

ROB SAMUELS



Rob Samuels, president and CEO of Provident Jewelry, has had many addresses, but there's nowhere he'd rather be than Downtown West Palm Beach. PHOTO BY JIM BERIAU

THE DOWNTOWNERS

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

Met Rob Samuels, president and CEO of Provident Jewelry, a Downtown West Palm Beach mainstay since 1993. A self-described Navy brat who's lived in 20 cities around the country and the world, Samuels says, "This is the only place I call home." Here, Samuels talks about the wonder of the Waterfront, the magic of the GreenMarket and where to pop in for the best lobster poppers in town.

How I've seen downtown grow:

"We've gone from a very small-town feel to what I would call a small city, so it's more of an urban feel. There's so much more to see and do."

What makes downtown unique:

"It's very compact. Most of the business community downtown is about five blocks east to west, and it's only a few blocks north and south. And the Waterfront is a major factor. It's wide open so you can see the beautiful Intracoastal Waterway and then beyond that, Palm Beach. We have a scene unlike any city in the world."

What I love most about downtown:

"I feel like I'm part of a community. When I travel to larger cities, whether it's Manhattan or Miami, I just don't have that feeling. This is a friendly place, and when you walk by people, 'Hello' gets said."

Where I eat downtown:

"The homemade fettuccine bolognese at Lynora's is amazing. At The Alchemist, I love the small plates like the Shishito peppers and lobster poppers. And everyone likes the guacamole at Rocco's. There really is a nice diversity of great food, and the places that have made it over time are still there for a reason."

Where I play downtown:

"I love the GreenMarket and will

spend hours walking around the market on a Saturday then sitting in one of the restaurants on Clematis. I like the water, and the Great Lawn on the Waterfront is just such an amazing gathering place. I think the Waterfront is a very special anchor for downtown."

When I love downtown:

"During season you can't beat the weather in South Florida. Right now, when you walk downtown, the air is

a little crisp. From late afternoon to early evening, after work, I like to walk downtown with my wife and pick a restaurant for dinner or meet friends and grab a drink."

Why I want to be downtown:

"We are a luxury jewelry store, and we're strategically located near Palm Beach and other waterfront communities. Those are our clients we buy from and sell to."

PROVIDENT JEWELRY

Rob Samuels, president and CEO
providentjewelry.com

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Why you should visit downtown:

"It is the hub and the heart of West Palm Beach. There are lots of opportunities to do things all around Palm Beach County. But West Palm Beach is unique. It's one of a kind — the different restaurants, the art in public places, the Waterfront. It's just an experience. It's an authentic experience. It's an experience you can't get anywhere else."

— Staci Sturrock