

## BRUCE LEWIS

For almost 30 years, Bruce Lewis has promoted local businesses in West Palm Beach. As the president and CEO of L.B. Limited & Associates, a public relations firm, and as a past board chair of West Palm Beach Downtown Development Authority, he's helped shape the city. Job one? Mentoring young business owners. Here, he talks about the energy of DowntownWPB in its many forms:

**How I've seen downtown grow:**

"I remember the growing pains the city went through, when both Dixie Highway and Olive Avenue were closed because of flooding and ground floor retail was restricted. I've watched the city go from a ghost town to a thriving city, culminating in the lively growth we're seeing now."

**What makes downtown unique:**

"The most notable feature is that its eastern edge lies on the water. Visitors and tourists love the ambiance of the Intracoastal and the beautiful vibrant skyline. DowntownWPB is a destination-rich environment for restaurants and shops. You can find almost any kind of business downtown. With the shift toward a 'walkable city,' the upgrades are more pedestrian-friendly."

**Where I eat downtown:**

"Lunch is often a convenience, and I'm right across the street from Duffy's. They have a good variety. If I'm eating healthier, I'll go to Field of Greens. If I want Italian, it's Lynora's. For breakfast, I like E.R. Bradley's. I love the energy of DowntownWPB during lunchtime. There's lots of lively conversations going on."



Bruce Lewis, president and CEO of L.B. Limited & Associates. PHOTO BY JIM BERIAU

# THE DOWNTOWNERS

*West Palm Beach business owners dish about why they're downtown – and why you should be, too!*

**Where I shop downtown:**

"I try not to shop too much, but for special occasions, I'll visit one of the specialty shops where you can find something unique."

**Where I play downtown:**

"My wife Theresa and I come downtown once or twice to see a show at Palm Beach Dramaworks. Last year we saw 'Fences,' and it was awesome."

I've had a long history with the theater, and they've come so far. I'm excited to see what this season has to offer."

**Why I want to be downtown:**

"The city is undergoing a metamorphosis. Every Friday, I keep my door open to anyone with a question or in need of assistance. I'll give them small business advice and a homework assignment. The serious

people do the homework and come back. The others don't. If I leave my office and walk a few blocks, at least three or four people stop me and ask questions. There's true positive energy in our streets. I like that."

**Why you should visit downtown:**

"You will discover unknown treasures! There's the Waterfront, for both recreation and commerce, and West Palm Beach is the capital of the county. It has an interesting history. There's a good energy, lively growth and friendly people." — Janis Fontaine

**BRUCE LEWIS**

President & CEO

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