



OUR SOUTHERN SISTER

SHOULD WE BE HAVING A **PALM BEACH** IDENTITY CRISIS?

Did you grow up in a quiet seaside town that was born as a summer escape for the monied elite? Perhaps your mom shopped for her charity gala ensemble at Razook's but preferred a uniform of Pulitzer pink for everyday wear. Horse farms became the equivalent of five-star equestrian hotels, and the rise of hedge funds changed the real estate landscape. Then perhaps you grew up in Palm Beach. It's been called the "New Greenwich," but with this many similarities, perhaps it's been Greenwich all along.

ECCENTRIC FOUNDING FATHERS



Famed architect **Addison Mizner** came to Florida to build a hospital for WW1 veterans; the war ended before the building was completed, and it was redesigned as The Everglades Club. Mizner had a pet spider monkey named Johnnie Brown. Legend has it that Mizner would perch Johnnie on his shoulder and stroll about town.



J. Kennedy Tod, finance tycoon, came to Greenwich from Scotland and built a mansion on Greenwich Point that became home to the original Innis Arden Golf Club. Tod willed the manse to the New York Presbyterian Hospital in 1938 (which eventually sold it to the town of Greenwich). He was known for housing a pet bear in the Chimes Building.

WORTH AVENUE BY STOCK.ADOBE.COM/@THOMAS BARRAT GREENWICH AVENUE BY JULIE DIDWELL; ALL OTHERS CONTRIBUTED

RETAIL THERAPY

WORTH AVENUE
A one-way street that leads to the water and is packed with upscale shops including Betteridge Jewelers and Saks Fifth Avenue. It's featured time and again on many lists of "retail's most expensive streets in the United States."



GREENWICH AVENUE
Just the same—minus the palm trees.

NOT JUST A TOWN

Palm Beach County is made up of
39
diverse cities and towns across 2,300 square miles from Boca Raton to Jupiter.

Greenwich is made up of
4
diverse towns across sixty-seven square miles from Byram to Old Greenwich.

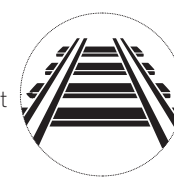
WATER, WATER EVERYWHERE

WEST PALM BEACH
West Palm doesn't have a beach, but it does have the intercoastal waterway and plenty of yachts. Palm Beach is the glitzy eighteen-mile-long barrier island you think of when you hear Palm Beach.

OLD GREENWICH
O.G. is considered the beach town, but Greenwich has the often-overlooked Byram Beach and ferry access to Island Beach. Locals can book overnight campsites on Island Beach or Great Captain's Island.

RIDING THE RAILS

Virgin Trains launched a luxury high-speed train line with service to Ft. Lauderdale and Miami just over a year ago. A line connecting West Palm to Orlando is under construction. No need to brave traffic for a night at Stephen Starr's Upland restaurant in Miami.



Metro-North, though seriously lacking Virgin's luxury, sure makes the Big Apple accessible. No need to brave traffic for a night at Stephen Starr's Upland restaurant in New York City.

BEACH BABY

47

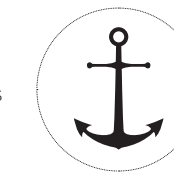
miles of beaches, most of which are free and open to the public unless you're on the island of Palm Beach, where residents closely guard their private beaches

32

miles of shoreline with beaches restricted to residents and out-of-towners who purchase day passes

YACHTIES

PALM BEACH YACHT CLUB
founded in 1890 offers reciprocal benefits at Indian Harbor Yacht Club.



INDIAN HARBOR YACHT CLUB
founded in 1889 offers reciprocal benefits at Palm Beach Yacht Club.

RICHEST ZIP CODES IN THE UNITED STATES

33480
NO.
4

*source: Bloomberg

06831
NO.
23

06878
NO.
41

06830
NO.
33

06870
NO.
49

*source: Bloomberg

THE SPORT OF KINGS

PALM BEACH POLO
Palm Beach is the epicenter for all things polo. Locals love to spend Sunday afternoons picnicking, watching matches and stomping divots. **The International Gay Polo Tournament** is held there annually.

GREENWICH POLO
The Greenwich Polo Club is home to the **White Birch** team founded by Peter Brant. Brant's team has won more high-goal polo tournaments in the U.S. than any other single team in the past twenty-five years. Locals love to spend Sunday afternoons picnicking, watching matches and stomping divots.

BUT WAIT, THERE'S MORE!

DEATH AND TAXES

PB: No personal income, estate or corporate tax (on limited partnerships)

GRW: Well, never mind.

SHOCKING

PB: Home to shock jock Howard Stern

GRW: Home to Stern sidekick, Baba Booley

GALA PICS

PB: *The Shiny Sheet*

GRW: You're reading it right now.