

The South Florida Palm Society

February 24, 2011
 Mr. Patrick Salerno
 City Manager
 City of Coral Gables
 405 Biltmore Way, 1st Floor
 Coral Gables, FL 33134
 (305) 460-5201

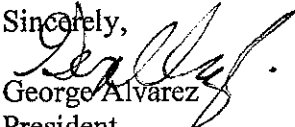
Re: Sign and Sale Permit exemption Request

Dear Mr. Salerno,

I am writing again on behalf of the South Florida Palm Society. We respectfully request a sales permit exemption and an exemption for a permit for signs to be used on our annual palm show and sale. The event will be held at the Montgomery Botanical Center at 11901 Old Cutler Road in Coral Gables. The event will occur on the weekend of March 19th and March 20th, 2011 from 9:30AM to 4:30PM. The signs will be setup Friday afternoon through Sunday 5:00pm. Listed below on the next page are the exact dimensions and locations of the signs. I've attached a copy of the previous exemption granted last March.

The South Florida Palm Society is a non-profit organization established to promote our city's native tropical paradise and to spread information and education regarding the palm tree family in general.

Thank you in advance for your assistance.

Sincerely,

 George Alvarez
 President
 South Florida Palm Society

Approved by: _____
 Mr. Patrick Salerno, City Manager

Date: _____