

Where is Surfside?

One of the most difficult tasks in creating an identity for Surfside is informing visitors about the town while promoting and protecting the charm of the community. As we begin attracting visitors to new hotel properties and assist in creating a more vibrant downtown district, visitors should not only know where Surfside is but that it is different here. Surfside is not Lincoln Road or Miracle Mile, or even Bal Harbour, and that is its charm – a unique destination.

From a marketing view, the town has begun to create an image for itself in the colors of the wave motif on the entrance signs, having blue Deco Bike stations and the turtle image coming from the beloved sculptures now seen in the town wide banners. Even the Downtown Visions Advisory Committee has tackled the dilemma of finding the right slogan but the result was many great ideas but no consensus on one that truly fits. The Tourist Board has used the following successfully for its various programs, events and initiatives: "Shop. Dine. Stay," Taste The World On Two Blocks" and "It Happens On Harding."

But what would capture the essence of Surfside and evoke a desire, within the right demographic, to learn more about the town and it's attributes? What would inspire these coveted select visitors to come to Harding Avenue and/or stay at the new hotels? Next month *Let's Talk Tourism* will explore the launch of a first endeavor at achieving such an elusive goal.

Food Among the Flowers on Harding

Chef Soren Bredahl was born to cook, operating several successful restaurants in South Florida. After a brief retirement in his native Denmark, he has opened Food Among the Flowers (www.foodamongtheflowers.com) - a casual bistro at 9427 Harding Avenue in Surfside. The restaurant is open for lunch from 11 am-4:30 pm. The Chef offers a Sunset Dinner (5:30pm - 6:30pm) and a regular dinner menu. Diners can choose from a selection of wine and craft beers,

fresh juices and fruit smoothies. It's the perfect spot to enjoy exceptional food and wine in a relaxed atmosphere. Delivery is also available. For more information (305) 866-6676.



IT HAPPENS

ON HARDING AVE

Small Business Grant Deadline is Feb. 7

The deadline to apply for a 2014 "Mom & Pop" Miami Dade Small Business grant is Friday February 7. Business owners in downtown Surfside are encouraged to take to take advantage of the free program, sponsored by Miami-Dade County District 4 Commissioner Sally Heyman. The mall Business Grant Program was created to provide financial and technical assistance to qualified small businesses that are approved for funding. The program provides financial assistance to purchase equipment, supplies, advertising/marketing, inventory, building liability insurance, security systems and minor renovations. For more information visit: www.miamidade.gov/district04/home

February's 3rd Thursday to Include Streetscape Completion

The February 20th 3rd Thursday event will include a ribbon cutting ceremony to celebrate the newly completed Harding Avenue Streetscape Project. The ceremony will be held at 7 pm at the intersection of 95th Street and Harding Avenue. Come out to mark this important event and enjoy Surfside's downtown, dance to the live music and partake in the food truck experience.



Town Manager's Message - Continued

improvement projects were funded by contributions from the development community – Grand Beach, Chateau Group (site of former Best Western), Surf Club, 9501 Townhome Project and the Marriott project (92nd and Collins).

Finally, there will be a Special Meeting of the Town Commission on Tuesday, February 4th at 7:00 pm in the Board of Commissioners Chambers on Hedges/Visibility at Intersections (Sight Triangles). For over a year, this has been an issue of considerable discussion and debate both in the community and at the Commission level. The agenda packet for the February 4th meeting is available online under Town News at www.townofsurfsidefl.gov by Jan. 31. Participation and input from residents is encouraged.

See you around Town!

Michael Crotty, Town Manager