

A Whole Lot of Latte!

Starbucks Opens on Harding

Business is perking up on Harding Avenue with a Starbucks now serving its famous coffee and treats. A friends and neighbors party was held on August 11 to celebrate the opening of the completely refurbished facility that can be accessed from Harding or the parking lot. The store has both indoor and outside seating. Surfsiders enjoyed free samples at the sneak preview and the store was open for business on August 12.



At the new Starbucks are (L-R) Vice Mayor Michael Karukin, Business Association President and former Mayor Eli Tourgeon, Commissioner Michelle Kligman, store Manager Holly Hegman and Town Manager Michael Crotty.



Closing of Best Western Hotel Marks End of an Era

Like an old friend, the Rodney Hotel is going to be missed. Known more recently as the Best Western, the property at the corner of 94th Street and Collins has played an important role in Surfside for more than 60 years. It was the last of an era.

Surfside was once famous for its trademark mom and pop hotels that lured a generation of tourists from the northeast U.S. Most returned year after year for extended stays to the affordable, family friendly properties that crowded Surfside.

After owning the Hilliard Motel at 9541 Collins, the Edelstien family bought the 33-unit Rodney in 1952. During the next 20 years, the family added 100-foot parcels on the north and south of the Rodney until they had more than 300 feet of oceanfront. They constructed a pool and a three-story addition until they had nearly 100 units. All were either large efficiencies or one bedroom apartments.

"Most of our guests came every year and stayed all winter," said Chuck Edelstein, whose parents bought the original Rodney. Chuck owned and managed the property with his late brother Bernard. "Hotels like ours were like second homes to thousands of tourists."

However, the tourists loved Surfside so much that many began to move permanently to the area once the new condominiums came into fashion. "Many of the current residents of Surfside were introduced to the Town by vacationing in our hotel," Chuck said. Although the Edelstiens lost a lot of the New York tourists, they were quickly



replaced – first by Europeans and then by South Americans who became dedicated return customers. It was during this period that the hotel joined the Best Western brand.

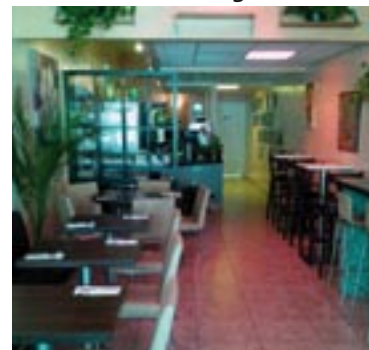
Over the years, the family was often approached by developers wanting to purchase the prime oceanfront property. "We wanted to keep it in the family," said Chuck, who is now 77 and also owned and managed the Lido Spa on Venetian Island.

"But recently my sons decided they no longer wanted to stay in the business. So we decided to sell." Not surprisingly, luxury condominiums are planned for the site. Chuck, who used to take breaks from work by taking a refreshing afternoon swim in the ocean, said, "We are really going to miss it."

And so will Surfside.

New Restaurant on Harding Avenue

Harvest Moon Bistro has arrived in Surfside at the former Bal Harbour Juice, 9427 Harding Avenue. At the helm are Soren Bredahl and Perry Margolis. Soren has previously owned Food Among the Flowers and Two Chefs. Perry has



owned Harvest Moon Bistro in Miami Springs. They are serving fresh, light and healthy food, including natural juices and fresh fruit smoothies. Lunch and dinner are served Monday-Saturday and breakfast and extended dinner hours are planned for the winter season.