustine, and Halifax Railroad that served the northeastern portion of the state, Flagler developed hotels along the railroad lines to provide tourists a place to stay who rode the train. He continued to purchase railroads running both north and south of St. Augustine to incorporate into what eventually became the Florida East Coast (FEC) Railway. As he extended the railroads south, he purchased land to develop hotels along the railroad lines.

- As previously mentioned, his first hotel in Palm Beach County was the **Hotel Royal Poinciana**, built in 1894, followed by **The Breakers** (See Section 1 – Our Area's Early History, Page 45 and Appendix 1 – Our Landmarks, Page 239).
- In 1895, his wife Ida was institutionalized and declared legally insane. In 1901, he divorced Ida and married Mary Lily Kenan.
- He also built **Whitehall** (See Appendix 1 – Our Landmarks, Page 239) for his wife, Mary.

### Zora Neale Hurston (1891-1960)

- Zora Neale Hurston is **known for her anthropology work and for her novels, short stories, and plays that often-depicted African American life in the South.**
- She was born in Notasulga, Alabama, but her family moved to Eatonville, Florida when she was still young. Her father became one of the town's first mayors.
- **She attended Howard University where she founded the school's newspaper, *The Hilltop*.**
- In 1925, she received a scholarship to Barnard College in New York City, where she graduated three years later with a **degree in anthropology**. While there, she became friends with other well-known writers, like Langston Hughes and Countee Cullen, and joined the **black cultural renaissance taking place in Harlem**. In the 1930s, she collaborated with Hughes to write a play entitled *Mule Bone*, a comedy about the African American life.
- One of her most popular works was a fictional story entitled ***Their Eyes Were Watching God***, which followed the life of Janie Crawford and partially took place in **The Glades**. In the book, Janie's second husband owned a store in The Glades and depicts a devastating hurricane, which historically **references the Lake Okeechobee hurricane of 1928**. It was unusual at the time to focus on the



**Zora Neale Hurston**

Source:

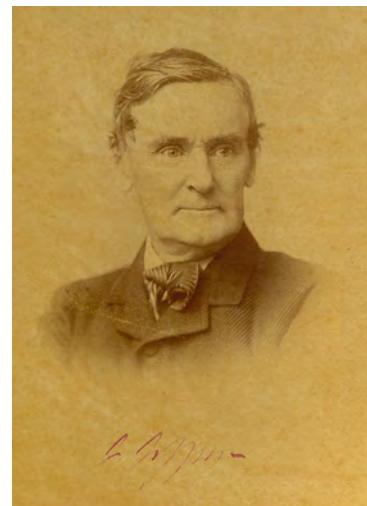
[www.britannica.com/biography/Zora  
-Neale-Hurston](https://www.britannica.com/biography/Zora-Neale-Hurston)

experiences of Black women, but Hurston **dedicated herself to promoting and studying Black culture.**

- Hurston was not only an author. She also wanted to educate others about the arts. In 1934, **she established a school of dramatic arts** at Bethune-Cookman College in Daytona Beach. She also worked as a **drama teacher** at North Carolina College for Negroes at Durham.
- Although she received some acclaim for her works, Hurston was often underpaid and remained in poverty. At her death, she was living at the St. Lucie County Welfare Home. **Although her works were not well-known during her life, they continue to inspire writers today and she is considered one of the best writers of the 20<sup>th</sup> century.**

### Joseph Jefferson (1829-1905)

- In addition to being a close friend with Henry Flagler, Joseph Jefferson was a **world-renowned theater actor** of the time.
- He began visiting Palm Beach in the 1890s, staying at the Royal Poinciana. In the late 1890s, he **built the first electric plant and an ice plant** for West Palm Beach.
- The actor also owned six houses, the **Jefferson Hotel** on Clematis Street, a two-story brick building that housed six stores, and a store across that street that housed the Anthony Brothers retailers.
- Jefferson was also known for his benevolence and often **held performances to fundraise for many worthy causes.**



**Joseph Jefferson**

Source:  
Historical Society Palm Beach County

### H. Irwin Levy (1926-2023)

- In 1952, H. Irwin Levy and his wife moved to The Palm Beaches, where he worked as a **lawyer, handling major business and real estate restructurings**, taking several companies public.
- He also founded his business Cenville Communities, which **developed Century Village** in West Palm Beach and two other locations, plus **Wynmoor Village**. **Cenville Communities was the largest builder of condominiums in the U.S. at one point** and built 37,000 homes across South Florida.
- He was very active in Jewry and **helped build The Palm Beaches into a thriving Jewish community**. He was a founding leader of the Jewish Federation of Palm

Beach County, the Mandel Jewish Community Center, Meyer Jewish Preparatory School, Joseph L. Morse Geriatric Center, the Kravis Center for the Performing Arts, and the Palm Beach Fellowship of Christians and Jews. He was also the past president of Temple Beth El in West Palm Beach.

- Levy was also an ardent supporter of Israel, securing \$1.6 billion in U.S. grants to The United Israel Appeal for The Jewish Agency for Israel to **rescue nearly one million Jews from the former Soviet Union and Ethiopia.**
- Among other awards, he was named the Palm Beach Jewish Times Man of the Century.



**H. Irvin Levy**

Source:  
Historical Society Palm Beach County

### **John Donald MacArthur (1897-1978)**

- John MacArthur is **known for developing much of The Palm Beaches.** Born in Pennsylvania, his family moved frequently, as his father was a Baptist preacher and missionary. At 16, he quit school and moved to Chicago where he worked with an older brother in the insurance industry. While working at his brother's insurance company, he met and married Catherine Hyland, and within one year, he had sold more than \$1 million in insurance.
- In 1928, he purchased **Marquette Life Insurance.** In 1938, he bought **Bankers Life and Casualty Company,** which was very successful due to his use of **mass marketing through door-to-door salesmen.** This kept costs lower and made insurance coverage affordable to the common consumer. By 1956, Bankers Life was the largest health and life insurance company in the U.S. Catherine's role in the business was to work behind the scenes, tracking details and accounts.
- In 1958, the couple moved to Florida, where they **purchased more than 100,000 acres of land across the state.** They purchased the **Colonnades Hotel** on the south end of Singer Island and moved into one of the rooms. MacArthur used a table in the Colonnades Coffee Shop as his office, and it is said he was often

mistaken for the hotel handyman. **The media called him the “accessible billionaire.”**<sup>18</sup> He developed much of the city of Palm Beach Gardens.

- **The MacArthurs were also philanthropists,** donating to the North Palm Beach YMCA and Palm Beach Atlantic University. They also allowed charities to use the ballroom at the Colonnades for free for fundraisers. The couple also created the John D. and Catherine T. MacArthur Foundation to allow their money to go toward deserving charities. **Grants from the foundation total more than \$7 billion** since its inception, funding more than 10,000 organizations and projects, including the **John D. MacArthur Beach State Park** and Amnesty International.



### Sidney Maddock (1872-1936)

- In the early 1900s, Sidney Maddock **started the Palm Beach Pinery**, a large plantation that shipped **pineapples** from Palm Beach to London. During this time, Maddock also built the Olympic and Dixie movie theaters and was part of several **Clematis Street** businesses in West Palm Beach.
- His wife, Lucie, was **known as a suffragette** and was involved in several women's rights movements. **In 1920, the women's suffrage movement finally led to women's right to vote.**
- In 1902, he **built the Palm Beach Hotel**, a 300-room luxury hotel that was known for its glamorous Ritz Gardens, which offered tea and drinks. A full orchestra played at the hotel each night for dance parties. **Famous guests** included President Theodore Roosevelt and evangelist Ira Sankey.
- Unfortunately, in 1925, **the hotel burned down**, due to sparks from the **adjacent fire at The Breakers**. Guests at the hotel had been outside watching The Breakers fire and were barely able to get back to rescue their things before the Palm Beach Hotel burned to the ground.
- After the fire, Sidney and his wife left Palm Beach and moved to Brooklyn, New York. Today, the **Palm Beach Biltmore Condominiums** are on this site.

**John D. MacArthur**

Source:

[www.nndb.com/people/281  
/000044149/](http://www.nndb.com/people/281/000044149/)

## Addison Mizner (1872-1933)

- After serving as a country house architect on Long Island, NY, Addison Mizner moved to Palm Beach. In 1917, he met Paris Singer (see below), the sewing machine heir and developer of Palm Springs. Singer was impressed with Mizner's work and **asked him to design his Everglades Club.**
- Mizner's design for the Everglades Club **introduced the Mediterranean style of architecture to the area.** The success of the project led to other commissions from **Palm Beach high society.** He became so popular that he had to open his own workshops to create the tiles, wrought iron fixtures, and cast-stone trim that the Mediterranean style required. He later also produced furniture for the homes and buildings he designed.
- In 1924, the City of Boca Raton was incorporated and appointed Mizner as the city planner.
- In early 1925, Mizner formed the **Mizner Development Corporation** and **purchased 1,600 acres** that contained approximately two miles of oceanfront. His plan was to build the **Castillo del Rey**, a huge oceanfront hotel that would include golf courses, polo fields, elegant shopping streets, and luxurious mansions for the wealthy of the world. His **well-known investors** included T. Coleman du Pont, Elizabeth Arden, William K. and Harold Vanderbilt, Irving Berlin, and Paris Singer. Even before the resort was built, it was widely promoted, making it **Boca Raton's hottest property.** His company took in \$2 million on the first day of sales, along with an additional \$2 million when he opened up a second set of lots.
- Mizner had pitched the hotel to **Ritz-Carlton**, which decided to take over the design and building of the project themselves. This meant the building of the hotel would be delayed. **Mizner moved forward with his other plans to build homes, streets, and administrative buildings for the development.** He designed the Camino Real, a 160-foot-wide boulevard, as the focal point for his new city. He did begin building the boulevard but never actually completed it.
- He also decided to build a smaller hotel on his own. He built **The Cloister Inn** on Lake Boca Raton, making most of the furnishings to save money and even using his own furniture in some areas. The hotel proved his abilities as an architect and designer. **This hotel became The Boca Raton of today.**
- By the fall of 1925, the land boom was beginning to slow down, and his investors began to back out. The additional burden of the hurricane, in September 1926,



**Addison Mizner**

Source:  
Historical Society Palm Beach County

put a complete end to the land boom. By the spring of 1927, Mizner's company was bankrupt. His former investor Clarence H. Geist purchased the assets of the company for \$71,500, assuming approximately \$7 million in debt.

- Mizner continued taking on architectural projects in the area, but he never became wealthy.

### George Morikami (1886-1976)

- Sukeji "George" Morikami was 19 years old when he **emigrated to the Yamato community from Miyazu, Japan in 1906**. He was originally an indentured laborer, working to pay off his passage to America.
- He settled into the community of **Yamato**, a Japanese colony located between Boca Raton and Delray Beach established in the early 20<sup>th</sup> century. Yamato is an old name for Japan, which **means "large, beautiful land."**
- By 1906, Yamato's population was up to approximately 50, with its own post office and rail station. **The residents were mainly bachelor fruit farmers.**
- Many residents began to leave in the late 1930s, due to a fruit blight and competition from less expensive fruit being imported from Cuba.
- During World War II, **Boca Raton Army Air Field (BRAAF)** was built. As more land was needed to house the soldiers, most of the remaining residents in adjacent Yamato Colony were forced to give up the land. George Morikami continued living the in village even after everyone left.
- After World War II, **Morikami slowly built his fortune and amassed 200 acres of land in Yamato**. He could have become a rich man by selling the land but, instead, he donated it to Palm Beach County to create a park. *Discover It: Today, that land is home to exhibits featuring the Japanese culture of the Yamato Colony, as part of the Morikami Museum and Japanese Gardens – [morikami.org](http://morikami.org)*  
(See Section 10 – Our Outdoor and Indoor Life, Page 140)



**George Morikami**

Source:  
Historical Society Palm Beach County

## James Patterson (1947-Present)

- James Patterson, an American author, is best known for his fictional book series about characters, Alex Cross and Jane Effing Smith, as well as the Women's Murder Club, and Maximum Ride. He has also penned non-fiction works about the Kennedys, John Lennon, and Princess Diana, in addition to military heroes, police officers, and emergency room nurses. He has also co-authored books with Bill Clinton and Dolly Parton and has written an autobiography.
- Patterson and his wife have lived in Palm Beach since 1998.
- Patterson is a philanthropist, donating more than one million books to students, totaling \$7.25 million to school and classroom libraries throughout the U.S., and \$2.1 million to independent bookstores and employees. Patterson also supports after-school reading programs at four Palm Beach County middle schools where up to 1,000 books have been donated.
- The Patterson Family Foundation has given more than \$7 million in scholarships to students at 24 different colleges, including Florida Atlantic University and the University of Florida. Additionally, the Pattersons support the Alexander W. Dreyfoos School of the Arts in West Palm Beach, sponsoring events and learning programs.



James Patterson

Source:

[th.bing.com/th/id/R.17bebaf57b8c6bf4fa1054527ab0e91a?rik=BOTU44ZqyyB6IA&riu=http%3a%2f%2fcdn2.mhpbooks.com%2f2016%2f03%2f5268143326\\_d665277df9\\_o.jpg&e](http://th.bing.com/th/id/R.17bebaf57b8c6bf4fa1054527ab0e91a?rik=BOTU44ZqyyB6IA&riu=http%3a%2f%2fcdn2.mhpbooks.com%2f2016%2f03%2f5268143326_d665277df9_o.jpg&e)

## John "Jay" Shaffer Phipps (1874-1958)

- Jay Phipps was a businessman and well-known philanthropist in Palm Beach. Before moving to Palm Beach from Pittsburgh, he was the former director of U.S. Steel, which his father owned in partnership with Andrew Carnegie. He also served as director of the Guarantee Trust Company, W.R. Grace and Company, and the International Paper Company.
- Prompted by the 1920's , Phipps purchased old pineapple fields and other property to develop lots for private homes that would become the El Cid Neighborhood.
- In addition to developing the El Cid Neighborhood, today's El Cid Historic District, (See Appendix 1 – Our Landmarks, Page 239) he also built polo fields in Florida, Virginia, and New York. He also owned several thoroughbred racehorses.

- Phipps was a founding member of the Everglades Club, the Gulfstream Golf Club, and the Seminole Club.
- **Phipps Ocean Park sits on land that was once the private beach of the Phipps family.** In the 1920s, the park was opened to the public and became a popular destination for both locals and tourists.

### Lilly Pulitzer (1931-2013)

- **Lilly Pulitzer** was a designer, **known worldwide for her colorful dresses and resort wear.** She was born Lillian Lee McKim in Roslyn, New York, the great-granddaughter of Standard Oil partner, Jabez A. Bostwick.
- **She married Peter Pulitzer of the Pulitzer Prize family.** They eloped in Baltimore and moved to Palm Beach when she was 21, where she quickly became a popular Palm Beach socialite.
- By 1958, however, she was a new mom and felt like she was going to have a nervous breakdown. A doctor suggested she needed a sense of purpose, so she opened a juice stand off Worth Avenue using the oranges from her husband's orchard. **She quickly discovered that the orange juice stained her clothes, so she worked with a dressmaker to create a colorful easy dress that would hide the splashes.**



**Lilly Pulitzer**

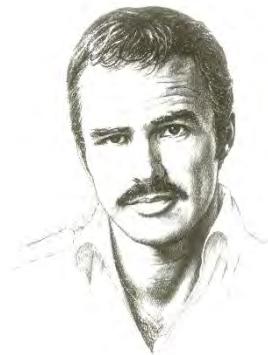
Source:  
[stylecaster.com/fashion/fashion/176765/remembering-lilly-pulitzer-5-queen-prep/](http://stylecaster.com/fashion/fashion/176765/remembering-lilly-pulitzer-5-queen-prep/)

- She discovered she loved designing clothing and began to look for more vibrant prints from which to make her dresses. **They became popular with the famous around Palm Beach.**
- Lilly's school friend, **First Lady Jackie Kennedy**, came to visit in 1962. Shortly after, the First Lady **appeared on the cover of Life Magazine in one of Pulitzer's designs.** As Kennedy was considered to be **one of the most stylish women in the world**, women around the country decided they wanted a Lilly Pulitzer dress. This marked the beginning of her American Resort Wear line, and she ditched the lemonade stand.
- By 1963, *Life* was publishing a story on her line of dresses that were available in boutiques nationwide.

- Her company expanded into children's and juniors' clothing, as well as a small line of menswear. By 1984, the company had spread itself too thin, and it **filed for bankruptcy**. It was **revived in the 1990s** by Sugartown Worldwide Industries who sold it to Oxford Industries in 2010. The company is now headquartered in King of Prussia, Pennsylvania.

### Burt Reynolds (1936-2018)

- Burt Reynolds was a high school and college football player and a famous actor. He was born in Lansing, Michigan, but was **raised in Palm Beach County**, attending Palm Beach High School and Florida State University.
- After a football injury ended his playing of the game, he attended Palm Beach Junior College and **performed in several theatre productions**, including the play, *Outward Bound*, for which he **won a Florida State Drama Award**.
- This award helped him secure a scholarship to work in Hyde Park Playhouse, a **summer theatre in New York City**. Here, **he met actress Joanne Woodward**, who helped him find an agent.
- From 1959 to 1961, he played the character Ben Fraser on an NBC TV show called *Riverboat*. Throughout the 1960s, he played characters on several different television shows including, *The Everglades*, *Gunsmoke*, *Perry Mason*, and *The Twilight Zone*.
- **In the 1970s, he moved back to the Jupiter area**, working on projects in Hollywood, California, as necessary.
- In 1973, **he dabbled in singing**, making an album called *Ask Me What I Am*. He also sang a duet with Dolly Parton for the movie, *The Best Little Whorehouse in Texas*.
- The role he is most famous for came in 1997, when he played Bandit in the movie *Smokey and the Bandit*, with Sally Field, Jackie Gleason, and Jerry Reed. He repeated the role in 1980 in *Smokey and the Bandit II*. In 1997, he also turned down the role of Han Solo in *Star Wars*.
- From 1989 to 1990, he starred as **B.L. Stryker** in a series of the same name, which was **filmed on location in Jupiter and throughout Palm Beach County**.
- **In 1990, he earned an Emmy Award** for his role of Wood Newton in the TV series *Evening Shade*.
- From this time until his death, he continued to act, direct, and produce.



**Burt Reynolds**

Source:  
Historical Society Palm Beach County

## Paris Eugene Singer (1867-1932)

- Paris Singer was a famous developer of Palm Beach and the son of Isaac Singer, the Singer sewing machine mogul. He was named after the city of Paris, in which he was born.
- In 1918, Singer began buying property on both sides of Lake Worth. He visited his Palm Beach properties often and decided to offer Addison Mizner the job of designing his elegant Everglades Club. The design and the club were a huge success.
- As previously mentioned, Singer often took his friends to picnic on the island, just north of Palm Beach, which they began to call Singer's Island. The name stuck.
- In 1925, Singer again worked with Mizner on a plan to build two luxurious hotels on Singer Island. The hotel on the south end of the island was to be the Paris Singer Hotel, and the one on the north end would be the Blue Heron, with a 36-hole golf course. Singer was very eager to get started and it is said that he began building the Blue Heron before Mizner was even done with the plans.
- The Florida land boom began to slow and after the hotel's service wing was completed, building stopped. Singer's plan had been to finance the hotel from the sale of lots throughout the island; however, the lots were not selling as well as anticipated.
- The 1928 hurricane and the 1929 stock market crash put an end to the structure, which would stand for 14 years before it was razed in 1940.
- Today, the Singer Oceanfront Resort is located on this land.
- Singer's financial troubles continued after construction stopped on the Blue Heron. The Everglades Club went into receivership because Singer was unable to pay the loans he'd taken out, using the club as collateral.
- In 1928, Singer left Palm Beach and ultimately moved to his Moorish house in Saint-Jean-Cap-Ferrat, France with his wife, Joan Balsh.



Paris Singer

Source:  
Historical Society Palm Beach County

## Solomon D. Spady (1887-1967)

- Solomon Spady was an African American teacher, scientist, and administrator. Born in Cape Charles, Virginia, Spady attended Hampton Normal and Agricultural Institute (today's Hampton University) and taught there his first year after graduating in 1912.
- Spady soon got involved in the New Farmers of America, the largest Black farm youth organization in the world. It is through this organization that he became

friends with Dr. George Washington Carver, an agricultural chemist and one of the most prominent Black scientists of the 20<sup>th</sup> century.



**Solomon D. Spady**

Source:  
Historical Society Palm Beach County

- In 1922, Spady accepted a position teaching in Delray Beach at *Delray County Training School*, which also required him to be principal. **He was the third African American public-school teacher/principal working in Delray Beach.**
- In 1926, he married Jessie B. Green. They built a Mission Revival-style, two-story stucco home on today's NW 5<sup>th</sup> Avenue that was considered to be more luxurious than the other primarily wooden structures in the area. *Discover It: Today, the home houses a museum of African American history in Delray Beach called the Spady Cultural Heritage Museum – [www.spadymuseum.com](http://www.spadymuseum.com)* (See Section 5 – Our Cultural Heritage, Page 92)
- During his tenure at the *Delray County Training School*, it grew from offering classes in first through eighth grade to offering classes through 12<sup>th</sup> grade, with enrollment tripling from approximately 100 students to more than 300. In 1937, **the school was renamed George Washington Carver High School.**
- In addition to traditional subjects, **Spady also taught woodshop and agricultural classes.** His woodshop students painted the school, built steps, and repaired furniture and farm tools. His agricultural students cultivated crops and prepared them for sale to the public. **His students won several state agricultural championships** and many of them went on to attend the Tuskegee Institute, the Hampton Institute, Atlanta University, and Florida A & M, to name a few.
- Spady retired in 1957 and moved back to Cape Charles, Virginia.
- In 1958, Carver High School was moved to a new building, with the old building becoming an elementary school named S.D. Spady Elementary.
- **In 1999, the City of Delray Beach awarded Spady the Great Floridians 2000 Award.** The award was presented to his family and a replica is on display in the Spady Cultural Heritage Museum.

## Section 4 – Our Beaches

With 47 miles of pristine Atlantic Ocean coastline and stretches of golden sand to pick from, naming the best beach in The Palm Beaches is impossible. Encourage visitors and locals to view beach cams and beach conditions on Discover The Palm Beaches' website at [www.ThePalmBeaches.com/beach-conditions](http://www.ThePalmBeaches.com/beach-conditions).

**Atlantic Dunes Park** – 1605 S. Ocean Blvd., Delray Beach, FL, 33483, 561-243-7250,  
[www.delraybeachfl.gov/Home/Components/FacilityDirectory/FacilityDirectory/44/194](http://www.delraybeachfl.gov/Home/Components/FacilityDirectory/FacilityDirectory/44/194)

- Atlantic Dunes Park is a great option for those looking for a quiet and serene beach, nestled in a raised, green-canopied area with a wooden walkway and observation platform.

**Bark Park Dog Beach** – 3001 N. State Road A1A, Boca Raton, FL, 33487, 561-393-7810,  
[www.myboca.us/953/Bark-Beach-at-Spanish-River-Park](http://www.myboca.us/953/Bark-Beach-at-Spanish-River-Park)

- Dogs are allowed to mingle on this beach, **between lifeguard towers 18 and 20, during designated hours**. Use of Bark Park Beach requires owners to clean up after their pets and they **must purchase a permit**. For more information, use the website link above.



**Bark Park Dog Beach**

Source:  
[buysellhomesbocaraton.com/all-about-the-spanish-river-dog-beach/](http://buysellhomesbocaraton.com/all-about-the-spanish-river-dog-beach/)

**Boynton Beach Oceanfront Park** – 6415 N. Ocean Blvd., Boynton Beach, FL, 33435, 561-742-6775, [www.boynton-beach.org/254/Oceanfront-Park](http://www.boynton-beach.org/254/Oceanfront-Park)

- This beach offers canopy-covered walkways and benches, a Brazilian-walnut hardwood boardwalk, a playground, a concession stand, and a large sea turtle sculpture. Umbrella and lounge chair rentals are also available.

**Carlin Park** – 400 S. State Rd A1A, Jupiter, FL, 33477, 561-966-6600,  
[discover.pbcgov.org/parks/Locations/Carlin.aspx](http://discover.pbcgov.org/parks/Locations/Carlin.aspx)

- This beach park has picnic area, restrooms, and the availability of **beach wheelchairs for the sand**.

**Coral Cove Park** – 19450 State Rd. 707, Tequesta, FL, 33469, 561-966-6600,  
[discover.pbcgov.org/parks/Locations/Coral-Cove.aspx](http://discover.pbcgov.org/parks/Locations/Coral-Cove.aspx)

- Located in the northern part of the county, Coral Cove Park offers a **quieter beach** with the benefit of great snorkeling and paddleboarding.

**Delray Beach Municipal Beach** – 340 S. Ocean Blvd., Delray Beach, FL, 33483,  
561-243-7250,  
[www.delraybeachfl.gov/Home/Components/FacilityDirectory/FacilityDirectory/64/](http://www.delraybeachfl.gov/Home/Components/FacilityDirectory/FacilityDirectory/64/)

- Located near Atlantic Avenue's many al fresco bistros, pubs, and unique shops, this beach is a **great combination for those who want some sand and sun along with the atmosphere of Atlantic Avenue**. The beach also hosts a variety of events throughout the year, which can be found on the City's website at [www.delraybeachfl.gov](http://www.delraybeachfl.gov).



**Delray Beach  
Municipal Beach**

Source:  
[Discover The Palm Beaches](#)

**DuBois Park** – 19075 Dubois Rd., Jupiter, FL, 33477, 561-966-6600,  
[discover.pbcgov.org/parks/Locations/DuBois.aspx](http://discover.pbcgov.org/parks/Locations/DuBois.aspx)

- Located at the mouth of Jupiter Inlet, this beach offers **great views of the Jupiter Lighthouse**. In addition to a swimming area, this is a good place for kayakers and jet skiers to start their trip through the Intracoastal Waterway or out to sea from the marina slips located here. Canoers and kayakers also have access to the Loxahatchee River from the park.

**John D. MacArthur Beach State Park** – 10900 State Road 703 (A1A), North Palm Beach, FL, 33408, 561-624-6950, [macarthurbeach.org](http://macarthurbeach.org)

- With almost two miles of pristine beachfront, this quiet sanctuary is **The Palm Beaches only state park**. Activities include swimming, snorkeling, and ocean fishing. For more information about other activities at the state park. (See Section 10 – Our Outdoor and Indoor Life, Page 140)

**Juno Beach Park** – 14775 State Road A1A, Juno Beach, FL, 33408, 561-966-6600, [discover.pbcgov.org/parks/Locations/Juno-Beach.aspx](http://discover.pbcgov.org/parks/Locations/Juno-Beach.aspx)

- In addition to swimming, **pier fishing is popular**, and the beach has a bait shop and concession stand.



**Juno Beach**

Source:  
[Discover The Palm Beaches](http://DiscoverThePalmBeaches.com)

**Jupiter Beach Park** – 1375 Jupiter Beach Rd., Jupiter, FL, 33477, 561-966-6600, [discover.pbcgov.org/parks/Locations/Jupiter-Beach.aspx](http://discover.pbcgov.org/parks/Locations/Jupiter-Beach.aspx)

- This smaller beach park offers a lot of activities. In addition to swimming in the ocean, a lagoon offers a refreshing dip.

**Jupiter Dog Beach** – From beach accesses 26 north of Ocean Cay Park to 57 south of Carlin Park, Palm Beach County, 561-746-5134, [www.jupiter.fl.us/437/Dogs-on-the-Beach](http://www.jupiter.fl.us/437/Dogs-on-the-Beach)

- The Jupiter Dog Beach is the **only free dog beach in The Palm Beaches**. It is open from sunrise to sunset. Owners must clean up after their pets.

**Lake Worth Municipal Beach** – 10 S. Ocean Blvd., Lake Worth, FL, 33460, 561-533-7313, [lakeworthbeachfl.gov/beach-complex](http://lakeworthbeachfl.gov/beach-complex)

- Swimming and surfing are popular at this beach, as is dining at nearby **Benny's on the Beach restaurant**.
- Also nearby is the **Lake Worth Beach Casino Building and Beach Complex**. The casino (in which there is no gambling) is a venue for weddings and special events and offers breathtaking views of the Atlantic Ocean in the 3,000-square-

foot ballroom, with wrap-around terraces. True to its original 1920's architecture, the Casino building has become a favorite destination for tourists.

- Additionally, the adjacent **Beach Complex** features an oceanfront park, restrooms, and picnic facilities which complement the **William O. Lockhart Municipal Pier**.

**Loggerhead Park** – 14200 U.S. Highway 1, Juno Beach, FL, 33408, 561-966-6600,  
[discover.pbcgov.org/parks/Locations/Loggerhead.aspx](http://discover.pbcgov.org/parks/Locations/Loggerhead.aspx)

- Visitors enjoy building sandcastles and body surfing at the beach at Loggerhead Park. **Home to Loggerhead Marinelife Center**, the park is also a great place to see the center's resident sea turtles.

**Ocean Reef Park** – 3860 N. Ocean Blvd., Riviera Beach, FL, 33404, 561-966-6600,  
[discover.pbcgov.org/parks/Locations/Ocean-Reef.aspx](http://discover.pbcgov.org/parks/Locations/Ocean-Reef.aspx)

- The boardwalk on this wide beach goes through and along the **dune ecosystem** located here. A picnic pavilion, grills, and single picnic tables are located within the park.

**Ocean Cay Park** – 2188 Marcinski Rd., Jupiter, FL, 33477, 561-966-6611,  
[discover.pbcgov.org/parks/Locations/Ocean-Cay.aspx](http://discover.pbcgov.org/parks/Locations/Ocean-Cay.aspx)

- The beachfront here is large and **tucked down below the dunes**. The park has plenty of open grassy space, volleyball courts, grills, and picnic tables.

**Peanut Island** – 6500 Peanut Island Rd., Riviera Beach, FL, 33404, 561-845-4445,  
[discover.pbcgov.org/parks/Locations/Peanut-Island.aspx](http://discover.pbcgov.org/parks/Locations/Peanut-Island.aspx)

- This island is a family sanctuary featuring great snorkeling, pathways, overnight camping, and swimming. The best way to access the beach is via water taxi stops from nearby Sailfish Marina or Riviera Beach Marina or anchor your boat along the shoreline.



**Peanut Island**

Source:  
[Discover The Palm Beaches](http://DiscoverThePalmBeaches.com)

**Phil Foster Park** – 900 E. Blue Heron Blvd., Riviera Beach, FL, 33404, 561-966-6600,  
[discover.pbcgov.org/parks/Locations/Phil-Foster.aspx](http://discover.pbcgov.org/parks/Locations/Phil-Foster.aspx)

- This is a great place to kayak, snorkel, and scuba dive. The waters under the Blue Heron Bridge and the one-of-a-kind Underwater Snorkel Trail make this a **premier spot for experienced scuba divers and snorkeling beginners alike**. The area is frequently visited by stingrays, eels, giant starfish, brightly colored tropical fish, and even an occasional octopus or manatee. The variety of sea life seen here is due to the park's proximity to the Gulf Stream. As a result, the channel's strong tidal flow often brings in various sea animals that were riding the Gulf Stream from the south.



**Snorkelers and  
kayakers near the  
Blue Heron Bridge in  
Phil Foster Park**

Source:  
[discover.pbcgov.org/parks/Locations/Phil-Foster.aspx](http://discover.pbcgov.org/parks/Locations/Phil-Foster.aspx)

**Red Reef Park** – 1400 N. Ocean Blvd., Boca Raton, FL, 33432, 561-393-7810,  
[www.myboca.us/Facilities/Facility/Details/Red-Reef-Park-49](http://www.myboca.us/Facilities/Facility/Details/Red-Reef-Park-49)

- Snorkel, nature walk, golf, and so much more are here. A renovated boardwalk offers a pavilion, benches, and a beautiful view of the ocean. At the end of the boardwalk is a brick walkway that extends to South Beach and from there another walkway to the Palmetto Park pavilion. There is also a 9-hole golf course beside the ocean and the Gumbo Limbo Center for nature lovers.

# Section 5 – Our Cultural Heritage

Our cultural and historical influences have helped shape our community and are what make The Palm Beaches unique. As you read this section, think about the contributions these cultural groups have made to our area. We wouldn't be the diverse community we are without them!

## Our Diverse Heritage

The Palm Beaches' pioneers came from all countries and religious backgrounds. Together these early settlers created the vibrant culture that exists today.

### Native American Heritage

- As outlined in Section 1, Our Area's Early History, Native American tribes have influenced our region for many years.
- Visitors can learn more about the Jobe and Jeaga tribes that originally settled in our area on the Early Native American History & Archaeology Tour at the Jupiter Inlet Lighthouse. ***Discover It: Early Native American History & Archaeology Tour – Jupiter Inlet Lighthouse, 500 Captain Armours Way, Jupiter, FL, 33469, 561-747-8380, [www.jupiterlighthouse.org/calendar/native-american-history-2-8-24/](http://www.jupiterlighthouse.org/calendar/native-american-history-2-8-24/)***
- Remnants of one of the last **coastal shell mounds** in the region can be found at **DuBois Park in Jupiter**. The park was once home to the Jobe and Jeaga tribes. It also features the **DuBois Pioneer Home**, which is open for guided tours.  
(See Appendix 1 – Our Landmarks, Page 239)
- Exhibits and artifacts of our region's earliest inhabitants can be found at the **Richard and Pat Johnson Palm Beach County History Museum**.  
(See the Attractions Section, Page 174)
- Visitors can learn more about the Seminole tribe at the **Loxahatchee River Battlefield Park** and the nearby **recreated Seminole Village** in Riverbend Park. The battlefield park in Jupiter offers a one-mile trail with historic markers; located at 9060 Indiantown Road, Jupiter, Florida.
- Local Native American tribal history is also on display at the **Jupiter Inlet Lighthouse & Museum**, located across the Jupiter Inlet from DuBois Park.  
(See the Attractions Section, Page 174)

## European Heritage

- GERMANY: Many of our early residents were of **German descent**. We celebrate their heritage in several events, including **Oktoberfest of the Palm Beaches** in Lake Worth Beach. The event includes traditional German food and drink, in addition to performances by Oktoberfest bands from Germany. Arts and crafts, carnival games, folk dancing, and a variety of vendors are also included in the event. **Discover It: Oktoberfest of The Palm Beaches – The American German Club, 5111 Lantana Rd., Lake Worth Beach, FL, 33463, 561-967-6464, [www.oktoberfestflorida.com](http://www.oktoberfestflorida.com)**



Oktoberfest of  
The Palm Beaches

Source:  
[Discover The Palm Beaches](#)

- FINLAND: **Palm Beach County is one of the largest Finnish communities in the U.S., particularly in Lake Worth Beach and Lantana.** The Finnish arrived in the early 1900s as carpenters, maids, and cooks for wealthy people who began moving to Palm Beach and West Palm Beach from the other parts of the country.
- **Lake Worth Beach** also has **two stone monuments in its Bryant Park that honor the Finnish**. One honors Finnish World War II veterans, and the other is a pair of geese commemorating the influx of immigrants from Finland to the area.
- Visitors can experience Finnish heritage at the **Midnight Sun Festival**, a Finnish American festival held in Bryant Park in Lake Worth Beach each spring. The name of the event comes from the fact that the sun basically never sets in Finland in the summer. The event features crafts, food, a wife-carrying obstacle course competition, and local and international entertainment. **Discover It: Midnight Sun Festival – Bryant Park, Lake Ave., Lake Worth Beach, FL, 33460, 561-200-8683, [www.midnightsunfest.org](http://www.midnightsunfest.org)**

## African American Heritage

- African Americans have lived in our area since the 1800s. The Spady Cultural Heritage Museum exhibits share African American history locally and nationwide. The museum's Heritage Garden features plants and trees that flourished in Delray Beach in the 1920s when **Solomon D. Spady** (See Section 3 – Our Influential Citizens, Page 71) moved to the area. **Discover It: Spady Cultural Heritage Museum** – 170 NW 5<sup>th</sup> Ave., Delray Beach, FL, 33444, 561-279-8883, [www.spadymuseum.com](http://www.spadymuseum.com)
- Another way to experience African American culture is to attend the Juneteenth Festival with lots of vendors, entertainment, and food. **Discover It: Juneteenth Festival** – [www.juneteenthpbc.org/events](http://www.juneteenthpbc.org/events)

## Caribbean Heritage

- Many of today's residents came here from Caribbean countries including the Bahamas, Haiti, Jamaica, and Cuba. The Caribbean culture is reflected in both our music and foods. **Discover It: Visitors can enjoy a taste of Caribbean food and music at the Florida Jerk Festival held in May** – John Prince Park, 270 6<sup>th</sup> Ave. S., Lake Worth Beach, FL, 33461, [www.reggaeville.com/dates/festival-details/florida-jerk-festival-2023/overview/](http://www.reggaeville.com/dates/festival-details/florida-jerk-festival-2023/overview/)



A vendor prepares food at the  
Florida Jerk Festival

Source:

[www.caribbeannationalweekly.com/entertainment/florida-jerk-festival-returns-for-20th-anniversary-celebration/](http://www.caribbeannationalweekly.com/entertainment/florida-jerk-festival-returns-for-20th-anniversary-celebration/)

## Hispanic and Latino Heritage

- Hispanic and Latino heritage can be enjoyed throughout The Palm Beaches. In addition, **Fiesta de Pueblo** is a Hispanic cultural and arts festival celebrating the Three Wise Men. The January event includes music, food, art, a parade, games, amusement park rides, and a business expo that showcases Hispanic businesses. **Discover It: Fiesta de Pueblo** – Samuel J. Ferreri Community Park, 2905 Jog Rd., Greenacres, FL, 33467, 561-889-6527, [www.facebook.com/FiestaDePueblo/](http://www.facebook.com/FiestaDePueblo/)

## Asian Heritage

- Our residents also include those of Japanese, Filipino, Bangladeshi and other Asian cultures. These diverse communities enhance the cultural fabric of Palm Beach County, promoting multiculturalism and inclusivity.
- The earliest Japanese immigrants established the Yamato Colony near Boca Raton in 1905. **The Morikami Museum and Japanese Gardens** is a beautiful center for Japanese arts and culture. Experience the history and traditions of the Japanese when exploring the 16-acres of gardens, ongoing exhibitions, authentic teahouse, educational programs, and more. **Discover It: Morikami Museum and Japanese Gardens** – 4000 Morikami Park Road, Delray Beach, FL 33446, 561-495-0233, [www.morikami.org](http://www.morikami.org)
- Over the years, we have watched the Bangladeshi community grow and thrive, celebrating cultural events like Pahela Baishakh and Victory Day, and fostering ties through organizations like the Bangladesh Association of Florida.



**Morikama Museum  
and Japanese Gardens**

Source:  
[morikami.org/wp-content/uploads/2019/07/RockyPoint2-1.jpg](http://morikami.org/wp-content/uploads/2019/07/RockyPoint2-1.jpg)

## Jewish Heritage

- **Palm Beach County has the fourth largest Jewish community in the nation.<sup>19</sup>**
- **Kosher restaurants are prominent throughout the county** and contribute to the area's vibrant culinary scene. **Discover It: The Kosher Chobee** – 4875 Okeechobee Blvd., West Palm Beach, FL, 33417, 561-662-2223, [https://www.kosherchobee.com/](http://www.kosherchobee.com/)
- **Additional Kosher Restaurants** can be found on the Chabad of Palm Beach Gardens website at [https://www.jewishgardens.com/templates/articlecco\\_cdo/aid/661327/jewish/Living-of-Local-Kosher-Restaurants.htm](https://www.jewishgardens.com/templates/articlecco_cdo/aid/661327/jewish/Living-of-Local-Kosher-Restaurants.htm)
- There are also **Jewish Community Centers** in Boca Raton <https://levisjcc.org/>, as well as in Boynton Beach <https://bb.jcconline.com/> and Palm Beach Gardens <https://pbq.jcconline.com/>.
- A variety of programs about and for the Jewish culture are offered by the **Jewish Federation of Palm Beach County** [jewishpb.org/fed/calendar/](http://jewishpb.org/fed/calendar/)

## LGBTQ+ Culture

- From weddings to pride events and organizations, The Palm Beaches hosts a variety of options for the LGBTQ+ community.
- With roots going back more than three decades, **Compass LGBTQ Community Center** in Lake Worth Beach is one of the largest LGBTQ+ community centers in the country.
  - In addition to providing social services and enrichment programs, Compass hosts the annual **Palm Beach Pride**.
  - Compass also established the **Stonewall Black and White Ball**, an annual outreach and fundraising event in West Palm Beach that celebrates LGBTQ+ history and highlights opportunities for social justice leadership.
  - Each year, Compass partners with Palm Beach Dramaworks on the **Legacy Project**. This effort pairs LGBTQ+ youth with trailblazers of the community for interviews about their personal histories, which are compiled into digital stories. **Discover It: Compass LGBTQ Community Center** – 201 N. Dixie Hwy, Lake Worth Beach, FL, 33460, 561-533-9699, [compasslgbtq.com](http://compasslgbtq.com)



**Palm Beach Pride**

Source:  
[Discover The Palm Beaches](#)

- **The first and only LGBTQ+ polo league in the world**, the Gay Polo League (GPL) in Wellington was founded by Chip McKenney in 2006 to inspire and empower those individuals who identify themselves as lesbian, gay, bisexual, and transgender via the promotion of and participation in the sport of polo. In the spring, the GPL hosts the **International Gay Polo Tournament** at the National Polo Center. The event combines serious competition with social events and tailgates.

# Section 6 – Our Transportation, Then & Now

From steamboats to railroads to today's automobile roads, transportation has played an important role in the development of our area's early communities and industries.

## Our Early Transportation

- The original inhabitants of Palm Beach County followed footpaths and traveled by natural waterways.
- **In the 1820s, stagecoach lines started out as routes for the U.S Postal Service.** Eventually, the Postal Service turned the routes over to private companies that began transporting people and mail along the routes.
- By the mid-1800s, **stagecoach routes became a vital mode of transportation**, connecting towns and villages.
- As early as 1829, **steamboats began to run on Florida rivers**. They became prevalent in the 1860s, transporting mail, supplies, goods, and people up and down the state.
- **Palm Beach Lake Trail**, a biking and walking path, was **Palm Beach's first street**. Early pioneer life centered on Lake Worth and the earliest houses and churches were built along this street, including the Episcopal Church of Bethesda-by-the-Sea, which can still be seen from the trail today.
- **Railroads first arrived in the state in the 1860s** with a line running from Fernandina Beach to Cedar Key in the northern part of the state. As previously mentioned, **the Jupiter and Lake Worth Railroad was the first railroad to be built in Palm Beach County**. Its 7.5-mile track was completed in 1889 between Jupiter Inlet and Juno Beach, along Lake Worth (the body of water now referred to as the Lake Worth Lagoon). The route, which transported produce and passengers, was often **called the Celestial Railway** because it had two other stops called **Mars and Venus**.



*Celestial Railway*

Source:  
[pbchistory.org/pioneer-era/](http://pbchistory.org/pioneer-era/)

- The train had no way to turn around, so it went forward traveling south from Jupiter to Juno and in reverse on the return trip. It was expensive to operate this small railroad. The railroad was built to connect steamboat lines that traveled out of the Jupiter Inlet and south from Lake Worth (the body of water, not the town).
- By 1892, the Florida Coast Line Canal and Transportation Company's series of canals had reached Jupiter. The goal was to create an inland waterway along the length of the Atlantic coast for transportation purposes, avoiding the hazards of open ocean travel. In 1892, Henry Morrison Flagler invested in the company in order to use some of the land granted to the company for his Florida East Coast (FEC) Railway. The company dredged canals and connected natural waterways, which became known as the **Atlantic Intracoastal Waterway**. The inland waterway was completed in 1912, connecting Jacksonville to Miami.



- As mentioned, the **Florida East Coast Railway** arrived in West Palm Beach in **1894**. The railroad was instrumental in founding and growing communities located along its tracks.
- Two years later, in 1896, the **Jupiter and Lake Worth Railroad** went out of business, as it couldn't compete with Flagler's more affordable Florida East Coast Railway.
- The **first major roadway** to the Biscayne Bay region opened in 1892, running from Lantana to North Miami.
- The arrival of the automobile required paved roads to be built in Florida. In 1915, the **Dixie Highway** connected the towns and cities located in Florida to those located along the South Carolina, Georgia, and Tennessee borders.

## Our Transportation Today

Today, our transportation options for visitors include ride share like Uber and Lyft, as well as taxis, car rentals, trains, trolleys, bike rentals, golf carts, and more!

- There are several options to travel by train in our area:
  - **Amtrak train service** is available in West Palm Beach at the Amtrak/Tri-Rail Station. *Discover It: Amtrak – Amtrak/Tri-Rail Station, 209 S. Tamarind Ave., West Palm Beach, FL, 33401, 800-872-7245, [www.amtrak.com/stations/wpb](http://www.amtrak.com/stations/wpb)*
  - **Tri-Rail** is a **regional train system** stretching from the Miami International Airport to Mangonia Park, with stops in West Palm Beach, Lake Worth Beach, Boynton Beach, Delray Beach, and Boca Raton. *Discover It: Tri-Rail – [www.tri-rail.com](http://www.tri-rail.com)*
  - **The Brightline high-speed rail** connects Miami, Fort Lauderdale, Aventura, Boca Raton, West Palm Beach, and Orlando. **Here's a Tip:** Download the Brightline app for tickets, food menus, and more. *Discover It: Brightline – [www.gobrightline.com](http://www.gobrightline.com)*



Brightline  
high-speed trains

Source:

[www.railtech.com/all/2023/09/22/brightline-launches-orlando-service-in-florida/?gdpr=accept](http://www.railtech.com/all/2023/09/22/brightline-launches-orlando-service-in-florida/?gdpr=accept)

- **Greyhound bus** service offers scheduled departures to cities throughout our area and across the country from West Palm Beach, Boca Raton, and Jupiter. *Discover It: Greyhound – [www.greyhound.com](http://www.greyhound.com)*
- **PalmTran**, Palm Beach County's public transportation system, provides a range of transit services. Riders can **download the Paradise Pass app** for real-time transit data, prices, and routes. Riders must pay with exact change or download and use the Paradise Pass app to pay with a credit card using their smartphones. *Discover It: PalmTran – 561-841-4BUS (4287), [www.palmtran.org](http://www.palmtran.org)*

## Our Airport

- With its central location and congestion-free experience, **Palm Beach International Airport (PBI)** is the easiest way to fly in or out of The Palm Beaches. **PBI serves more than 6.7 million passengers each year.** The airport offers 200 daily nonstop arrivals and departures to many destinations in the U.S., The Bahamas, and Canada across 13 airlines.
- PBI was named the 8th Best Domestic Airport in *Travel + Leisure's* 2023 World's Best Awards, 4th Best Airport in the U.S. in *Conde Nast Travelers* 2023 Readers' Choice Awards.
- The airport also has unexpected amenities**, such as an indoor putting green, free Wi-Fi, and a pet-relief area. **Visitors can relax in the Escape Lounge**, the Centurion® Studio Partner at PBI, which is **open to all travelers regardless of airline or ticket class**. The lounge not only offers an enticing menu of food and beverages, but it also provides access to 7,000 digital publications in 60-plus languages. Pay at the door or pre-book space in advance. **Discover It: Palm Beach International Airport (PBI) – 1000 James L. Turnage Blvd., West Palm Beach, FL, 33415, 561-471-7420, [www.pbia.org](http://www.pbia.org)**



**Palm Beach International Airport**

Source:  
[Discover The Palm Beaches](#)

- Another option for visitors flying into the area is the **Fort Lauderdale-Hollywood International Airport (FLL)**, which is approximately 25 miles from Boca Raton. This airport services more than 700 flights per day, with non-stop service to 75 U.S. cities and connectivity to 60 international destinations in 33 countries. Visitors can check with their airline to see if they provide this service. **Discover It: Fort Lauderdale-Hollywood International Airport (FLL) – 11 Terminal Dr., Fort Lauderdale, FL, 33315, 954-359-1200, [www.broward.org/Airport/Pages/default.aspx](http://www.broward.org/Airport/Pages/default.aspx)**

- A third option for visitors arriving by plane is the **Miami International Airport (MIA)**, which is 47 miles south of Boca Raton. This airport services more than 1,000 flights daily to 167 domestic and international destinations on more than 90 airlines. *Discover It: Miami International Airport (MIA) – 2100 NW 42<sup>nd</sup> Ave., Miami, FL, 33142, 305-876-7000, [www.miami-airport.com](http://www.miami-airport.com)*

## Shuttles, Taxis, Ride Share, and Rental Cars

- A variety of **hired transportation options** are available throughout The Palm Beaches. See the “Ground Transportation” tab on the Palm Beach International Airport’s website ([www.pbia.org](http://www.pbia.org)) for **transportation to and from the airport**. Many companies operate transportation services throughout The Palm Beaches, as well.
- The **Peanut Island Shuttle Water Taxi** is available between Sailfish Marina and Peanut Island. The shuttle runs seven days a week. For more information, visit [peanutislandshuttleboat.com/](http://peanutislandshuttleboat.com/).



**Peanut Island Shuttle  
Water Taxi**

Source:  
[www.palmbeachpost.com/story/  
news/local/2022/03/25/exploring  
-peanut-island-florida-water-taxi-  
camping-and-more-  
know/6998852001/](http://www.palmbeachpost.com/story/news/local/2022/03/25/exploring-peanut-island-florida-water-taxi-camping-and-more-know/6998852001/)

- Visitors to Delray Beach can download the **Ride Freebee app** to book free, on-demand rides to anywhere in the downtown area.
- Visitors can download the **Circuit App** to book electric shuttle rides along various downtown routes. Ride Circuit in **Boca Raton, Boynton Beach and West Palm Beach, Garden's Mall, and Lake Worth Beach**. The service in Boca Raton is free but must start or end at **the Boca Raton Brightline station** and is for active Brightline customers only. Rides within the West Palm Beach portion of the service area are free, but there is a charge for rides to and from the Town of Palm Beach. *Discover It: Circuit App – [www.ridecircuit.com/all-locations](http://www.ridecircuit.com/all-locations)*
- In Jupiter, visitors can use **Zeke's Golf Cart Taxi**, 561-846-0411
- **Uber** and **Lyft** are available throughout the area. Travelers must download these companies’ apps to their smartphones to arrange a ride.

## Guided Tours

- For visitors with no transportation or those who want help in discovering our area, guided tours are just the thing. **Visitors can explore the area by bus or boat with knowledgeable and fun guides.** For a list of tours, see the Discover The Palm Beaches resources section of the Official Visitors Guide or visit the website: [www.thepalmbeaches.com/plan/tours-sightseeing](http://www.thepalmbeaches.com/plan/tours-sightseeing)

## Road Construction Updates

- Weekly Palm Beach County road and bridge construction updates can be found at [discover.pbcgov.org/Pages/Roads.aspx](http://discover.pbcgov.org/Pages/Roads.aspx).

# Section 7 – Our Demographics & Our Local Economy

## Our Population

- There are approximately 1,500,000 residents in Palm Beach County. The median property value in our county is \$368,300, and the median yearly household income is approximately \$76,000.
- West Palm Beach is the largest city in the county and is the county seat. Approximately 121,000 people live in West Palm Beach. The median property value in West Palm Beach is \$324,800, and the median yearly household income is approximately \$64,000.  
Sources: [www.census.gov/quickfacts/fact/table/westpalmbeachcityflorida/PST045223](http://www.census.gov/quickfacts/fact/table/westpalmbeachcityflorida/PST045223),  
[www.census.gov/quickfacts/fact/table/westpalmbeachcityflorida/PST045223](http://www.census.gov/quickfacts/fact/table/westpalmbeachcityflorida/PST045223)

## Our Metropolitan Area

- Palm Beach County is part of the **Miami-Fort Lauderdale-West Palm Beach Metropolitan Area**, which is home to over six million people. The median income in this metropolitan area is \$62,870, and the median property value is \$317,800.

Source: [datausa.io/profile/geo/miami-fort-lauderdale-west-palm-beach-fl](http://datausa.io/profile/geo/miami-fort-lauderdale-west-palm-beach-fl)



**South Florida**

Source:

[www.gambling911.com/files/styles/article\\_image/public/publisher/South-Florida-Bookies-081115L.jpg?itok=9hbrKnn-](http://www.gambling911.com/files/styles/article_image/public/publisher/South-Florida-Bookies-081115L.jpg?itok=9hbrKnn-)

## Our Economic Drivers

Visitors will frequently ask about what drives our local economy. Palm Beach County holds a diverse portfolio of economic drivers and industries that enhance job growth and fuel our economy.

### TOURISM

- Tourism is one of Palm Beach County's major industries:
  - Generates an **annual economic impact of approximately \$10 billion** for the local economy
  - Includes \$84 million in bed-tax revenue
  - **Supports more than 85,000 jobs**
- Direct visitor spending positively impacts several sectors: Food & Beverage approximately \$1.9 billion; Lodging \$2.4 billion; Retail \$1.1 billion; Recreation \$1 billion; and Transportation within the county at \$600,000.
- Because tourism is so important, the Palm Beach County Tourist Development Council (TDC) was established in 1981 by the Palm Beach County Commissioners.
- The entities that work hand-in-hand under the umbrella of the TDC are ***Discover The Palm Beaches***, the ***Cultural Council for Palm Beach County***, the ***Palm Beach County Film & Television Commission***, and the ***Palm Beach County Sports Commission***.
- As the official tourism marketing corporation for Palm Beach County, **the Mission of *Discover The Palm Beaches* is simple:**

*Grow the Tourism Economy*



## Business Development Board of Palm Beach County (BDB)

The ***Business Development Board of Palm Beach County (BDB)*** is designated by the State of Florida and Palm Beach County Commission as Palm Beach County's official economic development organization.

- During their stay, tourists are introduced to Palm Beach County's lifestyle and business environment, which could lead to more businesses choosing to locate or expand here. That's where the *Business Development Board* (BDB) comes in.
- The BDB works to achieve its goals by encouraging corporate relocations and expansions, working to increase international trade, and providing marketing support and business networking services

## Other Major Industries / Industry Clusters

It's exciting to see all the wide variety of industries in our county. The following is a snapshot of the industry clusters and information that can be found on the Business Development Board's website: [www.bdb.org/pages/industryclusters/](http://www.bdb.org/pages/industryclusters/)

**AVIATION + AEROSPACE + ENGINEERING (A/A/E):** This industry boomed in the 1990s, when aircraft and rocket-engine company *Pratt & Whitney* moved here. As a result, our county is recognized as a leader in this industry from maintenance and training to the production of aircraft, helicopters, and rocket and propulsion systems. Its 1,692 companies supply 19,883 jobs and \$10.3 billion in economic impact – similar to the economic \$10 billion impact of Tourism.<sup>20</sup>

**AGRIBUSINESS / AGRICULTURE:** Our county is one of the largest agriculture counties in the United States, with 37% of its land mass – 456,001 acres – dedicated to agriculture. This drives over \$1.397 billion in economic impact, through 556 companies and 12,455 jobs. We also lead the nation in the production of sugar and sweet corn, with 18% of all sugar sold in the U.S. produced here. The county is also the leading producer in Florida of rice, lettuce, bell peppers, radishes, and Chinese vegetables.<sup>21</sup>

**FINANCIAL SERVICES:** Known among the nation's leaders for business and financial services, Palm Beach County is often referred to as "Wall Street South." Companies include banking, wealth management, investment services, venture capital, and corporate finance firms. Combined they represent over 20,000 companies and over 300,000 jobs.<sup>22</sup>

**HEALTHCARE:** More than 5,600 healthcare-related businesses can be found here. The industry employs approximately 80,000 people.<sup>23</sup>

**IT / TELECOMMUNICATIONS:** Ready access to high-speed global networks, experienced employees, information technology (IT) graduates from our state colleges and universities, and cooperative alliances provide a favorable environment to technology and communication companies. An \$8 billion industry, it includes over 2,500 companies creating 19,599 jobs. We've been a leader in innovation since the IBM PC was created here in Boca Raton.<sup>24</sup>

**EQUESTRIAN:** Palm Beach County has the highest concentration of sport horses in the world, during the polo and equestrian season. More than 7,000 horses can be found in the county during this time with riders from 33 countries and all 50 U.S. states.<sup>25</sup>



A rider competes during the Winter Equestrian Festival in Wellington.

Source:  
[Discover The Palm Beaches](#)

**CLEANTECH:** The confluence of geography and climate provides significant solar, biomass, and ocean energy sources. Over 700 companies create over 8,500 jobs.<sup>26</sup>

**MARINE:** A study by the Marine Industries Association of Palm Beach County shows the marine industry has a \$4.7 billion economic impact, employing 22,000 people. The industry includes marinas and boatyards, manufacturing, and boating-related services.<sup>27</sup>

## Our Institutions of Higher Education

- **Florida Atlantic University (FAU)** opened in 1961 as the fifth public university in Florida. Today, the University serves more than 30,000 undergraduate and graduate students across six campuses along the southeast Florida coast. More than 70% of the university's students attend classes at the Boca Raton campus, which is the university's largest campus. The majority of FAU's degree programs are based here. For more information, see [www.fau.edu/about/locations/](http://www.fau.edu/about/locations/)



## Florida Atlantic University

Source:  
[www.bocaratonobserver.com](http://www.bocaratonobserver.com)

- **Palm Beach Atlantic University** is a private, Christian university located in West Palm Beach. Majors range from business and accounting programs to ministry and liberal arts programs. The school's undergraduate enrollment is approximately 3,000 students. For more information, see [www.pba.edu](http://www.pba.edu).
- **Nova Southeastern University**, in Palm Beach Gardens, offers online and in-person classes in a variety of majors, focusing mainly on healthcare disciplines. To learn more, see [www.nova.edu/campuses/wpb/index.html](http://www.nova.edu/campuses/wpb/index.html).
- **Keiser University West Palm Beach** offers a variety of majors in the business, criminal justice, and healthcare industries. Online classes are also available. For more information, see [www.keiseruniversity.edu/west-palm-beach/](http://www.keiseruniversity.edu/west-palm-beach/).
- **Lynn University** is a private university in Boca Raton offering more than 50 undergraduate and graduate programs in business, music, arts and sciences, and education. The University also offers a doctoral program in education. More than 3,500 students attend the university, 17% of which are international students. The school is named after Eugene M. Lynn, an insurance magnate and major financial donor to the school. To learn more, see [www.lynn.edu](http://www.lynn.edu).
- **Palm Beach State College** has campuses in Belle Glade, Boca Raton, Loxahatchee, and Palm Beach Gardens, with its largest in Lake Worth. Founded in 1933 as Florida's first public community college, Palm Beach State College now serves more than 36,000 students from more than 150 countries across its campuses and online. In addition to offering associate's degree programs, the school also offers bachelor's degree programs, professional certificates, customized career training, and corporate and continuing education. For more information, see [www.palmbeachstate.edu](http://www.palmbeachstate.edu).



## Palm Beach State College

Source:  
[www.wptv.com/news/region-c-palm-beach-county/lake-worth/palm-beach-state-college-to-host-criminal-justice-job-fair](http://www.wptv.com/news/region-c-palm-beach-county/lake-worth/palm-beach-state-college-to-host-criminal-justice-job-fair)

# Our Cities & Towns

## North Region

- **Jupiter** is a favorite for families, as well as celebrities like Tiger Woods. Splash your days away on gorgeous beaches, and wind down watching yachts pass by at a local tiki bar.
- Just down the coast is **Juno Beach**, where daily life revolves around the Juno Beach Pier; rise early to catch one of the best sunrises in Florida, then spend the day surfing, fishing, or visiting the turtles at Loggerhead Marinelife Center.
- World-class golf, shopping, and resorts can be found in **Palm Beach Gardens**.
- If you prefer to spend your vacation exploring beneath the water's surface, **Riviera Beach and Singer Island** is a hot spot for snorkeling and scuba diving.

## Central Region

- Central Palm Beach County is home to The Palm Beaches' biggest city: **West Palm Beach**. Perched on the shore of shimmering Lake Worth Lagoon, this city is a haven of arts, culture, entertainment, events, restaurants, and nightlife.
- Just across the bridge is the Town of **Palm Beach, America's First Resort Destination™**. Discover historic hotels and luxurious resorts, fine dining, and one of the most iconic shopping districts in the world, Worth Avenue.
- **Lake Worth Beach** is among the quirkiest beach towns in Florida and is home to one of the region's largest LGBTQ+ communities.
- To the west is **Wellington**, known as the Winter Equestrian Capital of the World.

## West Region

- Continue driving west and you'll reach **Lake Okeechobee** and **The Glades**, where a slower pace and agricultural setting offer a lesser-seen side of Florida.
- A cluster of farming communities includes the cities of **Belle Glade, Pahokee, and South Bay** – known together as **The Glades**. Together, they form a major hub of Florida's agricultural heartland, as well as being a big draw for anglers.
- The Glades are our gateway to **the Everglades**, the largest subtropical wilderness in the United States. Its waters provide an important habitat for numerous and endangered species like the manatee.<sup>28</sup>



**Boating on Lake Okeechobee**

Source:  
Discover The Palm Beaches

## **South Region**

- Venture to southern Palm Beach County to find **Boynton Beach**, offering boating, water sports, and a laid-back flip-flop vibe year-round.
- Next is the creative community of **Delray Beach**, a buzzing hub of entertainment, dining, nightlife, and the arts.
- **Boca Raton** is a dynamic city that loves its art, architecture, culture, and cuisine just as much as its beautiful, palm-fringed beaches.

# Section 8 – Uniquely The Palm Beaches

Our area is filled with resorts, performing arts, food, shops, parks, and festivals that can only be found here and are what make The Palm Beaches so unique.

## America's First Resort Destination™

- As previously mentioned, **Henry Flagler** (See Section 3 – Our Influential Citizens, Page 71) built the **Royal Poinciana Hotel** along Palm Beach in 1894, followed by **The Breakers** in 1896. This led to branding The Palm Beaches as ***America's First Resort Destination™*** – the only destination developed exclusively for tourism.
- Today, The Palm Beaches are still known for resort life at locations like **Eau Palm Beach Resort & Spa, The Boca Raton, Four Seasons, Brazilian Court Hotel, The Colony Palm Beach, and PGA National Resort.**



Lobby in  
The Boca Raton

Source:  
[Discover The Palm Beaches](#)

## World-Class Spas

Those wanting to treat the mind, body, and spirit are in luck when they visit The Palm Beaches. We're home to some of the world's best spas – each offering rejuvenating settings, incredible treatments, and impeccable service.

- The “self-centered garden” at the **Eau Spa at Eau Palm Beach Resort** has a dipping pool and hanging chairs. This Forbes Five Star Award-winning spa also offers decadent treatments that combine oriental teas, precious oils and butters, as well as signature facials and peels.



**Eau Spa at  
Eau Palm Beach Resort**

Source:  
[Discover The Palm Beaches](#)

- **The Breakers** has an exquisite indoor outdoor spa and the property features other wellness activities like golf, tennis, and best-in-class Ocean Fitness center.
- Those wanting a holistic approach will appreciate the **Tammy Fender Spa at Opal Grand** in downtown Delray Beach, featuring the work of holistic practitioner Tammy Fender.
- **Spa Palmera at The Boca Raton** is a luxurious experience and is another Forbes Five Star Award-winning spa.
- It seems the opportunity to relax and rejuvenate in our many spas is around every corner in The Palm Beaches. See the Discover The Palm Beaches Official Visitors Guide or website for more locations and information.  
[www.ThePalmBeaches.com/explore/spas-wellness](http://www.ThePalmBeaches.com/explore/spas-wellness)

## Our Movie and Television Prominence

The Palm Beaches have been the backdrop for dozens of movies and television shows throughout the years. Streaming services like Apple TV, Peacock, Netflix, Hulu, BBC, and Paramount+ have also used Palm Beach County in recent years as a backdrop for many shows.

### Movies

- **The Irishman** (2018) used The Palm Beaches to shoot its warmer climate scenes including at Lantana Airport and Palm Beach Kennel Club.
- **The Baywatch** (2017) film featured scenes in Boca Raton, Hillsboro Beach, and nearby Deerfield Beach.
- Palm Beach County was the backdrop for much of Robert De Niro's **The Comedian** (2016) including Palm Beach International Airport, The Colony Hotel, and Worth Avenue.
- Opening scenes of **Marley & Me** (2008) were filmed in downtown West Palm Beach.
- **2 Fast 2 Furious** (2003) was filmed in West Palm Beach and Boca Raton.
- A house explosion in **Bad Boys 2** (2003) was filmed in Delray Beach.
- Many scenes in **Heartbreakers** (2001) were filmed at The Breakers in Palm Beach.
- **Donnie Brasco** (1997) included scenes filmed at the Palm Beach Kennel Club in West Palm Beach and Rapids Water Park in Riviera Beach.
- The Everglades in Palm Beach County hosted scenes in **Cape Fear** (1991).
- Portions of **Body Heat** (1981) were filmed in Lake Worth and Palm Beach.
- The yacht club scenes in **Caddyshack** (1980) were filmed at the Boca Raton Resort & Club.
- Scenes from **Smokey and the Bandit II** (1980) were filmed at Burt Reynolds's ranch in Jupiter. He also starred in the movies as Bandit.

### Television / Streaming

- Former Bachelor Tyler Cameron filmed **Going Home with Tyler Cameron** (2024) in his hometown of Jupiter, featuring well-known attractions such as the Jupiter Inlet Lighthouse and local beaches.
- The popular television series **B.L. Stryker** (1989-1990) starring Burt Reynolds was filmed in parts of Palm Beach County, incorporating local landmarks and familiar sights.
- Other shows and documentaries include:  
**Full Swing; Palm Royale; the Real Housewives of Miami; Apples Never Fall; Hot Yachts Miami; The Beauty Queen Killer; Basketball Wives Orlando; Top Gear; Dr. Pimple Popper; Billion Dollar Buyer; 90 Day Fiancé; Diners, Drive-Ins and Dives; Designing Spaces; The Bachelorette (Season 19); House Hunters; Wildlife**

Nation With Jeff Corwin; American Idol; In Pursuit with John Walsh; Flip My Florida Yard; Shark Tank (Season 15); I am Jazz; Love & Hip Hop Miami; Top Gear (BBC), Military Makeover with Montel Williams; and more.

## Our Shopping Districts

*See the Official Visitors Guide and [www.ThePalmBeaches.com/explore/shopping](http://www.ThePalmBeaches.com/explore/shopping) for a complete listing of specialty shops and shopping districts in our destination.*

Visitors often want to take something home with them that's unique to our area. Many of our cities' **historic downtowns** and **neighborhood main streets** are brimming with eclectic boutiques, galleries, and gift shops, such as:

- **Downtown West Palm Beach** is the ideal place for shopping, where shoppers will find handcrafted wares, high-end fashion, and one-of-a-kind boutiques that fit any budget. Local favorites include:
  - **Pioneer Linens** ([pioneerlinens.com](http://pioneerlinens.com)), an iconic store that offers high-quality, luxury bed linens, bath towels and rugs, as well as various home decorations and accessories.
  - **CityPlace, formerly known as The Square** ([www.cityplace.com](http://www.cityplace.com)), is an open-air retail district with boutiques, trendy restaurants and pop-up events.



**CityPlace**

Source:  
[Discover The Palm Beaches](#)

- **Antique Row** ([westpalmbeachantiques.com](http://westpalmbeachantiques.com)), where shoppers will find more than 40 antique shops offering pieces from the 17<sup>th</sup> to the 20<sup>th</sup> centuries.
- **Northwood Village/Old Northwood** ([northwoodvillage.com](http://northwoodvillage.com)), an artsy enclave of shops located just north of downtown West Palm Beach where visitors can find lots of unique items.

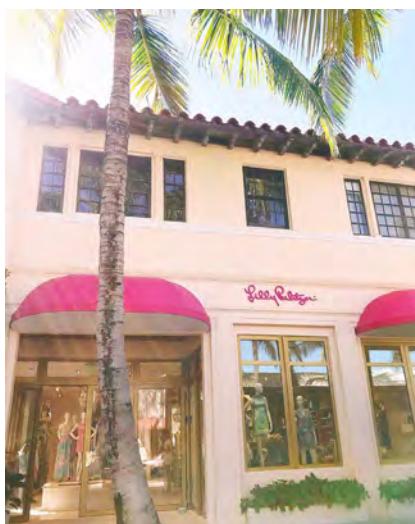
- **Downtown Palm Beach Gardens** has palm-tree-lined walkways that lead to shopping boutiques and dining.
- **Palm Beach's Worth Avenue** ([worth-avenue.com](http://worth-avenue.com)) is a landmark thoroughfare studded with high-end designers, posh eateries, and bougainvillea-draped walkways leading to picturesque courtyards.



**Palm Beach's Worth Avenue**

Source:  
[Discover The Palm Beaches](#)

- For book lovers, **Raptis Rare Books** is an Antiquarian Book firm with a reputation for unique and important books that are in exceptional condition, including first editions, signed and inscribed books.  
([www.raptisrarebooks.com/](http://www.raptisrarebooks.com/))
- The original **Lilly Pulitzer** ([www.lillypulitzer.com](http://www.lillypulitzer.com)) is located on Worth Avenue, with other locations in Boca Raton, Delray Beach, and Palm Beach Gardens. At the Palm Beach location, shoppers can design their own custom shift dress.



**Lilly Pulitzer  
Flagship Store  
Worth Avenue**

Source:  
[i.pinimg.com/originals/f9/58/6c/f9586c121b3f749046323392f56107fc.jpg](http://i.pinimg.com/originals/f9/58/6c/f9586c121b3f749046323392f56107fc.jpg)

- Palm Beach visitors will also want to take in **Royal Poinciana Plaza's** ([www.theroyalpoincianaplaza.com/explore/](http://www.theroyalpoincianaplaza.com/explore/)) boutiques and restaurants.

### Royal Poinciana Plaza

Source:  
[Discover The Palm Beaches](#)



- Downtown Boca Raton's Royal Palm Place** ([royalpalmplace.com/shopping-dining/](http://royalpalmplace.com/shopping-dining/)) offers a variety of boutiques selling unique fashions, jewelry, and home goods.
- Downtown Delray Beach's Atlantic Avenue** ([downtowndelraybeach.com](http://downtowndelraybeach.com)) is a pedestrian-friendly throughfare lined with boutiques, art galleries, bustling cafes, cocktail bars, and hotels.
- Downtown Lake Worth Beach's** outdoor shopping includes clothing boutiques, art galleries, accessories, and more.
- Mizner Park** in Boca Raton ([www.miznerpark.com](http://www.miznerpark.com)) provides a mix of shopping, dining, and cultural experiences and has significantly contributed to the revitalization of downtown Boca Raton.
- High-end consignment is extremely popular in The Palm Beaches with many boutiques and shops.** Some of the destination's best include **Dina C's Fab & Funky Consignment Boutique** and **Kismet Village** in West Palm Beach, **The RealReal** in Palm Beach, **POSH Consignment by V** in Boca Raton, **Second Time Around** in Delray Beach, and **Man Cave Consignment for Men** in Jupiter. **The Church Mouse** ([bbts.org/church-mouse/](http://bbts.org/church-mouse/)) is one of the top donation-based resale shops in the country that supports The Church of Bethesda-by-the-Sea. The store offers men's and women's designer clothing, antiques, artwork, furniture, and more. **For information about all of these stores** and more high-end consignment in The Palm Beaches, see [www.ThePalmBeaches.com/blog/10-best-secondhand-fashion-stores-palm-beaches](http://www.ThePalmBeaches.com/blog/10-best-secondhand-fashion-stores-palm-beaches).

## Our Food

The Palm Beaches have become a haven for food enthusiasts and connoisseurs alike, attracting the most celebrated, award-winning chefs. *See the Official Visitors Guide and [www.thepalmbeaches.com/dine](http://www.thepalmbeaches.com/dine) for a comprehensive listing of our area's culinary offerings and the culinary maestros who serve our area.*

- Our food reflects the wide array of cultures that make up our area. And one of the best things about living in such a diverse community is the **variety of restaurants**, including everything from **Cuban, Peruvian, and Jamaican to Mexican, Chinese, and Italian**.
- Our **area specialties** include **fried alligator, grouper, mahi mahi, and other freshly caught seafood** and can be found on many of the menus in our restaurants. **Stone crab** is another favorite local delicacy served at many establishments during **stone crab season, which runs October 15 to May 1**. Larger stone crabs are often found in the waters off Palm Beach.
- Diners can choose from down-home style cafés and local brewpubs to upscale fine dining and everything in between. Some eateries include:
  - **City Diner** is a diner with a 50's vibe that serves breakfast, lunch, and dinner. *Discover It: City Diner – 3400 S. Dixie Hwy., West Palm Beach, FL, 33405, 561-659-6776, [mycitydiner.com/](http://mycitydiner.com/)*
  - **Grandview Public Market** is an artisanal food hall with street-food-style creations. *Discover It: Grandview Public Market – 1401 Clare Ave., West Palm Beach, FL, 33401, 561-206-2148, [grandviewpublic.com](http://grandviewpublic.com)*



**Grandview Public Market**

Source:  
[www.grandviewpublic.com](http://www.grandviewpublic.com)

- Visitors craving a taste of Latino culture while in The Palm Beaches should head to **Greenacres**, where they'll find Cuban, Puerto Rican, and South American influences, among others. Enjoy authentic Puerto Rican food at **La Cosinita Latina**, a restaurant featured on Food Network's *Diners, Drive-Ins and Dives*. *Discover It: La Cosinita Latina –*

*2480 S. Congress Ave., West Palm Beach, FL, 33406, 561-345-2382,  
[www.lacosinalatina.com](http://www.lacosinalatina.com)*

- **Stage Kitchen & Bar** (pronounced STAAHJ) is a small-plates experience from James Beard Foundation Award-nominee Chef Pushkar Marathe, inspired by diverse culinary influences from across the world.  
*Discover It: Stage Kitchen & Bar – 2000 PGA Blvd., Suite 5502, Palm Beach Gardens, FL, 33408, 561-408-3685, [www.stagepga.com](http://www.stagepga.com)*
- Enjoy a sweet treat while exploring the shops and attractions in Palm Beach at **Piccolo Gelato** is a charming gelateria offering authentic Italian gelato made with innovative creations and daily crafted flavors.  
*Discover It: Piccolo – 66 Via Mizner, Palm Beach, FL, 33480, 561-655-8786, [www.piccologelatopb.com/](http://www.piccologelatopb.com/)*

## Our Waterfront Dining

*See the Official Visitors Guide and [www.ThePalmBeaches.com/blog/best-restaurants-waterfront-dining-south-florida](http://www.ThePalmBeaches.com/blog/best-restaurants-waterfront-dining-south-florida) for a comprehensive listing of our area's culinary offerings.*

- **Waterfront dining** is prevalent all over the east coast of The Palm Beaches. Diners can arrive by boat or car at **1000 North** and revel in views of the Jupiter Inlet Lighthouse and Intracoastal Waterway. This is an elegant place to celebrate special moments while munching on the Palm Beach Tower consisting of an epic display of oysters, shrimp, stone crab claws, and lobster. The menu also features modern American regional and seafood dishes. *Discover It: 1000 North – 1000 N. US Hwy 1, Jupiter, FL, 33477, 561-57-1000, [1000north.com](http://1000north.com)*



**1000 North's  
waterfront patio**

Source:  
[www.1000north.com](http://www.1000north.com)

- **Benny's on the Beach** offers a quintessential beachfront dining experience on the Lake Worth Pier for breakfast, lunch, and dinner. The popular spot combines laid-back charm with delicious cuisine served on the outdoor deck or inside the

nautical-themed dining room. **Discover It: Benny's on the Beach** – 10 S. Ocean Blvd., Lake Worth Beach, FL, 33460, 561-582-9001, [www.bennysonthebeach.com](http://www.bennysonthebeach.com)

- **Deck 84** in Delray Beach is known for its casual yet upscale atmosphere, featuring fresh seafood, American classics, and craft cocktails. Indoor and outdoor seating with panoramic views of passing boats and the bustling Delray scene is provided whether for brunch, lunch, or dinner. **Discover It: Deck 84** – 840 E. Atlantic Ave., Delray Beach, FL, 33484, 561-665-8484, [www.deck84.com](http://www.deck84.com)
- **Al Fresco, located at the Palm Beach Par 3 Golf Course**, is renowned for its sophisticated yet relaxed atmosphere, where guests can enjoy classic Italian cuisine crafted from the freshest ingredients. **Discover It: Al Fresco** – 2345 S. Ocean Blvd., Palm Beach, FL, 33480, 561-773-4130, [www.alfrescopb.com](http://www.alfrescopb.com)
- **Guanabanas** is a vibrant waterfront restaurant known for its laid-back atmosphere and lush tropical surroundings. Nestled along the Loxahatchee River, Guanabanas offers a unique dining experience heaped with fresh seafood and eclectic dishes inspired by Caribbean and Floridian flavors. **Discover It: Guanabanas** – 960 N. Hwy. A1A, Jupiter, FL, 33477, 561-747-8878, [www.guanabanas.com](http://www.guanabanas.com)
- **Frigate's Waterfront Bar & Grill** is a charming dining spot offering stunning views of the Intracoastal Waterway. Arrive by land or boat for casual dining and hand-crafted drinks. **Discover It: Frigate's** – 400 US Highway 1, North Palm Beach, FL, 33408, 561-855-7497, [www.frigatenpb.com](http://www.frigatenpb.com)

## Our Award-Winning Chefs

In the past few years, Palm Beach Country has attracted award-winning chefs who have garnered **national and international acclaim**. These chefs include Lindsay Autry; Cindy Bearman and Jeremy Bearman; Daniel Boulud; Clay Conley; Jeremy Ford; and Pushkar Marathe. Learn more about these culinary maestros at:  
[www.thepalmbeaches.com/blog/award-winning-chefs-in-the-palm-beaches](http://www.thepalmbeaches.com/blog/award-winning-chefs-in-the-palm-beaches)

## Craft Beer, Wine, & Spirits

There's no better way to get a taste of The Palm Beaches than through our **craft beer**. From Saison's to sours to bright, refreshing lagers that taste like Florida sunshine in a bottle, there's something here to please every palate—beer snobs included. **Throughout the county, close to 20 hyper-local, independently owned and fiercely creative breweries are taking the craft to the next level.** Many of them also serve hard ciders and wine. For more information on our breweries, see [www.ThePalmBeaches.com/dine/craft-breweries](http://www.ThePalmBeaches.com/dine/craft-breweries).

- DISTILLERIES – Visitors looking for something a little harder than craft beer will find it at one of our distilleries in West Palm Beach:
  - **Steel Tie Spirits Co.** ([steeltiespirits.com](http://steeltiespirits.com))
  - **Revenge Rum** ([revenge.com](http://revenge.com))
- BREWERIES – A few of our popular breweries include:
  - **Twisted Trunk Brewing** in Palm Beach Gardens serves anything from strawberry-infused ales to mocha stouts. **Discover It: Twisted Trunk Brewing** – 2000 PGA Blvd. #5506, Palm Beach Gardens, FL, 33408, 561-671-2337, [twistedtrunkbrewing.com](http://twistedtrunkbrewing.com)
  - **Copperpoint Brewing Company**, located in Boynton Beach, rotates different local gourmet food trucks every week in front of the brewery. **Discover It: Copperpoint Brewing Company** – 151 Commerce Rd., Boynton Beach, FL, 33426, 561-508-7676, [copperpointbrewingcompany.com](http://copperpointbrewingcompany.com)
  - **Saltwater** is Delray Beach's first and only microbrewery, located off I-95 on the West side of the highway. **Discover It: Saltwater Brewery** – 1701 W. Atlantic Ave., Delray Beach, FL, 33444, 561-865-5373, [saltwaterbrewery.com](http://saltwaterbrewery.com)

## Restaurant Month

- **Downtown Delray Beach Restaurant Month** is held in September and various downtown Delray Beach restaurants offer prix-fixe menus and BOGO (buy one, get one) deals for diners to enjoy. **Discover It: Downtown Delray Beach Restaurant Month** – [downtowndelraybeach.com/restaurantmonth2023](http://downtowndelraybeach.com/restaurantmonth2023)
- **Flavor South Florida** is also celebrated throughout September when Palm Beach County is transformed into a culinary paradise. Locals and visitors alike can savor specially crafted prix-fixe menus prepared by South Florida's top chefs at our finest restaurants. **Discover It: Flavor South Florida** – [www.flavorpb.com](http://www.flavorpb.com)

## Culinary Tourism / Agritourism

- **Culinary tourism** puts visitors behind the scenes during **facility tours** at local businesses such as **Tropical Acres Farms**. [www.tropicalacresfarms.com/](http://www.tropicalacresfarms.com/)
- **Guided food tours** by **West Palm Beach Food Tours** expose visitors to the incredible array of restaurants, while learning more about neighborhoods, history, and culture. Learn more at: [www.westpalmbeachfoodtour.com/](http://www.westpalmbeachfoodtour.com/)
- Agricultural tourism, or **Agritourism**, is one of the fastest growing segments of the tourism industry.

- In the mid-20<sup>th</sup> century, **Delray Beach became the leading source for gladiola flowers in the U.S.** The farmers here cultivated 14 varieties of gladiola, including the Red Charm, Phantom Beauty, Snow Princess, Margaret Beaton, Elizabeth the Queen, and Spotlight. **The first Gladioli Festival and Fair was planned in 1947.** In its heyday, the festival attracted locals, as well as Hollywood stars to Atlantic Avenue.<sup>29</sup> Today, this festival is called the **Delray Affair** and gladiolas are featured, along with a variety of arts, crafts, and entertainment, along 10 city blocks. ***Discover It: Delray Affair – [delrayaffair.com](http://delrayaffair.com)***



**Delray Affair**

Source:  
[www.floridarambler.com/florida-festivals/florida-festival-calendar/](http://www.floridarambler.com/florida-festivals/florida-festival-calendar/)

- Another unique product that is currently being produced in The Palm Beaches are **plates and containers made from sugarcane residue and fibers**. These **disposable containers** decompose much more quickly than Styrofoam or plastic containers, making them much more eco-friendly. They are created by a company named **Tellus**, located in Belle Glade. For more information, see [www.tellusproducts.com](http://www.tellusproducts.com).
- **Open-air green markets and farmers markets** offer a blissful bounty of produce, and flowers, along with handcrafted goodies and creations from local vendors. Suggest to visitors that they check out the green markets and farmers markets in **West Palm Beach, Delray Beach, and Palm Beach Gardens**. Additional markets include the **Lake Worth Beach Farmers Market**, the **Swank Farmers Market** in Loxahatchee Groves, and the **Lakeside Market** at Wellington Town Center.
- The **West Palm Beach GreenMarket** started in 1995 and is a three-time consecutive winner of Best Farmers Market in America.  
[www.wpb.org/government/community-events/events/the-west-palm-beach-greenmarket](http://www.wpb.org/government/community-events/events/the-west-palm-beach-greenmarket)
- Shop with 70+ farmers, bakers, and small batch culinary artists at **Delray Beach GreenMarket**, featuring live music, bi-weekly chef showcase and more. ***Discover It: Delray Beach GreenMarket – 51 N. Swinton Ave., Delray Beach, FL, 33444, 561-276-7511, [downtowndelraybeach.com/green-market](http://downtowndelraybeach.com/green-market)***
- **Craft Food Tours** in Delray Beach are a great way to experience South Florida's food, drink, and culture. ***Discover It: Craft Food Tours – 103 NW 3<sup>rd</sup> Ave., Delray Beach, FL, 33444, 954-559-8456, [www.craftfoodtours.com](http://www.craftfoodtours.com)***

- **U-Pick farms** in the area sell seasonal produce, pumpkins, and even Christmas trees. Find a list of local Farmer's Markets and U-Pick farms at [www.pickyourown.org/FLsoutheastPalmbeach.htm](http://www.pickyourown.org/FLsoutheastPalmbeach.htm)

## Our Nightlife

*See the Official Visitors Guide and [www.ThePalmBeaches.com](http://www.ThePalmBeaches.com) for the variety of nightlife and entertainment options in our area. For a schedule of who's playing where, check out the entertainment section of The Palm Beach Post at [www.palmbeachpost.com/entertainment/](http://www.palmbeachpost.com/entertainment/).*

- Nighttime in The Palm Beaches is truly magical, offering a wide variety of bars and clubs to keep the fun going after sunset.
- Visitors can start on **Clematis Street** in West Palm Beach, where historic buildings house an array of shops, bars, and clubs.
  - **E.R. Bradley's Saloon** is a historic and iconic waterfront restaurant that embodies the charm and essence of Florida's coastal dining. Named after the legendary local businessman and philanthropist, the relaxed and inviting restaurant offers old-world charm, as well. [www.erbradleys.com/](http://www.erbradleys.com/)
  - **Clematis Social** is an elevated nightlife experience offering an upscale atmosphere with pool tables and great music. Grab a bite, as well, with a range of options from gourmet burgers and artisanal pizzas to fresh seafood and innovative small plates. [www.clematisocialwpb.com/](http://www.clematissocialwpb.com/)
  - **Clematis by Night** happens every Thursday featuring a wide variety of music genres and live performances – all for free. Encourage visitors and locals to chill out South Florida style on the Great Lawn in downtown West Palm Beach. [www.wpb.org/government/community-events/events/clematis-by-night](http://www.wpb.org/government/community-events/events/clematis-by-night)



**Clematis Street**

Source:  
[Discover The Palm Beaches](#)

- **Delray Beach's Atlantic Avenue**, known as "The Ave," is a **pedestrian-friendly** haven with a bustling atmosphere. Here, a plethora of restaurants, coffee shops,

and nightclubs are waiting to be explored. Recommend **The Office Delray** for food and drinks, **Park Tavern** for craft cocktails, and **City Oyster & Sushi Bar** for delectable seafood. If visitors are looking for **dancing**, they can dance the night away at **Honey** or **Tin Roof**, or have a playful night at **Throw Social** with games and cocktails.

- In the north of the county, Jupiter Inlet offers a magical setting with lavish mansions and stunning views. **The Woods** is a high-end sports bar, while **U-Tiki Beach** serves fresh seafood with breathtaking waterfront views. **Guanabanas** is an open-air restaurant and bar with live music, and **Square Grouper** is a popular tiki bar with a scenic view of the Jupiter Lighthouse.
- If guests are looking for a fun rooftop atmosphere to enjoy, tell them about **Capri Rooftop Lounge Bar**, **Spruzzo**, **The Treehouse**, and **Bar Capri**, offering amazing views of the waterfront and the City of West Palm Beach. **Rosewater Rooftop by Akira Back** in Delray Beach offers food, drinks, and live music steps away from Atlantic Ave. **Topside at The Beacon** in Jupiter provides a rooftop bar experience with tropical decor.



**Rosewater Rooftop by Akira Back**

Source:  
[www.facebook.com/rosewaterdelray/photos\\_by](https://www.facebook.com/rosewaterdelray/photos_by)

## Our Festivals and Unique Events

*See the Discover The Palm Beaches Calendar of Events at  
[www.ThePalmBeaches.com/events](http://www.ThePalmBeaches.com/events) for a current list of all that's happening.*

Our festivals and events celebrate our diverse cultural heritage, as well as our area's unique history, offering great live entertainment, games, food, and culture.

- A few of our other annual festivals and events are:
  - **Artigras Fine Arts Festival** (January) – Palm Beach Gardens
  - **The Palm Beach Show** (January) – West Palm Beach
  - **Fiesta de Pueblo** (January) – Greenacres
  - **South Florida Fair** (January) – West Palm Beach
  - **Palm Beach Polo Season** (January-April) – Wellington

- **Winter Equestrian Festival** (January-April) – Wellington
- **Delray Beach Open** (February) – Delray Beach
- **Lake Worth Street Painting Festival** (February) – Lake Worth Beach
- **Manatee Fest** (February) – Riviera Beach
- **Wellington Bacon & Bourbon Fest** (March) – Wellington
- **Spring Training** (March) – West Palm Beach & Jupiter
- **Cognizant Classic in The Palm Beaches** (March) – Palm Beach Gardens
- **Festival of the Arts Boca** (March) – Boca Raton
- **Palm Beach Pride** (March) – Lake Worth Beach
- **TurtleFest** (March) – Juno Beach
- **Palm Beach International Boat Show** (March) – West Palm Beach
- **Barrett-Jackson Auto Auction** (April) – West Palm Beach
- **Delray Affair** (April) – Delray Beach
- **Sweet Corn Fiesta** (April) – West Palm Beach
- **Palm Beach International Jazz Festival** (April) – West Palm Beach
- **SunFest** (May) – West Palm Beach
- **The Pink Retreat** (June) – The Palm Beaches
- **Unity x Black Excellence Festival** (June) – West Palm Beach
- **Oktoberfest** (October) – Lake Worth Beach
- **Boynton Beach Haunted Pirate Fest & Mermaid Splash** (October) – Boynton Beach
- **LagoonFest** (November) – West Palm Beach
- **Eudemonia** (November) – West Palm Beach
- **The Garden of Life Palm Beaches Marathon (December)** – West Palm Beach
- **Palm Beach Food & Wine Festival** (December) – Multiple Cities
- **Holiday in Paradise** (December) – West Palm Beach
- **Palm Beach Holiday Boat Parade** (December) – North Palm Beach to Jupiter

## Our Visual Arts

*See The Palm Beaches Official Visitors Guide  
[www.ThePalmBeaches.com/explore/arts-culture](http://www.ThePalmBeaches.com/explore/arts-culture) plus visit the Cultural Council for Palm Beach County's site [www.palmbeachculture.com/explore/](http://www.palmbeachculture.com/explore/) for a listing of arts groups, museums, and galleries in our destination.*

Look around. It isn't hard to see why **The Palm Beaches' scenic beauty has inspired generations of artists and collectors**. Read on to find the many ways to enjoy our variety of visual arts.

- The **Boca Raton Museum of Art** has obtained international recognition for its dynamic changing exhibitions and distinguished permanent collection. The Museum's permanent collection focuses on drawings, paintings, photographs, sculpture, African Art, studio glass, and ceramics. Changing exhibits are mainly international in scope, while reflecting the artistic expression of the region and city. The Museum of Art's public programs include artist presentations, family activities, and more than 100 classes per week at its studio Art School. ***Discover It: Boca Raton Museum of Art – [bocamuseum.org](http://bocamuseum.org)*** (See the Attractions Section, Page 174)
- Founded in 1941 by Ralph Hubbard Norton and his wife Elizabeth Calhoun Norton, the **Norton Museum of Art** houses a far-ranging collection of art with distinguished holdings in American, European, and Chinese art, as well as Photography. **The museum was the first art museum opened in the area.** Since 2011, the museum has hosted Recognition of Art by Women (RAW), an annual series that celebrates the contribution of living female painters and sculptors with solo exhibitions. ***Discover It: Norton Museum of Art – 1450 S. Dixie Hwy, West Palm Beach, FL, 33401, 561-832-5196, [www.norton.org](http://www.norton.org)***



**Norton Museum of Art**

Source:  
[Discover The Palm Beaches](#)

- Housed in a 1939 Art Deco building known as The Armory building, the **Armory Arts Center** features exhibitions, art salons, lectures, and special events. The center also provides art classes for all ages and abilities and has provided workshops to the community, taught by national and international visiting master artists. The center was created when the Norton Museum closed its art school in 1986. ***Discover It: Armory Art Center – 811 Park Pl., West Palm Beach, FL, 33401, 561-832-1776, [armoryart.org](http://armoryart.org)***
- **The Cornell Art Museum** is located in the restored 1913 Delray Elementary School Building on the **Old School Square** campus. The first floor features two large galleries for the main exhibits and the Spotlight Gallery for changing month-long exhibits by local artists. The second floor offers four more galleries. The

museum is known for showing nationally and internationally recognized contemporary artists. <https://delrayoldschoolsquare.com/cornell>

- **Old School Square** is an arts district that includes the Cornell Art Museum, the Creative Arts School, the Crest Theatre, an event center called The Fieldhouse, and an outdoor performance facility called The Pavilion. *Discover It: Old School Square* – 51 N. Swinton Ave., Delray Beach, FL, 33444, 561-243-1077, <https://delrayoldschoolsquare.com/>
- The **West Palm Beach Arts & Entertainment District** is an area of more than 20 inspiring arts and entertainment venues that includes art and history museums, galleries, libraries, performing arts companies, and art education institutions. The district hosts a variety of artistic events throughout the year, including **FOTOfusion**, which showcases photographic excellence in fine art, landscape, nature, photojournalism, and sports. Another popular event is **Harmony**, a free performance along the waterfront at the Meyer Amphitheater that often features the Palm Beach Symphony, Ballet Palm Beach, and the Dreyfoos School of the Arts Dance Department. *Discover It: West Palm Beach Arts & Entertainment District* – 300 Clematis Street, Suite 200, West Palm Beach, FL, 33401, [downtownwpb.com/a-and-e/about/](http://downtownwpb.com/a-and-e/about/)



West Palm Beach  
Arts & Entertainment  
District

Source:  
[Discover The Palm Beaches](#)

- Dotted with murals and sculptures, the **Pineapple Grove Arts District** is Delray Beach's **colorful arts district**. It features an eclectic mix of unique public art pieces, boutiques, Artist's Alley, and fine art galleries, in addition to the **Arts Garage**, a performing arts venue. **Here's a tip:** The district hosts the First Friday Art Walk from October through May, which features open studios and artist meet-and-greets. *Discover It: Pineapple Grove Arts District* – NE 2<sup>nd</sup> Avenue from NE 1<sup>st</sup> St. to NE 4<sup>th</sup> St., Delray Beach, FL, 33444, 561-243-1077, [downtowndelraybeach.com/PineappleGroveArtsDistrict](http://downtowndelraybeach.com/PineappleGroveArtsDistrict)
- The **Delray Beach Art Trail** features dozens of murals and art installations. For more information, see [delrayarttrail.com](http://delrayarttrail.com).
- The **Benzaitan Center for Creative Arts** provides affordable studio rates to emerging glass and metal artists in The Palm Beaches. They also provide a gallery

for artists to display their work. In addition to the gallery, visitors will enjoy the center's various events that include demonstrations, art classes, art auctions, and art-focused fundraisers. ***Discover It: Benzaitan Center for Creative Arts – 1105 2<sup>nd</sup> Ave. S., Lake Worth Beach, FL, 33449, 561-508-7315, [www.benzaitencenter.org](http://www.benzaitencenter.org)***

- Visitors will enjoy world-class photography exhibits at the **Palm Beach Photographic Centre**, which has free admission. The museum also hosts an annual FOTOfusion Festival which features photos shoots, workshops, lectures, portfolio reviews, and hands-on computer labs. ***Discover It: Palm Beach Photographic Centre – 415 Clematis St., West Palm Beach, FL, 33401, 561-253-2600, [www.workshop.org](http://www.workshop.org)***
- **The Palm Beaches has begun to build a reputation as one of the nation's most dynamic hubs for mural art.** Local, national, and international artists have enriched public spaces, streetscapes, and buildings with artwork inspired by The Palm Beaches' diverse communities and natural beauty. There are now **hundreds of colorful murals on display from Jupiter to Boca Raton**. For a map of murals in West Palm Beach, see [downtownwpb.com/a-and-e/mural-map/](http://downtownwpb.com/a-and-e/mural-map/). For a list of some of the most popular murals in the area, see [www.ThePalmBeaches.com/blog/10-best-murals-palm-beaches](http://www.ThePalmBeaches.com/blog/10-best-murals-palm-beaches).



Interconnected mural on the Cultural Council Building

Source:  
[Discover The Palm Beaches](http://DiscoverThePalmBeaches.com)

## Our Performing Arts

***See the Official Visitors Guide and [www.ThePalmBeaches.com](http://www.ThePalmBeaches.com) plus [www.palmbeachculture.com/explore/](http://www.palmbeachculture.com/explore/) for a listing of performing arts groups and venues in our destination.***

Our area is alive with ballet, opera, symphony orchestras, dance, community theater and big-name performing acts. Our performing arts venues are home to **world-class performing arts organizations** including:

- The **Palm Beach Opera** is the oldest performing arts organization in Palm Beach County. Its season runs from **December through April** and includes world-class opera performances at the Kravis Center. Productions feature internationally renowned artists from around the world, accompanied by the Palm Beach Opera Orchestra. *Discover It: Palm Beach Opera – Kravis Center for the Performing Arts, 701 Okeechobee Blvd., West Palm Beach, FL, 33401, 561-833-7888, [pbopera.org](http://pbopera.org)*
- As Florida's largest award-winning not-for-profit professional regional theatre, the **Maltz Jupiter Theatre** produces year-round entertainment featuring Broadway-caliber musicals, dramatic works, concerts, family programming, and classes for all ages at its Goldner Conservatory of Performing Arts. The Theatre draws 100,000 people annually. *Discover It: Maltz Jupiter Theatre – 1001 E. Indiantown Rd., Jupiter, FL, 33477, 561-575-2223, [www.jupitertheatre.org](http://www.jupitertheatre.org)*



**Maltz Jupiter Theatre's  
production of  
*In the Heights***

Source:

[www.broadwayworld.com/mia\\_mi/article/BWW-Review-IN-THE-HEIGHTS-at-Maltz-Jupiter-Theatre-20190701](http://www.broadwayworld.com/mia_mi/article/BWW-Review-IN-THE-HEIGHTS-at-Maltz-Jupiter-Theatre-20190701)

- **Arts Garage** is a vibrant cultural hub dedicated to showcasing diverse forms of art and performance. Housed in a versatile, urban-chic space, this dynamic venue features an intimate setting and serves as a community cornerstone, offering a wide range of artistic experiences that include live music, theater, visual arts, and educational programs. *Discover It: Arts Garage – 94 NE 2<sup>nd</sup> Ave., Delray Beach, FL 33444, 561-450-6357, [www.artsgarage.org](http://www.artsgarage.org)*
- **Palm Beach Dramaworks** is a professional non-profit theatre company that performs timeless productions that are well-known to theatregoers, in addition to promoting new plays through their Dramaworkshop. The theatre also has an educational arm dedicated to introducing youth and the community to the joy of theatre. *Discover It: Palm Beach Dramaworks – 201 Clematis St., West Palm Beach, FL, 33401, 561-514-4042, [www.palmbeachdramaworks.org](http://www.palmbeachdramaworks.org)*

## Events

- Several of our annual events celebrate the performing arts in The Palm Beaches.
- **Festival of the Arts BOCA** features several of the world's most sought-after classical and contemporary performers, as well as award-winning authors and speakers, cirque performances, story slams, and film screenings. *Discover It: Festival of the Arts Boca – 590 Plaza Real, Boca Raton, FL, 33432, [festivalboca.org](http://festivalboca.org)*
- The **Palm Beach Shakespeare Festival** is Palm Beach County's longest-running summertime cultural tradition. Performed in Carlin Park's Seabreeze Amphitheater, the productions are **free to the public**. In addition to works by Shakespeare, the festival often includes other productions including original and contemporary performances. *Discover It: Palm Beach Shakespeare Festival – Carlin Park Seabreeze Amphitheater – 400 Florida A1A, Jupiter, FL, 33477, 561-762-8552, [pbshakespeare.org](http://pbshakespeare.org)*
- **Florida's largest waterfront music festival, SunFest**, is held each May celebrating art and music in West Palm Beach. The event is packed with headliners and local performances and also includes a variety of food vendors, interactive activities, and floating bars. Food options include everything from Caribbean flavors to barbecue and ethnic foods. *Discover It: SunFest – Downtown West Palm Beach, [www.sunfest.com](http://www.sunfest.com)*

## Performance Venues

- Some of our major performance venues are:
- The **Kravis Center for the Performing Arts** contains three venues: the 2,195-seat Alexander W. Dreyfoos, Jr. Concert Hall, the flexible 289-seat Rinker Playhouse and the 170-seat Helen K. Persson Hall. *Discover It: Kravis Center for the Performing Arts – 701 Okeechobee Blvd., West Palm Beach, FL, 33401, 561-651-4444, [www.kravis.org](http://www.kravis.org)*



**Kravis Center for the  
Performing Arts**

Source:  
Discover The Palm Beaches

- **iTHINK Financial Amphitheatre** at the South Florida Fairgrounds hosts concerts by nationally known bands. The **open-air amphitheater** can seat approximately 19,000 people. *Discover It: iTHINK Financial Amphitheatre – South Florida Fairgrounds, 601-7 Sansburys Way, West Palm Beach, FL, 33411, 561-795-8883, [www.westpalmbeachamphitheatre.com](http://www.westpalmbeachamphitheatre.com)*
- **The Society of the Four Arts** annually offers hundreds of programs, including live performances, art exhibits, workshops, films, children's programs, and more. The 10-acre campus **along the Lake Worth Lagoon** in Palm Beach includes a performance hall, an art gallery, a modern education center devoted to lifelong learning, a library, a children's library, and beautiful sculpture gardens. *Discover It: Society of the Four Arts – 100 Four Arts Plaza, Palm Beach, FL, 33480, 561-655-7227, [fourarts.org](http://fourarts.org)*

# Section 9 – Our Climate & Natural Assets

Visitors also ask about our climate and natural features. Here's a snapshot of what makes our area so wonderful.

## Our Climate

- It's no wonder that Florida is called ***The Sunshine State***. For more than 125 years, The Palm Beaches have been renowned as the warm-weather getaway by visitors.
- The area has a **subtropical climate** with warm summers and very mild winters. Humidity throughout the year runs from approximately 66-75%.
- Palm Beach County's pleasant weather is in part due to its proximity to the Gulf Stream, which flows through the Atlantic Ocean. The Gulf Stream is like a warm river flowing through the ocean and is located only about a mile offshore from Palm Beach County, near the Lake Worth Inlet. The **breezes** that accompany the Gulf Stream warm Palm Beach County in the winter and cool it in the summer, creating the comfortable temperatures you see below.

Average Temperatures for West Palm Beach												
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average High	76°	77°	79°	83°	86°	89°	90°	91°	89°	85°	81°	77°
Average Low	58°	60°	63°	67°	72°	75°	76°	76°	75°	72°	66°	61°
Average Rainfall	.93	.95	1.29	1.21	1.9	5.2	3.7	4.74	4.63	2.22	1.28	1.13

Sources: [www.timeanddate.com/weather/usa/west-palm-beach/climate](http://www.timeanddate.com/weather/usa/west-palm-beach/climate)

## Our Geology and Geography

- Palm Beach County is located in the southeastern portion of the state of Florida. The county is bordered to the north by Martin County, to the east by the Atlantic Ocean, to the south by Broward County, to the west by Hendry County and the northwest by Lake Okeechobee.
- **The geology of southeastern Florida is different than the geology of central and western Florida in that the sand layer on top is much deeper.** The layer beneath the sand is limestone that runs through the entire state. Because the sand layer

in Palm Beach County is thicker, it is better at protecting the limestone beneath it. This means that the area is not prone to sinkholes as are other parts of the state.

- The northern reaches of the **Everglades**, a subtropical freshwater wetland spanning two million acres across central and southern Florida, are located in Palm Beach County. During the summer, Lake Okeechobee overflows, releasing water into a very slow-moving, shallow river dominated by sawgrass marsh. The water flows southward at the rate of a quarter mile per day, passing through diverse habitats, including cypress swamps, wet prairie, and mangroves until it reaches Everglades National Park and eventually Florida Bay on the southern tip of Florida.<sup>30</sup> **The Everglades are often referred to as a “river of grass.”** The Everglades have shrunk in recent history due to dredging, pumping, and draining of the sloughs (the technical term for the slow-moving water under the grasses).



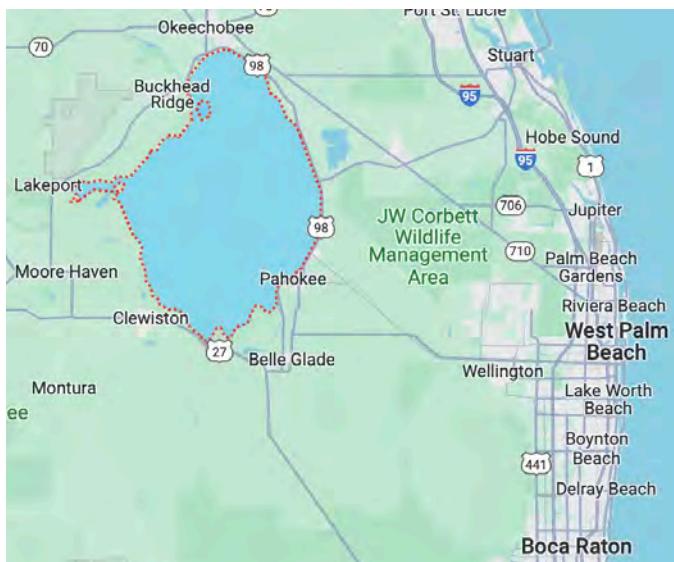
**Boating in the Everglades**

Source:  
[sunkindofliving.com/hiking-canoeing-everglades-palm-beach-county/](http://sunkindofliving.com/hiking-canoeing-everglades-palm-beach-county/)

- **The western part of the county is known for its soil, often called “black gold.”** This black soil comes from the remnants of the Everglades that were once located here, consisting of decomposed plants that fell underwater in the Everglades thousands of years ago. It is filled with nutrients and is great for growing crops, which is why agriculture is a popular economic driver in this area.
- Just offshore are **47 miles of natural coral reefs** that run parallel to Palm Beach County's coastline. These reefs were created thousands of years ago and are part of a reef that runs 360 miles from the St. Lucie Inlet to the Dry Tortugas, **one of the largest coral reef ecosystems in the continental U.S.** In recent years, the Palm Beach County government has added to the reef, creating **artificial reefs** out of limestone, concrete, and occasionally decommissioned ships to provide habitat for coral, algae, and other marine life, as well as more locations for divers to see marine life. The County's Environmental Resources Management department has deployed over 49 vessels, 110,000 tons of concrete, and 140,000 tons of limestone boulders to create these artificial reefs.<sup>31</sup>

## Our Bodies of Water

- **The Atlantic Ocean** makes up the entire eastern flank of Palm Beach County. It is the second-largest ocean in the world stretching from North and South America on the west to Europe and Africa on the east. All of our beaches are located along the shore of the Atlantic Ocean.
- **Lake Okeechobee** is the largest freshwater lake in the state of Florida. Its name comes from the Seminole language where “oki” means “water” and “chubi” means “big.” The lake is **730 square miles** in area and is **shallow**, averaging a depth of nine feet. It supports a diverse habitat and is home to a variety of mammals and aquatic life. It is known as a great place for fishing and waterfowl hunting. Boating is popular on the lake, as well as wildlife siting, camping, and hiking along the 109-mile Lake Okeechobee Scenic Trail (LOST).



### Lake Okeechobee

Source:

[www.google.com/maps/place/Lake+Okeechobee/@26.9601726,-81.4617867,9z/data=!4m6!3m1!1s0x88dea725449c9661:0x8891cc3e6351ee73!8m2!3d26.9689536!4d-80.7975834!16zL2vMDJieW15?entry=ttu](https://www.google.com/maps/place/Lake+Okeechobee/@26.9601726,-81.4617867,9z/data=!4m6!3m1!1s0x88dea725449c9661:0x8891cc3e6351ee73!8m2!3d26.9689536!4d-80.7975834!16zL2vMDJieW15?entry=ttu)

- **Lake Mangonia** is a 540-acre inland lake in the heart of West Palm Beach. Boating and fishing are popular here. The waters of Lake Mangonia travel through a canal into the main body of Clear Lake, located just south of Lake Mangonia.
- **Clear Lake** is a 401-acre lake. Hiking and fishing are popular activities.
- **Lake Osborne** is a well-stocked lake with boat launching ramps and fishing piers, located at John Prince Memorial Park. Camping is also available.
- **Lake Ida** is a 190-acre lake located in Delray Beach. Fishing, jet skiing, and wakeboarding are available on the lake. Several parks are also located along its shores.
- The **Loxahatchee River** is a 7.6-mile river that has three main forks that form together before emptying into the Atlantic Ocean near Jupiter. The northwest fork of the river is one of only two federally designated Wild and Scenic Rivers in Florida. Once the three forks join, **the water becomes part freshwater and part saltwater** as it mixes with the incoming tides of the ocean.

- The **Jupiter Inlet** used to be the only outlet for the Loxahatchee River, Lake Worth Creek, and Jupiter Sounds. Part of the flow of the St. Lucie and Indian Rivers diverted to the ocean through the Jupiter Inlet, as well. However, in 1892, the construction of the **St. Lucie Inlet** made an artificial cut through the barrier strip about six miles north of the Jupiter Inlet. The altered hydrodynamics facilitated the need for management of the Jupiter Inlet to reduce shoaling and maintain a navigable channel. To achieve this, the inlet was moved approximately 1,250 feet north to its present position beginning in 1913. The project entailed cutting a channel across the sand barrier, building a new barrier across the natural Southeasterly channel to divert the flow through the new opening, and constructing two jetties. The work was completed nine years later in 1922. Work has continued on the inlet since this time to maintain transportation channels.



**Jupiter Inlet**

Source:  
[www.jupiterinletdistrict.org](http://www.jupiterinletdistrict.org)

- The **Intracoastal Waterway** is a shipping route in the U.S. that runs for 3,000 miles along the Atlantic coast and the Gulf of Mexico. As mentioned, it facilitates transportation by avoiding the sometimes-unpredictable open ocean waters.
- The **Lake Worth Lagoon** is a critical environmental and recreational asset to **Palm Beach County**. Its vital estuarine ecosystem stretches more than 20 miles from North Palm Beach to Boynton Beach. It plays a crucial role in supporting our region's biodiversity, serving as a habitat for various fish, birds, and marine life, as well as providing an essential breeding and feeding ground with substantive mangroves, seagrasses, and oyster reefs. The lagoon also provides significant economic advantages with plenty of activities for residents and tourists alike.

## In Case of Emergency

- Hurricane season** runs from **June 1 through November 30** and visitors are advised to follow these steps to stay safe during a hurricane<sup>32</sup>:
  - If ordered to evacuate, leave immediately.
  - Follow evacuation routes and do not try to take shortcuts as they may be blocked.
  - If possible, take water, food, a flashlight, a radio, a first aid kit, any medications, cell phones and chargers, extra cash, family and emergency

- contact information, identification and/or passports, and an emergency blanket.
- Check with local officials for shelter locations. A free Red Cross Emergency App is available to download on smart phones from Google Play or the App Store.
  - Check [www.ThePalmBeaches.com](http://www.ThePalmBeaches.com) for more information prior, during, and after the storm to help support visitors in the destination.

## Our Flora and Fauna

- **Sea turtles** are commonly seen offshore, the most common being Leatherbacks, Loggerheads, Green, Kemps Ridley, and Hawksbill. **Our beaches lead the nation** in the number of sea turtle nests per mile, producing approximately **2 million hatchlings per year.**<sup>33</sup>
- **Manatees** and **bottlenose dolphins** are also often spotted in our waters, delighting visitors and residents alike.



**Manatees**

Source:  
[palmbeach.floridaweekly.com/articles/fpls-new-manatee-lagoon-will-open-to-public-on-feb-6/](http://palmbeach.floridaweekly.com/articles/fpls-new-manatee-lagoon-will-open-to-public-on-feb-6/)

- **American alligators** may be spotted in Palm Beach County. They live in freshwater and brackish (fresh and salt water combined) environments. When they are young, alligators eat fish, insects, snails, crustaceans, and worms. As they get larger, they eat larger prey such as large fish, turtles, muskrats, birds, deer, and other reptiles.<sup>34</sup> Encourage visitors to steer clear of alligators.
- The sand dunes in the eastern portion of Palm Beach County offer a desert-like climate and host a plant community called the **Sand Pine Scrub**. This ecosystem is home to several endangered species that depend on the Sand Pine Scrub for survival. This includes the **Florida Scrub-Jay** and the **Florida Scrub Lizard**. The **Florida Dancing Lady Orchid** is also found only in this area.
- **Tropical hardwood hammocks** are found along both coasts of south Florida and in the Everglades and Florida Keys. A tropical hardwood hammock is a **closed-canopy forest** dominated by a variety of evergreen and semi-deciduous trees and scrubs that is often higher in elevation from the rest of the land. **The hammocks in Palm Beach County are made up mainly of tropical flora originating in the**

**West Indies.** These species were transported to our area by migrating birds, winds, and water currents over a long period of time. Today, there are more than 120 species of tropical plants, 36 of which are listed as endangered or threatened. Examples include Bahama strongbark, buccaneer palm, Florida boxwood, and milkbark.<sup>35</sup>

- Palm trees are often associated with Florida. Only 12 palm trees are native to the state<sup>36</sup>, as follows:
  - Buccaneer Palm
  - Sabal Palm – Florida’s State Tree
  - Dwarf Palmetto
  - Everglades Palm
  - Needle Palm
  - Thatch Palm
  - Silver Palm
  - Royal Palm
  - Saw Palmetto
  - Miami Palm
  - Scrub Palmetto
  - Key Thatch

**Sabal Palm Tree**

Source:  
[dos.fl.gov/florida-facts/florida-state-symbols/state-tree/](https://dos.fl.gov/florida-facts/florida-state-symbols/state-tree/)



## Our Natural Habitats

- Nature preserves and protected, natural areas provide an excellent opportunity for visitors to experience our unique habitats and local wildlife. The Palm Beach County Department of Environmental Resources Management manages 35 natural areas encompassing more than 31,000 acres of environmentally sensitive lands. **The following natural areas have public-use facilities, including a small parking lot, informational kiosks, and hiking trails:** Delray Oaks, Frenchman’s Forest, High Ridge Scrub, Hypoluxo Scrub, Juno Dunes, Jupiter Ridge, Leon M. Weekes, Ocean Ridge, Rosemary Scrub, Royal Palm Beach Pines, Seacrest Scrub, Sweetbay, Snook Islands, and Yamato Scrub. For more information on these natural areas, see [discover.pbcgov.org/erm/Pages/Natural-Areas.aspx](https://discover.pbcgov.org/erm/Pages/Natural-Areas.aspx).
- Explore the northern portion of the Everglades at **Arthur R. Marshall Loxahatchee National Wildlife Refuge**. Here visitors can explore the “river of grass” at eye level through sawgrass marshes. It’s a prime area for birding and wildlife viewing, as well as hiking, photography, hunting, and fishing. **Discover It: Arthur R. Marshall Loxahatchee National Wildlife Refuge – 10216 Lee Rd., Boynton Beach, FL, 33473, 561-734-8303, [loxahatcheefriends.com](http://loxahatcheefriends.com)**
- The **Wellington Environmental Preserve** at the Marjory Stoneman Douglas Everglades Habitat is a 365-acre rainwater storage area with nature trails and learning centers. Here, visitors can experience Florida’s natural landscape from the paved pedestrian path and boardwalk that leads to seven designated learning

areas. Because the preserve encompasses wetlands, it is a good spot to see wading birds like great blue herons and roseate spoonbills. Six-story observation towers are located at two of the learning areas. The preserve also includes a butterfly garden, and a 3.6-mile Equestrian Trail that is an extension of the approximately 65-mile Wellington Bridle Trail System. ***Discover It: Wellington Environmental Preserve*** – 3491 Flying Cow Ranch Rd., Wellington, FL, 33414, 561-791-4005, [www.wellingtonfl.gov/Facilities/Facility/Details/Wellington-Environmental-Preserve-Sectio-57](http://www.wellingtonfl.gov/Facilities/Facility/Details/Wellington-Environmental-Preserve-Sectio-57)



**Wellington Environmental Preserve**

Source:  
[www.wellingtonfl.gov/Facilities/Facility/Details/Wellington-Environmental-Preserve-Sectio-57](http://www.wellingtonfl.gov/Facilities/Facility/Details/Wellington-Environmental-Preserve-Sectio-57)

- **Grassy Waters Nature Preserve** is another remnant of the northern Everglades, boasting wetlands, tree islands, and forested hammocks. Today, the park is a habitat for deer, wild boar, sandhill cranes, and more. ***Discover It: Grassy Waters Nature Preserve*** – 8264 Northlake Blvd., West Palm Beach, FL, 33412, 561-804-4985, [www.wpb.org/government/public-utilities/grassy-waters-preserve](http://www.wpb.org/government/public-utilities/grassy-waters-preserve)
- In the 1970s, the City of Boca Raton took special measures to preserve the five miles of coastline within its city limits, while dedicating 20 acres to develop a hands-on interpretive program that would be beneficial to the environment and local community. This program eventually became **Gumbo Limbo Nature Center**, which has now grown into a top marine life research and rescue destination for sea turtles. Outdoor marine aquariums allow visitors to spot many different types of tropical fish. Each of the four aquariums represents a different Southeast Florida marine habitat. The Nature Center also has a Rehabilitation Facility where visitors can see rescued sea turtle patients. The hope is that the sea turtles can be returned to the wild. Florida Atlantic University's Department of Biological Sciences operates a research facility on site. During the summer, sea turtle hatchlings can be viewed in their gallery. Their baby sea turtle releases are also open to the public. The campus also includes a boardwalk where visitors can view a Tropical Hardwood Hammock ecosystem. ***Discover It: Gumbo Limbo Nature Center*** – 1801 N. Ocean Blvd., Boca Raton, FL, 33432, 561-544-8605, [www.myboca.us/2096/Gumbo-Limbo-Nature-Center](http://www.myboca.us/2096/Gumbo-Limbo-Nature-Center)
- **Jupiter Inlet Lighthouse Outstanding Natural Area (ONA)**, a 120-acre preserve, is one of three Outstanding Natural Areas in the nation. It was established in 2008 by Congress for the preservation, protection, and enhancement of the

remarkable biodiversity that calls the natural area home, in addition to preserving its rich history. The site is home to four sensitive habitats, 26 special-status species, and an archaeological record that dates back over 5,000 years. It is also the location of the Jupiter Inlet Lighthouse. ***Discover It: Jupiter Inlet Lighthouse Outstanding Natural Area*** – 600 County Hwy 707, Tequesta, FL, 33469, 561-295-5953, [www.blm.gov/programs/national-conservation-lands/eastern-states/jupiter-inlet-lighthouse](http://www.blm.gov/programs/national-conservation-lands/eastern-states/jupiter-inlet-lighthouse)



**Jupiter Inlet Lighthouse  
Outstanding Natural  
Area**

Source:  
[discover.pbcgov.org/erm/NaturalAreas/Jupiter-Inlet.aspx](http://discover.pbcgov.org/erm/NaturalAreas/Jupiter-Inlet.aspx)

- The **Hungryland Slough Natural Area** includes a variety of flatwoods, swamp, and hammock ecosystems, in addition to a wet prairie and a depression marsh. Several trails are available for hiking, biking, and horseback riding, all of which are less than five miles long. Wildlife viewing is popular here, especially in the wetlands where many birds are found. ***Discover It: Hungryland Slough Natural Area*** – 12385 Seminole Pratt Whitney Rd., West Palm Beach, FL, 33412, 561-233-2400, [discover.pbcgov.org/erm/NaturalAreas/Hungryland-Slough.aspx](http://discover.pbcgov.org/erm/NaturalAreas/Hungryland-Slough.aspx)
- **J.W. Corbett Wildlife Management Area** contains 60,330 acres. The Great Florida Birding and Wildlife Trail runs through the area, as it is home to diverse wildlife like bobcats, indigo snakes, red-cockaded woodpeckers, sandhill cranes, and a variety of wading birds. A network of trails, including a boardwalk, wind through the cypress wetland making it easier to view wildlife. ***Discover It: J.W. Corbett Wildlife Management Area*** – 11835 Seminole Pratt Whitney Rd., West Palm Beach, FL, 33412, 561-625-5122, [myfwc.com/recreation/lead/j-w-corbett/](http://myfwc.com/recreation/lead/j-w-corbett/)
- **Okeeheelee Nature Center** offers 2.5 miles of trails winding through 90 acres of pine flatwoods and wetlands. Highlights include hands-on exhibits, animal encounters and a nature-related gift shop. Visitors can marvel at birds of prey, touch a live snake, or prowl for owls during one of the center's many programs scheduled throughout the year for families, youth, and adults. ***Discover It: Okeeheelee Nature Center*** – 7715 Forest Hill Blvd., West Palm Beach, FL, 33413, 561-233-1400, [discover.pbcgov.org/parks/Pages/Okeeheelee-Center.aspx](http://discover.pbcgov.org/parks/Pages/Okeeheelee-Center.aspx)
- **Green Cay Nature Center and Wetlands** is a premier destination in Boynton Beach for nature enthusiasts and wildlife observers. This 100-acre wetland

preserve features an elevated boardwalk that meanders through a diverse array of habitats, including marshes, mangroves, and ponds. Visitors can enjoy close-up views of native flora and fauna, such as alligators, turtles, herons, and other bird species, making it a haven for birdwatchers and photographers. Additionally, the nature center offers educational exhibits, live animal displays, and interactive programs. ***Discover It: Green Cay Nature Center and Wetlands*** – 12800 Hagen Ranch Road, Boynton Beach, FL, 33437, 561-966-7000, [discover.pbcgov.org/parks/pages/greencay.aspx](http://discover.pbcgov.org/parks/pages/greencay.aspx)

- **Daggerwing Nature Center** features include a 3,000 sq. ft. exhibit hall with live animals and interactive state-of-the-art exhibits, classroom facilities, laboratory, art gallery, reading area, butterfly garden, and an elevated boardwalk which takes you on a relaxing journey through a swamp. ***Discover It: Daggerwing Nature Center*** – South County Regional Park, Boca Raton, FL, 33498, 561-629-8760, [discover.pbcgov.org/parks/Pages/Daggerwing.aspx](http://discover.pbcgov.org/parks/Pages/Daggerwing.aspx)
- **Frenchman's Forest Natural Area** includes 158 acres of protect mangrove, live oak, slash pine, and cypress habitats. A 1.5-mile trail runs through the natural area and includes a boardwalk through a cypress swamp. Several other trails are also available in the natural area. ***Discover It: Frenchman's Forest Natural Area*** – 12201 Prosperity Farms Rd., Palm Beach Gardens, FL, 33410, 561-233-2400, [discover.pbcgov.org/erm/NaturalAreas/Frenchmans-Forest.aspx](http://discover.pbcgov.org/erm/NaturalAreas/Frenchmans-Forest.aspx)
- **Busch Wildlife Sanctuary** is a care facility for injured animals. The organization rescues sick, injured, or orphaned native Florida wildlife and releases those back into the wild that are able to return to their native habitat. Those that can't be re-released live at the sanctuary, with many of them on display for public viewing. Otters, foxes, bears, birds, and panthers are just some of the animals that can be seen.

***Discover It: Busch Wildlife Sanctuary*** – [www.buschwildlife.org](http://www.buschwildlife.org) (See the Attractions Section, Page 174)



#### **Busch Wildlife Sanctuary**

Source:  
[Discover The Palm Beaches](http://DiscoverThePalmBeaches.com)

- **Manatee Lagoon – An FPL Eco-Discovery Center®** is a free attraction with a dedicated viewing area where visitors can see manatees up close. The 16,000-square-foot facility includes hands-on exhibits where visitors can learn more about these threatened and unique creatures, as well as the Lake Worth Lagoon. Manatee season runs from November 15 to March 31. There is no guarantee, however, that visitors will see manatees during this time, as they are not contained in the area in any way. ***Discover It: Manatee Lagoon – An FPL Eco-***

**Discovery Center®** – [www.visitmanateelagoon.com](http://www.visitmanateelagoon.com) (See the Attractions Section, Page 174)

- **Peaceful Waters Sanctuary** is a 30-acre wetlands park with 1,500 feet of elevated nature boardwalks and one mile of walking trails. The park features an assortment of displays that represent the variety of animals and plant species native to South Florida. It provides an excellent opportunity for nature photography. **Discover It: Peaceful Waters Sanctuary** – 11676 Pierson Rd., Wellington, FL, 33414, 561-791-4005, [www.wellingtonfl.gov/Facilities/Facility/Details/Peaceful-Waters-Sanctuary-56](http://www.wellingtonfl.gov/Facilities/Facility/Details/Peaceful-Waters-Sanctuary-56)
- **Wakodahatchee Wetlands** are located on 50 acres, which were previously wastewater utility property. Today, the site features a three-quarter mile boardwalk that connects open water pond areas and islands. It is part of the Great Florida Birding Trail and is home to more than 178 species of birds, along with turtles, rabbits, fish, frogs, and raccoons. **Discover It: Wakodahatchee Wetlands** – 13026 Jog Rd., Delray Beach, FL, 33446, 561-493-6000, [discover.pbcgov.org/waterutilities/Pages/Wetlands.aspx](http://discover.pbcgov.org/waterutilities/Pages/Wetlands.aspx)



**Wakodahatchee Wetlands**

Source:  
[Discover the Palm Beaches](#)

# Section 10 – Our Outdoor and Indoor Life

From hiking, biking, and fishing to golf, watersports, tennis, and croquet, there's no shortage of activities in our destination. The following are just some of the possibilities. And, for that occasional rainy day, we have indoor activities too.

## Our City and County Parks

- **Palm Beach County's Parks and Recreation Department** operates **110 parks and recreation facilities**, including two water parks. These facilities cover more than 8,000 acres of land for residents and visitors to explore. ***Discover It: Palm Beach County's Parks and Recreation Department*** – 2700 6<sup>th</sup> Avenue South, Lake Worth, FL, 33461, 561-966-6600, [www.pbcamps.com](http://www.pbcamps.com)
- The eastern edge of **Jaycee Park** consists of a mangrove nature preserve with a boardwalk feature that overlooks the Intracoastal Waterway where manatees have been known to frequent. Amenities are offered, including bocce courts, picnic pavilions, a fitness trail, a playground, and a nature preserve. The park also offers intracoastal Waterway access for canoes, kayaks, and paddle boards. Leashed dogs are allowed. ***Discover It: Jaycee Park*** – 2600 S. Federal Highway, Boynton Beach, FL, 33435, 561-737-3256, [www.boyntonbeachcra.com/bbcra-projects/completed-projects/jaycee-park](http://www.boyntonbeachcra.com/bbcra-projects/completed-projects/jaycee-park)
- **Scott's Place Barrier-Free Playground** was made possible by a generous donation from Wellington residents, Del and Barbara Williamson, in honor of their son, Scott, who passed away at age six. The playground is designed to meet the needs of both able-bodied and disabled children. ***Discover It: Scott's Place Barrier-Free Playground*** – 12300 W. Forest Hill Blvd., Wellington, FL, 33414, 561-791-4000, [www.wellingtonfl.gov/Facilities/Facility/Details/Scotts-Place-BarrierFree-Playground-23](http://www.wellingtonfl.gov/Facilities/Facility/Details/Scotts-Place-BarrierFree-Playground-23)



**Scott's Place Barrier-Free Playground**

Source:  
[www.walkaboutwellington.com/directory/listing/scotts-place#](http://www.walkaboutwellington.com/directory/listing/scotts-place#)

- **Bryant Park** features a concert band shell with stage and public address system, a 150-person seating area, restroom facilities, boat ramp with four launching pads, boat trailer parking, horseshoe pits, fishing pier, and a one-mile 12-station Heart Trail. *Discover It: Bryant Park – Lake Avenue and Golfview on the Intracoastal Waterway, Lake Worth Beach, FL, 33460, 561-533-7363, [lakeworthbeachfl.gov/locations/bryant-park](http://lakeworthbeachfl.gov/locations/bryant-park)*
- **The Burt Aaronson South County Regional Park** is the home of the previously mentioned Daggerwing Nature Center, as well as the Osprey Point Golf Course, the Sunset Cove Amphitheater, and the Coconut Cove Waterpark. *Discover It: Burt Aaronson South County Regional Park – 11200 Park Access Rd., Boca Raton, FL, 33498, 561-966-6611, [discover.pbcgov.org/parks/Locations/Burt-Aaronson.aspx](http://discover.pbcgov.org/parks/Locations/Burt-Aaronson.aspx)*
- **John Prince Memorial Park** offers a wide variety of amenities including biking, fishing, canoeing, picnic area, campground, and a golf learning center. *Discover It: John Prince Memorial Park – 2700 6<sup>th</sup> Ave. S., Lake Worth, FL, 33461, 561-966-6600, [discover.pbcgov.org/parks/Locations/John-Prince.aspx](http://discover.pbcgov.org/parks/Locations/John-Prince.aspx)*
- **Okeeheelee Park** is home to a large variety of outdoor activities. The park houses the **Jim Brandon Equestrian Center**, public horseback riding area and trails, mountain bike trails, a golf and disc golf course, a dog park, an exercise course, and freshwater fishing; the **Okeeheelee Nature Center** (See Section 9 – Our Climate & Natural Assets, Page 130) includes pickleball courts, picnic areas, a playground, and a competitive water ski course; and the **Shark Wake Park** ([sharkwakepark.com/561/](http://sharkwakepark.com/561/)) offers a water park of inflatables, plus a cable park where visitors can wakeboard, knee board, water ski, wake skate, and foil board pulled by an overhead cable. *Discover It: Okeeheelee Park – 7715 Forest Hill Blvd., West Palm Beach, FL, 33413, 561-966-6600, [discover.pbcgov.org/parks/Locations/Okeeheelee.aspx](http://discover.pbcgov.org/parks/Locations/Okeeheelee.aspx)*



**Shark Wake Park**

Source:  
[Discover The Palm Beaches](#)

- With a massive, cutting-edge outdoor playground, science explorium, Willow Theater, nature trails, carousel, baseball and basketball courts, picnic pavilions and more, **Sugar Sand Park** is a great location for families. Its' slogan of “spend the day and play,” is an apt description of this beautiful 132-acre park. *Discover It: Sugar Sand Park – 300 S. Military Tr., Boca Raton, FL, 33486, 561-347-3900, [www.sugarsandpark.org](http://www.sugarsandpark.org)*

## Our Gardens

Visitors looking to stroll through beautiful gardens have several options in The Palm Beaches.

- Experience the essence of Japan in Florida at **Morikami Museum and Japanese Gardens**, featuring a 16-acre park of renowned Japanese gardens, world-class bonsai display, galleries of historical and contemporary Asian art, family activities, signature Japanese festivals, museum store, and lakeside Asian cafe. **Discover It:** *Morikami Museum and Japanese Gardens* – 4000 Morikami Park Rd., Delray, FL, 33446, 561-495-0233, [morikami.org](http://morikami.org)



**Morikami Museum  
Japanese Gardens**

Source:  
[Discover The Palm Beaches](#)

- Located in the historic EL Cid Neighborhood is the historic home, intact artist studio, and gardens of Ann Weaver Norton (1905 - 1982). Ann married widowed Ralph Norton, who with his first wife founded the Norton Museum of Art. He had a studio added onto his historic home when Ann moved in. The home is now surrounded by the **Ann Norton Sculpture Gardens**, which feature nine monolithic sculptures, as well as more than 250 rare palm species, cycads, and unusual tropicals. The gardens are recognized as one of the largest public collections in Florida. **Discover It: Ann Norton Sculpture Gardens** – [ansg.org](http://ansg.org) (See the Attractions Section, Page 174)
- With a mission to inspire and educate through nature, the 20 acres of **Mounts Botanical Garden of Palm Beach County** are a tropical oasis. The garden features a collection of 25 unique display gardens containing more than 7,000 species of tropical and sub-tropical plants, including Florida natives, exotic and tropical fruit trees, herbs, palms, roses, cacti, bromeliads, and more. The Garden also includes exhibits, classes, and an art collection. **Discover It: Mounts Botanical Garden of Palm Beach County** – 531 N. Military Trail, West Palm Beach, FL, 33415, 561-233-1757, [www.mounts.org](http://www.mounts.org)

## Our State Parks

- With almost two miles of pristine, stunning beach front, **John D. MacArthur Beach State Park** is The Palm Beaches' only state park. Visitors will enjoy swimming, snorkeling, fishing in the Atlantic Ocean, the children's playground, a nature trail, the visitors center, or kayaking and canoeing in Lake Worth Lagoon. **Discover It: John D. MacArthur Beach State Park – 10900 State Road 703 (A1A), North Palm Beach, FL, 33408, 561-624-6950, [macarthurbeach.org](http://macarthurbeach.org)**



**John D. MacArthur Beach State Park**

Source:  
[images.trvl-media.com/media/content/shared/images/travelguides/destination/602278/John-D-Macarthur-Beach-State-Park-63015.jpg](https://images.trvl-media.com/media/content/shared/images/travelguides/destination/602278/John-D-Macarthur-Beach-State-Park-63015.jpg)

## Boating/Kayaking/Canoeing

- Speedboats. Sailboats. Party boats. Mega-yachts. The Palm Beaches have them all and **residents are simply crazy about the boating life**. With the destination offering 125 miles of scenic waterways, it is not hard to understand why. From pleasure cruises to fishing charters to water taxis, visitors haven't truly seen The Palm Beaches until they've seen it by boat.
- Many visitors to our area **arrive by yacht**. Yachting is a big industry in The Palm Beaches. However, if visitors are looking to ride on someone else's yacht for the day, they have several options, including: **Delray Yacht Cruises** ([www.delraybeachcruises.com](http://www.delraybeachcruises.com)), **Lots of Yachts** ([www.lotsofyachts.com](http://www.lotsofyachts.com)), or **LuxuryDayCharters.com** ([www.luxurydaycharters.com](http://www.luxurydaycharters.com)).
- Family-friendly public cruises or private charters can be arranged with **PonTiki** ([www.pontiki.com](http://www.pontiki.com)), which offer chipping greens, tiki bars, water slides, and more.
- A sunset cruise with **Visit Palm Beach** ([www.visitpalmbeach.com](http://www.visitpalmbeach.com)) may be just what the doctor ordered. The company offers catamaran sightseeing and specialty cruises, as well as tours on kayaks, paddleboards, and bikes. Snorkeling, fishing, and history and nature tours are also offered.
- Tranquil seas, mangrove tunnels, crystal-clear lagoons—there are countless places to set out on a scenic paddle in The Palm Beaches. Visitors can kayak their

way from **Riviera Beach to Peanut Island** or hop into a canoe and paddle the Wild & Scenic Loxahatchee River at **Jupiter's Riverbend Park** where they may even share the water with manatees, sea turtles, and alligators! They can bring their own equipment or visit kayak and canoe outfitters to get geared up. See [www.ThePalmBeaches.com/explore/beaches-watersports/kayaking-canoeing](http://www.ThePalmBeaches.com/explore/beaches-watersports/kayaking-canoeing) for our many rental companies.

## Camping & RV Parks

- A variety of campgrounds and RV Parks beckon visitors in The Palm Beaches. **Lion Country Safari KOA** ([www.lioncountrysafari.com/koa-camping](http://www.lioncountrysafari.com/koa-camping)) offers safari tent glamping (glamour camping), authentic teepees, and event treehouses for rent. Campers can also bring their own tent or RV and spend the day exploring the Lion Country drive-through safari (See *Family Activities*, below).
- Other camping options include **John Prince Park Campground, Peanut Island Park & Tent Campground, Pahokee Marina and Campground**, and the **Torry Island Campground and Marina**.
- RV'ers have their pick of **South Bay RV Park** on the shore of Lake Okeechobee, **West Jupiter RV** (a 55+ RV park), **Juno Ocean Walk RV Resort**, and **Vacation Inn Resort**. For more information on all of these campgrounds and RV parks and resorts, see [www.ThePalmBeaches.com/places-to-stay/campgrounds-rv-parks](http://www.ThePalmBeaches.com/places-to-stay/campgrounds-rv-parks).

## Croquet

- West Palm Beach is home to the 10-acre **National Croquet Center**, the largest dedicated croquet facility in the world. Individuals can reserve court time and lessons on its manicured lawns. **Discover It: National Croquet Center – 700 Florida Mango Rd., West Palm Beach, FL, 33406, 561-478-2300, [croquetcntr.com/index.html](http://croquetcntr.com/index.html)**



**National Croquet Center**

Source:  
[Discover The Palm Beaches](#)

## Everglades Tours

- Visitors wanting an up close look at the **Everglades** in the western part of the county can book an airboat tour with several companies, including **Airboat Rides West Palm Beach** ([airboattrideswestpalmbeach.com](http://airboattrideswestpalmbeach.com)), Master Gator Airboat Tours of Palm Beach County ([www.mastergatorairboattours.com](http://www.mastergatorairboattours.com)), and **Airboat Rides Boca Raton** ([airboattridesbocaraton.com](http://airboattridesbocaraton.com)).



**Everglades  
Airboat Tours**

Source:  
[Discover The Palm Beaches](#)

## Family Activities

From animal sanctuaries and museums to small-scale theme parks and outdoor adventures, visitors will find plenty in The Palm Beaches to keep the whole family entertained.

- There is a plethora of ways for families to see and safely **interact with animals** in The Palm Beaches:
  - Previously mentioned **Busch Wildlife Sanctuary** (See the Attractions Section, Page 174) is home to Florida panthers, bobcats, black bears, and other native wildlife, including furry, feathered, and scaly creatures.
  - **McCarthy's Wildlife Sanctuary** offers tours that allow visitors to see more than 200 different animals, including tigers, lions, panthers, jaguars, snakes, lizards, turtles, and bobcats. The only way to see the animals is on a guided tour. **Discover It: McCarthy's Wildlife Sanctuary** – 12943 61<sup>st</sup> St., N., West Palm Beach, FL, 33412, 561-790-2116, [www.mccarthyswildlife.com](http://www.mccarthyswildlife.com)
  - Encourage families to see manatees at the previously mentioned **Manatee Lagoon – An FPL Eco-Discovery Center®** (See the Attractions Section, Page 174).
  - **Loggerhead Marinelife Center** is dedicated to the conservation of ocean ecosystems. The center is **free** and features a sea turtle hospital,

aquariums, and a gift shop. Exhibits include One Ocean Hall, where visitors get the feel of walking into the ocean, along with other ways to explore Florida's many ecosystems, including seagrass beds and coral reefs. The Digital Reef exhibit allows visitors to explore Florida's most prominent native Atlantic species and to digitally create their own colorful sea creatures. ***Discover It: Loggerhead Marinelife Center*** – 14200 U.S Hwy 1, Juno Beach, FL, 33408, 561-627-8280, [marinelife.org](http://marinelife.org)

- **Lion Country Safari** allows visitors to see hundreds of animals from the comfort of their own vehicles through Florida's largest drive-through safari park. There is also a walk-through safari area with a petting zoo, giraffe feeding experience, amusement rides, gifts shops, and beverage options. ***Discover It: Lion Country Safari*** – [www.lioncountrysafari.com](http://www.lioncountrysafari.com) (See the Attractions Section, Page 174)
- Popular animal exhibits at the **Palm Beach Zoo** includes the Malayan tigers exhibit and the Aldabra tortoise exhibit, but the zoo is home to hundreds of animals and a Lorikeet feeding experience. It's worth seeing them all. The Fountain Plaza Splash Pad is also a super-fun activity for small children. ***Discover It: Palm Beach Zoo*** – 1301 Summit Blvd., West Palm Beach, FL, 33405, 561-547-9453, [www.palmbeachzoo.org](http://www.palmbeachzoo.org)
- Kids of all ages will enjoy learning about Florida's marine and freshwater environments through outdoor and indoor animal encounters at the **Sandoway Discovery Center**. The center is most famous for its shark, stingray, and alligator feedings, as well as Southeast Florida's largest private shell collection. ***Discover It: Sandoway Discovery Center*** – 142 S. Ocean Blvd., Delray Beach, FL, 33483, 561-274-7263, [sandoway.org](http://sandoway.org)



**Sandoway Discovery Center**

Source:  
[www.facebook.com/sandowaydiscoverycenter/photos/a.10150463187866403/10152685369286403/?type=3](https://www.facebook.com/sandowaydiscoverycenter/photos/a.10150463187866403/10152685369286403/?type=3)

- Parents and their children can challenge themselves to see who will be the first to get to the top of the **Jupiter Inlet Lighthouse**'s 105 steps. Once there, they'll enjoy one of the best views in The Palm Beaches. Visitors can listen to audio tours on their smartphones via the lighthouse's app or take a guided tour. The

lighthouse museum also offers several programs for kids and families, such as the Lighthouse Explorers' Club or Lighthouse Story Time & Crafts for Kids. Children must be a minimum of 48" tall to climb the lighthouse. ***Discover It: Jupiter Inlet Lighthouse & Museum*** – [www.jupiterlighthouse.org](http://www.jupiterlighthouse.org) (See the Attractions Section, Page 174)

- **Cox Science Center and Aquarium** is not your typical science museum. This attraction features more than 100 hands-on exhibits, a 10,000-gallon fresh- and saltwater aquarium, a digital planetarium, Conservation Research Station, Florida Exhibit Hall, and an interactive Everglades Exhibit. Weekend programs, concerts, and mini galaxy golf are also available for visitors of all ages. ***Discover It: Cox Science Center and Aquarium*** – [www.coxsciencecenter.org](http://www.coxsciencecenter.org) (See the Attractions Section, Page 174)
- Featuring more than 150 video games and pinball machines dating as far back as the 1930s, the **Silverball Retro Arcade** brings a bit of nostalgia to visitors. Evoking childhood memories for adults while helping to create new memories for younger generations, the 9,000-square-foot museum offers classic videogames, such as Pac-Man, two-floors of pinball machines, arcade games, and even the original Skee-Ball alleys from New York's Coney Island – Eldorado Arcade. ***Discover It: Silverball Retro Arcade*** – 19 NE 3<sup>rd</sup> Ave., Delray Beach, FL, 33483, 561-266-3294, [silverballmuseum.com/delray-beach/](http://silverballmuseum.com/delray-beach/)



**Silverball Retro Arcade**

Source:  
[Discover The Palm Beaches](#)

- Several mini amusement parks are located in The Palm Beaches.
  - **Popstroke** ([www.popstroke.com](http://www.popstroke.com)) in Delray Beach is a premier mini-golf and entertainment venue co-owned by PGA golfer Tiger Woods. The venue also offers a full-service restaurant, ice cream parlor, and bar.
  - **Drive Shack** ([www.driveshack.com/locations/west-palm-beach](http://www.driveshack.com/locations/west-palm-beach)) in West Palm Beach has open-air, temperature-controlled bays where visitors virtually play golf courses from all over the globe, as well as interactive games.
  - **Fun Depot** ([www.fundepot.com](http://www.fundepot.com)) in Lake Worth is a great place for go-kart racing, laser tag, and arcade games.

- Waterparks are always fun and a great way to cool off for the entire family.
  - **Rapids Water Park** ([www.rapidswaterpark.com](http://www.rapidswaterpark.com)) in Riviera Beach offers dozens of water attractions, including a variety of slides, a wave pool, and a lazy river.
  - **Coconut Cove Waterpark & Recreation Center** ([discover.pbc.gov/parks/pages/aquatics.aspx](http://discover.pbc.gov/parks/pages/aquatics.aspx)) in Boca Raton features a 1,000-foot lazy river, two four-story-high water slides, and a children's interactive water playground.
  - **Calypso Bay Waterpark** ([discover.pbc.gov/parks/pages/aquatics.aspx](http://discover.pbc.gov/parks/pages/aquatics.aspx)) in Royal Palm Beach also offers two four-story-high water slides, a lazy river, a children's interactive water playground, lily pads, and a lap pool with two diving boards.
  - As previously mentioned, **Shark Wake Park** ([sharkwakepark.com/561/](http://sharkwakepark.com/561/)) is located in Okeeheelee Park.
- Two **IPIC Movie Theaters** ([www.ipic.com](http://www.ipic.com)) are located in The Palm Beaches at Boca Raton's Mizner Park and in downtown Delray Beach. These theaters offer large, plush, leather recliners. The concessions menu features a chef-driven selection of fine, but fun, foods perfect for enjoying with a movie. A wide selection of wine, beer, and signature cocktails are also available.
- Escape rooms offer players of all ages the opportunity to work together to find a way out of a "locked" room by a deadline. There are several to pick from in The Palm Beaches, each with interesting twists and themes, including:
  - **The Escape SoFlo** in Palm Beach Gardens – [escapesoflo.com](http://escapesoflo.com)
  - **Legends of Xscape** in West Palm Beach – [legendsofxscape.com](http://legendsofxscape.com)
  - **Time Travel Escapes** – Escape Rooms Jupiter in Jupiter – [timetravelescapes.com](http://timetravelescapes.com)
  - **West Palm Beach Escape Rooms** in West Palm Beach - [westpalmbeachescaperooms.com](http://westpalmbeachescaperooms.com)
- **Astro Skate Family Fun Center** ([astroskatingcenter.com/palm-beach-county/](http://astroskatingcenter.com/palm-beach-county/)) in Greenacres is a great place to take the kids on a rainy day. Another indoor option in that area is **Greenacres Bowl** ([gatorbowling.com](http://gatorbowling.com)).
- For more family activity ideas, see [www.ThePalmBeaches.com/blog/family-fun-kid-friendly-activities-palm-beaches-florida](http://www.ThePalmBeaches.com/blog/family-fun-kid-friendly-activities-palm-beaches-florida)

## Fishing

Saltwater or freshwater, inshore or offshore, The Palm Beaches are an angler's paradise.

- **Ocean fishing** is seasonal in our area:
  - November through February is the best time to fish for the prized **sailfish** that is a main draw.

- April through September is when anglers will find the highly coveted **mahi mahi, aka dolphin**.
- May to September is the high season for **snook**. During this time, fishing is also good for **wahoo** and **blackfin tuna**.
- Year-round, **snappers** and **groupers** can be caught along the Gulf Stream waters in reefs and wrecks.
- For **freshwater fishing**, **Lake Okeechobee** happens to be Florida's largest lake and the second largest body of fresh water in the United States, where anglers can catch some of the best **largemouth bass** fishing from the Western perimeter of Palm Beach County. **Peak months are November through June**. Also, **Lake Ida** is a well-known **bass fishing** spot. The lake is part of a greater system called the Osborne-Ida Chain of Lakes, where freshwater seekers can find peacock bass, largemouth bass, bluegill, and clown knifefish.
- If visitors are looking for **suggestions on the best places to fish** or the best bait to use, recommend they step into any bait-and-tackle shop and ask the owners and employees working there. They have a true pulse on local fishing including what's biting and how to best prepare for the day's adventure.
- Anglers looking for daily tide charts, local bait and tackle shops, locations to purchase fishing licenses, and fishing regulations, can find a **fishing guide that puts it all in one place** at [www.ThePalmBeaches.com/blog/your-fishing-guide-for-palm-beach-county](http://www.ThePalmBeaches.com/blog/your-fishing-guide-for-palm-beach-county).
- The Palm Beaches have a rich fishing history. West Palm Beach is home to one of the oldest fishing clubs in the U.S., the **West Palm Beach Fishing Club**. The club has been around since 1934 and hosts the "World's Oldest Sailfish Tournament" at the height of the sailfish season, as well as other tournaments held throughout the year. The building houses truly amazing fish mounts, trophies, original rods and reels, and other historical items. For more information, see [westpalmbeachfishingclub.org](http://westpalmbeachfishingclub.org).



Fishing tournament held by  
the West Palm Beach  
Fishing Club

Source:  
[westpalmbeachfishingclub.org/tournaments/kdw-classic/](http://westpalmbeachfishingclub.org/tournaments/kdw-classic/)

## Golfing

The Palm Beaches are frequently referred to as Florida's Golf Capital® with more than 160 public and private golf courses designed by the greatest architects in the game.

- Dozens of public courses are available in The Palm Beaches, with a great value for golfers on a budget. A few are listed below:
  - The Park West Palm Beach offers a variety of amenities for golfers of all ages and skill levels. Featuring a full 18-hole golf course as well as a 9-hole, par-3 course, the facility emphasizes walking with caddie services available. **Discover It: The Park West Palm Beach** – 7301 Georgia Avenue, West Palm Beach, FL 33405, 561-530-3810, [www.theparkwestpalm.com](http://www.theparkwestpalm.com)
  - Boca Raton Golf & Racquet Club offers a range of amenities including an 18-hole golf course, a pro shop, a driving range, and putting greens. The club also features facilities for tennis and racquet sports. **Discover It: Boca Raton Golf & Racquet Club** – 17751 Boca Club Blvd., Boca Raton, FL 33487, 561-367-7000, [www.myboca.us/2043/Boca-Raton-Golf-Racquet-Club](http://www.myboca.us/2043/Boca-Raton-Golf-Racquet-Club)
  - The Links at Boynton Beach offers two courses: an 18-hole par 71 Championship Course and a 9-hole par 30 Executive Course. **Discover It: The Links at Boynton Beach** – 8020 Jog Road, Boynton Beach, FL 33472, 561-742-6500, [www.boynton-beach.org](http://www.boynton-beach.org)
  - **Osprey Point Golf Course** is a 27-hole course that's received certification by Audubon International, as part of the Audubon Cooperative Sanctuary Program for Golf. This was garnered through environmental measures in its development in 2010, which included the protection of natural habitat, conscious development of the natural surroundings, and use of green-friendly Seashore Paspalum grass. **Discover It: Osprey Point Golf Course** – 12551 Glades Rd., Boca Raton, FL, 33498, 561-482-2868, [www.pbcospreypointgolf.com](http://www.pbcospreypointgolf.com)



**Osprey Point  
Golf Course**

Source:  
Discover The Palm Beaches

- Three other courses are also part of the **Audubon Cooperative Sanctuary Program for Golf**. They are **Park Ridge Golf Course** in Lake Worth, **Southwinds Golf Course** in Boca Raton, and **Okeeheelee Golf Course** in West Palm Beach.
- **Alan C. Alford Red Reef Family Golf Course** is a local favorite in Boca Raton, located between the Atlantic Ocean and Intracoastal Waterway. Designed by Charles Ankrom, its nine holes all boast water views and range from 54 to 227 yards in length. ***Discover It: Alan C. Alford Red Reef Family Golf Course – 1221 N. Ocean Blvd., Boca Raton, FL, 33432, 561-391-5014, [www.myboca.us/538/Alan-C-Alford-Red-Reef-Family-Golf-Course](http://www.myboca.us/538/Alan-C-Alford-Red-Reef-Family-Golf-Course)***
- **To see more public courses**, go to [www.ThePalmBeaches.com/explore/activities/land-activities/golf/public-golf-courses](http://www.ThePalmBeaches.com/explore/activities/land-activities/golf/public-golf-courses).
- A variety of **private golf courses** are also available in The Palm Beaches, but visitors have to be members or know a member to play most of these. For a list of some of our most popular private courses, see [www.ThePalmBeaches.com/explore/activities/land-activities/golf/private-golf-courses](http://www.ThePalmBeaches.com/explore/activities/land-activities/golf/private-golf-courses).

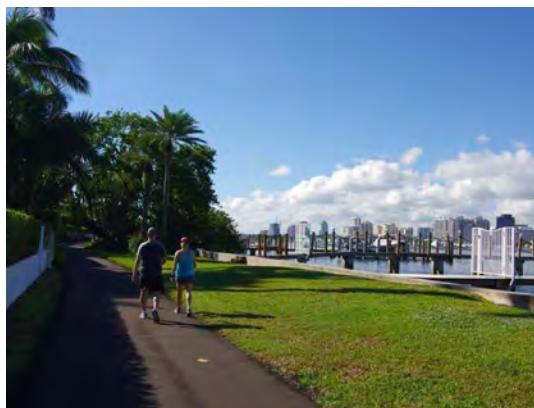
## Hiking & Biking

One of the best ways to experience the beauty of The Palm Beaches is through hiking and biking on its numerous trails. Bicyclists can pedal past mansions, mangrove forests, and sandy beaches. Hikers and walkers will enjoy views of palatial estates and boardwalks through the Everglades. There are even a few mountain biking trails in The Palm Beaches!

- **Arthur R. Marshall Loxahatchee National Wildlife Refuge** (See Section 9 – Our Climate & Natural Assets, Page 130) offers a 12.5-mile bicycle trail and 50 miles of hiking trails, including those previously-mentioned boardwalks through Everglades swamplands.
- Situated along the glimmering Atlantic, the **Juno Dunes Natural Area** is a great choice for an authentic South Florida experience. Divided into three tracts, the 569-acre preserve includes various short, marked loop hiking trails (paved and sandy) that lead hikers through ancient dunes, tropical hammocks, and sawgrass wetlands. It's also home to The Palm Beaches' highest natural point! ***Discover It: Juno Dunes Natural Area – 14501 U.S. Hwy 1, Juno Beach, FL 33408, 561-233-2400, [discover.pbcgov.org/erm/NaturalAreas/Juno-Dunes.aspx](http://discover.pbcgov.org/erm/NaturalAreas/Juno-Dunes.aspx)***
- With nearly 10 miles of trails winding through pine flatwoods, cypress swamps, oak hammocks, and wet prairies, there's something for everyone to enjoy on a hike through **Riverbend Park**. Recommend visitors try the shaded 2.9-mile loop

trail. Or for those looking for more of a challenge, recommend the Reese Trail. ***Discover It: Riverbend Park – 9060 Indiantown Rd., Jupiter, FL, 33478, 561-741-1359, [discover.pbcgov.org/parks/Locations/Riverbend.aspx](http://discover.pbcgov.org/parks/Locations/Riverbend.aspx)***

- **The Palm Beach Lake Trail** runs along the west side of the island of Palm Beach, offering views of Lake Worth Lagoon and West Palm Beach. Walkers and bikers will agree that this is one of the most scenic trails in The Palm Beaches, including walls draped with bougainvillea and ivy. For more information, see [www.ThePalmBeaches.com/blog/walking-biking-palm-beach-lake-trail](http://www.ThePalmBeaches.com/blog/walking-biking-palm-beach-lake-trail)



#### **The Palm Beach Lake Trail**

Source:  
[Discover The Palm Beaches](http://discover.pbcgov.org/parks/Locations/Riverbend.aspx)

- Hikers wanting an extreme challenge will want to check out the **Ocean to Lake Trail**. This 61-mile trail runs from the Atlantic Ocean at Hobe Sound and ends at Lake Okeechobee, winding through Jonathan Dickinson State Park and various natural and wildlife management areas. Hikers will experience various South Florida ecosystems along the way, including cypress swamps, pine flats, and wet prairies. Those wanting to complete the entire trail will need to backpack. It is also possible to hike on portions of the trail. For more information, see [loxfltrail.org/Ocean2LakeHikingTrail.html](http://loxfltrail.org/Ocean2LakeHikingTrail.html)
- The **Jeaga Wildways**, including more than 165,000 acres of natural Florida lands, are home to more than a dozen activity and education centers. Users can hike, bike, or horseback ride on these trails. For more information, see [discover.pbcgov.org/erm/Pages/JeagaWildways.aspx](http://discover.pbcgov.org/erm/Pages/JeagaWildways.aspx).
- Other popular trails can be found at **Grassy Waters, Red Reef**, and near West Palm Beach on the **Apoxee Trail** ([www.wpb.org/government/public-utilities/grassy-waters-preserve/trail-information/apoxee-trail](http://www.wpb.org/government/public-utilities/grassy-waters-preserve/trail-information/apoxee-trail)).
- The Palm Beaches also offer numerous **wheelchair-accessible nature trails**, including the Cypress Boardwalk Trail, John Prince Park Trail, and at locations like Okeeheelee Nature Center, Daggerwing Nature Center, Arthur R. Marshall Loxahatchee National Wildlife Refuge, Seacrest Scrub Natural Area, Juno Dunes Natural Area, and Barrier-Free Park. See the Official Visitor's Guide for more information or visit the website at: [www.ThePalmBeaches.com/blog/wheelchair-accessible-nature-trails-palm-beaches](http://www.ThePalmBeaches.com/blog/wheelchair-accessible-nature-trails-palm-beaches)
- Additional **hiking trail descriptions** can be found at [www.ThePalmBeaches.com/blog/wild-florida-hiking-palm-beaches](http://www.ThePalmBeaches.com/blog/wild-florida-hiking-palm-beaches)

- Several **mountain bike trails** are available in The Palm Beaches:
  - **Okeeheelee Park** is home to a 4.1-mile single-track trail for more intermediate riders, but it does have beginner bypasses.
  - **Dyer Park** offers two single track trails: 4.7 miles and 2.4 miles. The shorter trail is built on the “Hill,” a previous landfill that was converted into a natural setting for the trail. The park offers a winding course and is the only location in South Florida with appreciable climbs and descents.
  - **West Delray Regional Park** has a 5-mile single-track trail for intermediate riders.

For more information on several of the above trails, see

[discover.pbcgov.org/parks/Amenities/Bicycling.aspx#mountainbiking](https://discover.pbcgov.org/parks/Amenities/Bicycling.aspx#mountainbiking)

Other trails are featured at [www.trailforks.com/region/palm-beach-county-40098/](https://www.trailforks.com/region/palm-beach-county-40098/).



**West Delray Regional Park  
single-track trail**

Source:

[www.facebook.com/reel/417011020787205](https://www.facebook.com/reel/417011020787205)

## Horseback Riding

- **Wellington is the place for horseback riders and horse lovers.**
- Home to an international equestrian community, Wellington features **more than 57 miles of trails for horseback riding**. This elaborate trail system provides residents the opportunity for recreation, exercise, and transportation throughout the community. For a map of these trails, visit: [experience.arcgis.com/experience/94c32a73837645e8b238d8ea2a1a3ccc](https://experience.arcgis.com/experience/94c32a73837645e8b238d8ea2a1a3ccc)
- During the **Winter Equestrian Festival** in Wellington (See Section 11 – Our Sports, Page 159), **public riding lessons and trail rides are available**.
- As previously mentioned, the **Wellington Environmental Preserve** has a 3.6-mile Equestrian Trail that is an extension of the Wellington trail system.
- Equestrians can also enjoy more than nine miles of equestrian trails in **Okeeheelee Park**.



### Horseback riding in Okeeheelee Park

Source:  
[pbcgov.parks.wordpress.com/2015/06/06/nine-miles-of-equestrian-trails-officially-open-in-okeeheelee-park/](http://pbcgov.parks.wordpress.com/2015/06/06/nine-miles-of-equestrian-trails-officially-open-in-okeeheelee-park/)

- There are also several places to go on **guided horseback riding tours**. **Dream Believer Stables** ([www.dreambeliverstables.com](http://www.dreambeliverstables.com)) and **Polo La Picaza** ([www.polopicaza.com](http://www.polopicaza.com)) both offer horseback riding in Wellington. **Pink Flamingo Stables** ([www.pinkflamingostables.com](http://www.pinkflamingostables.com)) and **Just Horsin' Around** ([justhorsinaround.yourwebsitespace.com](http://justhorsinaround.yourwebsitespace.com)) in Lake Worth, and **Johnson's Folly Horse Farm** ([www.johnsonsfolly.com](http://www.johnsonsfolly.com)) in Delray Beach are just some of the other operators that offer horseback riding throughout the county.

## Pet-Friendly Activities

All throughout The Palm Beaches, there are opportunities for visitors to get outside with their pets. For more information on all of the options below, see [www.ThePalmBeaches.com/plan/pet-friendly-palm-beaches/pet-friendly-things-do](http://www.ThePalmBeaches.com/plan/pet-friendly-palm-beaches/pet-friendly-things-do).

- Several **dog parks** are run by the county. For information on the following, see [discover.pbcgov.org/parks/Amenities/Dog-Parks.aspx](http://discover.pbcgov.org/parks/Amenities/Dog-Parks.aspx) unless otherwise noted:
  - **Lake Woof Dog Park** in John Prince Park
  - **Canine Cove Park** in Burt Aaronson South County Regional Park
  - **Dog Park at Lake Ida**
  - **Pooch Pines** in Okeeheelee Park
  - **Cinquez Park** also has **separate dog parks for small and large dogs** – [www.jupiter.fl.us/facilities/facility/details/Cinquez-Park-68](http://www.jupiter.fl.us/facilities/facility/details/Cinquez-Park-68)
- Several of our shopping areas are dog-friendly, including Worth Avenue, The Royal Poinciana Plaza, Downtown Palm Beach Gardens, and Atlantic Avenue.
- When it's time to refuel, many restaurants allow pets, including **Boston's on the Beach**, **Darbster**, **Proper Grit**, and **Deck 84**.

- As was mentioned in Section 4, we do have **beaches where dogs can run free**. **Jupiter Dog Beach** is a 2.5-mile stretch of beach allocated specifically for dogs. It is the *only* free dog beach in The Palm Beaches where you and your canine can enjoy the sand any time of day. **Bark Park Dog Beach**, located at Spanish River Park, allows dogs to mingle in the sand during designated hours, between towers 18 and 20. To use Bark Park Beach, **you need to purchase a permit for the dogs** to freely roam the beach. Resident permits are \$31 per dog. Non-resident permits are \$167 per dog. For more information on these beaches, see [www.ThePalmBeaches.com/plan/pet-friendly-palm-beaches/dog-beaches](http://www.ThePalmBeaches.com/plan/pet-friendly-palm-beaches/dog-beaches)



**Jupiter Dog Beach**

Source:  
[www.jupiter.fl.us/437/Dogs-on-the-Beach](http://www.jupiter.fl.us/437/Dogs-on-the-Beach)

## Scuba Diving & Snorkeling

- Part of the only living barrier coral reef systems in the continental U.S. lies just beyond our 47-mile coastline.** Thanks to the area's proximity to the Gulf Stream, you will find a diverse range of sea life. The coral reef system contains lush coral and limestone formations, as well as fascinating marine creatures from tiny seahorses to giant goliath grouper.
- Top snorkeling spots offer a variety of experiences that are included in the following parks: (See Section 4 – Our Beaches, Page 87)
  - **Blue Heron Bridge** and the underwater **Snorkel Trail** at Phil Foster Park,
  - **John D. MacArthur Beach State Park**
  - **Peanut Island**
  - **Red Reef Park**
  - **Coral Cove Park**
- The Palm Beaches also boast **multiple shipwrecks** that lie just off the coast, many of which were sunk to create sustainable marine habitats. Sharks, goliath groupers, and other jumbo-sized beasts gather at wrecks, such as the **Ana Cecilia**, **the Sea Emperor**, **the United Caribbean**, and **the Noulla Express**.



**Scuba divers at Sea  
Emperor will find a  
variety of fish and  
shipwreck.**

Source:  
[www.southfloridadiving.com/dive-sites/wreck-dive-sites/sea-emperor/](http://www.southfloridadiving.com/dive-sites/wreck-dive-sites/sea-emperor/)

- See [www.ThePalmBeaches.com/explore/beaches-watersports/diving-snorkeling](http://www.ThePalmBeaches.com/explore/beaches-watersports/diving-snorkeling) for dive shops and tour operators.

## Tennis & Pickleball

- Tennis and Pickleball are popular ways to spend a sunny day in The Palm Beaches. With a wide variety of locations to play, from county and city parks to some of our finest hotels and resorts, there are many options for visitors.
- **Palm Beach County** has numerous public tennis and pickleball courts located throughout the county. For court locations, go to: [discover.pbcgov.org/parks/Amenities/Pickleball.aspx](http://discover.pbcgov.org/parks/Amenities/Pickleball.aspx).
- **The City of Palm Beach Gardens** also has an award winning facility for both tennis and pickleball. For more information, go to: [www.pbgfl.com/356/Tennis-Pickleball-Center](http://www.pbgfl.com/356/Tennis-Pickleball-Center)
- For additional ideas on where to play, go to: [www.ThePalmBeaches.com/explore/activities/land-activities/tennis](http://www.ThePalmBeaches.com/explore/activities/land-activities/tennis)
- For those who prefer to watch the pros compete, be sure to check out the **Delray Beach Open** held each February. (See Section 11 – Our Sports, Page 159).



**Delray Beach Open**

Source:  
[th.bing.com/th/id/OIP.b8WE2FxSob9XK4hXbqg7HQAAAA?rs=1&pid=ImgDetMain](http://th.bing.com/th/id/OIP.b8WE2FxSob9XK4hXbqg7HQAAAA?rs=1&pid=ImgDetMain)

## Therapeutic Recreation Complex

- The **Therapeutic Recreation Complex**, adjacent to John Prince Park in Lake Worth, is a community center offering arts and sports programs for **people with disabilities**. Activities include pickleball, adaptive swim lessons, sailing, and scuba diving. *Discover It: Therapeutic Recreation Complex – 2728 Lake Worth Rd., Lake Worth, FL, 33461, 561-966-7015, [discover.pbcgov.org/parks/Pages/Therapeutic-Recreation.aspx](http://discover.pbcgov.org/parks/Pages/Therapeutic-Recreation.aspx)*

## Water Sports and Beaches

- The Palm Beaches are a great place to **jet ski, sail, surf, kiteboard, water ski, and windsurf**.
- **Juno Beach** is a popular spot for **surfers and kiteboarders**.
- **Jet skiers head to Lake Worth Lagoon**, where they race past views of the downtown West Palm Beach skyline, sprawling Palm Beach estates, and the famous Mar-A-Lago. There's also the opportunity to see mangrove islands, home to nesting birds, oyster beds, and manatees.
- **Paddle boarding at Peanut Island** is a captivating adventure that promises both tranquility and excitement. Nestled within the pristine waters of the Intracoastal Waterway, this idyllic island offers a perfect backdrop for paddlers of all levels. As paddleboarders glide along the calm, crystal-clear waters, they'll have the chance to marvel at the diverse marine life below, including colorful fish and the famous Florida manatees. **Paddle boarding is also available all along the coast of The Palm Beaches.**



**Paddle boarding at  
Peanut Island**

Source:  
Discover The Palm Beaches

- **Sailors will enjoy a sail from Riviera Beach to Peanut Island.** Didn't pack a sailboat? Visitors can stop at **Get Wet Watersports ([getwetwatersports.com](http://getwetwatersports.com))** to rent a boat and other watersports equipment.

## Workouts and Yoga

- Many visitors want to keep up with their fitness routines when they travel, with most hotels having fitness equipment available to their guests.
- Some **athletic clubs** in the area offer day or week passes to out-of-town visitors.
- **YMCA**s are another good option for yoga and Pilates classes and have great workout facilities. Visiting members from out of state YMCA get three free visits a year or in-state members can purchase a daily Visiting Member Pass. There are two YMCA in The Palm Beaches, one in Lake Worth that has a wellness center and an aquatic center. Other locations are Palm Beach Gardens, Boynton Beach and Boca Raton.

### **Discover It:**

- **YMCA of the Palm Beaches Lake Worth Wellness Center** – 4200 S. Congress Ave., Lake Worth, FL, 33461, [www.ymcapalmbeaches.org](http://www.ymcapalmbeaches.org)
- **YMCA of the Palm Beaches Lake Worth Aquatic Center** – 2728 Lake Worth Rd., Lake Worth, FL, 33461, [www.ymcapalmbeaches.org](http://www.ymcapalmbeaches.org)
- **YMCA of the Palm Beaches Wellness Center at Palm Beach Gardens** – 3160 PGA Blvd., Palm Beach Gardens, FL, 33410, [www.ymcapalmbeaches.org](http://www.ymcapalmbeaches.org)
- **DeVos-Blum Family YMCA of Boynton Beach** - 9600 S. Military Trail, Boynton Beach, FL 33436 <https://www.ymcaspbc.org/>
- **Peter Blum Family YMCA of Boca Raton** - 6631 Palmetto Circle S., Boca Raton, FL 33433 <https://www.ymcaspbc.org/>
- There are several places for unique **yoga experiences** including:
  - **Twilight at the Light**  
([www.jupiterlighthouse.org/explore/programs/twilight-yoga](http://www.jupiterlighthouse.org/explore/programs/twilight-yoga))
  - **Mindful Moments Adult Yoga**  
([www.visitmanateelagoon.com/event/adult-yoga](http://www.visitmanateelagoon.com/event/adult-yoga))
  - **Goat Yoga** ([www.24karatranch.com/goat-yoga](http://www.24karatranch.com/goat-yoga))
  - **Paddle Board Yoga** ([www.getwetwatersports.com/yoga-fitness/](http://www.getwetwatersports.com/yoga-fitness/))
- For additional ideas on where to practice yoga, visit The Palm Beaches website: [www.thepalmbeaches.com/blog/whole-new-twist-yoga-palm-beaches](http://www.thepalmbeaches.com/blog/whole-new-twist-yoga-palm-beaches)



**Paddle Board Yoga**

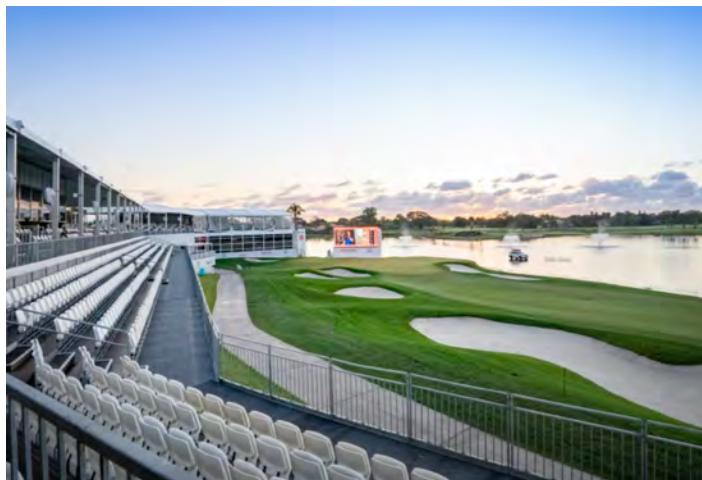
Source:  
[getwetwatersports.com/wp-content/uploads/featured-activity-paddle-board-fitness.jpg](http://getwetwatersports.com/wp-content/uploads/featured-activity-paddle-board-fitness.jpg)

# Section 11 – Our Sports

Below is an overview of our local sports teams and where they play, along with some of our larger sporting events and our sports history museum.

## Professional Sports

- **GOLF:** There are several opportunities to see professional golfers tee it up in The Palm Beaches:
  - The **Cognizant Classic in The Palm Beaches** (formerly known as the Honda Classic) is played on the Champion Course at PGA National Resort in Palm Beach Gardens, each winter. For more information, see [thecognizantclassic.com](http://thecognizantclassic.com).



**Cognizant Classic in  
The Palm Beaches**

Source:  
[Discover The Palm Beaches](#)

- The inaugural **James Hardie™ Pro Football Hall of Fame Invitational** is played in April at Broken Sound in Boca Raton. Seventy-eight PGA Tour Champions players will compete alongside twenty-six **professional football players who will play alongside the golf pros on Friday and Saturday of the event**. To learn more, see [www.pgatour.com/pgatour-champions/article/news/latest/2024/01/23/james-hardie-teams-up-with-the-pro-football-hall-of-fame-to-create-innovative-new-pga-tour-champions-event-debuting-in-2025](http://www.pgatour.com/pgatour-champions/article/news/latest/2024/01/23/james-hardie-teams-up-with-the-pro-football-hall-of-fame-to-create-innovative-new-pga-tour-champions-event-debuting-in-2025)

- **TENNIS:** The **Delray Beach Open** is played each February at the Delray Beach Stadium and Tennis Center. This event is a combination of the **All-Tennis Professionals (ATP) 250** and **ATP Champions Tour** that regularly sees an attendance of 60,000 people. In addition to the professional tennis tournament, live music, corporate events, amateur tennis tournaments, and other social events are also part of this event. For more information and tickets, see [www.yellowtennisball.com/en/](http://www.yellowtennisball.com/en/)



**Delray Beach Open**

Source:  
Discover The Palm Beaches

- **SOCER:** The United Soccer League(USL) announced in late 2023 that an **expansion men's and women's soccer team would be coming to Palm Beach County by late 2025.** The **men's team** will play in the USL Championship league, and the **women's team** will play in the Super League, both **the highest divisions in the USL.** To learn more, see [www.palmbeachpost.com/story/sports/2023/12/14/usl-announces-expansion-pro-soccer-teams-for-palm-beach-county/71909254007/](http://www.palmbeachpost.com/story/sports/2023/12/14/usl-announces-expansion-pro-soccer-teams-for-palm-beach-county/71909254007/)
- **BASEBALL:** Attending **Spring Training** is a popular pastime in The Palm Beaches, and we have several options to choose from:
  - Throughout March, the **St. Louis Cardinals** and the **Miami Marlins** hold their Spring Training games at Roger Dean Chevrolet Stadium, in Jupiter. From April to Early September, their affiliated minor league teams also play at the stadium: the **Palm Beach Cardinals** and the **Jupiter Hammerheads.** See [www.rogerdeanchevroletstadium.com](http://www.rogerdeanchevroletstadium.com) for schedules for all of these teams.
  - The **Washington Nationals** and the **Houston Astros** hold their Spring Training games at **CACTI Park of The Palm Beaches**, in West Palm Beach, which was built specifically for the Nationals. To learn more, see [ballparkpalmbeaches.com](http://ballparkpalmbeaches.com).

## College Sports

- The **Florida Atlantic University Owls** compete in a variety of sports, including men's baseball, football, golf, and tennis and women's beach volleyball, softball, and volleyball. FAU, which is home to The Boca Bowl ([www.bocaratonbowl.com](http://www.bocaratonbowl.com)), offers both men's and women's basketball, cross country, and swimming and diving. For more information and schedules, see [fausports.com/index.aspx](http://fausports.com/index.aspx).



**Howard Schnellenberger Field  
at FAU Stadium**

Source:  
[www.fau.edu/about/athletics/](http://www.fau.edu/about/athletics/)

- The **Palm Beach Atlantic University Sailfish** compete in men's and women's lacrosse, basketball, track, soccer, tennis, track, cross country, and golf. In addition, Sailfish teams also compete in women's volleyball and beach volleyball. To learn more, see [pbasailfish.com](http://pbasailfish.com).
- **Nova Southeastern University Sharks** compete in men's and women's basketball, track, cross country, golf, soccer, swimming, and lacrosse. They also have several other men's and women's sports. For more information and schedules, see [nsusharks.com](http://nsusharks.com).
- **Keiser University West Palm Beach Seahawks** host a variety of NAIA athletic teams, club sports, and intramurals. For more information, see [flagship.keiseruniversity.edu/athletics/](http://flagship.keiseruniversity.edu/athletics/).
- **Lynn University Fighting Knights** compete in a variety of men's and women's sports, including basketball, golf, lacrosse, and tennis. They also offer a variety of sports specifically for female and male teams. For more information, see [lynningfightingknights.com](http://lynningfightingknights.com).
- **Palm Beach State College Panthers** compete in men's baseball and basketball, as well as women's basketball, beach volleyball, and volleyball. For more information and schedules, see [pbpscpanthers.com/landing/index](http://pbpscpanthers.com/landing/index).

## Equestrian Events

- Each January through April, the world's premier polo players and polo enthusiasts head to The Palm Beaches for top-level competition, during the **Palm Beach International Polo Season**. Located in Wellington, the National Polo Center presents weekly and often daily events. **Discover It: National Polo Center – 3667 120<sup>th</sup> Ave. S., Wellington, FL, 33414, 561-204-5687, [www.nationalpolocenter.com](http://www.nationalpolocenter.com)**



**Palm Beach International  
Polo Season**

Source:

[www.visitflorida.com/listing/international-polo-club-palm-beach/22604/](http://www.visitflorida.com/listing/international-polo-club-palm-beach/22604/)

- The **International Gay Polo Tournament** is held each spring by the **Gay Polo League (GPL)**. This tournament draws top GPL players and avid spectators from around the globe for a weekend of play at the **Patagones Polo Club** in Wellington. **Mixing one-part serious competition and one-part lighthearted party**, this event is all about sharing a love for adventure, fun, and the challenging sport of polo. Created to generate awareness and to move the needle forward for LGBTQ+ athletes, the event works to ensure athletes not only have the same opportunities, but also a safe place to learn, grow, and excel in their sport. **Discover It: International Gay Polo Tournament – Patagones Polo Club, 4659 120<sup>th</sup> Ave., S., Wellington, FL, 323-712-3514, [www.gaypolo.com](http://www.gaypolo.com)**
- Also in the Spring, the **Winter Equestrian Festival** is held at **Wellington International**. Spectators and visitors can watch world-class show jumping, enjoy shopping, and dine at our venue, from January through March. **General admission is free Wednesday through Sunday**. The most exciting event of the season is the **Saturday Night Lights** event. The jumping starts at 7:00 pm on Saturdays, but doors open before the competition for **family fun**. A carousel, face painting and a petting zoo are just a few of the highlights. Admission is free to Saturday Night Lights, however, there is a charge for self-parking. **Discover It: Winter Equestrian Festival – 340 Equestrian Club Dr., Wellington, FL, 33414, 561-793-5867, [wellingtoninternational.com](http://wellingtoninternational.com)**

- Polo fans will also want to visit the **Museum of Polo and Hall of Fame**. From prized polo memorabilia to its growing Hall of Fame, this museum celebrates the sport of polo and American polo history. With exhibits such as The Mallet, Best Playing Ponies, and The History of Polo, visitors will enjoy learning more about the sport and its history. ***Discover It: Museum of Polo and Hall of Fame – 9011 Lake Worth Rd., Lake Worth, FL, 33467, 561-969, 3210, [www.polomuseum.org](http://www.polomuseum.org)***

## Rodeo

- The **Arrigo Extreme Rodeo** is held at the South Florida Fairgrounds in West Palm Beach. The rodeo includes bronc and barrel riding. ***Discover It: Arrigo Extreme Rodeo – South Florida Fairgrounds, 9067 Southern Blvd., West Palm Beach, FL, 33411, 205-790-3452, [www.doublekrodeoproductions.com/events](http://www.doublekrodeoproductions.com/events)***

## Marathons & Extreme Competitions

- The **Garden of Life Palm Beaches Marathon** is held each December in West Palm Beach. It includes a 5K and a 10K race, in addition to a half marathon and a full marathon. ***Discover It: Garden of Life Palm Beaches Marathon – [gardenoflifemarathon.com](http://gardenoflifemarathon.com)***



**Garden of Life Palm Beaches Marathon**

Source:  
[www.palmbeachpost.com/story/sports/2023/12/02/registration-still-open-for-garden-of-life-palm-beaches-marathon/71780797007/](http://www.palmbeachpost.com/story/sports/2023/12/02/registration-still-open-for-garden-of-life-palm-beaches-marathon/71780797007/)

- The **Picnic Island Ultra** is held in Jupiter's Riverbend Park. Runners have the option of **running a loop for 10 hours or 6 hours to see how many loops they can complete in that time**. Relay teams may also compete in the 6-hour race. The competition also includes a half marathon and a 10K race. ***Discover It: Picnic Island Ultra – [www.palmbeachmultisport.com/picnic-island-ultra.html](http://www.palmbeachmultisport.com/picnic-island-ultra.html)***
- The **Hungryland 100** was held for the first time in March 2024 in the Hungryland Slough Natural Area in West Palm Beach. Participants run 100 miles on a 20-mile loop through the natural area. The event also includes a 40-mile and a 20-mile race. Cutoff times are implemented for each race. ***Discover It: Hungryland 100 – [raceraves.com/races/hungryland-100/](http://raceraves.com/races/hungryland-100/)***

## Sports History Museum

- Sports fans who want to learn more about sports history will want to visit the **Avron B. Fogelman Sports History Museum** at Florida Atlantic University. The museum's collection was donated by former Kansas City Royals owner and longtime Boca Raton resident, Avron B. Fogelman. **It is considered one of the largest private sports libraries collected by an individual.**
- The museum covers the progression of American sports and exhibits and includes a variety of memorabilia, including:
  - Babe Ruth's pinstripe uniform pants worn on his first day as a New York Yankee
  - The 13 original rules of basketball by James Naismith
  - Hank Aaron's uniform worn in 1974, when he broke the career home run record
  - 1985 Kansas City Royals World Series Trophy
  - The last cleats worn by football great Jim Thorpe

***Discover It: Avron B. Fogelman Sports History Museum – 777 Glades Rd., Boca Raton, FL, 33431, 561-297-2661, [www.fau.edu/artsandletters/fogelman-sports-museum/](http://www.fau.edu/artsandletters/fogelman-sports-museum/)***



**Avron B. Fogelman  
Sports History Museum**

Source:  
[www.fau.edu/artsandletters/fogelman-sports-museum/gallery/](http://www.fau.edu/artsandletters/fogelman-sports-museum/gallery/)

# Section 12 – Our State of Florida



## Florida State Facts

- Florida became the 27th state on March 3, 1845.
- FLAG: Today's flag features the state seal in front of a large red "X." This was added at the suggestion of Governor Francis P. Fleming so that the banner did not appear to be a white flag of truce or surrender when it was hanging still on a flagpole.<sup>37</sup>
- SEAL: The state seal was adopted in 1868 and was last revised in 1985. It features a Seminole woman scattering flowers by a shore and a sabal palm in the foreground, with a steamboat in front of a sun on the horizon in the background. The state motto, *In God We Trust*, is located in the bottom of the band around the outside.

## Florida State Trivia

- State Motto – In God We Trust
- State Nickname – The Sunshine State
- State Song – Old Folks at Home
- State Flower – Orange Blossom
- State Bird – Mockingbird
- State Tree – Sabal Palm
- State Reptile – American Alligator
- State Animal – Florida Panther
- State Butterfly – Zebra Longwing
- State Marine Mammal – Manatee

- State Saltwater Mammal – Dolphin
- State Saltwater Fish – Sailfish
- State Freshwater Fish – Largemouth Bass
- State Beverage – Orange Juice
- State Shell – Horse Conch

## Major Florida Places of Interest

Visitors may ask about popular sites in our state about which they have heard. The following will give you information on major places of interest to help answer their questions. For more information on the following Florida places of interest, visit the state tourism website: [www.visitflorida.com](http://www.visitflorida.com).

### Fort Lauderdale

- Fort Lauderdale – [www.visitlauderdale.com](http://www.visitlauderdale.com) – is located approximately 30 minutes south of Boca Raton and is known for **gondola rides along its canals, shopping on Las Olas Boulevard**, beautiful beaches, historic districts, and **Millionaires Row** with its mansions and yachts.
- The **Fort Lauderdale Riverwalk** leads to the **Riverwalk Arts & Entertainment District**, which includes the Broward Center for the Performing Arts.
- A **variety of museums** are also located here, including History Fort Lauderdale, The Museum of Discovery & Science, and the Coral Spring Museum of Art. The **Downtown Hollywood Mural Project** is also a draw for art enthusiasts.
- The **Brightline high-speed rail** – [www.gobrightline.com](http://www.gobrightline.com) – provides quick transportation to and from The Palm Beaches. (See Section 6 – Our Transportation, Page 97)



**Fort Lauderdale**

Source:

[www.visitlauderdale.com/things-to-do/?gad\\_source=1&gclid=CjwKCAiAxaCvBhBaEiwAvsLmWBMpJy5s6L6VfzqBKng1cBOuapdLNUidAk\\_UzXX9bmwqexKE0zcZBoCSzYQAvD\\_BwE](http://www.visitlauderdale.com/things-to-do/?gad_source=1&gclid=CjwKCAiAxaCvBhBaEiwAvsLmWBMpJy5s6L6VfzqBKng1cBOuapdLNUidAk_UzXX9bmwqexKE0zcZBoCSzYQAvD_BwE)

## Miami

- Located approximately 45 minutes south of Boca Raton, Miami – [www.miaminandbeaches.com](http://www.miaminandbeaches.com) – is one of Florida's most popular vacation spots, known for its **trendy nightlife of South Beach** and the **vibrant Calle Ocho of Little Havana**. Miami boasts many Latin-inspired restaurants, bakeries, fruit stands, rum bars, cigar shops, and more.
- Those looking for interesting architecture will find it in the **Art Deco Historic District** and the **Coral Gables District**. Family-owned shops in Coconut Grove offer visitors a variety of unique shopping options.
- Sports fans will enjoy the city's **professional football, baseball, and basketball**, as well as **auto racing, golf, and tennis**. Anglers will enjoy the many **deep-sea fishing opportunities**. Events include **boat shows, festivals, and outdoor food and wine events**.
- The **Brightline high-speed rail** ([www.gobrightline.com](http://www.gobrightline.com)) provides quick transportation to and from The Palm Beaches. (See Section 6 – Our Transportation, Page 97)

## Orlando

- Orlando is **renowned for its world-class entertainment, theme parks, and vibrant cultural scene** including Walt Disney World Resort, Universal Orlando Resort, SeaWorld, and International Drive.
- The city offers a wide array of dining options from fine dining to casual, as well as **nature and outdoor activities such as parks, lakes, and gardens** where visitors can enjoy hiking, kayaking, and even hot air balloon rides.
- The **Brightline high-speed rail** ([www.gobrightline.com](http://www.gobrightline.com)) provides quick transportation to and from The Palm Beaches. (See Section 6 – Our Transportation, Page 97)
- Visit [www.visitorlando.com](http://www.visitorlando.com) for more information.

## Key West

- Key West – [www.flakeys.com](http://www.flakeys.com) – **is the only living coral barrier reef in the continental U.S.** and is a popular destination for its water activities, such as snorkeling, diving, and sailing.
- Discover **Duval Street, the bustling heart of Key West's nightlife**, lined with lively bars, restaurants, and shops.
- For **history buffs**, visit the **Ernest Hemingway Home and Museum** and for sunset lovers, join locals and tourists to experience the daily **Sunset Celebration at Mallory Square** accompanied by street performers, food vendors, and artists.

## Fort Myers

- Located about 2.5 hours west of West Palm Beach, Fort Myers is nestled along the west coast of Florida and is a great destination to explore **beaches, nature preserves, and wild waterways**. Visit [www.visitfortmyers.com](http://www.visitfortmyers.com) for more information.
- **Fishing in the Gulf of Mexico** is a popular activity, and its proximity to several gulf islands, including Sanibel and Captiva, make the city a great starting point for **island hopping**.
- Sports enthusiasts will want to catch **spring training games of the Boston Red Sox and the Minnesota Twins**. A variety of shopping options are also available at the massive **Gulf Coast Town Center**, and Fort Myers' **museums highlight the city's history and culture**.

## Tampa/St. Pete

- The **Tampa/St. Pete area is home to some of Florida's most stunning beaches**, including Clearwater Beach and St. Pete Beach, known for their soft white sand and clear, calm waters. Visitors can explore the scenic **Tampa Riverwalk**, enjoy boating and fishing in Tampa Bay, or visit the beautiful **parks and nature reserves** such as **Fort De Soto Park**. Visit [www.visittampabay.com](http://www.visittampabay.com) and [www.visitstpeteclearwater.com](http://www.visitstpeteclearwater.com) for more information.
- The region boasts a **thriving arts scene with numerous museums, galleries, and theaters**. The **Dali Museum in St. Petersburg** and the **Tampa Museum of Art** are notable attractions. Additionally, the area hosts various cultural festivals and events throughout the year.
- Tampa's **dining and nightlife** includes seafood restaurants along the coast to eclectic eateries and breweries in the city, and a **vibrant nightlife** with numerous bars, clubs, and live music venues.



St. Pete Beach

Source:

[th.bing.com/th/id/OIP.PPfpoAUC1roXwM8YLTDjdgAAAA?rs=1&pid=ImgDetMain](http://th.bing.com/th/id/OIP.PPfpoAUC1roXwM8YLTDjdgAAAA?rs=1&pid=ImgDetMain)

## Naples

- Naples is located on the Gulf of Mexico in Southwest Florida and offers a blend of **natural beauty, cultural attractions, and recreational activities**. The area is renowned for its beautiful beaches, ideal for sunbathing, swimming, and watching stunning sunsets over the Gulf of Mexico.
- Explore **Naples Pier, an historic landmark, world-class arts and cultural venues along Fifth Avenue South and Third Street**, as well as outdoor adventures including the **Everglades, Ten Thousand Islands Wildlife Refuge, the Naples Zoo at Caribbean Gardens and Naples Botanical Garden**.
- For more information visit [www.naplesgov.com](http://www.naplesgov.com).

## St. Augustine

- St. Augustine offers visitors a **unique blend of history, culture, cuisine, and attractions**. Historical highlights include **Castillo de San Marcos**, the oldest masonry fort in the continental U.S., **Fountain of Youth Archaeological Park** for a blend of history and entertainment, and **St. Augustine Lighthouse and Maritime Museum** full of maritime history and shipwrecks.
- St. George Street is a pedestrian-only street filled with shops, restaurants, and historical sites. Visit [www.visitstaugustine.com](http://www.visitstaugustine.com) for more information.

# Section 13 – ‘Cool’ Palm Beaches Trivia

**It's been said that trivia is not useless information...  
it's knowledge waiting for a home!**

- In 1867, due to the absence of roads, a mail carrier walked barefoot along the beaches to deliver mail from Jupiter to Miami, earning the nickname "beach walker." This route, known as the "Barefoot Route," was suspended after two years for unknown reasons. In 1884, the United States Postal Service revived the 136-mile route from Palm Beach to Miami due to increased population. Mail carriers, now called "Barefoot Mailmen," walked the beaches and used boats for a 28-mile segment, completing the round trip in six days. The term "Barefoot Mailman" emerged around 50 years later when a rock road was completed in 1893.



**Barefoot Mailman**

Source:  
[www.westpalmbeach.com/the-barefoot-mailman/](http://www.westpalmbeach.com/the-barefoot-mailman/)

- Several African American artists known as the **Highwaymen** painted and sold their works featuring Florida's natural landscapes along the Atlantic coast from the 1950s to the 1970s. Known for their speed, resourcefulness, and creativity, they employed quick strokes that contributed to an impressionistic style, allowing them to produce multiple paintings daily, which they sold for around \$25 each. Despite lacking professional training, they supported themselves through their art during and after segregation, producing over 200,000 paintings that were in high demand.
- In 1961, the U.S. government built a bunker for President Kennedy on Peanut Island. The bunker was located minutes away from the Kennedy's Palm Beach home, known as the “Winter White House.” During this time in the Cold War, relations with the Soviet Union were very much on edge, and the bunker was built quickly and quietly to protect the president should war break out.

- In 1984, New York department store heiress Mollie Wilmot, who had a home in Palm Beach, found a Venezuelan cargo ship lodged beside her swimming pool after it broke loose during a storm and crashed through her sea wall. Famous for her reaction, she invited neighbors like the Pulitzers for a party with the ship's crew, serving finger sandwiches, caviar, and champagne. She continued to feed the crew until they could return to Venezuela. The incident made Wilmot an overnight celebrity as news media and curious onlookers flocked to the scene.



**Mollie Wilmot with the boat that crashed into her sea wall**

Source:

[www.palmbeachdailynews.com/story/opinion/2017/04/03/our-family-linked-to-removal/9663954007/](http://www.palmbeachdailynews.com/story/opinion/2017/04/03/our-family-linked-to-removal/9663954007/)

- The first modern-day IBM personal computer was secretly developed in Boca Raton under the name “Project Acorn.” Twelve engineers worked to design and build the new computer, renamed the IBM PC. The “PC” stood for “personal computer,” with IBM responsible for populating the term. The computer won Time Magazine’s “Machine of the Year” Award in 1983.
- Palm Beach has strong ties to more than 50 billionaires, including Tom Ford and some members of the Koch Family.<sup>38</sup> Palm Beach County is home to 18 of the state’s 42 wealthiest people according to Forbes.<sup>39</sup>
- Disney World© was almost built in Palm Beach Gardens. In 1959, Walt Disney met with John MacArthur about building the theme park on 320 acres of land along PGA Boulevard. The two agreed to the deal with a handshake. But Walt’s brother, Roy, wanted to negotiate for more land, which killed the deal.

# Knowing the ‘Core’ Attractions

## B. EXERCISE: Knowing the ‘Core’ Attractions

Visitors will ask you about EVERYTHING!

The most frequented attractions in our area are listed on the following pages. It is important to get to know these very well, as they are often asked about by visitors. Visit as many as you can to gain first-hand experience.

**Learn about them.**

**Know where they are.**

**Know how to direct people to them.**

**TOURIST TIPS:** This comprehensive list of attractions also shows *Tourist Tips* that may be of interest to visitors or an interesting factoid to make their visit more memorable. Even though you may have visited these sites, look at the *Tourist Tips* carefully as they provide valuable information.

**IMPORTANT – POINT-EARNING ATTRACTIONS:** This list also represents the *Qualifying Attractions*, or those for which you will receive points for visiting.

**USE THE INDEX:** To help serve visitors, the listings are also included in the *Quick Reference Guide & Index* in the back of this document, complete with address, phone and website URL for each.

# EXERCISE INSTRUCTIONS:

***"We're driving north, where can we stop along the way?"***

Visitors often need directions and may ask you where these cities/towns are, which underscores the importance of your being familiar with their geographic location.

## STEP ONE:

***Note: If you do not have the print or digital Official Visitors Guide, please contact Discover The Palm Beaches immediately or access it online.***

Refer to the map in the *Official Visitors Guide*, supplied with these learning materials. Use the map and the **KEY** below to identify the **geographic location** of area attractions. You'll write your answers on the pages that follow, as to whether these are **North, South, etc.**

GEOGRAPHIC KEY	
<b>North</b>	Jupiter/Juno Beach, Palm Beach Gardens, Lake Park, Riviera Beach
<b>Central</b>	West Palm Beach, Palm Beach, Royal Palm Beach, Greenacres, Wellington, Lake Worth Beach
<b>South</b>	Boynton Beach, Delray Beach, Boca Raton
<b>The Glades</b>	Lake Okeechobee, Belle Glade, Pahokee, South Bay

## STEP TWO:

The attractions listed are the most-frequented attractions, in alphabetical order. Be sure to READ EACH ITEM, as it may contain new information.

### **NOTE: Accessibility and Hours of Operation**

Most, but not all, attractions and historic sites are accessible. And attraction hours may vary from their published open times.

**ALWAYS call first before sending visitors!**



# ATTRACTIOnS

(Listed in Alphabetical Order)

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**INSTRUCTIONS:** On the blank line below the name of the attraction, write where each attraction is located. Specify the *exact* geographic area of The Palm Beaches, such as "North", "South," etc. from the GEOGRAPHIC KEY on the previous page.

**ANN NORTON SCULPTURE GARDENS –** 253 Barcelona Rd., West Palm Beach, FL, 33401, [ansg.org](http://ansg.org)

**WRITE IN GEOGRAPHIC LOCATION FROM KEY:** \_\_\_\_\_

**Tourist Tips:**

1. This historic home includes an intact artist studio and gardens of Ann Weaver Norton. Changing art exhibits are staged in the home. The gardens include nine of Ann's monolithic sculptures, as well as more than 250 rare palm species and unusual tropicals.
2. Concerts, lectures, story times, and special events are also held in the gardens throughout the year.

Source: [ansg.org/historic-home/](http://ansg.org/historic-home/)

**BOCA RATON MUSEUM OF ART –** 501 Plaza Real, Boca Raton, FL, 33432, [bocamuseum.org](http://bocamuseum.org)

**WRITE IN GEOGRAPHIC LOCATION FROM KEY:** \_\_\_\_\_

**Tourist Tips:**

1. As previously mentioned, the Boca Raton Museum of Art has obtained international recognition for its dynamic changing exhibitions and distinguished permanent collection. The Museum's permanent collection focuses on drawings, paintings, photographs, sculpture, African Art, studio glass, and ceramics. Changing exhibits are mainly international in scope, while reflecting the artistic expression of the region and city. The Museum of Art's public programs include artist presentations, family activities, and more than 100 classes per week at its studio Art School.
2. The museum is closed on Mondays and Tuesdays. Souvenirs, art, home décor, and jewelry can be purchased in the Museum Store.

3. Metered street parking is available in Mizner Park. Free parking is available in four nearby parking garages. The closest is garage A, located on the northwest corner of Mizner Park, just south of the museum. Handicapped parking is available in specially-designated spaces located along the plaza and parking garages within Mizner Park.

Source: [www.bocamuseum.org](http://www.bocamuseum.org)

**BUSCH WILDLIFE SANCTUARY** – 17855 Rocky Pines Rd., Jupiter, FL, 33478, 561-575-3399, [www.buschwildlife.org](http://www.buschwildlife.org)

**WRITE IN GEOGRAPHIC LOCATION FROM KEY:** \_\_\_\_\_

**Tourist Tips:**

1. The Busch Wildlife Sanctuary rescues sick, injured, or orphaned native Florida wildlife and releases those back into the wild that are able to return to their native habitat. Those that can't be re-released live at the sanctuary. Many of them are on display for the public to see. Otters, foxes, bears, birds, and panthers are just some of the animals that have been rescued.
2. Admission is by donation only.

Source: [www.buschwildlife.org](http://www.buschwildlife.org)

**COX SCIENCE CENTER & AQUARIUM** – 4810 Dreher Trail N., West Palm Beach, FL, 33405, 561-832-1988, [www.coxsciencecenter.org](http://www.coxsciencecenter.org)

**WRITE IN GEOGRAPHIC LOCATION FROM KEY:** \_\_\_\_\_

**Tourist Tips:**

1. This attraction features more than 100 hands-on exhibits, a 10,000-gallon fresh- and saltwater aquarium, a digital planetarium, Conservation Research Station, Florida Exhibit Hall, and an interactive Everglades exhibit. Weekend programs, concerts, and mini galaxy golf are also available for visitors of all ages.
2. Shows in the planetarium are an additional fee. The planetarium's show schedule is available on the website.

Source: [www.coxsciencecenter.org/plan-your-visit](http://www.coxsciencecenter.org/plan-your-visit),  
[www.ThePalmBeaches.com/listing/cox-science-center-and-aquarium](http://www.ThePalmBeaches.com/listing/cox-science-center-and-aquarium)

**FLAGLER MUSEUM** – 1 Whitehall Way, Palm Beach, FL, 33480, 561-655-2833,  
[flaglermuseum.us](http://flaglermuseum.us)

**WRITE IN GEOGRAPHIC LOCATION FROM KEY:** \_\_\_\_\_

**Tourist Tips:**

1. The *Henry Morrison Flagler Museum* is the home of the man who is famous for building the first resorts in Palm Beach. A tour of the home allows visitors to see the home as it would have been during Flagler's residency. The first and second floors are available to the public. These include the bedroom of Henry and his wife Mary, guest bedrooms, the library, the music room, the breakfast room, the drawing room, and the dining room. Visitors may also visit the Flagler Kenan Pavilion, which houses Flagler's Railcar No. 91, as well as the grounds around the estate.
2. Audio tour wands are included in admission, as are self-guide tour brochures. Docent-led tours of the first floor are offered on specific days of the week. Check the website for a schedule.

Source: [flagermuseum.us/visiting/visiting](http://flagermuseum.us/visiting/visiting)

**JUPITER INLET LIGHTHOUSE & MUSEUM –** 500 Captain Armour's Way, Jupiter, FL, 33469, 561-747-8380, [www.jupiterlighthouse.org](http://www.jupiterlighthouse.org)

**WRITE IN GEOGRAPHIC LOCATION FROM KEY:** \_\_\_\_\_

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**Tourist Tips:**

1. Admission to the Jupiter Inlet Lighthouse & Museum includes access to the grounds around the lighthouse, as well as the opportunity to climb the 150 steps to the top for amazing views. Visitors can listen to audio tours on their smartphones via the lighthouse's app or take a guided tour. Suggest they plan on spending 2 to 3 hours at the lighthouse, if they want to explore the site and its trails.
2. Everyone must be able to climb the lighthouse steps on their own and may not be carried up. Children must be a minimum of 48" tall to climb the lighthouse. Visitors may not wear high-heels or sports cleats and may not climb the lighthouse bare-footed.
3. Bags of any kind are not allowed, and neither are selfie sticks or tripods.
4. The lighthouse museum also offers several programs for kids and families, such as the Lighthouse Explorers' Club or Lighthouse Story Time & Crafts for Kids.
5. Guided tours of the lighthouse are also available, on certain days of the week. See the website for the schedule.

Source: [www.jupiterlighthouse.org/plan/hours-ticket-prices-directions-include-special-notices/](http://www.jupiterlighthouse.org/plan/hours-ticket-prices-directions-include-special-notices/)

**LION COUNTRY SAFARI –** 2003 Lion Country Safari Road, West Palm Beach, FL, 33470, 561-793-1084. [www.lioncountysafari.com](http://www.lioncountysafari.com)

**WRITE IN GEOGRAPHIC LOCATION FROM KEY:** \_\_\_\_\_

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**Tourist Tips:**

1. Situated on 300 acres of natural area and home to hundreds of animals, the Lion Country Safari is fun for the whole family.
2. Plan on staying the entire day to experience it all – the walk-through zoo, water park, splash pad, and feed the animals.
3. Get there early when the animals are most active.
4. You can bring your own food. There are a few places to purchase food, as well.
5. If you don't want to drive your own car through the safari, trams are available to rent.

Source: [www.lioncountysafari.com](http://www.lioncountysafari.com) and [www.thepalmbeaches.com](http://www.thepalmbeaches.com)

**MANATEE LAGOON – AN FPL ECO-DISCOVERY CENTER® – 6000 N. Flagler**

Dr., West Palm Beach, FL, 33407, 561-MANATEE (626-2833),

[www.visitmanateelagoon.com](http://www.visitmanateelagoon.com)

**WRITE IN GEOGRAPHIC LOCATION FROM KEY:** \_\_\_\_\_

**Tourist Tips:**

1. Manatee Lagoon is a free attraction with a dedicated viewing area where visitors can see manatees up close. The 16,000-square-foot facility includes hands-on exhibits where visitors can learn more about these threatened and unique creatures and the Lake Worth Lagoon, as well.
2. Manatee season runs from November 15 to March 31. There is no guarantee, however, that visitors will see manatees during this time, as they are not contained in the area in any way.
3. No pets are allowed on property and feeding the wildlife is prohibited.

Source: [www.visitmanateelagoon.com/visit](http://www.visitmanateelagoon.com/visit)

**NORTON MUSEUM OF ART – 1450 S. Dixie Hwy, West Palm Beach, FL, 33401,**

561-832-5196, [www.norton.org](http://www.norton.org)

**WRITE IN GEOGRAPHIC LOCATION FROM KEY:** \_\_\_\_\_

**Tourist Tips:**

1. The museum is internationally known for its distinguished permanent collection of American Art, Chinese Art, Contemporary Art, European Art, photography, and the sculpture garden.
2. Consider a guided tour for insightful commentary on collections and special exhibitions. The museum also offers free audio tours and museum maps that are helpful.

3. Download the museum app for interactive features and information about various collections.
4. Tickets can be purchased online to save time. Parking is limited, therefore, encourage visitors to plan accordingly.

Source: [www.thepalmbeaches.org](http://www.thepalmbeaches.org) and [www.norton.org](http://www.norton.org)

**PALM BEACH ZOO –** 1301 Summit Blvd., West Palm Beach, FL, 33405, 561-547-9453, [www.palmbeachzoo.org](http://www.palmbeachzoo.org)

**WRITE IN GEOGRAPHIC LOCATION FROM KEY:** \_\_\_\_\_

**Tourist Tips:**

1. The Palm Beach Zoo is home to hundreds of animals including endangered Malayan tigers, Mexican spider monkeys, and jaguars. Do some research beforehand to prioritize which animals you want to see. The earlier the better, as some animals are more active in the mornings.
2. The zoo has animal feedings, encounters, and special events throughout the day. Encourage visitors to check the schedule early in their visit.
3. Save time by purchasing tickets online.
4. There are concession stands, but you can also bring your own snacks.
5. If you want to feed animals, bring cash to purchase food out of the special dispensers for a small fee.

Source: [www.thepalmbeaches.com](http://www.thepalmbeaches.com) and [www.palmbeachzoo.org](http://www.palmbeachzoo.org)

**RAPIDS WATER PARK –** 6566 N. Military Tr., Riviera Beach, FL, 33407, 561-848-6272, [rapidswaterpark.com](http://rapidswaterpark.com)

**WRITE IN GEOGRAPHIC LOCATION FROM KEY:** \_\_\_\_\_

**Tourist Tips:**

1. Rapids Water Park is South Florida's largest water park featuring 35 acres and 40 of the biggest, wettest, most thrilling water slides and attractions. Compete on Florida's first Dueling Water Coaster Mega Mayhem or take a relaxing break floating through the serene current of the Lazy River or in the wave pool.
2. The park is open daily from mid-March through August and on the weekends from September through November.
3. Suggest that visitors purchase their tickets directly from Rapids Water Park either on their website or in person, as tickets purchased on Craigslist, Facebook Marketplace and other third-party sites may not be valid at the water park.

4. The park includes a retail store that sells towels, swimsuits, flip flops, suntan lotion, and other items. Two snack bars are also located on site serving meals and snacks as well as beverages.

Source: [www.rapidswaterpark.com](http://www.rapidswaterpark.com)

## RICHARD AND PAT JOHNSON PALM BEACH COUNTY HISTORY MUSEUM – 300 N. Dixie Hwy., West Palm Beach, FL, 33401, [pbchistory.org](http://pbchistory.org)

WRITE IN GEOGRAPHIC LOCATION FROM KEY: \_\_\_\_\_

### Tourist Tips:

1. Located in the 1916 West Palm Beach Courthouse, this museum's exhibits highlight the history of Palm Beach County through a variety of exhibits, including its permanent People and Places galleries, as well as changing exhibits. A new exhibit opens each fall. There are also outdoor exhibits on the courthouse grounds.
2. Special events and programs are held throughout the year, including lectures, presentations by re-enactors, and mock trials where attendees role play different people in the trial. See the website for a schedule of upcoming events.
3. Admission to the museum is free, but there is usually a charge for special programs and presentations.

Source: [pbchistory.org](http://pbchistory.org)

## THE SCHMIDT BOCA RATON HISTORY MUSEUM – 71 N. Federal Hwy., Boca Raton, FL, 33432, 561-395-6766, [www.bocahistory.org](http://www.bocahistory.org)

WRITE IN GEOGRAPHIC LOCATION FROM KEY: \_\_\_\_\_

### Tourist Tips:

1. Located in the Boca Raton Old City Hall, The Schmidt Boca Raton History Museum's permanent exhibits feature a timeline of Boca Raton history, the importance of IBM, World War II in Boca Raton, Addison Mizner, and the Boca Raton Pioneer Era. The museum also hosts changing exhibits.
2. The museum also offers an X (formerly Twitter) feed from pioneer Frank Chesebro who tweets about his day's activities each day from 100 years ago. See [www.bocahistory.org/franks-tweets](http://www.bocahistory.org/franks-tweets) for more information.
3. Guided tours of the museum and areas of Boca Raton are offered through the museum, for an additional fee. See the website for a schedule and registration fees.
4. Museum admission is free on the first Saturday of the month.

Source: [www.bocahistory.org](http://www.bocahistory.org)

## **Special Attraction: SHOPPING CENTERS & DISTRICTS**

We have numerous shopping areas and retail centers in our area. Visitors can find everything from one-of-a-kind antiques to designer fashions to must-have souvenirs in our historic shopping areas. Our retail centers provide one-stop shopping at a variety of nationally known and local stores. A wide array of restaurants and nightlife can be found in these areas also.

### **Antique Row**

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South Dixie Hwy between Belvedere Rd. and Southern Blvd., West Palm Beach, FL, 33405, [westpalmbeachantiques.com/index.php](http://westpalmbeachantiques.com/index.php)

- Antique Row is a world-renowned district of more than 40 antique shops, vintage boutiques, and home design stores. It's where you can find hidden gems from the 18th through the 21st centuries, fine and decorative arts, and period Art Deco and modern furnishings, all within walking distance of one another. For the annual *Evening on Antique Row* fundraiser, the shops stay open late. Shop owners serve drinks, gourmet food trucks prepare their most popular dishes, and live music entertains the crowd.

### **CityPlace**

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700 S. Rosemary Ave., West Palm Beach, FL, 33401, 561-366-1000, [www.cityplace.com/](http://www.cityplace.com/)

- With its Mediterranean architecture and Italian-inspired public plazas, CityPlace is a premier shopping destination in Downtown West Palm Beach. After a long day of scouting deals, shoppers can grab a bite to eat at one of many the dining options or kick back and relax on the plaza, with live entertainment.

### **Downtown Delray Beach**

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Downtown Delray Beach, FL, 33445, 561-243-1077, [downtowndelraybeach.com](http://downtowndelraybeach.com)

- The decoratively lit, charming streetscapes offer a mix of shops not unlike New York's Madison Avenue and SoHo, with a small-town All-America City ambiance and friendly service. The heart of downtown is Atlantic Avenue or the "Avenue," as the locals call it. The Avenue has a charming ambiance set with brick-paved sidewalks, live oaks, royal palm trees, decorative streetlamps, and the Atlantic Ocean. Visitors will find quaint shops offering handmade art pieces and one-of-a-kind gifts.

### **The Gardens Mall**

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3101 PGA Blvd., Palm Beach Gardens, FL, 33410, 561-775-7750,  
[www.thegardensmall.com](http://www.thegardensmall.com)

- Nestled in the heart of Northern Palm Beach County, The Gardens Mall stands out for luxury and destination shopping. The mall is home to more than 140 of the world's most iconic brands including Chanel, Michael Kors, Louis Vuitton, Tiffany & Co., Gucci, and Ferragamo.

### **The Mall at Wellington Green**

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10300 W. Forest Hill Blvd., Wellington, FL, 33414, 561-227-6900,  
[www.shopwellingtongreen.com](http://www.shopwellingtongreen.com)

- The Mall at Wellington Green is a blend of Mediterranean style and local architectural traditions. The two-level, enclosed mall features several fashion retailers including Dillard's, JCPenney, Macys, Nordstrom, and more than 150 specialty shops. Paragon and Cask + Shaker restaurants are also located at the mall.

### **Mizner Park**

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327 Plaza Real, Suite 315, Boca Raton, FL, 33432, 561-362-0606,  
[www.miznerpark.com/en/visit](http://www.miznerpark.com/en/visit)

- For something more upscale, Mizner Park is a luxurious outdoor shopping, dining, and entertainment destination with a Mediterranean vibe. Visitors can shop, dine, and unwind at the art museum, cinema, bowling lounge, or outdoor amphitheater in this area that has a refreshing, resort-like atmosphere.

### **Northwood Village/Old Northwood**

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Roughly bounded by Broadway, N. Dixie Hwy, 26<sup>th</sup> St., and 35<sup>th</sup> St., West Palm Beach, FL, 33404, [northwoodvillage.com](http://northwoodvillage.com)

- With its own “Main Street,” Northwood Village is home to a diverse array of ethnic restaurants, antiques shops, and funky boutiques. Its monthly *Art Night Out* is a free evening filled with wine tastings, street artists, and live entertainment.

### **PGA Commons**

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5100 PGA Blvd., Palm Beach Gardens, FL, 33418, [pgacommons.com](http://pgacommons.com)

- PGA Commons is the art and dining district of Palm Beach Gardens. Enchanting brick walkways and lush landscaping weave through more than 20 carefully curated restaurants, galleries, artful spaces, boutiques, and service providers.

## **Royal Poinciana Plaza**

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340 Royal Poinciana Way, Palm Beach, FL, 33480, [www.theroyalpoincianaplaza.com](http://www.theroyalpoincianaplaza.com)

- Located in the heart of Palm Beach, the Royal Poinciana Plaza reimagines a 1950s architectural gem as a modern shopping oasis. Visitors will discover a delightful mix of boutiques, ranging from renowned international brands to local shopping concepts – all surrounding a lush courtyard with water fountains.

## **Worth Avenue**

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Worth Avenue, Palm Beach, 33480, 561-659-6909, [worthavenue.com/directory/?category=apparel](http://worthavenue.com/directory/?category=apparel)

- An enchanting shopping destination with European sophistication, Worth Avenue is said to be one of the most beautiful shopping venues in the world. Visitors will find Jimmy Choo, Louis Vuitton, Lilly Pulitzer, and Neiman Marcus, in addition to other well-known luxury brands. They'll also find romantic side alleys, known as vias, with a captivating atmosphere rich with charm, architectural character, and historical glamour.

## **Tanger Outlets Palm Beach**

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1751 Palm Beach Lakes Blvd., West Palm Beach, FL, 33401, 561-515-4405,  
[www.tanger.com/palmbeach](http://www.tanger.com/palmbeach)

- Tanger Palm Beach features over 100 stores and all your favorite brands, including Kate Spade New York, Michael Kors, Polo Ralph Lauren, Coach, Saks OFF 5TH, Lacoste, J. Crew | crewcuts Factory, Banana Republic Factory Store, Nike Factory Store, and Vera Bradley. Additionally, check out Marketplace at the Outlets for Nordstrom Rack, Whole Foods, T.J. Maxx, Ulta, and more.

## **Town Center at Boca Raton**

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6000 Glades Rd., Boca Raton, FL, 33431, 561-873-2424, [www.simon.com/mall/town-center-at-boca-raton](http://www.simon.com/mall/town-center-at-boca-raton)

- One of South Florida's top luxury shopping destinations, Town Center at Boca Raton features an outstanding mix of upscale and elite specialty shops including Neiman Marcus, Saks Fifth Avenue, Nordstrom, Macy's, and Bloomingdales.

**For More Details on Area Attractions:**

The official site of Discover The Palm Beaches

[www.ThePalmBeaches.com](http://www.ThePalmBeaches.com)

561-233-3000

**YOU'RE FINISHED WITH THIS EXERCISE!**

**WE HOPE THIS HAS BEEN HELPFUL TO YOU.  
USE IT TO WOW YOUR CUSTOMERS!**



## C. Summary and Key Messages

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### **Key messages in Module 2 include:**

- Know the area's most frequented attractions and events, i.e., those most asked about by visitors, and the geographic location of each.
- Familiarize yourself with people, places, and events of historical importance in The Palm Beaches
- Know the main entertainment areas and highlights that distinguish each.
- Explore and learn the visitor attractions and venues in your immediate work area.
- Discover what's unique to our area that visitors may not find anywhere else.

# Module 3

Knowing, Finding &  
Using Resources

# **Module 3 Learning Objectives: Knowing, Finding & Using Resources**

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- Explain why it's important to go the extra mile to assist visitors.
- Explain how to efficiently – quality and speed – retrieve information requested and/or needed by visitors.
- Know – and know how to use – resources available from the local DMO/CVB and other entities, e.g., visitors guide, websites, brochures, maps, etc.
- Know – and know how to use – helpful Internet sites such as Google, Yelp, Roadfood.com, etc.
- List modes of transportation and how visitors can gain access.
- List ways to communicate with other CTAs to share information.
- Describe best practices to stay aware of current and coming events of interest to visitors.

## MODULE 3 – READING

# KNOWING, FINDING & USING RESOURCES

The focus of this module is on a key ingredient of the CTA program's success – **helping YOU help the visitor** – which is at the heart of creating satisfying and memorable experiences.

This involves your developing a keen awareness and understanding of **how to effectively find and use resources**. As a CTA, you are not expected to know everything or to have everything at your fingertips. But you *should* know how to get information to visitors that meets their immediate needs.

*It's up to you to learn how to give visitors  
the right information,  
in the right amount, at the right time.*

# A. Best Practices for Helping Visitors

## As a busy person, how do you keep up on everything?

Here are a few best practices used by CTAs to help them better serve visitors:

### 1. Stay Informed

**Enhance Your Professional Competency** – Make the idea of being a *capable, effective information manager* an integral part of your professional competency.

**Constant Awareness Is Key** – The main thing is to stay current on events, trends, and changes. Try to learn something new on a regular basis, if not daily.

**Develop a Curiosity** – Maintain intellectual curiosity. Information gives you the power to exceed customer expectations.

**Develop an ‘Information Habit’** – Regularly reading local news, websites, CVB updates, e-mail alerts, advertisements, billboards, subscribe to alerts, etc. Be able to answer the question: “*What’s happening around here?*”



**Keep Resources Handy** – Make sure helpful tools, such as the Official Visitors Guide, are readily available at or near your workstation, along with active links you can cut/paste.

**Request the Tools You Need** – Ask your employer or call to request helpful tools from the CVB (and others) that you need to effectively serve the visitor. If you repeatedly get the same question, provide a printed card to WOW visitors.

**Give Your Feedback & Ideas** – Is something causing confusion for visitors, such as a directional sign? Do you have an idea to improve a guide or map? Tell the CVB or your CTA program manager about it, so they can pass it along. If all CTAs practice this, area resources will get better and more useful over time.

**Stimulate Communications** – Encourage your employer to help keep you and your CVB ‘in the know’ about what’s happening at your place of business. Do your part to stimulate and participate in the communications flow. If possible, add your company events to the CVB online calendar.

## 2. Be 'In the Know'

**Does it bother you when you don't know the answer?** Here's how.

**Know the Medical and Emergency Services Near You** – Keep this information on hand for quick access, as stressed visitors often ask for the names of the closest 24-hour pharmacies, walk-in clinics, or emergency rooms.

**Explore and Learn About Your *Immediate Area*** – What are the most popular attractions in your area? Where can families eat? What can people do for FREE? This information will help you strike up conversations with visitors and may lead to a return visit or a larger tip!



**Know What's Ahead and When It's Coming** – Take interest in knowing what's going on around our area – what new developments are underway or what's just opened. *You'll impress people with your knowledge!*

**Familiarize Yourself with History** – Learn about the people, places, and events of historical importance all around your area. Be sure to know any historical sites located in your immediate area, near where you work – visitors will ask!

**Know the Area's Most Popular Attractions** – Make sure you've visited or know something about what the core attractions most frequently asked about by visitors to our area have to offer.

**Go Where Visitors Are Going** – Have visitors told you about something new going on in your area, of which you weren't aware? New things 'pop up' all the time and are often driven by social media. Be sure to pass this new information on to your teammates and try to experience it first-hand!

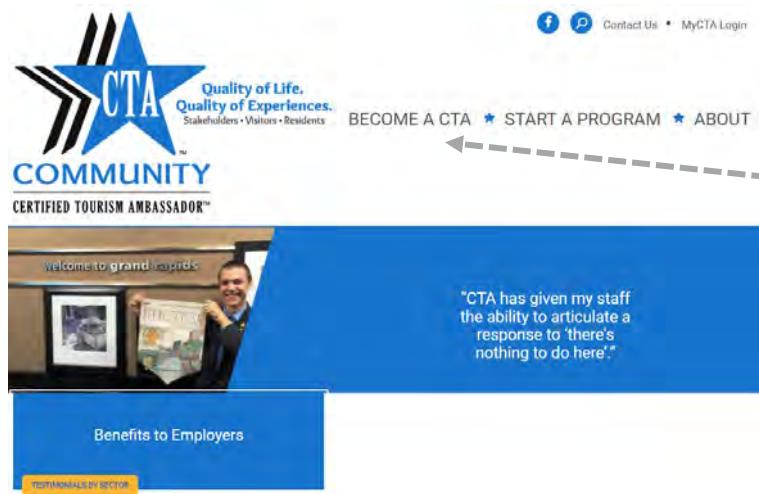
**Get CTAs In Your Door** – Go to [CTANetwork.com](http://CTANetwork.com) more details on next page.

### 3. Get CTAs In Your Door with *Freebies & Discounts*

**Freebies & Discounts Section** – TELL EMPLOYERS! Expose area businesses to hundreds of CTAs. Offer discounts, BOGO, or free admission through the *Freebies & Discounts* feature on **CTANetwork.com**. The service is FREE and easy to use.

CTAs can gain first-hand exposure and speak from their own experience! A powerful connection takes place with the visitor, as well as important word-of-mouth marketing for your business.

By participating, you may help CTAs earn points for their *Annual Renewal of Certification* while providing a valuable renewal benefit. Here's how it works:



CTANETWORK.COM

FROM THE  
HOME PAGE:

UNDER BECOME A CTA...

SELECT  
BENEFITS TO EMPLOYERS

A screenshot of a web form titled 'Freebies &amp; Discounts'. The form includes a heading 'Get CTAs In Your Door!', a paragraph encouraging users to take advantage of the platform, and two input fields for offers: 'Offer anything you like, for as long as you like. It's easy to submit and manage your offer(s).', and 'Jump on this opportunity. Your local CTAs will love you for it.'.

SCROLL DOWN TO  
FREEBIES & DISCOUNTS.

COMPLETE THE FORM.

IT'S QUICK & EASY!

## 4. Stay Connected to Fellow CTAs – Locally and Internationally

Stay connected with new happenings and new attractions while meeting interesting people who also work in the tourism industry. Make it a point to meet other CTAs and exchange contact information at CTA and industry events and on [CTANetwork.com](#). That networking connection could come in handy when you're trying to find an answer to a question or recommend something special to a visitor. Whatever stage you are at in your career, growing your own professional network is important – and it's fun!

## 5. Use CTANetwork.com Local Micro-Site – [MyCTA HOME](#)

Log in and click [MyCTA HOME](#) to access the following local benefits – exclusively for CTAs! Take a moment to look at the many resources available to you, as follows:

The screenshot shows the MyCTA HOME interface. At the top, there are three main sections: 'Enjoy Benefits' (with a coffee cup icon), 'Record My Points' (with a list icon), and 'Earn Points' (with a star icon). Each section has a brief description and a yellow button labeled 'BENEFITS', 'RECORD POINTS', and 'EARN POINTS' respectively. Below these sections is a heading 'Get the Most from Your Certification' followed by a grid of eight yellow buttons arranged in two columns of four. The buttons are labeled: LOCAL CALENDAR, CTA STORE; CTA LOCAL SOCIAL, CTA DIRECTORY; TIMELY INFO & MESSAGING, CTA IN THE NEWS; FREEBIES & DISCOUNTS, MY INDUSTRY; and UPCOMING CTA EVENTS, CONTACT LOCAL ADMINISTRATOR.

USE YOUR LOCAL MICRO-SITE, [MYCTA HOME](#) TO...

**CONNECT SOCIALLY.  
USE THE DIRECTORY.  
AND MORE!**

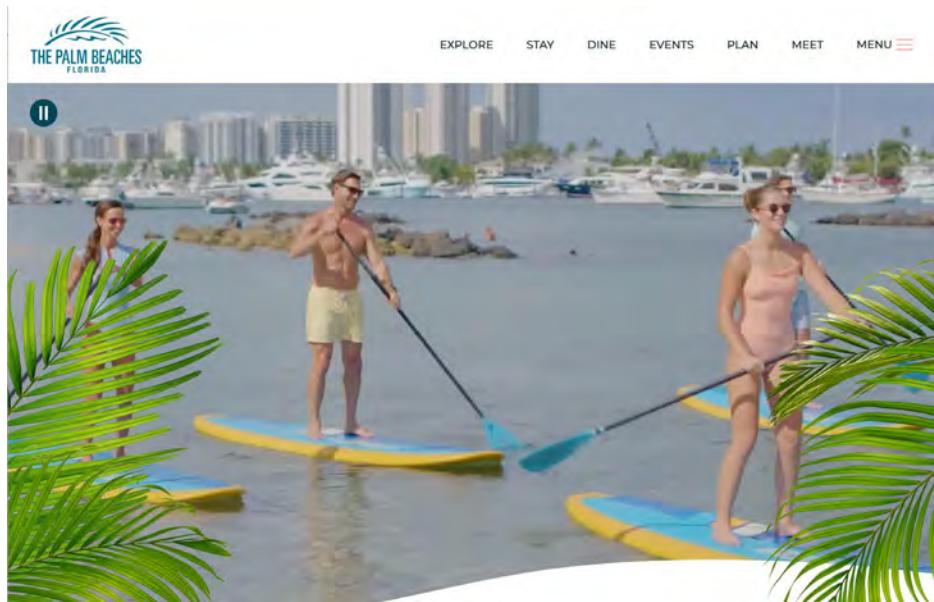
## B. Use Discover The Palm Beaches Resources

A significant amount of time and energy has resulted in the development of many helpful resources to help YOU better serve visitors, as shown below:

### Website

The Discover The Palm Beaches website, [www.ThePalmBeaches.com](http://www.ThePalmBeaches.com), holds a wealth of information.

To better serve visitors, take time to familiarize yourself with how the site is organized; note the sections and things to do. And use this for yourself, too!



The website provides a variety of resources, including the following:

- ✓ **Explore:** Best things to do in The Palm Beaches
- ✓ **Stay:** Accommodations
- ✓ **Dine:** Dining & Nightlife
- ✓ **Events:** Timely calendar of major area happenings
- ✓ **Plan:** Resources needed to plan a trip to The Palm Beaches
- ✓ **Meet:** Meetings and conventions information

## The Official Visitors Guide

This publication of Discover The Palm Beaches provides maps, and a comprehensive listing of many things visitors ask about. An exercise follows later in this reading to help familiarize you with this important resource.

If you become familiar with the *Official Visitors Guide*, you'll be better able to answer questions quickly and correctly!

- ✓ See how it's organized to quickly answer questions
- ✓ Hand it to visitors to take with them
- ✓ Keep a supply on hand – ALWAYS!

Access it online at: <https://publications.thepalmbeaches.com/>



## The Insider's Guide

The Insider's guide reaches discerning travelers and locals alike, showcasing brands and exclusive experiences.

The guide is available in print only. It is widely distributed and may be found at 430+ distribution points: 352 locations throughout Palm Beach, Broward, and Dade Counties; eight Florida Turnpike locations; 59 locations within Orlando; and 12 local Visitor Information Centers.

## Visitor Information Centers

In addition to the Discover The Palm Beaches Visitor Information Center, there are affiliated Visitor Information Centers throughout Palm Beach County. Encourage visitors to stop by one of our locations for planning assistance, free maps, visitor guides, and a friendly face.

Visit [www.thepalmbeaches.com/visitor-services](http://www.thepalmbeaches.com/visitor-services) for more details.

### Loggerhead Marinelife Center

14200 U.S. Highway 1, Juno Beach, [marinelife.org](http://marinelife.org)

### Visit Palm Beach Adventure Center

138 South Flagler Drive, West Palm Beach, [visitpalmbeach.com](http://visitpalmbeach.com)

### Cultural Council for Palm Beach County

601 Lake Ave., Lake Worth Beach, [palmbeachculture.com](http://palmbeachculture.com)

### Delray Beach Chamber of Commerce

140 N.E. 1st St., Delray Beach, [delraybeach.com](http://delraybeach.com)

### Delray Beach Visitor Information Center

2 S. Ocean Blvd., Delray Beach, [visitdelraybeachfl.com](http://visitdelraybeachfl.com)

### The Schmidt Boca Raton History Museum

71 N. Federal Highway, Boca Raton, [bocahistory.org](http://bocahistory.org)



**Manatee Lagoon: An FPL Eco-Discovery Center**  
6000 N Flagler Dr, West Palm Beach, [manateelagoon.com](http://manateelagoon.com)

**City of Boynton Beach Visitor Information Center**  
100 E. Ocean Ave., Boynton Beach, [boynton-beach.org](http://boynton-beach.org)

**City of Lake Worth Beach Visitor Information Center**  
414 Lake Ave., City Hall Annex, Lake Worth Beach, [lakeworthbeachfl.gov](http://lakeworthbeachfl.gov)

**Tourist Development Council Office**  
2195 Southern Blvd., West Palm Beach, [thepalmbeaches.com](http://thepalmbeaches.com)

**Compass Community Center**  
201 N. Dixie Hwy., Lake Worth Beach, [compassglcc.com](http://compassglcc.com)

## Social Media

Discover The Palm Beaches posts current information on the destination on their social media pages:

- Facebook –** [www.facebook.com/PalmBeachesFL](http://www.facebook.com/PalmBeachesFL)
- Instagram –** [www.instagram.com/palmbeachesfl](http://www.instagram.com/palmbeachesfl)
- Threads –** [www.threads.net/@palmbeachesfl](http://www.threads.net/@palmbeachesfl)
- TikTok –** [www.tiktok.com/@thepalmbeaches](http://www.tiktok.com/@thepalmbeaches)
- X –** [www.x.com/PalmBeachesFL](http://www.x.com/PalmBeachesFL)
- YouTube –** [www.youtube.com/@palmbeachesfl](http://www.youtube.com/@palmbeachesfl)
- LinkedIn –** [www.linkedin.com/company/discoverthepalmbeaches/](http://www.linkedin.com/company/discoverthepalmbeaches/)
- Pinterest –** [www.pinterest.com/thepalmbeaches/](http://www.pinterest.com/thepalmbeaches/)



## The Palm Beaches TV

**The Palm Beaches TV...  
Watch It, Live It, Share It!**

**The Palm Beaches TV (PBTY)** is Palm Beach County, Florida's **official tourism television channel**. The streaming platform launched in 2017 to inspire travel, attract new visitors, and extend the length of stays. The channel currently broadcasts more than 114 hours of original, family-friendly, tourism-branded programming. PBTY's ever-expanding portfolio covers the County's multicultural and historical diversity, inclusive tourism offerings and attractions, and an abundance of unique experiences.

Content is presented in a high-quality video format created by regional production companies and is designed to entice viewers to enjoy and explore the area in ways they may never have before. PBTY is accessible to a worldwide audience via Roku, **streaming 24/7 on demand at ThePalmBeaches.TV and on the FreeTV app** – a subscription-free streaming platform available across digital devices, including smartphones, tablets, desktop, and connected TVs.

To enhance guest and visitor experiences, The Palm Beaches TV Channel is currently **broadcasting in more than 5,000 hotel rooms** throughout Palm Beach County, as well as a variety of public places including the Palm Beach International Airport.

***Discover It: The Palm Beaches TV, <https://www.thepalmbeaches.tv/>***

## Local Accessibility Resources

The Palm Beaches welcome visitors of all abilities to relish our abundant sunshine, enjoy 47 miles of beautiful waters and soft sands, discover the rich local arts and culture scene, and delight in family-friendly attractions.

### Discover The Palm Beaches – Accessibility Guide

The website includes an accessibility guide that lists accessible information on:

- Attractions & Tours
- Museums
- Sports
- Performing Arts
- Outdoor Activities & Wheelchair Access
  - Nature Trails
  - Water Activities
  - Bicycling Spots
  - Accessible Beaches
  - Autism-friendly Natural Areas



Go to: [www.thepalmbeaches.com/plan/accessibility-guide-palm-beaches](http://www.thepalmbeaches.com/plan/accessibility-guide-palm-beaches).

## ADDITIONAL RESOURCES

### Discover The Palm Beaches

AUTISM: Discover The Palm Beaches earned the Certified Autism Center™ designation, granted by IBCCES to organizations having successfully completed extensive autism-specific training and certification from leading experts, to ensure all families with autism or other sensory-sensitivities are understood and properly accommodated. This important milestone marks the first step for The Palm Beaches in its journey to become a Certified Autism Destination™, further establishing its commitment to inclusivity and accessibility.



## **The Arc of Palm Beach County**

The Arc of Palm Beach County strives to create a community where every person feels welcome, connected, and accepted. The organization works with people with disabilities—both kids and adults—providing remarkable services, continuing education, rights advocacy, loving care, and family support. They strive to assist all of their clients to become independent and active members of their family and community. Learn more: [www.arcpbc.org/](http://www.arcpbc.org/)

## **Els for Autism Foundation**

Els for Autism Foundation provides programs and services for those impacted by autism spectrum disorder around the globe. The Els Center of Excellence® campus is the epicenter from where therapeutic and employment services, independent living skills, and recreation programs are delivered to individuals and families impacted by autism spectrum disorder. Learn more: [www.elsforautism.org/](http://www.elsforautism.org/)

# C. Explore Websites and Apps

Use the Internet to find virtually anything. This list shows popular trip/travel sites.

- ✓ Check them out – see how they function.
- ✓ Bookmark them for easy use.
- ✓ Ask your fellow CTAs what they use!

## Local Websites

**Discover The Palm Beaches (DTPB)** – [www.ThePalmBeaches.com/](http://www.ThePalmBeaches.com/)

**Palm Beach County Tourist Development Council (TDC)** –  
[discover.pbcgov.org/touristdevelopment/Pages/Visitor-Information.aspx](http://discover.pbcgov.org/touristdevelopment/Pages/Visitor-Information.aspx)

**Business Development Board of Palm Beach County (BDB)** – The county's official economic development organization. [www.bdb.org/](http://www.bdb.org/)

**Palm Beach County Film & Television Commission** – [www.pbfilm.com](http://www.pbfilm.com)

**Cultural Council for Palm Beach County** – [www.palmbeachculture.com/](http://www.palmbeachculture.com/)

**Palm Beach County Sports Commission** – [www.palmbeachsports.com/](http://www.palmbeachsports.com/)

## Internet Websites

### SEARCH ENGINES:

**[www.google.com](http://www.google.com)** – Internet search engine to help you find almost anything you're looking for; type in key words and narrow down the information you are seeking

**[www.bing.com](http://www.bing.com)** – Internet search engine from Microsoft; new features allow you to save a custom search for a specific topic area.

### REVIEW SITES:

**[www.tripadvisor.com](http://www.tripadvisor.com)** – Reviews on hotels, dining, and attractions from real travelers

**[www.yelp.com](http://www.yelp.com)** – User reviews of local restaurants, shopping, events, hotels and more

## **RESTAURANT/FOOD:**

[www.opentable.com](http://www.opentable.com) – Restaurant reviews and online reservation service

[www.restaurant.com](http://www.restaurant.com) – Local restaurant information

[www.roadfood.com](http://www.roadfood.com) – Memorable local eateries on highways and back roads of the U.S.

[www.yelp.com](http://www.yelp.com) – User reviews of local restaurants, shopping, events, hotels and more

[www.tripadvisor.com](http://www.tripadvisor.com) – Reviews on hotels, dining, and attractions from real travelers

## **PET-FRIENDLY:**

[www.bringfido.com](http://www.bringfido.com) – Pet-friendly lodging, attractions, dog parks, hiking trails and beaches around the country

## **TICKETS:**

[www.stubhub.com](http://www.stubhub.com) – Fans supply the tickets and set the price for hard-to-get sporting events and concert tickets

[www.ticketmaster.com](http://www.ticketmaster.com) – Tickets to concerts and events

## **TRANSPORTATION / DIRECTIONS:**

[www.wanderu.com](http://www.wanderu.com) – Bus and train travel booking engine

[www.googlemaps.com](http://www.googlemaps.com) – Download the app or access it online; driving, walking distances, and public transportation, where applicable

## **WI-FI:**

[www.wififreespot.com](http://www.wififreespot.com) – Locations with free wireless internet access for their customers, guests, and/or the public

## D. Use Other Available Resources

Make sure you're constantly aware of and use the resources available to you. Below are some suggestions. Can you think of others?

- **Guides, Maps, etc.** – In addition to the resources offered by Discover The Palm Beaches, maps and other resources may be available that are free and of great value to visitors, such as shopping guides, trail guides, and more.
- **Your Company's Materials** – Concierge notebooks, printed directions, and other resources may be available from your employer. Many times, these resources are extremely useful because they've evolved over a long history of answering the most frequent – or most challenging – visitor inquiries.
- **Local News** – Local news or weekly inserts/alerts, usually published every Thursday or Friday, provide a good overview of what's going on.
- **TV & Radio** – Make it a point to “tune in” and listen attentively when you hear something that may be of interest to visitors. (Upcoming shows, events, new restaurants, etc.)
- **Free Wi-Fi** – Know where visitors can get free Wi-Fi, especially near you. Check [www.wififreespot.com](http://www.wififreespot.com) for more information.



## E. Area Chambers of Commerce & Resources

Visitors don't just visit our points of interest. They also travel around the area and will ask YOU about things to see and do.

Shown below are area Chambers of Commerce, who are working with their local attractions and businesses to promote tourism in their areas and to welcome those who visit. A call to their offices or directing visitors to visit them can be of great help.

A few items of note:

Local Chambers provide helpful information from friendly, knowledgeable local staff.

1. **Hours May Vary** and some offices may be closed on weekends. If so, you can direct them to their website for local information, where applicable.
2. **Keep this List Handy** for easy reference in helping visitors.



### LISTED GEOGRAPHICALLY:

#### North:

**Palm Beach North Chamber of Commerce** – 5520 PGA Blvd. #200, Palm Beach Gardens, FL, 33418, 561-746-7111, [www.pbnchamber.com](http://www.pbnchamber.com)

#### Central:

**Central Palm Beach County Chamber of Commerce** – 12794 W. Forest Hill Blvd., Suite 19, Wellington, FL, 33414, 561-790-6200, [www.cpbchamber.com](http://www.cpbchamber.com)

**Chamber of Commerce Palm Beaches** – 401 N. Flagler Drive, West Palm Beach, FL, 33401, 561-833-3711, [www.palmbeaches.org](http://www.palmbeaches.org)

**Palm Beach Chamber of Commerce** - 400 Royal Palm Way, Ste 106, Palm Beach, FL 33480, 561-655-3282, [www.palmbeachchamber.com](http://www.palmbeachchamber.com)

**South:**

**Greater Delray Beach Chamber of Commerce** – 140 NE 1<sup>st</sup> St., Delray Beach, FL, 33444, 561-278-0424, [delraybeach.com](http://delraybeach.com)

**Boca Raton Chamber of Commerce** – 1800 Dixie Hwy, Boca Raton, FL, 33432, 561-395-4433, [www.bocaratonchamber.com](http://www.bocaratonchamber.com)

**The Glades:**

**Belle Glade Chamber of Commerce** – 540 S. Main St., Belle Glade, FL, 33430, 561-996-2745, [www.bellegladechamber.com](http://www.bellegladechamber.com)

## F. Access State Resources

Our state also has exceptional resources to assist visitors.

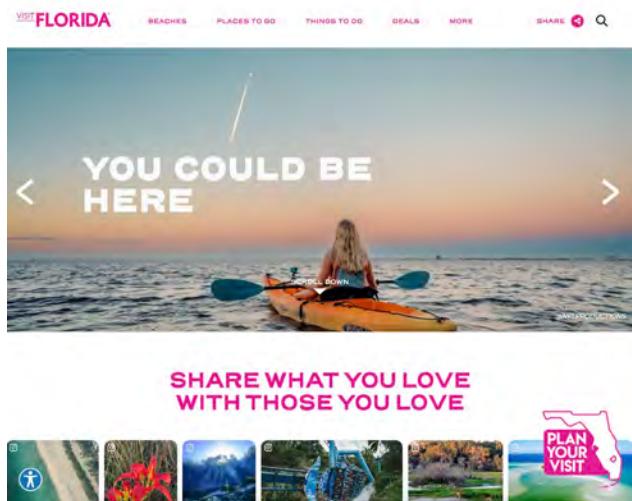
### VISIT FLORIDA

101 N. Monroe St., Suite 900, Tallahassee, FL, 32301

850-488-5607

[www.visitflorida.com](http://www.visitflorida.com)

VISIT FLORIDA has information on all the attractions, outdoor recreation, and historical sites in the cities and towns throughout our state. Call or contact them to request printed information or go online for information on what there is to see and do throughout the entire state!



### State of Florida

#### Welcome Center (I-95)

751829 I-95, Yulee, FL, 32097

904-225-9182

[www.visitflorida.com/listing/florida-welcome-center-\(i-95\)/26790/](http://www.visitflorida.com/listing/florida-welcome-center-(i-95)/26790/)

The state of Florida offers four Official Florida Welcome Centers along the major thoroughfares. Trained travel counselors are available to assist visitors in finding numerous destinations in Florida. Tourism brochures, maps, and hotel discount coupons are available to the public at no charge. The closest to our area is located on I-95 north of Yulee (near Jacksonville).

## G. EXERCISE: Using the Official Visitors Guide

A visitor asks you a question about something in Discover The Palm Beaches *Official Visitors Guide*.

**Can you go right to the section?  
Or will you stumble.**

Even in today's Internet environment, this is a valuable resource when serving visitors.

The *Official Visitors Guide* is one of the most important resources for CTAs. Here are some features of this publication:



- Published on an annual basis
- Available in Print or Digital formats
- Includes fresh content in every issue with emphasis on our area's "uniqueness"
- Features specific sections that serve as a valuable reference tool

# **EXERCISE INSTRUCTIONS**

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**Visitors ask questions about EVERYTHING.  
A little time spent now will save you time later.**

By learning to use this resource, you will be able to quickly serve visitors and help them have a memorable experience.

## **IMPORTANT:**

**1. Refer to a print or online copy.**

In preparation for your upcoming class, gain access to a copy of the *Official Visitors Guide*. If you need assistance, please contact Discover The Palm Beaches immediately. To access it online, go to: [publications.ThePalmBeaches.com](http://publications.ThePalmBeaches.com)

**2. Don't rush through this!** This is one of the most important resources available to you. Spend a few minutes on the steps below to become at ease in looking up answers to visitors' questions.

**3. Become proficient and impress visitors** when you know or can quickly find the answer!

**TIP:** Complete each step before moving on to the next. It'll save time and you'll learn the best way to use this tool to help visitors.

## **STEP 1: Quick Overview**

**First, quickly flip through the document:**

- 1. Note How It's Organized by Section** to be able to find the right page.
- 2. Locate the Map Section** for quick access.
- 3. Read New Issues When They Are Published** as the sections and contents may change; study the new information to broaden your knowledge.

## STEP 2: Maps

**Next, find the map attached in the back of the guide.**

**GPS can't always help you see the big picture.** Being able to quickly locate points of interest on a larger map is vital to your success.

**General Map Instructions – Look at the map, then...**

- 1. Determine the Overall Geographic Area** to know what's included on the map; look for North to get your bearings.
- 2. Familiarize Yourself with How the Map is Organized** to quickly see what's included, such as Attractions, Points of Interest, or Accommodations.
- 3. Locate Where You Work** to see where everything is in relation. Familiarize yourself with what's nearby that visitors can see or do. They'll thank you for knowing!
- 4. Note the Major Streets and Highways** that crisscross the map to help visitors more quickly move through our area.
- 5. Look at How the Streets Are Laid Out** to easily find locations.
- 6. Locate Things to Do and What Visitors Can Explore.** Note the cross streets and geographic boundaries of restaurant or entertainment areas. Get familiar with them. Today's visitors love to explore these special areas!

**BEST PRACTICE:**  
**Take time to point out things on the map.**  
**They'll thank you for it!**

## STEP 3: Sections

Next, take a deeper dive into the sections.

Sections help organize the content in every issue.

1. **Look at the Names of the Sections** to get a feel of what they are called and where they are located, you'll use these on the next part of this exercise.
2. **Sections May Vary in Every Issue** to keep it fresh. With each new issue, flip through it to see if sections have changed or new ones have been added. Be careful to note if they are in the same place, or have moved, due to ad placement or design reasons.
3. **Find the Sections You Use Most** to be able to quickly turn to them.
4. **Glance Through the Advertisements** to see if they contain new information to help visitors decide how they want to spend their time.
5. **Look for FREE Things They Can Do**, as they may be on a tight budget.

## STEP 4: Finding Answers to Questions

Visitors will ask many different questions. Most will ask three things:

- ✓ **Food Options** – where to eat or dine
- ✓ **Directions** – where something is located
- ✓ **Transportation** – options for getting there

Now that you've familiarized yourself with this valuable resource, let's see how quickly you can answer common visitor questions!



# Using the Official Visitors Guide To Answer Visitor Questions

## INSTRUCTIONS:

Pretend you have a visitor in front of you or on the phone and they are asking the following questions. Using the *Official Visitors Guide*, complete the table:

(a) indicate the section where each answer may be found; and (b) write short answers (interesting facts/information) to the questions in the Tourist Tips column.

**Don't rush through this exercise.** It's important for you to take what you've learned and see if you can put it into practice – quickly and effectively!

VISITOR QUESTIONS	SECTION	TOURIST TIPS (SOMETHING UNIQUE ABOUT WHAT THEY'RE ASKING)
1. Where can we take a tour?		
2. Anything special happening tonight or this week?		
3. How can I get around? What are my transportation options?		
4. Where can we stay next time?		
5. Which beach should we go to?	.	
6. Where can we find some local cuisine?		

VISITOR QUESTIONS	SECTION	TOURIST TIPS (SOMETHING UNIQUE ABOUT WHAT THEY'RE ASKING)
7. Which spas would you recommend?		
8. Where do we go to see manatees and other sea life?		
9. Where can I see a theater production or stage show?		
10. Why are The Palm Beaches called America's First Resort Destination?		
11. Where can we learn about the history of the area?		
12. Do you have an art museum or public art?		
13. Where can we shop in boutique stores?		
14. Do you have any botanical gardens?		

VISITOR QUESTIONS	SECTION	TOURIST TIPS (SOMETHING UNIQUE ABOUT WHAT THEY'RE ASKING)
<b>15. What can we do with the kids?</b>		
<b>16. What kind of outdoor activities can we enjoy here?</b>		
<b>17. What kind of sporting events can we go to?</b>		
<b>18. Which golf course should we play?</b>		
<b>19. What events are happening today in The Palm Beaches?</b>		

# BONUS QUESTION:

What would you *first* say after someone asked you the following question:

**“We have an entire day, what could we do?”**

(Briefly, list what you would say, below)

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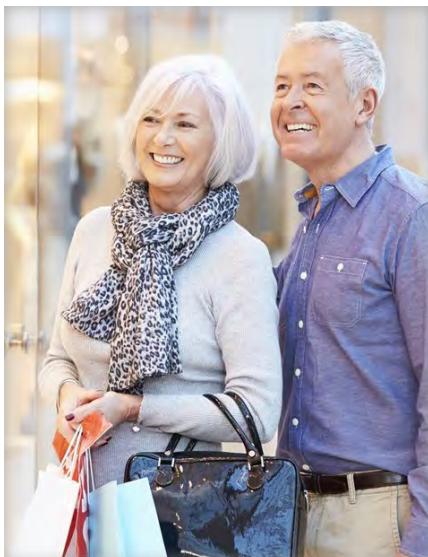
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**You’re finished with  
this exercise!**

**Now you can use these  
newfound skills to create  
memorable experiences  
for visitors.**

## H. Summary and Key Messages

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### Key messages in Module 3 include:

- Make the idea of being a *capable, effective information manager* an integral part of your professional competency as a Certified Tourism Ambassador™.
- Develop good habits with respect to *ongoing* information scanning and retrieval, e.g., news, websites, timely updates, etc.
- Be familiar with modes of transportation that visitors can use, especially those that are free.
- Request updated resources from Discover The Palm Beaches and local chambers of commerce.
- Make sure helpful tools are readily available at or near your workplace.
- Give feedback to the businesses and organizations that create the tools you use and the ones you *would* use, if they were developed.
- There's a real difference between...

**HAVING** all the information in your head,  
**KNOWING** where to get the information, and  
**USING** it in ways that are helpful to visitors.

You're not expected to remember *everything*, but you do need to be able to quickly access resources to better serve visitors.

# Module 4

## Exceeding Customer Expectations

# **Module 4 Learning Objectives: Exceeding Customer Expectations**

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- Explain the importance of exceeding customer expectations, for your organization and your community.
- List ways to listen – actively and passively – and the barriers to effective listening.
- Describe how everything communicates, whether spoken or unspoken.
- Describe ways to turn customer complaints into opportunities.
- Explain the importance of continuously improving upon your customer service skills.
- Identify ways to leave a positive last impression following every visitor encounter.

## MODULE 4 – READING

# EXCEEDING CUSTOMER EXPECTATIONS

When someone gives you poor service, what do you think about that person?

**Going through the motions?  
Doesn't care about customers?**

This module focuses on the **attitudes and behaviors** of front-line CTAs to continually exceed customer expectations.

The way our visitors are treated influences what they say to others during their stay and after they leave, which can either hurt or help our destination's image and future tourism. Continually honing your customer service and people skills is vitally important.

***These are skills you will have for the  
rest of your life – that you will  
take with you into every job.***

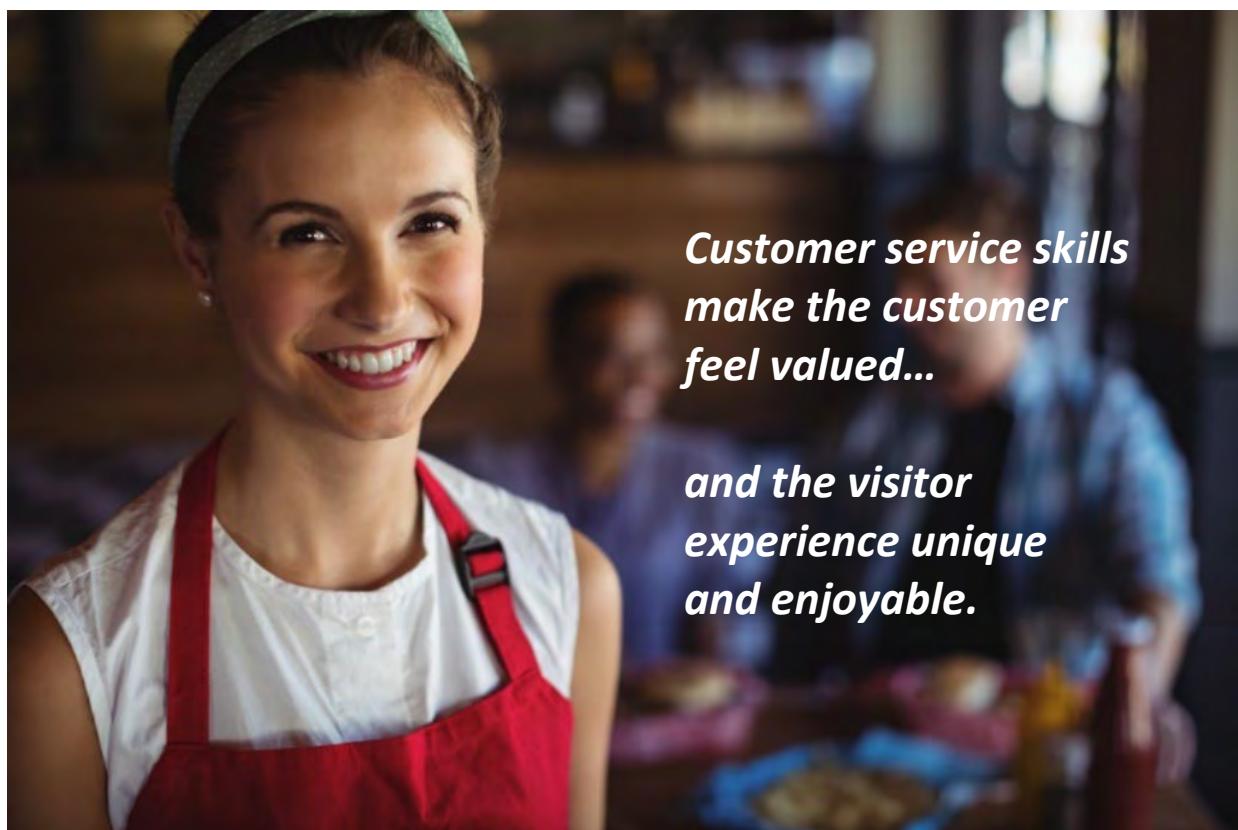
## A. Delivering Exceptional Customer Service

CTAs are professionals and welcome the chance to refresh their customer service skills.

Ongoing tourism customer service refreshers help you develop, enhance, and build upon the skills you use to take care of visitors and meet their needs.

These experiences contribute to customer loyalty, which translates into repeat business. The better your customer service skills are, the better your company's business will do, which will ultimately be considered in your own performance appraisal and, possibly, higher wages or tips.

The visitor is the one thing that binds us all together as CTAs.



## B. Mapping the Visitor Experience

'Mapping the Visitor Experience' is thinking about what the visitor experiences from the time they leave home, to the time they return.

Basically, this means if you were to write down everything the visitor did or things that happened to them on their trip, you would create a 'map'.



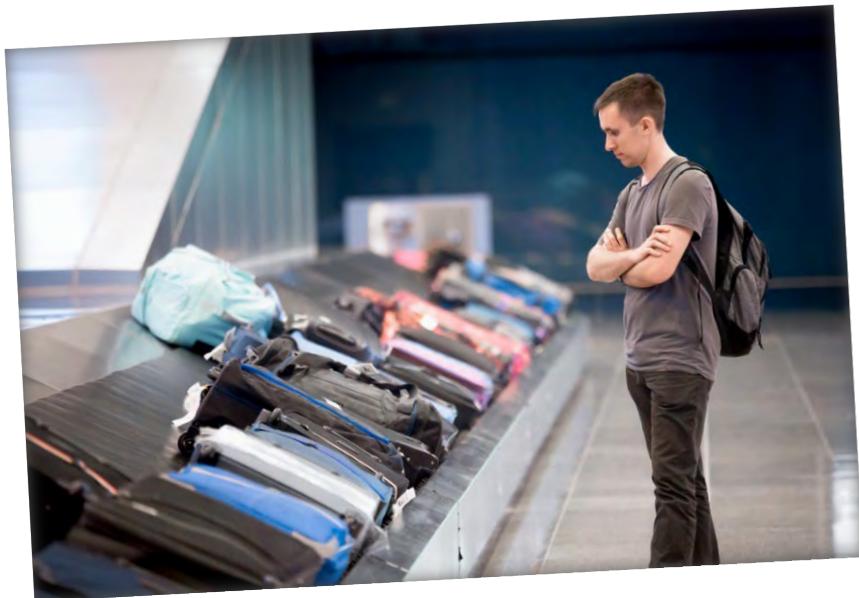
**They traveled here.  
They checked into their hotel.  
They ate out.  
They went sightseeing.  
They went shopping.  
They returned home.**

'Mapping' is what they did and their many *experiences* along the way.

Whether you realize it or not, you've been on the receiving end of visitor mapping. Like when your friends or relatives returned from a trip and told you about their experience – good or bad.

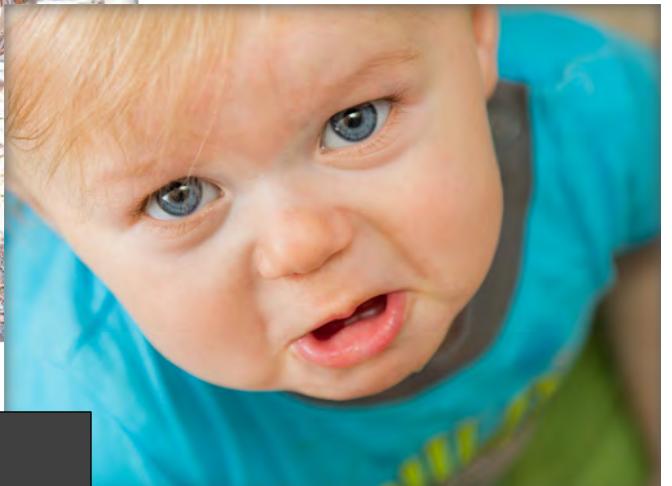
**Now, think about what visitors have gone through to get here...**

**They may have driven or flown a long distance...**



**They may have lost their luggage...**

**They may have been  
swamped before they left...**



**They may have traveled with children...**



**They just want to get here, get settled in,  
and start having fun.**



**That's why when they see you...  
they want a smile.**

When they see YOU, they want a smile, some help, and some reassurance that they've made the right decision to come to our beautiful part of the world.

**This reinforces how YOU are the brand for the destination.**

**YOU are one of many steps along their journey that makes or breaks their stay.**

## C. Exceeding Customer Expectations

Every customer goes into a place of business expecting a certain level of service. This is called ‘customer expectations.’

What does it mean to “**meet expectations**” or “**exceed expectations**?”  
**Are they the same thing? No, they are not.**

Think about buying a car. Let’s assume that you love the car but had a terrible experience with the dealership. The product was good, but service was bad, which led to a bad experience.

It might be expressed as a simple equation:



**Product (Good) + Service (Bad) = A Bad Experience**

Now, let’s use a similar example common in the tourism industry. A visitor goes to a restaurant and enjoys good service, but the food is poor.

**Product (Poor) + Service (Good) = A Bad Experience**

But the server realized that her customers were not happy, so she offered a free dessert. Now look at it...

**Product (Poor) + Service (Great) = A Good Experience**

But she didn’t stop there. She knew her supervisor would support giving them a coupon for a discount on their next meal. Now look at it...

**Product (Poor) + Service (Exceptional) = A Memorable Experience**

That’s what we mean by **exceeding customer expectations**. The server put the “WOW” factor into the experience.

Think of how it would have turned out, if she had just left it as a bad experience – had not taken the steps to turn it into a memorable experience.

## Would the visitor ever return? What would they tell others?

### LET'S DO THE MATH...

**There are approximately 19,000 hotel rooms in  
The Palm Beaches. On average...**

- About 12,920 of the hotel rooms in our area are occupied daily by 1.5 people per room = **19,380 people per day**.
- These 19,380 people have at least two ‘encounters’ (eating out, asking directions, etc.) resulting in  $2 \times 19,380$  or **38,760 contacts per day!**
- That means **38,760 opportunities each day to GET IT RIGHT and to MAKE A DIFFERENCE.**

And that's only counting those visitors staying in hotels! It doesn't include those staying elsewhere, staying with friends or relatives, or driving in and out on a day trip.

**What can I do? I'm just one person.**

**The beauty of the CTA program is that you're not just one person.**

You are part of an important group of professionals who are working to enhance the visitor experience. All visitor encounters, collectively, (including those involving YOU) make up the total visitor experience.

As you can see, the power of each Certified Tourism Ambassador™ is tremendous.

**YOU want to be remembered.**

**YOU want to stand out from your competitors.**

**YOU want customers coming back.**

**This requires that you exceed customer expectations,  
by delivering exceptional customer service.**

## D. Ten Rules for Exceeding Customer Expectations

Here are some basic rules and skills that provide guiding principles for all CTAs. As you read each, celebrate those skills you've mastered, and those you wish to improve.

### Rule #1 – ATTEND TO THE CUSTOMER

**FACT: The customer makes your job possible. You have a job because of the customer.**

Attend to the customer. They are your number one priority!



- The customer always comes first.
- Meet their needs.
- Answer their questions or refer them to someone who can.
- Watch for approaching customers. Focus on them as they approach.
- If you're busy, acknowledge them and use these powerful words: **"We'll be right with you."**
- Smile and give them your full attention.  
**Stop multi-tasking.**
- Engage them; maintain eye contact. Make them feel special.
- Eliminate side conversations. Focus on *their* needs, not yours.
- Be genuine. Make them feel like you've invited them into your living room.
- **Happy customers mean less stress and more fun on the job for you and your co-workers.**
- Realize their importance – without them, you wouldn't have a job!

## Rule #2 – EVERYTHING COMMUNICATES

**FACT: Whether you're speaking or not, you're communicating.**

Think of what is communicated to customers when they see long lines, sloppy dress, excessive small talk, or a dirty work area.

Everything communicates when it comes to the customer.

- **Attitude** – make sure it's positive and helpful.
- **Appearance** – Maintain a professional and confident presence. It shows that you care about yourself and your customers.
- **Cleanliness** – Strive for a clean body, clean clothes, and a clean work area.
- **Friendliness** – Let them know you're glad they're here!
- **Body Language** – Watch your body language. Make sure it's positive.
- **Set the Stage** – Before you start work, think of the above and do what a fellow CTA does. Before he goes into the hotel lobby, he puts on his badge and says, "***It's show time!***"



**Which one would you prefer to serve your table?  
Better yet, which one would you hire?**

**Everything communicates.**

## Rule #3 – CREATE A POSITIVE ENVIRONMENT

**FACT:** Negative comments or attitudes and customer service don't mix.

*If you can't say something positive, don't say anything at all.*

Negative comments can destroy the visitor experience.

- Make all experiences positive regardless of your personal problems.
- If something goes wrong, never blame others, especially in front of a customer.
- Don't cut down the competition.
- Avoid negative comparisons about businesses or people.
- Never air your 'dirty laundry' or gossip in front of the customer; it makes you look unprofessional.

## Rule #4 – LISTEN TO THE CUSTOMER

**FACT:** Customers are not interruptions to your work –*they are your work!*

Effective listening is a skill that can be carried with you for life.

- Effective listeners keep their ego from getting in the way.
- Ask questions and *listen* to their answers.
- Clarify what they want or need. Make sure you understand.
- Listen for what's interesting to *them*, not necessarily to you.
- Ask "What are your interests? What would you like to see or do?"
- Be patient. If you're feeling impatient, imagine you are serving your elderly aunt – the aunt you love dearly.

### **Active Listening**

is *hearing* what the customer is saying.

### **Passive Listening**

is finishing the customer's sentences, interrupting, or doing something else while they're talking, like multi-tasking.

*Effective listening is a skill that can be carried with you for life.*

## Rule #5 – KNOW YOUR JOB

**FACT: The more you know about your job, the more you will enjoy doing it.**

- Be good at what you do. Convey enthusiasm.
- Ask your boss for feedback on how you're doing.
- Recommend new ways of doing things.
- Think *continuous improvement*...think about ways to make your customer service more effective, easier.
- What else can you learn? Know your company's history, plus 'cool trivia' and 'tourist tips'.
- Be aware of the value that a diverse workforce brings to our area – a tapestry of physical abilities, cultures, and experiences.
- Know what's going on; stay current on major events.
- **Take initiative. The only person who knows best how to improve the quality of your work is you.**



## Rule #6 – VIEW COMPLAINTS AS OPPORTUNITIES

**FACT: Every complaint is an opportunity to exceed customer expectations.**

- When you can't say Yes, never say No.
- Use the complaint as an opportunity to exceed expectations.
- Make eye contact. Show concern. Be empathetic.
- Listen and ask questions to find out the cause of the complaint.
- Take ownership. Tell the customer what you intend to do and then *do it*.
- Stay with the problem until you have it resolved. Don't turn them over to someone else unless you know they can fix the problem.
- If someone else can help them, make the introduction, then explain the complaint. Don't make the customer tell or re-live it all over again.
- Know your company's policies. Ask your supervisor how far you can go to 'make it right' e.g., money back, discount coupon, freebie, etc.
- Never say, "There's nothing I can do." You must *try*. They'll appreciate it.
- Don't take it personally.
- Say "I'm sorry. May I try to straighten things out?" These words show action and make you look professional.
- Talk with your co-workers about how they handle complaints. Learn all you can from them.
- Learn something from every complaint.



*Learn something from  
every complaint.*

## Rule #7 – GO THE EXTRA MILE

**FACT:** Every visitor appreciates something extra.

*Become an advocate  
and proud ambassador  
for our area.*

Exceeding customer expectations = going the extra mile:

- Go beyond what's expected of you.
- Give them something 'extra' every opportunity.
- Use the tools and resources available to you.
- Help them with what they're interested in seeing or doing.
- Work with your colleagues around the area to create a unique visitor experience.

## Rule #8 – IMPROVE YOUR CUSTOMER SERVICE SKILLS

**FACT:** Everyone can improve their customer service skills.

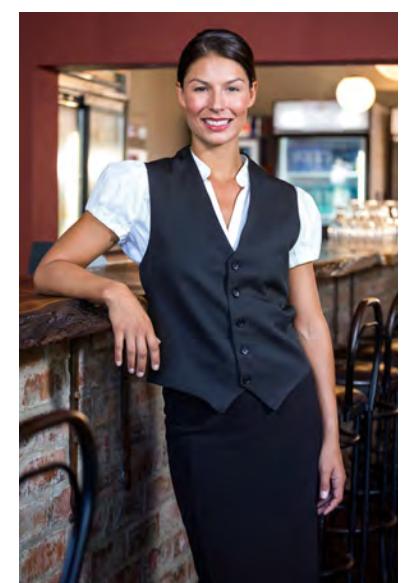
- Be aware of how you are serving the customer.
- Work to grow your skills.
- Watch others and learn from them.
- Do the right things right!
- Work with your team to polish their skills.  
Support and build the team.
- Never say "That's not my job" or leave the customer hanging.
- Take responsibility. Serve the customer as if you owned the business!

## Rule #9 – TAKE PRIDE IN YOUR WORK

**FACT:** The surest way to NOT deliver exceptional customer service is to choose not to.

Accountability for your customer service starts and ends with you.

- Don't let others convince you it's not 'cool' to provide exceptional customer service.
- Believe in yourself. Be self-confident.
- Always deliver quality.
- Never stop learning and growing.
- Take pride in who you are and the job you do.
- Never forget how important you are to our area's tourism and economic development.



## Rule #10 – LEAVE A POSITIVE LASTING IMPRESSION

FACT: The customer will remember you, if you exceed their expectations.



The *final* impression is as important as the *first* impression.

When you've paid money for something, how many times has a person told you thanks, by smiling and making sincere eye contact?

How many times have you actually felt they were glad to have your business?  
Not many?

What you say and do at the end of the visitor encounter leaves a lasting impression:

- Thank them for their business. And mean it!
- Make eye contact, smile, and use positive body language.
- A robotic 'thank you' is worse than nothing at all.
- Encourage them to allow you to serve them again.
- **Leave the visitor with this message, in your own words:**

*Thanks for coming to our great city!  
We hope you'll tell others what a  
great place we have here and that  
you'll come back soon!*

## E. Frequent Encounters & CTA Responses

Consistency of message across our destination is one of the goals of the CTA program – having CTAs deliver similar messages to visitors at critical moments during their stay.

This ensures consistency in the quality of the service CTAs provide to the visitor.

**Below you will find common visitor questions or interactions and suggested responses. How do these responses compare with those you would typically use? Are they similar?**

**Study them closely and begin to memorize the responses. You don't have to use these exact words, use your own style to get the message across. You might like to 'try these on' for a while. With a little practice, they'll become second nature.**

When said with sincerity and with a smile, they're bound to have a positive impact on our visitors.

**Think of the impact this will have across our area when hundreds of CTAs give these responses to visitors at every opportunity!**

CTA Response #1:

### What is a CTA?

In your own words:



***"It stands for Certified Tourism Ambassador. It's industry certification for people like me who have been trained and certified to help make sure our visitors have a great experience."***

CTA Response #2:

## What is there to do around here?

*"There's a lot to do. How much time  
do you have and what are your interests?"*

CTA Response #3:

## Can you recommend X over Y?

Don't disparage other businesses:

*"That's a good place. You may also want  
to try restaurant A or B."*

CTA Response #4:

## The CTA Closing Statement.

At the end of every visitor encounter, in your own words:

*"Thanks for coming to our great city. We hope you'll  
tell others what a great place we have here  
and that you'll come back soon!"*

If you were to go somewhere on vacation and you heard similar words consistently throughout your stay, wouldn't you be impressed? You'd probably say,  
***"Wow, this place really gets it!"***

That's what will make a difference – consistent messaging from the front-line.

**Imagine the power of YOU and fellow CTAs combined!**

## F. Summary and Key Messages

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### Key messages in Module 4 include:

- Do your very best to turn *every* visitor encounter into a positive experience.
- Continuously refine and improve your customer service skills.
- Develop the habit of *going the extra mile* when serving visitors.
- Know the elements that contribute to the visitor experience – *map* the visitor experience.
- Be aware of the consequences of visitors having good – vs. bad – experiences.
- Focus on the customer rather than yourself.
- Listen attentively and actively. Ask questions.
- Use the resources and tools that are available to you.
- Determine with your supervisor how far you can go in handling problems.
- Know the importance of a smile and what a smile communicates to visitors.
- Never blame others, especially in conversations with visitors or customers.
- Don't degrade competitors, attractions, or events.
- Say something positive or say nothing at all.
- View complaints as opportunities to create and share a positive experience.
- Everything communicates – attitude, appearance, cleanliness, friendliness, and body language; 90% of communication is non-verbal.
- End every encounter with the CTA closing statement – it'll have a lasting impact!



**CERTIFIED TOURISM AMBASSADOR™**

*Enhancing the Visitor Experience™*

# Section

# IV

## Earning the CTA Designation



CERTIFIED TOURISM AMBASSADOR™

*Enhancing the Visitor Experience™*

# **Section IV. Earning the CTA Designation**

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## **A. Requirements to Earn the CTA Designation**

As this is an industry-recognized designation, Discover The Palm Beaches is required to ensure that you have met the requirements to earn the CTA designation.

After the conclusion of the classroom training session, you will be evaluated as to whether you have satisfactorily:

- Completed the required reading and pre-class exercises
- Demonstrated active participation in all classroom exercises
- Completed all assignments
- Earned a passing score on the open-book exam at the end of the classroom session
- Demonstrated your commitment to becoming a CTA and to renewing your certification annually

## **B. Notification to CTA Candidates**

1. After your classroom session you will be notified whether you have satisfied requirements for the CTA designation.
2. If you are successful, you will receive acknowledgment from your local administrator, a printable Certificate, a printable CTA Card, and an attractive lapel pin designating you as certified. See Section II for more details.
3. If you are not successful, your local administrator will be in touch.

## **C. Good Luck!!** Thank you for your interest in this exciting program. You're on your way to becoming a CTA!

**NOTE:** The Tourism Ambassador Institute® (TAI), as the accrediting body, grants Accredited Providers (Discover The Palm Beaches) the accreditation rights to present, on behalf of the TAI, the CTA designation to individuals satisfactorily completing all program requirements. To maintain their accreditation status, Accredited Providers must annually conform to quality assurance standards. This requirement is established to maintain uniform standards of quality for the CTA designation. Therefore, please be sure to contact your local program administrator, if you have questions about the program or the requirements to achieve the CTA designation.

# THE PALM BEACHES TOURISM ASSADOR PROGRAM

## Glossary of Terms

**CDME – Certified Destination Management Executive**, offered by Destinations International to CVBs and DMOs across the world

**COC – Chamber of Commerce**

**CTA – Certified Tourism Ambassador™**

**CVB – Convention & Visitors Bureau** (*interchangeable with DMO*)

**DI – Destinations International**

**DMO – Destination Marketing Organization** (*interchangeable with CVB*)

**TAI – Tourism Ambassador Institute®**

**U.S. Travel Association** (*does not use an acronym*)

# Appendix 1 – Our Landmarks

“What’s that building?”

Our destination’s buildings, neighborhoods, historic homes, and other landmarks speak to who we are and where we’ve been. Read on to be able to answer a visitor when they ask, “What’s that building?”

## Our Historic Districts

**Atlantic Avenue** – From Swinton Avenue on the west to the A1A on the east, Delray Beach, FL, 33483

- In addition to its many shops and restaurants, Atlantic Avenue contains some of Delray Beach’s oldest and most important buildings, including the **1913 Delray Schoolhouse** which houses the **Cornell Museum of Art**, the **Colony Hotel** (see below), the **Boyd Building**, and the **Arcade Tap Room**. The Tap Room is where some of the most famous cartoonists of the 1920s and 30s hung out. It was often frequented by Fontaine Fox (The Toonerville Trolley) and Jim Raymond (Blondie).
- Atlantic Avenue also intersects with **Old School Square Historic Arts District** and the **Marina Historic District**.



**The Colony Hotel on  
Atlantic Avenue**

Source:  
[www.historichotels.org/us/hotel-s-resorts/colony-hotel-and-cabana-club/](http://www.historichotels.org/us/hotel-s-resorts/colony-hotel-and-cabana-club/)

**Central Park Historic District** – Roughly bounded along FL 805 and S. Olive Avenue from Monroe Drive to Southern Boulevard, West Palm Beach, FL, 33406

- The homes in the Central Park Historic District were built mainly between 1922 and 1949. Their architectural styles include Mission, Craftsman, Bungalow, Monterey, American Foursquare, Colonial Revival, and Minimal Traditions.

- The neighborhood includes **Central Park** on the northern end, which is adjacent to the Prospect Park Historic District (see below).

**Clematis Street Historic Commercial District** – 500 Block of Clematis St., West Palm Beach, FL, 33401

- The commercial buildings in this area were constructed between 1918 and 1929.
- Significant historic buildings include the Spanish Colonial Revival-style **Jennings Building**, the Renaissance Revival-style **Sirkin Building**, the **Campbell Building**, **Sewell Hardware**, **The Ketchum Dry Goods Store**, and **Suther's Market**.



**Clematis Street Historic Commercial District**

Source:  
[www.westpalmbeach.com/clematis/](http://www.westpalmbeach.com/clematis/)

**College Park Historic District** – Roughly bounded by Maryland Dr., N. Federal Highway, 19<sup>th</sup> Avenue, and N. Dixie Highway, Lake Worth, FL, 33460

- The earliest homes in this district were **built between December 1924 and May 1925**. These homes were marketed during the Florida land boom. Within the first three hours, 90% of the lots were sold. Edgewood Realty Company was the developer of the neighborhood. **In order to maintain an upscale neighborhood, Edgewood required that all lots be at least 50 feet wide, and each home had to cost at least \$5,000.** Several of the earlier homes in the district were built in the Mediterranean Revival and Mission-style architecture.
- **A second building boom occurred in Florida in the 1940s.** Homes built in the neighborhood at that time are slab on grade masonry houses characterized by Masonry Vernacular, International, and Ranch architectural styles.
- **The neighborhood's streets are all named after prominent American colleges or universities.**

**Del-Ida Park Historic District** – Between NE 4<sup>th</sup> Street and NE 8<sup>th</sup> street with Swinton Avenue to the west and NE 3<sup>rd</sup> Avenue to the east, Delray Beach, FL, 33444

- This neighborhood was one of Delray Beach's first planned developments.
- The homes here were built between 1920 and the 1940s and reflect mainly the Mediterranean Revival and Craftsman Bungalow architectural styles. Other styles include Mission-Revival, Bungalows, and Frame Vernacular.
- **The neighborhood features a unique, diagonal street pattern with curvilinear corners, creating triangular blocks with pie-shaped parks.**

**Downtown Boca Raton** – Bordered on the west by SW 3<sup>rd</sup> Avenue and Crawford Avenue, on the south by SE 11<sup>th</sup> Street, on the east by SE 5<sup>th</sup> Avenue, and on the north by NE 3<sup>rd</sup> Street and NE Mizner Boulevard, Boca Raton, FL, 33432

- As mentioned, in 1925, architect Addison Mizner planned the layout of Downtown Boca Raton. Although all of Mizner's plans for the town didn't come to fruition, due to the end of the Florida land boom, the **Old Town Hall** (see below) was completed in 1927. Other historic buildings in the area include the **FEC Railway Passenger Station and administrative buildings** that today house **The Addison of Boca Raton**, an event venue.



**Downtown  
Boca Raton**

Source:  
[www.bocaelert.com/do\\_wntown-boca.php](http://www.bocaelert.com/do_wntown-boca.php)

**El Cid Historic District** – Roughly bounded by Flamingo Dr., S. Flagler Dr., Dyer Rd, and S. Dixie Highway, West Palm Beach, FL, 33401

- The El Cid Historic District was developed mainly during the 1920s Florida land boom. It was developed by Pittsburgh socialite John "Jay" Shaffer Phipps (See Section 3 – Our Influential Citizens, Page 71) the son of Henry Phipps, who partnered with Andrew Carnegie to form U.S. Steel. The younger Phipps assembled old pineapple fields and other property upon which he built and sold expensive Mediterranean Revival and Mission-style homes.

- The neighborhood's proximity to downtown West Palm Beach and the western shore of Lake Worth brought affluent business, political, and social leaders to the neighborhood.
- **Phipps named this development of mainly Spanish-style home after Rodrigo Diaz de Bivar (1040-1099)** who led Castilians and Iberian Moors to conquer Valencia, Spain in 1094. The moors called him "**Cid**," an Arabic term meaning "lord."

**Flamingo Park Historic Residential District** – Bounded by Park Pl., Parker Ave., Belvedere Rd., and Florida Ave., West Palm Beach, FL, 33401

- **Built on the highest of coastal ridges between downtown West Palm Beach and Miami**, Flamingo Park was home to many prominent citizens when it was built in the early 1920s. Like many other Palm Beach County historic districts, the area grew rapidly during the Florida land boom. Similar to those areas, the architecture reflects the Mission, Mediterranean Revival, and Frame Vernacular styles.
- One of the most significant homes here is the **Alfred J. Comeau House** at 701 Flamingo Drive, built in 1924. Comeau was a prominent businessman who also built one of West Palm Beach's first skyscrapers.



**Alfred J. Comeau House in  
the Flamingo Park Historic  
Residential District**

Source:  
[www.floridamemory.com/items/show/  
340089](http://www.floridamemory.com/items/show/340089)

**Grandview Heights Historic District** – Roughly bounded by Park Pl., Alabama Ave., M St., and S. Lake Ave., West Palm Beach, FL, 33401

- Established in 1910, the Grandview Heights neighborhood's first residents were ministers, downtown shopkeepers, and the construction workers who built Palm Beach's resorts. Most of the historic homes in the neighborhood were completed by 1925.
- **By the 1990s, many of the homes in the neighborhood had significantly declined.** The City of West Palm Beach purchased approximately half of the

properties to make way for a **planned downtown redevelopment** property, which included the **Kravis Center for the Performing Arts** (See Section 8 – Uniquely The Palm Beaches, Page 110), **CityPlace**, and the **Palm Beach County Convention Center**.

- During this time, people began desiring an urban living lifestyle, with the district growing in popularity. Today, it is one of the most popular neighborhoods in West Palm Beach.

#### **Historic Old Town Commercial Center/Downtown Lake Worth Beach** – Bounded by FEC, M St., Lucerne Ave., and 1 Ave. South, Lake Worth Beach, FL, 33460

- **Downtown Lake Worth Beach is known as “Old Town.”** Most of the buildings were built in the 1920s, but there are also buildings of historic significance that were built between 1912 and 1949. The **post office dates to 1912** and the Casino and Bathing Pavilion were built in 1919. A block schoolhouse was built in 1916 that became the City Hall in 1927. The City’s Municipal Auditorium was built in 1933.
- Architectural styles in this district include Art Deco, Mission, Mediterranean Revival, and Wood Frame Vernacular.



**Downtown  
Lake Worth Beach**

Source:  
Discover The Palm Beaches

#### **Jupiter Inlet Historic and Archaeological Site** – 400 N. Delaware Blvd., Jupiter, FL, 33458

- **Native Americans used the Jupiter Inlet for transportation** because it was the only outlet for the Loxahatchee River, Lake Worth Creek, and the Jupiter Sound, with part of the flow from the St. Lucie and Indian Rivers diverting to the ocean through the Jupiter Inlet, as well.
- This location was the site of the **Jeaga village** of Hobe (or Jobe in Spanish), which was later changed to Jove and **inspired the name of the town of Jupiter**.
- Built in 1898, the **DuBois Pioneer Home** (See Section 1 – Our Area’s Early History, Page 45) is one of the last homestead buildings remaining in Palm Beach County. It was built of Florida pine by Florida pioneers Harry and Susan DuBois and is

located in DuBois Park on top of a monumental shell mound constructed by the Jeaga people.

- Artifacts found in the mound include pieces of pottery, bone-handled toothbrushes, and a faceted Chevron bead that is thought to have been produced in Italy in the 14<sup>th</sup> century. These beads were used only by wealthy individuals for trading.
- **The home and the mound are jointly listed on the National Register of Historic Places** as the Jupiter Inlet Historic and Archaeological Site.

**Mango Promenade Historic District** – Bounded by S. Dixie Hwy., Austin Ln., Coconut Ln., and Cranesnest Way, West Palm Beach, FL, 33401

- Platted from 1912 to 1936, the Mango Promenade neighborhood was **one of West Palm Beach's earliest upper-middle class suburbs**. The neighborhood features early accommodations for automobiles. This is evident in the fact that the garages were built at the same time as the homes.
- South Dixie Highway contains **commercial buildings**, so the neighborhood is a true, mixed-use district.
- **Unique to the neighborhood are two pedestrian-only walkways.** The brick-paved Mango Promenade connects the South Dixie Highway to S. Olive Avenue, and the Orange Court connects the South Dixie Highway to S. Flagler Drive. Each served as walkways for the houses, while cars accessed garage entrances on parallel alleyways.
- Architectural styles in the district include American Foursquare, Craftsman Bungalow, Colonial Revival, Mediterranean Revival, Queen Anne, Dutch Colonial, and Monterey.



**Mango Promenade  
Historic District**

Source:  
[www.facebook.com/watch/?v=720412085649862](https://www.facebook.com/watch/?v=720412085649862)

**Marina Historic District** – Bounded by E. Atlantic Ave. to the north, SE 4<sup>th</sup> St. to the south, SE 7<sup>th</sup> Ave. to the west, and the Intracoastal Waterway to the east, Delray Beach, FL, 33483

- The Marina Historic District is one of Delray Beach's most **pedestrian-friendly** neighborhoods with narrow and shaded streets. The area was home to many prominent seasonal residents who appreciated its **close proximity to the ocean and the Intracoastal Waterway**.
- One of the notable buildings in this district is the **Christian Science Church** on 7<sup>th</sup> Avenue.
- Architectural styles here include Monterey, Florida Cottages, Art Moderna, Mediterranean Revival, and Mission Revival.

**Nassau Park Historic District** – Boundaries include the two-block area of Nassau St. between Venetian Dr. to the west and S. Ocean Blvd. to the east, Delray Beach, FL, 33483

- With homes built between 1935 and 1941, the Nassau Park Historic District was Delray Beach's first planned residential development south of Atlantic Avenue. **It was built to complement the surrounding resorts and hotels along South Ocean Boulevard and to exemplify the 1930s Delray Beach resort life.** However, the smaller scale of these homes reflects a time when people with money did not want to flaunt it.
- The neighborhood is home to 17 one- and two-story cottages built in the Cape Cod Revival and Minimal Traditional Style.
- **Nassau Street was originally named Jo-Jo Avenue**, but the name was changed by developer R.C. MacNeil who commissioned the first house built in the area.



**Nassau Park  
Historic District**

Source:  
[www.yelp.com/biz/nassau-park-historic-district-delray-beach](http://www.yelp.com/biz/nassau-park-historic-district-delray-beach)

**Northboro Park Historic District** – Bounded by 40<sup>th</sup> on the north, Flagler Dr. and Poinsettia Ave. on the east., Broadway on the west, and 36<sup>th</sup> St. on the south, West Palm Beach, FL, 33407

- The homes in the Northboro Park neighborhood were built between the 1920s and 50s. Architecture styles here include Vernacular, Frame and Masonry Vernacular, Minimal Traditional, Mission Revival, and Romanesque Revival.

**Northwest Historic District** – Roughly bounded by Tamarind Ave. on the east, 11<sup>th</sup> St. on the south, Rosemary Ave. on the west, and 3<sup>rd</sup> St. on the north, West Palm Beach, FL, 33401

- The Northwest Historic District was **once a segregated African American community that was first settled in 1894**. It consisted of both the Northwest neighborhood and Pleasant City (see below). The Northwest Historic District was the larger of the two and was the residential and commercial core of the area.
- Today, the neighborhood is still a predominantly Black area, although many of the middle and upper class have moved to other sections of town.
- The main architectural styles found in this neighborhood include Frame and Masonry Vernacular, Shotgun, Bungalow Craftsman, and Mission. Several of the churches in the area were designed in the Gothic Revival style.

**Historic Old Northwood/Northwood Village** – Roughly bounded by Broadway, N. Dixie Hwy, 26<sup>th</sup> St., and 35<sup>th</sup> St., West Palm Beach, FL, 33404

- Built between 1920 and 1927, during the Florida land boom, **these homes were considered luxurious**.
- It was *the place to live at this time, as wealthy people from around the country flocked to the neighborhood*, paying between \$30,000 and \$36,000 per home. Most of the residents were successful professionals and politicians, including the mayor of West Palm Beach.
- Today, the **Northwood Village Creative Arts District** is located in the district. Comprised of one-of-a-kind shops, galleries, restaurants, and cafes, the village gives off a bohemian vibe.
- The dominant architecture in this neighborhood is Mediterranean Revival with a few Mission and Vernacular homes.

**Old Lucerne Historic Residential District** – Roughly bounded by N. Lakeside Dr., N. Palmway St., and N. O St. from Lake Ave. to 7<sup>th</sup> Ave. N., Lake Worth Beach, FL, 33460

- In 1906, 500,000 acres of the Florida Everglades were drained in hopes of converting the land to farms.
- In 1912, the **Palm Beach Farms Company** purchased 60,000 of those acres and named the area “Lucerne.” As previously mentioned, it was realized that this name was already taken by another town in Florida, so the **name was changed to “Lake Worth,”** which was incorporated in 1913.

**Old School Square Historic Arts District** – Bounded by Lake Ida Rd, NE 1<sup>st</sup> Ave., SW 2<sup>nd</sup> St., and North Swinton Ave., Delray Beach, FL, 33483

- **The Old School Square district is situated in the original geographic center of Delray Beach, and it is the town’s largest historic district.**
- The buildings were built between 1902 and 1945. Every pre-World War I and II Vernacular architectural style in Delray Beach is found in this district. Other styles include Masonry Vernacular, Craftsman Bungalow, Mission, and Mediterranean Revival.
- **Many of the buildings in this area have been repurposed for production of the arts,** including the Delray Beach Center for the Arts at Old School Square and the Cornell Art Museum.



**Cornell Art Museum  
at Old School Square**

Source:  
<https://delrayoldschoolsquare.com/cornell>

**Pleasant City** – Bordered on the north by 23<sup>rd</sup> St. and 15<sup>th</sup> St., on the east by Dixie Highway, on the south by 16<sup>th</sup> St., and on the west by the Florida East Coast Railway, West Palm Beach, FL, 33405

- **Established in 1904, Pleasant City is the oldest neighborhood founded by African Americans in West Palm Beach.** Many of the initial residents were workers who came to the area to extend the Florida East Coast Railroad from

Juno Beach to Palm Beach. They were also construction workers who built the Royal Poinciana Hotel and Whitehall.

- When the neighborhood was platted, the founders **chose pleasant names for the roads, including Happy Street, Merry Place, and Cheerful Street.**

**Prospect Park/Southland Park Historic District** – Bounded by Lake Worth, S. Dixie Hwy, Moncaux Rd, and Monroe Dr., West Palm Beach, FL, 33409

- The buildings in this neighborhood were built between 1900 and 1945. The architectural style represented here is mainly late 19<sup>th</sup> and 20<sup>th</sup> Century American Revival.

**Royal Poinciana Way Historic District** – Bounded by 207-283 Royal Poinciana Way, Palm Beach, FL, 33480

- **This district represents the historic commercial center of Palm Beach with buildings constructed between 1915 and 1954.**
- A variety of architectural styles have been used in the district, including Vernacular, American Foursquare, Neoclassical Revival, Mission Revival, Mediterranean Revival, Art Moderna, and Mid-Century Modern.

**Vedado Historic District** – Roughly bounded by Merrill Ave., Southern Blvd on the south, Parker Ave. on the east, and Paseo Morella, West Palm Beach, FL, 33405

- Most of the homes in this neighborhood were built in the 1940s and 50s.
- A few dates to the 1920s, when the neighborhood became **the first suburb in West Palm Beach**. Most of the homes are one story in this district.



**Vedado  
Historic District**

Source:

[www.homes.com/property/3715-paseo-andalusia-west-palm-beach-fl/3223r7ckm3v1v/](http://www.homes.com/property/3715-paseo-andalusia-west-palm-beach-fl/3223r7ckm3v1v/)

**West Settlers District** – Bounded on the north by Martin Luther King Blvd., on the east by NW 2<sup>nd</sup> Ave., on the south by Atlantic Ave., and on the west by NW 6<sup>th</sup> Ave., Delray Beach, FL, 33483

- **Settled in 1894, this neighborhood was the first African American neighborhood in Delray Beach.** The area was called “The Sands” because of its sandy soil. Many of the residents in the neighborhood worked on nearby farms.
- The architectural style of the early homes in the district are Frame Vernacular, as settlers built their own homes utilizing local materials. Homes built in the 1920s are of Bungalow and Mission Revival styles.
- As educational and religious institutions were important to the residents, a **school, three churches, and a Masonic lodge** were all built in the district between 1895 and 1920.
- Notable buildings in the area include Mount Olive Baptist Church and La France Hotel. ***Discover It: Walking tour brochures of the neighborhood are available at the Spady Cultural Heritage Museum West Settlers District Walking Tour Brochures – [www.spadymuseum.com/historical-tour/](http://www.spadymuseum.com/historical-tour/)***

**Worth Avenue/Via Mizner** – Bounded by 337-339 Worth Ave., Palm Beach, FL, 33480

- **This shopping avenue was one of the first areas developed in Palm Beach** when it was named in 1913 for General William Jenkins Worth who fought in the Second Seminole War.
- **In 1918, architects Addison Mizner and Paris Singer built the Everglades Club at the western end of Worth Avenue**, introducing the Mediterranean architectural style. Mizner also designed and built an office building on the street to house his architectural studio and related businesses. Today that building is a three-bedroom apartment.



**Worth Avenue**

Source:  
[Discover The Palm Beaches](http://DiscoverThePalmBeaches.com)

- In 1924, Mizner began working on the **three-story Villa Mizner building**, with shopping on the ground floor and residences above. Mizner himself occupied one

of the residences in this building. At this same time, he designed and developed the adjacent Via Mizner shopping complex.

- Through the 1940s, the avenue developed to include shops, courtyards connected by pedestrian “vias,” and landscape features including tiled fountains, sculptures, and shaded benches.
- **Via Mizner extends from Worth Avenue adding to the concept of a European-influenced pedestrian village.**
- **Discover It: Walking tours of Worth Avenue are offered by Historic Walking Tours of Worth Avenue – [worth-avenue.com](http://worth-avenue.com).**

## Our Historic Landmarks

**The Boca Raton** – 501 E. Camino Real, Boca Raton, FL, 33432, 855-874-6551,  
[www.thebocaraton.com](http://www.thebocaraton.com)

- Built initially as the Cloister Inn by architect Addison Mizner, The Boca Raton has been renovated several times.
- In November 1927, Clarence Geist, one of Mizner’s investors, **purchased the hotel as a wintertime golf resort** to complement his summer golf resort in New Jersey. He added two additional golf courses to the three that already existed and tripled the size of the resort. **The name was changed to The Boca Raton Club, and it operated as a private club where only members and their guests could stay.** This made it very popular with those who didn’t want to live in the limelight.
- **The hotel never made a profit.** In 1942 during World War II, Geist’s widow leased the hotel to the U.S. government to be **used as housing for the Boca Raton Army Air Field** (See Section 2 – Our Military History, Page 63).



**The Boca Raton**

Source:  
[Discover The Palm Beaches](http://DiscoverThePalmBeaches.com)

- In 1944, after the war had ended, the hotel was **purchased by hotelier J. Myer Schine who painted it in its famous pink color** and promoted it heavily as

“America’s finest winter resort hotel” with brochures, postcards, and full-page newspaper ads.

- In 1956, it was purchased by Arthur Vining Davis, one of the wealthiest men in the world at the time. Davis also purchased a large section of Boca Raton and began to build and promote gated communities in the city. In the late 1960s, he **added the 26-floor tower and a new convention center**. He also **extended the seawalls to accommodate yachts and charter boats on the lakefront**.
- In 1993, new owners **added the Tennis and Fitness Center**. Another set of new owners **added the Mizner Center** in 1998 with its four ballrooms and the **Spa Palazzo** in 2001.

**Boca Raton Old City Hall** – 71 N. Federal Hwy., Boca Raton, FL, 33432, 561-393-7700,  
[myboca.us](http://myboca.us)

- **Also known as the Town Hall**, this building was designed by architect Addison Mizner. It opened in 1927 as **Boca Raton’s first municipal building, fire station, and police department**.
- **The Woman’s Club opened the city’s first public library here in 1927**, and the second floor was the fire chief’s home for several years.
- In 1975, it was determined that a new city hall was needed and that the building should become a museum. The Boca Raton Historical Society moved its offices to the building and several city offices remained until 1983. *Discover It: In 1984, Old City Hall was restored to its original architectural design by the Boca Raton Historical Society in 1984. The building now operates as The Schmidt Boca Raton History Museum* –[www.bocahistory.org](http://www.bocahistory.org) (See the Attractions Section, Page 174)



**Boca Raton Old City Hall  
Schmidt Boca Raton  
History Museum**

Source:  
[Discover The Palm Beaches](#)

**The Breakers** – One South County Rd., Palm Beach, FL, 33480, 855-332-2195,  
[www.thebreakers.com](http://www.thebreakers.com)

- As mentioned, after building the Hotel Royal Poinciana, Henry Flagler built this hotel on the beach as the Beach Inn. Guests wanting to stay at the Inn would

often to request to stay “down on the breakers” when referring to the hotel and it quickly became known as “The Breakers.”

- In 1903, workers were enlarging the building for the fourth time in less than a decade, when **a fire started and burned the building to the ground**. Flagler declared that not only would it be rebuilt, but that it would be open for the upcoming winter season.
- **The hotel reopened on February 1, 1904**, as a four-story, colonial-style building with 425 rooms and suites. **Rooms started at \$4 per night and that included three meals per day.**<sup>40</sup> The venture was very successful and famous people, like the Vanderbilts, Rockefellers, and Astors were common guests.
- **Fire struck again in 1925** when the wife of Chicago Mayor “Big Bill” Thompson left her curling iron on. Flagler’s heirs, led by William R. Kenan, Jr., president of the FEC Hotel Company and the FEC Railway Company, and Flagler’s brother-in-law, announced that the hotel would again be rebuilt in time for the 1926-27 winter season.
- The architects designed the new hotel, as seen today, after the Villa Medici in Rome. It was built as a seven-story hotel by **more than 1,200 construction workers** working around the clock. **Seventy-two artists from Italy completed the paintings on the lobby ceiling.** The cost was \$7 million, and construction was completed in 11.5 months, **opening the hotel on Dec. 29, 1926, just in time for the Palm Beach winter season.**
- Guests continue to be impressed with the resort’s **200-foot lobby with a hand-painted ceiling**, its Florentine Dining Room, and its beautiful landscaping.

**Colony Hotel & Cabaña Club** – 525 E. Atlantic Ave., Delray Beach, FL, 33483, 561-276-4123, [colonyflorida.com](http://colonyflorida.com)

- **Opening as the Alterep Hotel in 1926**, the hotel’s three stories were built in the Spanish Colonial Revival style by a group of investors led by Albert T. Repp. Its domed towers and stucco facades were unique to the other hotels built in the area, as were the Spanish Galleon carved into the lobby’s central mantle and the terrazzo floor tiles. The hotel also had an **Otis & Company elevator that featured cut-glass panels and dark wood trim**. It was filled with Fixx Reed wicker furniture, which the developer had purchased from the upscale John Wanamaker Store in Philadelphia.
- Unfortunately, **the hotel did not turn a profit** after it opened. Things got worse when the Great Depression hit, and **Repp foreclosed on the hotel**.
- **In 1935, newlyweds George and Agnes Boughton were passing through Delray Beach on the way back from their cancelled honeymoon trip** when they saw the Alterep Hotel. George’s father was a hotelier and they **convinced him to purchase the hotel with them. They renamed it “The Colony Hotel”** and

invested in a variety of new amenities and facilities, **adding the Cabana Club on a 250-foot strip of land along the Atlantic Ocean**. The hotel is still managed by the Boughton family today.

### Duck's Nest – 303 Maddock Way, Palm Beach, FL, 33480

- Built in 1891, the home known as the Duck's Nest was **shipped from New York in pieces on a floating barge**.
- The house was **built as a winter residence** for Henry Maddock's family. Maddock was a New Yorker who imported English china. He had followed the railway expansion to Florida and sold china to the many hotels in the area. He eventually decided that having a winter home in the area was a good idea.



**Duck's Nest**

Source:  
[www.palmbeachdailynews.com/story/news/2020/12/26/re-do-palm-beachs-second-oldest-house-wins-preservation-award/402270001/](http://www.palmbeachdailynews.com/story/news/2020/12/26/re-do-palm-beachs-second-oldest-house-wins-preservation-award/402270001/)

- Duck's Nest is the **second-oldest home** in Palm Beach. **Some say the house got its name from the ducks that roosted on the freshwater marsh**, now filled in, that was formerly located just east of the building. Others say the name came from the fact that **Maddock affectionately called his wife "Duckie."**
- **When it was built, the only way to access the house was via boat on the Lake Worth (now the Intracoastal Waterway).**
- By 1941, the house was in great disrepair when Henry's son Paul took it over. The town told him to tear it down or restore it, so Paul decided to restore it. He first built a causeway (elevated road) through the marsh to connect the house to a county road. In 1942, the town filled in the marsh using the causeway as a dike.
- The home has had **many renovations and additions**, the most recent occurring in 2021. **It is still a private residence.**

### First Church of Christ Scientist – 700 S. Dixie Hwy., West Palm Beach, FL, 33401, 561-655-2343, [www.wpbcs.com](http://www.wpbcs.com)

- **In 1904, seven Christian Scientists from across the U.S. met in West Palm Beach to establish the area's first permanent Christian Science Church.** The congregation held its early services in the Masonic Lodge on Clematis Street.

- By 1911, the congregation had grown to 18 members, enough to merit the construction of a church building, which was **completed in 1913**.
- In 1926, today's Neo-classical building was constructed on land donated by Anne Phipps, the wife of steel magnate Henry Phipps.
- The beauty of the church is exemplified in its eight fluted Ionic columns at the east entrance and another four at the south entrance.

**Jupiter Inlet Lighthouse** – 500 Captain Armours Way, Jupiter, FL, 33469, 561-747-8380,  
[www.jupiterlighthouse.org](http://www.jupiterlighthouse.org)

- Due to many shipwrecks, in 1852, the *Florida Lighthouse Board* **recommended a lighthouse be constructed** near Jupiter Inlet, the light of which would **warn sailors to avoid the offshore shoal**.
- Congress authorized the construction of the lighthouse in 1853 and the project was assigned to Lieutenant George Gordon Meade of the U.S. Army Corps of Engineers.
- Meade selected the site and **drew up the original design** for the lighthouse. His successor, Lieutenant William F. Reynolds, improved the original design by adding height and a double wall. The site was a part of **Fort Jupiter Reservation** established during the First Seminole War (See Section 2 – Our Military History, Page 63).
- The Jupiter Inlet Lighthouse was completed and officially lit on July 10, 1860. **Its light beam could be seen from a range of 17-25 miles on a ship at sea**.
- From 1860 to 1939, **more than 70 different lighthouse keepers served** at the Jupiter Inlet Lighthouse. **Three keepers served at one time to keep it illuminated**. They were responsible for keeping the lighthouse's lamp full of fuel, winding the mechanism that turned the lens, and keeping watch through the night, in addition to general maintenance of the lighthouse and its grounds.
- **The lighthouse was painted red around 1910**, as humidity and sea air had discolored the brick.
- In 1905, the U.S. Navy established a U.S. Naval **Wireless Telegraph Station** on Fort Jupiter Reservation. It was part of a chain of coastal stations primarily used as a communication station. In 1929, a **Radio Compass Station** was established by the Navy to monitor distress signals, as well as naval ship and aircraft frequencies, broadcast weather information, and served as a navigational aid.



**Jupiter Inlet Lighthouse**

Source:  
[Discover The Palm Beaches](http://DiscoverThePalmBeaches.com)

- In 1939, the Lighthouse Service merged with the **U.S. Coast Guard**, who remained keepers of the lighthouse, until it was fully automated in 1987.
- That same year, the Navy's Radio Compass Station was transformed into **Station J, a secret station built to intercept radio messages from German U-boats** to help the U.S. military find and destroy them. (See Section 2 – Our Military History, Page 63)
- The Air Force established **Jupiter Auxiliary Air Force Base** in 1951, with tracking facilities on the north side of Beach Road and personnel housed at the former Station J. The base tracked missile test launches from **Cape Canaveral** as part of the Atlantic or Eastern Missile Range. In 1954, the Air Force contracted operations of the range to civilians. Today, the **Jonathan Dickinson Missile Tracking Annex**, the site's successor established in the 1980s, can be seen from the top of the lighthouse.
- In 2008, the Jupiter Lighthouse Reservation was designated as the **Jupiter Inlet Lighthouse Outstanding Natural Area (JILONA)** (See Section 9 – Our Climate & Natural Assets, Page 130). Ownership of the lighthouse and the former Coast Guard station were transferred to the Bureau of Land Management in 2019.
- **The lighthouse remains an active public aid to navigation.**
- The non-profit **Loxahatchee River Historical Society (LRHS)** opened a lighthouse museum on the site in 1973.
- Since 1994, LRHS has served as the **stewards and keepers of the Jupiter Lighthouse**, while also allowing the public access. ***Discover It: Jupiter Inlet Lighthouse & Museum* – [www.jupiterlighthouse.org](http://www.jupiterlighthouse.org)** (See the Attractions Section, Page 174)

**Little Red Schoolhouse** – 2185 S. Ocean Blvd., Palm Beach, FL, 33480, 561-832-0731,  
[www.palmbeachpreservation.org](http://www.palmbeachpreservation.org)

- Built in 1886, the Little Red Schoolhouse was the **first schoolhouse built in southeast Florida**. It was located on Lake Trail about **one mile north of Royal Poinciana Bridge**.
- **Children arrived by boat, bike, or on foot** from all around Lake Worth. By the 1890s, the enrollment was **35 students from many pioneer families**, including: Dimick, Maddock, and Reese.



**Little Red Schoolhouse**

Source:  
[www.palmbeachpreservation.org/visit/little-red-schoolhouse](http://www.palmbeachpreservation.org/visit/little-red-schoolhouse)

- **The school ceased operation in 1901, when a larger school opened in West Palm Beach.** As the nearby Phipps estate expanded, the schoolhouse became part of the estate grounds and was eventually used as tool shed by John S. "Jay" Shaffer Phipps (See Section 3 – Our Influential Citizens, Page 71).
- In 1959, it was determined that it needed to be moved to make way for a North Lake Way extension.
- In 1960, **the Gardener's Society of Palm Beach refurbished the building and moved it to Phipps Ocean Park**, its current location. Today, it is used for The Preservation Foundation of Palm Beach's Living History Program, where local schoolchildren are able to get a glimpse of what it was like to attend school in the 1890s.

**Mar-a-Lago** – 1100 S. Ocean Blvd., Palm Beach, FL, 33480

- **Completed in 1927**, Mar-a-Lago was built by **cereal heiress, Marjorie Merriweather Post**, who had inherited the *Postum Cereal Company* from her father. For much of her life, she was known as the richest woman in America.
- Sitting on a **20-acre site bordered by the Atlantic Ocean on one side and the Intracoastal Waterway on the other**, the mansion was built for \$7 million (approximately \$120 million in today's dollars).
- The estate's name comes from the fact that the property extends the entire width of Palm Beach, between the two bodies of water. **Mar-a-Lago means “sea to lake” in Spanish.**
- Upon her death, **Post willed the home to the U.S. government**, with the intention that it be used as a **presidential warm-weather retreat**. However, the **government returned the home to the Post Foundation in 1981**, citing its **high maintenance costs**.
- In 1985, **Donald J. Trump** (former President, businessman, and investor) purchased the estate for \$5 million. In 1995, he turned the property into the **Mar-a-Lago Club**, a member-only private club. **The Trump family maintains a private residence** in a closed-off area of the house and grounds.
- From 2017-2021, he served as the **45<sup>th</sup> President of the United States**. He and his family have considered Mar-a-Lago their primary residence since 2019.



**Mar-a-Lago**

Source:

[storage.googleapis.com/afs-prod/media/afs/Medium:049579967588/3000.jpeg](https://storage.googleapis.com/afs-prod/media/afs/Medium:049579967588/3000.jpeg)

**Old School Square** – 51 N. Swinton Ave., Delray Beach, FL, 33444, 561-654-2220,  
[www.delrayoldschoolsquare.com/about](http://www.delrayoldschoolsquare.com/about)

- In 1913, **Delray Elementary** (grades one through twelve) **was the first structure to be built**, with **Delray High School built in 1925** to accommodate a growing population.
- When, in 1949, a **new high school was built**, both the elementary school and the high school buildings were used by the elementary school.
- In the mid-1980s, a **new elementary school was built**.
- At that time, **all of the older buildings at the Delray Elementary site were abandoned** by the Palm Beach County School Board.
- In late 1985, a group of citizens worked with the Delray Beach Historical Society to **preserve the buildings** and turn them into something that would **jumpstart the revitalization of Delray Beach's downtown**.
- By 1986, the site was incorporated as **Old School Square**, and restoration began.
- In 1990, the restored elementary school building opened as the **Cornell Museum of Art**. And, in 1993, the **Crest Theatre** opened.
- **By 1998, the restoration of the classrooms was completed**.
- Today the Old School Square 6-acre campus is a **historic cultural arts complex** in the heart of Downtown Delray Beach.

**Palm Beach County Historic Courthouse** – 300 N. Dixie Hwy., West Palm Beach, FL, 33401, 561-832-4264, [courthousesofflorida.com/courthouse/palm-beach-county-historic-courthouse](http://courthousesofflorida.com/courthouse/palm-beach-county-historic-courthouse)

- The Palm Beach County Courthouse was **built in 1916 to house all of the county's governmental offices**, including the jail. It was designed with a granite base, brick and stone facades, and tall limestone columns. The county government quickly needed more room, and an addition of similar design was added in 1927. **The two buildings were connected with usable rooms in 1955**.
- In a 1969 expansion, **the Neoclassical façade was covered in brick**.
- In 1995, a new county courthouse was built across the street and the **old courthouse was slated for demolition**.



**Palm Beach County  
Historic Courthouse**

Source:  
[pbchistory.org](http://pbchistory.org)

- However, **Rick Gonzales** of REG Architects **pushed the county to restore the building** and demolish only the additions, keeping the integrity of the original building. In this process, **the brick façade was removed in 2008**.
- The building is listed on the National Register of Historic Places.
- *Discover It: Today, the building is home to a few county offices and the Richard and Pat Johnson Palm Beach County History Museum and the Historical Society of Palm Beach County – [pbchistory.org](http://pbchistory.org)* (See the Attractions Section, Page 174)

#### **Sea Gull Cottage – 60 Cocoanut Row, Palm Beach, FL, 33406**

- Considered today as **the “oldest existing house in Palm Beach,”** the home was completed in 1886 and was known as “McCormick’s Cottage.” This Queen Anne shingle-style cottage was built just north of its present location. Businessman Robert R. McCormick paid \$10,000 for the land and \$30,000 for the house. It was known as the “showplace along the shores” of Lake Worth.
- In 1893, Henry Morrison Flagler purchased the home as his first Palm Beach winter residence, until he completed his adjacent mansion, Whitehall, in 1902.
- In 1913, Flagler **moved the home from lakeside to oceanfront**, where it became one of **The Breakers Hotel** rental cottages. Here it acquired the name **Sea Gull Cottage**.
- Threatened with demolition, in 1984, the Preservation Foundation of Palm Beach rescued the cottage and, again, relocated it. Today, Sea Gull Cottage sits on the Royal Poinciana Chapel grounds **near its original lakefront location**.

#### **Sunset Lounge – 609 8<sup>th</sup> St., West Palm Beach, FL, 33401**

- The history of the Sunset Lounge building reflects a wide variety of entertainment in West Palm Beach’s historic northwest region.
- In 1926, businessman Robert Saunders opened the property as a garage and gas station. A few years later, he shifted the building’s focus to the **Sunset Roof Garden and Grill** on the second floor.
- From 1933 to 1948, the **Sunset Royale** nightclub operated in a building that had been renovated to include a first-floor bar and lounge and a second-floor ballroom, with a mezzanine level and elevated stage.
- In 1942, the Sunset Auditorium was advertised as the largest fireproof dance hall in the state.
- In the 1940s, the **Sunset Lounge** was one of the **premier African American entertainment venues**, hosting **famous Big Band entertainers** such as Duke Ellington, Count Basie, and Cab Calloway. In the 1960s, it featured **jazz greats** like Louis Armstrong, Ray Charles, and Ella Fitzgerald. In the 1970s, **performers** James Brown, Dizzy Gillespie, and Ike and Tina Turner excited audiences here.

- The upstairs dance hall was converted to apartments in 1977 until the building closed in 2018.
- The building is **currently being redeveloped** by the West Palm Beach Community Redevelopment Agency (CRA). The **nearly \$20 million renovation** will include a new restaurant, rooftop garden, new parking garage, valet parking, and more. For more information, see [sunsetloungewpb.com/vision/](http://sunsetloungewpb.com/vision/).



### Sunset Lounge

Source:  
[www.wpb.org/government/  
community-redevelopment-  
agency/downtown-city-  
center-cra/projects/sunset-  
lounge-historic-northwest](http://www.wpb.org/government/community-redevelopment-agency/downtown-city-center-cra/projects/sunset-lounge-historic-northwest)

**Whitehall** – 1 Whitehall Way, Palm Beach, FL, 33480, 561-655-2833,  
[www.flagermuseum.us](http://www.flagermuseum.us)

- **Completed in 1902, Henry Flagler built Whitehall for his wife-to-be Mary Lily Kenan.** The Flaglers used it as their winter residence.
- Flagler hired the same architects (John Carrere and Thomas Hastings) that designed his Hotel Ponce de Leon in St. Augustine. The architects designed a **75-room, 100,000 square foot Gilded Age mansion**. The facade of the building has massive marble columns and a red barrel tiled roof. **The home's two floors are built around a central courtyard.** Besides the public rooms on the first floor, the house was **designed with 12 guestrooms**, rooms for house servants, and an office for Flagler and his secretary.
- It is located on the eastern bank of Lake Worth Beach with Flagler's **Hotel Royal Poinciana** located to the north and **The Breakers** to the east.
- In a March 1902 article, the *New York Herald* described Whitehall as "**More wonderful than any palace in Europe, grander and more magnificent than any other private dwelling in the world...**"
- The Flaglers enjoyed a social life at Whitehall, giving weekly musical programs featuring their resident organist, as well as professional artists. Attendees for their many social gatherings were **the famous people of the day**, including the Duke and Duchess of Manchester, actor Joseph Jefferson, Woodrow Wilson, and John Jacob Astor.

- Flagler lived in the home during the winter season until 1913, when he died partly as a result of a fall at Whitehall. **Mary Lily remained at Whitehall until her death in 1917**, after which her niece, Louise Lewis, inherited the home.
- Lewis ultimately **sold the home to a group of investors who turned it into a hotel**, building a 300-room, ten-story addition on the west side of the building.
- In 1959, **Flagler's granddaughter formed a foundation that bought the house** as a home for the **Henry Morrison Flagler Museum**, which opened in 1960.
- In 1963, the top ten floors of the hotel addition were taken down. **Discover It: Henry Morrison Flagler Museum – [www.flagermuseum.us](http://www.flagermuseum.us)** (See the Attractions Section, Page 174)



**Whitehall**

Source:  
[www.flagermuseum.us](http://www.flagermuseum.us)

**Yesteryear Village** – South Florida Fairgrounds, 9067 Southern Blvd., West Palm Beach, FL, 33411, 561-793-0333, [www.southfloridafair.com/p/yesteryearvillage](http://www.southfloridafair.com/p/yesteryearvillage)

- Yesteryear Village is a **living history park** featuring a collection of early, original, and replicated buildings that **reflect life in early Palm Beach County**.
- The buildings include an old school, a farm, a blacksmith shop, a general store, and several houses.
- The **Sally Bennett Big Band Hall of Fame Museum** is also located on the site. It is the **only Big Band museum in existence in the U.S.**



**Yesteryear Village  
Schoolroom**

Source:  
[Discover The Palm Beaches](#)

## Other Notable Landmarks

### Juno Beach Pier – 14776 U.S. Hwy 1, Juno Beach, FL, 33408

- **When built In 1950, the Juno Beach Pier was the only pier between Cape Canaveral and Palm Beach.** It was built by Bessemer Properties.
- In 1977, it was purchased by Wally and Penny Sheltz who remodeled the pier's two-story building. They sold admissions, food, drinks, bait, and tackle, with bathrooms downstairs and an apartment upstairs.
- Over the years, the pier began to deteriorate. **In 1984, 20-foot storm waves destroyed the center of the structure.** Later in 1985, the town's fire department burned down the two-story building in a training exercise. The original pier was dismantled in 1986.
- **In 1999, the town rebuilt the pier** as a 990-foot t-shaped pier.
- Today it remains a **popular location for fishing.** The **full-service Pier House** is home to a snack bar, gift store, and a bait and tackle shop that also rents poles.  
[marinelife.org/juno-beach-pier/#experiences](http://marinelife.org/juno-beach-pier/#experiences)

### Royal Park Bridge – Across the Lake Worth Lagoon between West Palm Beach and Palm Beach connecting Lakeview Avenue to Royal Palm Way

- The first Royal Park Bridge was **built as a toll bridge in 1911** by Palm Beach's first mayor, Elisha Newton "Cap" Dimick (See Section 3 – Our Influential Citizens, Page 71). It was built to provide access to the Royal Park Addition subdivision, which he had invested in with a few business partners. **The toll on the bridge was a quarter per vehicle, plus a nickel for each additional passenger.**
- In 1920, the original bridge was sold to the county and a replacement bridge was constructed in 1921. During construction, a pier near the Palm Beach end gave way and **much of the new bridge collapsed. It was rebuilt and opened in 1924.**
- In 1959, the bridge was widened, and the swing span was replaced with a lift opening.
- In 2004, a \$50 million bridge was completed, which is the bridge we use today.



**Royal Park Bridge**

Source:

[www.palmbeachbiketours.com/a-new-look-at-the-royal-park-bridge/](http://www.palmbeachbiketours.com/a-new-look-at-the-royal-park-bridge/)

## Worth Avenue Clock Tower – 432 S. Ocean Blvd., Palm Beach, FL, 33480

- The construction of the clock was part of a \$14 million makeover to the stylish shopping mecca Worth Ave in 2010 that also included wider sidewalks and palm trees lining up along the sidewalks. The clock symbolizes the fact that time may have changed, but that the half-a-mile Worth Avenue, called the Avenue by Palm Beachers, will always be an ongoing commitment to elegant consumerism.<sup>41</sup>
- The clock tower is designed in Spanish-style architecture with a four-story-high truncated pyramidal top. Each side of the tower has a **clock face** with Roman numerals and **carved stone palm fronds**.
- The clock is also intended to be a monument to the Palm Beach Pier, which stood on that site before it was **destroyed by a 1930 hurricane**.



**Worth Avenue Clock Tower**

Source:  
[Discover The Palm Beaches](#)



# QUICK REFERENCE GUIDE & INDEX

## ATTRactions & POINTS OF INTEREST

This *Quick Reference Guide and Index* was requested by your fellow CTAs as an easy-to-use resource to help you quickly answer visitors' questions. Note

- ✓ **Most Frequent Attraction** (in CAPITAL LETTERS)
- ✓ *Discover Its* (in *Italics*) found in Section II
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