



ABA

2018-2019  
PUBLIC RELATIONS RECAP



Surfside  
FLORIDA

# GOALS



1. **GARNER COVERAGE** for Town of Surfside in local, regional and national media outlets
2. **DRIVE AWARENESS** for the destination + revenue for local businesses
3. **COMMUNICATE** Surfside's philanthropic, social responsibility and sustainability programs (i.e. – straw program, sea turtles) to today's conscious consumers
4. **PROTECT** the reputation and public perception of Surfside, particularly on issues that affect travel (i.e. beach re-nourishment, hurricane season, travel security)

# TARGETS

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RETIREES



FAMILIES



LUXURY TRAVELERS



FOODIES



ADVENTURERS





WHAT WE'VE DONE...

# PRESS RELEASES & MEDIA ALERTS

12 Releases & Alerts

Reach  
+64 Million

Media Value  
+ \$39 K



(Releases & Alerts Only)

# TRADE SHOWS



Toronto Media Mission

The New York Times

**TRAVELSHOW**





# — MEDIA TOURS

Miami  
&  
New York

13 Deskside  
Media  
Appointments

SMARTERTRAVEL

cigar  
aficionado

The New York Times

Macaroni  
Kid

TRAVEL+  
LEISURE

Robb Report

TheActiveTimes  
BE FIT · FIND ADVENTURE · VISIT THE WILD

SAVEUR

prevue  
meetings + incentives

recommend

Skift

# PRESS TRIP

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“PADDLETOPIA” FAMILY  
PRESS TRIP

MEDIA VALUE:

\$71,670

+24 Million Impressions



# MEDIA VISITS



Individual Media Visits

Hosted

14 Journalists & Influencers

Countries

U.S., Canada, Germany, Argentina, Colombia

**YOU**  
MAGAZINE

**EL TIEMPO**

**best**  
*health*

**travel**  
CHANNEL

**Forbes**

*Luxe* Recess  
FOR PARENTS WHO LIKE REALLY NICE HOTELS



*mdoughw*  
eats

Juju na Trip

**MIAbites**  
Your guide to great food in Miami

**RND**  
REDAKTIONSNETZWERK  
DEUTSCHLAND

**Forever Young**  
CANADA'S FIFTY PLUS NEWSMAGAZINE

# PR RESULTS

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# PR RESULTS

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## TOTAL MEDIA COVERAGE



Impressions

The Halo Effect of PR



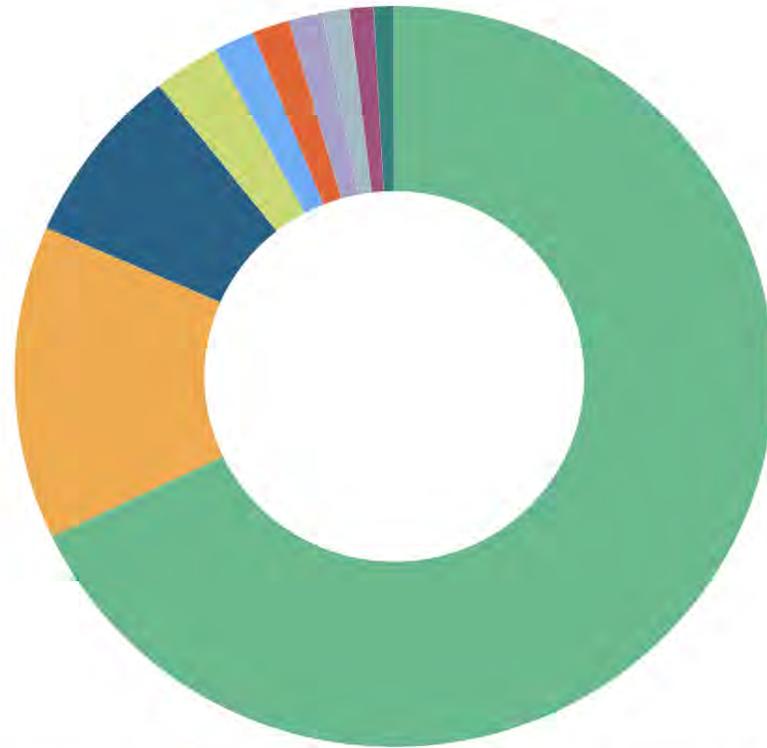
Articles



Media Value

# PR RESULTS

Share of Coverage by Media Type 



Online, consumer: 67.9%   Online, trade/industry: 13.7%   Blog, consumer: 7.8%   Online, news and business: 2.8%   Newspaper: 1.7%   Television program: 1.6%   News/Release Distribution Service: 1.4%  
Magazine, trade/industry: 1.2%   Wire service: 1%   Other: 0.9%

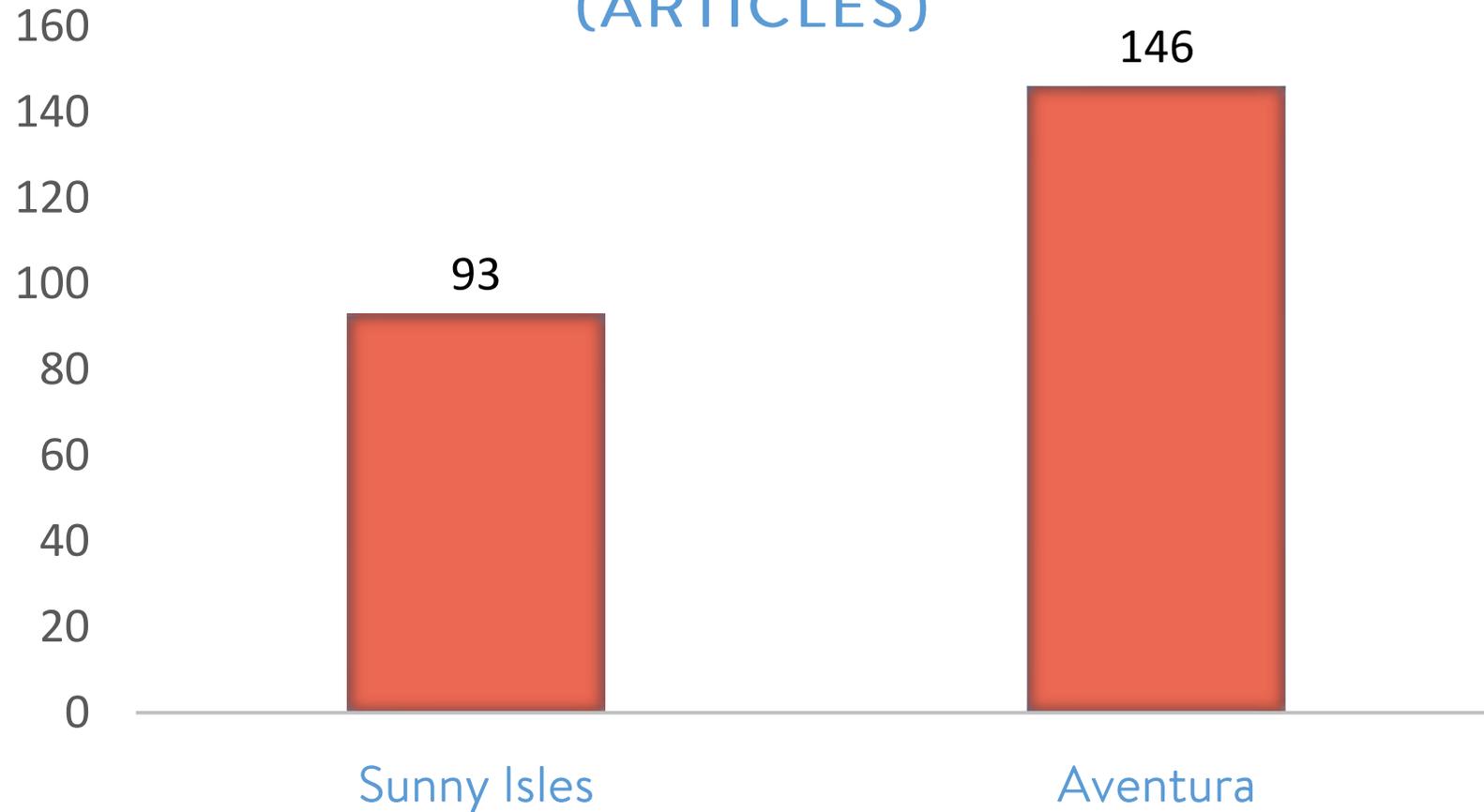
# PR RESULTS

## Top Outlets

	OUTLET	NUMBER OF CLIPS ▼	REACH	PUBLICITY VALUE
<input type="checkbox"/>	<a href="#">South Florida Sun Sentinel</a>	14	1,483,804	\$309,131.20
<input type="checkbox"/>	<a href="#">South Florida Business Journal</a>	13	120,146	\$155,958.60
<input type="checkbox"/>	<a href="#">South Florida Sun Sentinel Online</a>	11	52,512,779	\$42,272.79
<input type="checkbox"/>	<a href="#">The Miami Herald Online</a>	10	89,429,240	\$102,843.63
<input type="checkbox"/>	<a href="#">Miami New Times Online</a>	10	21,246,590	\$4,886.72

# THE COMPETITION

## TOTAL MEDIA COVERAGE (ARTICLES)





# MEDIA COVERAGE HIGHLIGHTS

## Here's Why You Should Skip South Beach & Head Uptown to Surfside, Miami



**Adrienne Jordan** Contributor  
Travel  
*I cover adventure, outdoor, and wellness travel.*

f  
t  
in



Surfside Beach SURFSIDE

Stretched over just one mile of palm fringed beach lies the quaint community of Surfside. Sandwiched between Bal Harbour and North Beach, Miami, the town of Surfside is experiencing tremendous growth and development, transforming this once sleepy town of nearly 6,000 residents into a laidback luxe and health-focused oceanside destination. You can feel the wellness vibe in the air, as even the town Mayor, Daniel Dietch is connected to his environs. Don't be surprised if you see him cruising town on his primary mode of transit: a sector 9 skateboard. Here is how to have a thrilling wellness and relaxing vacation in Surfside.

## Here's Why You Should Skip South Beach & Head Uptown to Surfside, Miami

Impressions:

35 Million Unique Monthly Visitors



EVENTS THINGS TO DO FOOD NEWS PRODUCTS & GEAR HOLIDAYS TRAVEL PARENTING

## The Hidden Florida Beach Town You Need to Know About

Gabby Cullen



If you're still trying to decide between a beach or city vacation, we've got the perfect solution. The Town of Surfside, Florida, nestled between South Beach and Bal Harbour and within 30 minutes of Miami amenities, is a small community boasting one mile of gorgeous beach, a bustling business district sprinkled with independently-owned restaurants and businesses, parks, street art and plenty of family-friendly lodging. Keep reading to find out more about this charming, hidden gem of a beach town.



## The Hidden Florida Beach Town You Need to Know About

Impressions:

15 Million Unique Monthly Visitors  
on website and social media

## 10 Secret Florida Destinations Where Tourists Can't Find You

Sunny Florida's most popular destinations, like Orlando and Key West, are mobbed by tourists most months of the year. Instead, escape to one of Florida's hidden gems that some state residents don't even know exist,



Photo By: Visit Surfside

### Surfside

The quaint South Florida beach town of **Surfside** is a stone's throw from Miami's South Beach, but you wouldn't know it as you laze on the mile-long beach that runs from 88th to 96th Street. Book a stay at the 77-room **Four Seasons Hotel at the Surf Club**, a glamorous oceanfront property that once hosted such icons as Frank Sinatra and Winston Churchill. Check out a free cruiser bike or splash around in one of three

10 Secret Florida Destinations  
Where Tourists Can't Find You

Impressions:

9.4 Million UMV

BEACHES + ISLANDS

## Surfside, Florida, is a swank, sleepy escape a stone's throw from Miami



Angela Orlando

ON THE SLIVER of land across Biscayne Bay from Miami, Florida, lie the towns of Miami Beach and Bal Harbor. In between the two of them is tiny Surfside, with only 6,000 residents. It's usually overshadowed by the energy of Miami Beach and, until recently, the swank shops of Bal Harbour.

But Surfside is a nice alternative to those two more traveled destinations, an option for adults and families who want a chill vibe away from the bustle of Miami, or anyone who's into a little pampering, warm Atlantic waters, and a serene beach scene.

The city was incorporated in May of 1935 via the signatures of 35 members of the Surf Club, where the rich and famous gathered — and still do. Guests included Frank Sinatra, Elizabeth Taylor, Ava Gardner, Winston Churchill, and Dean Martin. The cream of the crop made their own little enclave, which emerged as a destination township after World War II.

In keeping with that posh history, Surfside's motto is "Miami's Uptown Beachtown." And, indeed, just over two years ago the Four Seasons opened a hotel in Surfside called Four Seasons Hotel at the Surf Club. But a better descriptor of the beachside hamlet would be to call it a marriage of swank and sleepy, quaint and quirky.

Surfside, Florida, is a swank, sleepy escape a stone's throw from Miami

Impressions:

+8 Million Unique Monthly Visitors

# Miami Herald



## Town of Surfside Historical Walking Tour

*Living History, Community Event, Tour*

Tours of South Florida's hidden gem will highlight its rich history and architecture. Residents and visitors curious to explore South Florida's hidden gem, Town of Surfside, can look forward to one-hour historical tours of the area, which will be offered free of charge on Sunday, January 27 and Sunday, February 17 at 11 a.m. South Florida native and HistoryMiami's Resident Historian, Dr. Paul George, known for his ability to remember the most notable details about South Florida's people and places, will spearhead the Town of Surfside Historic Walking Tour, which will depart from Surfside's Community Center (9301 Collins Avenue). Dr. George will take attendees back in time to the most eminent landmark building in the community, The Surf Club, a place of myths and legends. Participants will be able to hear all about the place that was once the setting for lavish galas, black-tie dinners and booze during the Prohibition. The club was the gathering place where the rich and famous like Frank Sinatra, Dean Martin and Elizabeth Taylor came to enjoy privacy and be seen at the same time. A stroll through Collins Avenue's historic district will expose attendees to the area's collection of Art Deco and Miami Modern architectural buildings constructed between 1946 and 1957, both styles becoming a defining symbol of the area. The tour will bring history to life highlighting the town's Mediterranean-revival-style buildings and homes still in existence, which were designed and built inspired by The Surf Club. Dr. George will showcase the history of Surfside's quaint, two-block downtown area on Harding Avenue, which was nonexistent prior to the immediate aftermath of World War II. Attendees will also learn about the area's beloved and protected loggerhead turtles, which return each year to lay eggs on the beach. The work of local artists will also be highlighted as the group walks past the "Tales of the Seaside Turtles," a fiberglass turtle exhibit that pays homage to these creatures.

### Dates in your area:

[Surfside Community Center](#)

• Sun 1/27/19 at 11:00 AM - 12:00 PM

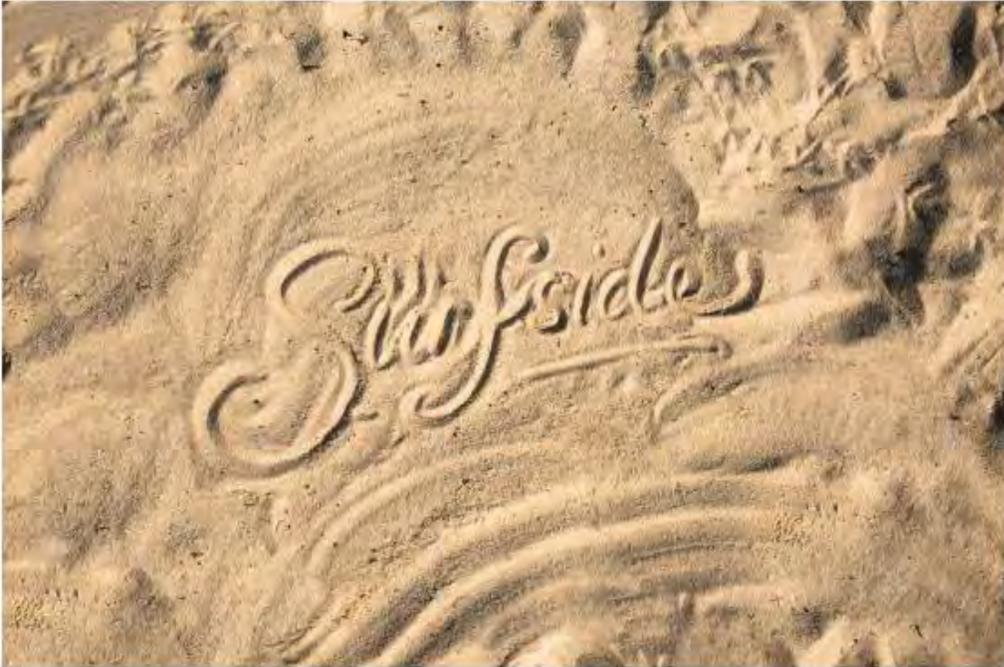
## Town of Surfside Historical Walking Tour

Impressions:

4.8 Million Unique Monthly Visitors

EVENTS GOING OUT

## Free historical walking tours through the notorious past of Surfside in Miami-Dade



There are two free historical walking tours of Surfside on Jan. 27 and Feb. 17. The tours, which will be given by HistoryMiami's resident historian Dr. Paul George, will depart from Surfside's Community Center at 9301 Collins Avenue. (Town of Surfside / Courtesy)

You will be forgiven for not knowing exactly where Surfside is or why it's worthy of a free historical walking tour, much less two.

But that's exactly what's happening in the quaint little town in Miami-Dade just south of Bal Harbour and north of Biscayne Point and North Shore Park in Miami Beach. There are two one-hour historical walking tours starting at 11 a.m. on Sunday, Jan. 27, and Sunday, Feb. 17.

Free historical walking tours through the notorious past of Surfside in Miami-Dade

Impressions:

**3 Million Unique Monthly Visitors**

# The Best Free Events in Miami This Week

CELIA ALMEIDA | MAY 13, 2019 | 8:00AM



**Paddletopia** debuted in Surfside last year and was an absolute hit, so it's back. The two-day, family-friendly fest will offer free paddleboard and kayak rentals, yoga and fitness classics by Sweat Studio and Modo Yoga, upcycled bracelet and headband workshops from the Full Edit, and even a book swap. There will be giveaways too, so bring a bag. *10 a.m. to 2 p.m. Saturday and Sunday at 96th Street Park, 9580 Bay Dr., Surfside. Admission is free; RSVP via [eventbrite.com](https://www.eventbrite.com).*

The Best Free Events in Miami This Week

Impressions:

2 Million Unique Monthly Visitors

## Things To Do In Surfside Florida With Kids

Team Scary Mommy



TOWN OF SURFSIDE

### Surfside may be the perfect town for a family trip

Traveling with kids doesn't have to be hard. If you pick the right destination, it can be easy and fun for the *entire* family (even the mom who's planning everything). Nestled between Bal Harbor and South Beach, Surfside Florida is the perfect family destination because everything is so easy (and gorgeous). Here are some of the things to do in Surfside with kids.

Things To Do In Surfside Florida With Kids

Impressions:

1 Million Unique Monthly Visitors



Photos clockwise from top: Lifeguard shack at Miami Beach boardwalk; Wynwood Walls Antonia; Little Havana cigar-maker Roberto; Cuba Ocho bar

## The many sides of Miami

By Diana Ballon, photos by Rick Eckley

I had never thought of Miami as low key. Sure, nightclubs, flashy cars, some serious glitz and an internationally renowned art scene. But relaxing?

As I was to discover, the answer was yes. Miami beachfront can be remarkably quiet, even at spring break, if you know the time of day and the section of beach, for your urban retreat. I credit my positive experience largely to the Palm Hotel & Spa, where we stayed in mid Miami Beach, with its very own tropical garden and pool, free yoga classes, a relaxing stretch of beach, and direct access to the Miami Boardwalk.

But Miami has many sides.

### BEACH

Miami's beaches lie on a narrow peninsula

east of the city, and joined by four bridges. The slender stretch of beach extends from Sunny Isles Beach in the north to Key Biscayne at its southern point.

Sunny Isles Beach has been dubbed Florida's Riviera. Its two-mile stretch of beach is lined with towering luxurious condominium resorts, many of them all inclusive, so perfect for families. [www.sunnyislesbeachmiami.com/]

Surfside is a quaint family-oriented town with a small beachtown feel. Its two-block commercial strip has many acclaimed kosher restaurants that cater to of the many orthodox Jews who live here, along with mom-and-pop shops and luxury boutiques. Its mile-long uncrowded beach boasts luxury hotels and popular surfside events include its block party third Thursday of

the month. [www.visitsurfsidefl.com] Miami Beach has the largest concentration of art deco buildings in the world. The mid-section of Miami Beach boasts many impressive upscale hotels, like the Fontainebleau, Eden Roch Miami Beach Resort and the Cadillac Hotel & Beach Club, smaller ones like The Palms where we stayed, and the newer Faena Hotel and EDITION. Many of these mid-beach hotels tend to have a resort-like feel with pools, spas, high-end restaurants and direct access to the boardwalk.

South Beach (SoBe), in the southern part of Miami Beach, is known for its fine art deco architecture, beautiful people, celebrities, and colourful lifeguard shacks along the beach.

Key Biscayne is a natural paradise sandwiched between two major parks—Crandon Park Beach in the north and Bill Baggs Cape Florida State to the south, with hiking, cycling, fishing, kayaking and the historic Cape Florida Lighthouse.

### CUISINE

The culinary landscape of Miami is rich with great seafood, authentic Cuban eateries and amazing international chefs offering innovative dishes. Here are some highlights.

Malibu Farm Miami Beach at the Eden Roc Hotel on Miami Beach uses locally-sourced organic ingredients to produce some truly innovative cocktails, fresh juices, delicious wood-fired pizzas (one with a cauliflower crust) and a chicken ricotta burger I loved. The restaurant overlooks the ocean, so come during the day to enjoy the panoramic view. Better yet, come for its popular Sunday brunch.

At the IT Steak & Seafood [www.thebetsyhotel.com/it-restaurant] at the Betsy Hotel, award-winning chef Laurent Tourondel showcases memorable dishes like the short rib bao bun and tuna tartare to start, signature coconut-macadamia shrimp sushi rolls, free-range chicken, rib eye and warmed churros for dessert. Don't miss live jazz in their lounge salon after your meal.

### ART DECO

Although the art deco buildings on Miami Beach were almost destroyed by develop-

ers in the 1970s, they were saved by activists who later founded the Miami Design Preservation League. The league offers a range of art deco tours (about \$25 to \$30), including a self-guided architectural audio tour in Miami Beach and a 1.5 to 2-hour Art Deco walking tour and private art deco tours.

### STREET ART

The Wynwood Arts District, just north of downtown, was once a gritty warehouse area with failed businesses and crime. Then in 2009, in an effort to transform the neighbourhood, "Wynwood Walls," an outdoor museum of street art, was born. The exterior walls of six warehouses became the blank canvas for both neighbourhood and international artists. While you are in Wynwood, stay for a drink and a meal. Wynwood has five breweries, more than 70 galleries, live music, rooftop yoga, hipster cafés and more.

### CUBAN CULTURE

The Little Havana Food Tour, offered by Miami Culinary Tours, has been rated the fifth best food tour in the world. Over the course of 2.5 hours, we have a shot of colada, the strong Cuban coffee sold from walk-up windows, or ventanitas, of cafés. We visit Ball & Chain, a circa 1935 nightclub and we sample traditional Cuban sandwiches, mojitos, fresh sugar cane juice and Abuela Maria ice cream made with old school Galletas Maria cookies.

### LODGING

Choose from boutique hotels to luxurious beachfront resorts to Airbnbs to lifestyle hotels.

The Palms Hotel & Spa where we stayed, at 251 rooms, is perfect for families and couples. About a third of the rooms at The Palms have ocean views, as ours did, with sweeping floor-to-ceiling windows. Their Essensia Restaurant has an excellent buffet breakfast and the adjacent lounge offers happy hour drinks during the week. Their sister property, Circa 39, is a 97-room boutique hotel a block from Miami Beach in "Wundermile" with daily happy hour at their WunderBar and a relaxed friendly vibe.

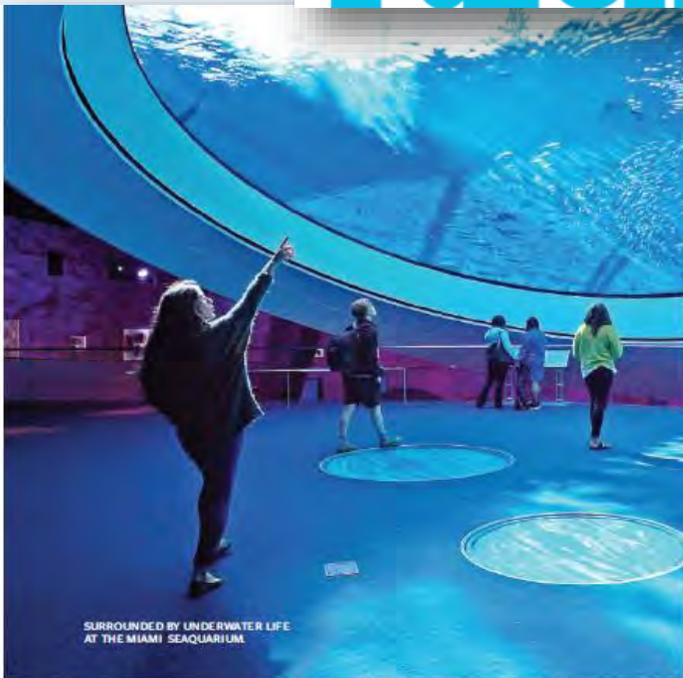
For more about Miami, see miamiandbeaches.com.

Go to [foreveryoungnews.com](http://foreveryoungnews.com) for the full article and more images.

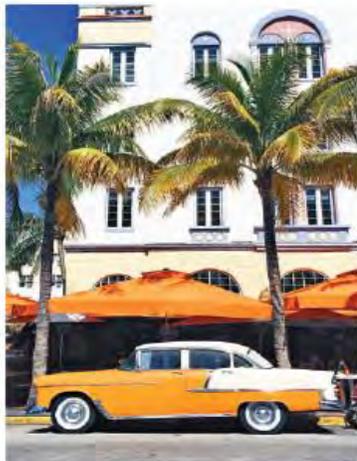
# The many sides of Miami

Impressions:

200,000 Unique Monthly Visitors



SURROUNDED BY UNDERWATER LIFE AT THE MIAMI SEAQUARIUM



(ABOVE) LITTLE HAVANA. (RIGHT) AZUCAR ICE CREAM COMPANY.



PHOTOS: AQUARIUM, LITTLE HAVANA VISIT, FLORIDA BE PHOTO, AZUCAR ICE CREAM, ISTOCK PHOTO

good food choices, test their reflexes and relax through music. In the 250-seat **planetarium**, little ones can go to the far reaches of our universe or take in a captivating twice-monthly laser show set to ear-popping music.

### 9. MIAMI CHILDREN'S MUSEUM

Interactive and STEM-savvy exhibits accompany the classic kid-sized supermarket, animal clinic, and firefighter and police zones. The **virtual aquarium** animates kids' drawings to become part of an undersea environment, while a musical staircase—where every step plays a different tune—leads to the gigantic cruise ship on the second floor, which kids can explore.

#### EAT THIS

### 10. MIAMI CULINARY TOURS

Let your little foodies-in-training explore Miami from a tasty per-

spective with Miami Culinary Tours, which offers five different guided walking tours. **The Little Havana Food Tour** is a great pick for small children, thanks to sugary-sweet stops across Miami's celebrated Cuban neighbourhood, like Yisell Bakery, for guava pastilitos (puff pastries).

### 11. LITTLE HAVANA

This is one of Miami's most vibrant neighbourhoods and the heart of the city's vast Cuban population. **Taqueria El Carnal** is a famous hole-in-the-wall known for its tongue tacos, but it also serves more kid-friendly choices like chicken and steak. At family-owned **La Colada Gourmet**, parents can indulge in a perfect cortadito (shot of espresso topped with a bit of steamed milk). Head to the main strip, **Calle Ocho**, for live salsa on the street, intense domino matches and **Azucar Ice Cream Company**, which has some of

the best artisanal ice cream (order the **Abuela Maria**—made with guava, cream cheese and Maria crackers).

#### SHOP

### 12. LINCOLN ROAD

This pedestrian-friendly shopping promenade in South Beach is free of cars, making it easy to explore the area safely. Pop in and out of boutiques, listen to live music and make a stop for a scoop at one of the many ice cream shops along the way. **Books & Books**, a lively independent bookstore, has a fantastic selection of kids' titles, while **Dylan's Candy Bar**, a whimsical candy store, is every child's sweet dream.

**SURF'S UP!**  
A quick jaunt from Miami, the town of Surfside is home to the historic Surf Club, which opened in 1930 and has been frequented by the likes of Frank Sinatra, Elizabeth Taylor and Winston Churchill. Now part of the Four Seasons Hotel, it's the perfect spot to relax over dinner and soak in the history. And if you're hoping to catch some waves, you'll be steps away from the beach!



Impressions:

Circulation - 60,000



*Despite Florida's number of new luxury hotels, The Four Seasons Surfside justified a buzz that broke through the noise and became the it hotel in South Florida.*

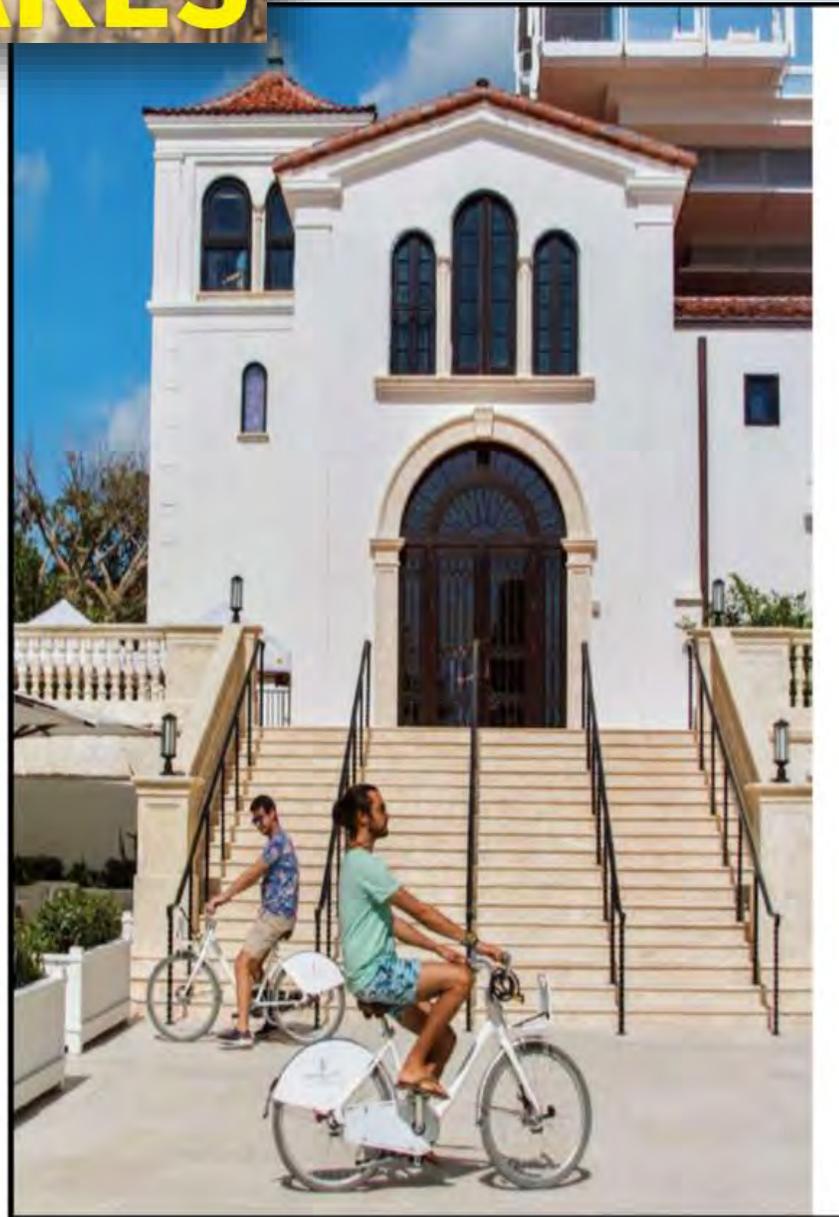


## The Four Seasons Hotel Surfside, Florida

**Impressions:**

**53,000 Unique Monthly Visitors**

# LUGARES



## Miami sofisticada

Arte, playas tranquilas, buena mesa, conciencia ecológica y la reapertura de un club social que revive el glamour de los años 30: la otra cara de la ciudad tropical, más allá de las vanidades y el shopping.

  CINTIA COLANGELO

Impressions:  
Circulation: 50,000

**CONEXIONES** Matar de estilo como que mató (Vizcaya para la Art Deco, en Wynwood)

y la reina del Reino Unido, Isabel II, y de la Fashion Week de Miami, en 2016.

La historia de la mansión de 1916, convertida en museo, empezó cuando James Deering, un príncipe empresario de Chicago, se empezó en construir una casa de estilo neorrenacentista al norte de Coconut Grove. La obra requirió el trabajo de mil personas y fue faraónica para la entonces despoblada ciudad.

Otra locura de Deering quería que luciera como si hubiera sido ocupada durante siglos, y habitada por varias generaciones, aunque él fuera su único morador hasta 1928. Revestida en piedra caliza, tiene 34 salas con tecnología de avanzada para la época (como un ascensor para bajar los platos de la cocina al comedor), decoradas con tapices y muebles traídos de Europa. Algunas piezas no llegaron porque se hundieron con el Títanico.

Hay objetos de diseño neoclásico, barroco, rococó, victoriano... cuantos más estilos mejor, porque así podría aparentar una larga historia, como los antiguos palacios europeos que Deering quería recrear.

En la parte exterior abundan las estatuas de mármol, frente a la bahía de Biscayne, y un embarcadero de estilo veneciano. Aburrido en su fortaleza, Deering abrió sus suntuosos jardines al público y se asomaba al balcón para contar cuántas personas se acercaban a admirar su obra. Con semejante ego, hoy estaría feliz de saber que Vizcaya es uno de los lugares más Instagrammáticos de Miami.

### EL REVIVAL DE SURFSIDE

Siempre fue un barrio tranquilo -Jailbreak, dicen citadinos de casas lujas, de jubilados en busca del sol de Florida y sin muchas razones racionales para detenerse. Pero dejó de ser "la zona del medio" para tener vida propia un puente ideal entre el vértigo de Miami Beach y el lujo de Bal Harbour, su vecino y famoso por sus shops, con las marcas y diseñadores más top del mundo.

Surfside es todo lo contrario. En vez de malta e cadenas, hay locales de autor. La playa es ancha y agradable para clases de yoga, tiene un largo boardwalk para correr o andar en bici, y espacio de sobra para pasar desapercibidos. Con sólo tres hoteles y algunos condominios frente al mar que no superan los 12 pisos (es el límite de altura permitido), hay garantía de sol pleno en continuado.

A esa medida *ecofriendly* se suma el hecho de que éste es uno de los spots de la tortuga *Loggerhead*, que llega a anidar entre mayo y octubre. El municipio impulsa la reducción de luz artificial durante ese periodo. En el pueblo, la especie protagonista es homenajeada a través de trece esculturas de fibra de vidrio -la Turtle Walk-, cada una pintada por un artista del sur de Florida, para crear conciencia sobre su conservación.

Harding Avenue es la calle principal. A lo largo de ocho cuadras, se cuentan 33 restaurantes multiétnicos

fue de un día para el otro. Hasta principios de los 90, este exbarrio industrial de portorriqueños era zona vedada, repleto de basura y pelusa callejera. Los virtuosos del graffiti se empezaron a acercar porque había muchas paredes blancas y sin ventanas, tientos ideales para llenar de aerosoles y evitar las multas.

Es que vio el potencial fue Tony Goldman, conocido por haber revitalizado el Sello neoyorquino. Hacia 2009, convocó a los mejores muralistas y grafiteros del mundo para que pintaran algunas paredes del barrio. Así surgieron las Wynwood Walls.

En este museo a cielo abierto se lucen los muros intervenidos por la japonesa Aiko, los brasileños Os Gêmeos o el estadounidense Shepard Fairey, creador del retrato de Obama con la leyenda *Hope*, que el ex presidente adoptó para su primera campaña.

A diferencia de las walls, los murales que están en las calles del barrio no están curados, son anárquicos. Paredes que se toman por asalto (a veces, con el consentimiento de los propietarios), donde conviven las firmas de artistas consagrados y amateurs. Algunas tienen varias capas de arte, pintado sobre pintado. Lo explica Manuela Montaña, una artista colombiana que dejó su huella en estos muros y hace tours guiados por el lado B de Wynwood: "Cuando uno trabaja una pared, le da todo. Pero después, pone la firma y tiene que poder dejarlo".

Ese acto de desprendimiento es parte del decálogo de los artistas locales. Aunque algunos murales no se tocan, como la versión pop y satírica del *Guernica* de Picasso, de Ron English, firme desde 2008 en un ancho paredón de un estacionamiento.

Frente a la autopista I-95, el mural *Bombas*, un ochentoso equipo de música del artista Trek 6 -la idea original fue del argentino Senni- es otro que se mantiene a lo largo de los años, como un homenaje a la música de Miami. Es el más visible, una imagen familiar para todos los que pasan por la autopista.

Hoy, Wynwood es tierra de hipsters. El "efecto arte" hizo que florecieran lugares como *Panther Coffee*, donde jóvenes creativos se reúnen con sus notebooks y un café de granos tostados in situ, para trabajar en mesas comunitarias con música indie de fondo. La casa más simple o cualquier fábrica en ruinas se transforma en galería de arte o restaurante. Lejos del fast food, hay muy buena cocina en la zona.

### VILLA VIZCAYA, SÍMIL EUROPA

Así como en el parisino Jardín des Tuileries, las quintas y novias vienen a los jardines señoriales de Vizcaya a sacarse fotos, entre arborescencias podadas con formas geométricas, orquídeas y lagartijas. Con varios cambios de vestuario, sportswear, estocitas, el calor tropical sin que se les corra el maquillaje.

La primera Cumbre de las Américas en 1994, durante el gobierno de Bill Clinton, se hizo acá. También fue el lugar de recepción oficial de los reyes de España

### TRUFAS TROPICALES

La fábrica de chocolate El Español, en Little Havana, elabora deliciosos bombones y trufas de cacao 100% (sin aditivos) combinado con pasas, mango, café, pistachos y cacao. La heladería *Asíca*: un clásico del barrio cubano, se abre de sus puertas.

3036 SW 8th Street, [espagnolchocolate.com](http://espagnolchocolate.com)





## Town of Surfside - Third Thursdays



The **Town of Surfside's Third Thursdays**, annual healthy living and well-being event series, are back!

This year marks the 11th year return of the Town of Surfside's popular free community event featuring food from acclaimed chefs, live music and entertainment, as well as activities for the entire family. Events include:

**"Be Well – Yoga & Wellness" - March 21; 6-9 p.m.**

The event will feature yoga classes for all levels including Reflexology and Restorative classes with instruction, as well as live musician performances combined with sounds of a DJ.

**"Energize with Zumba" - April 18; 6-9 p.m**

Enjoy Zumba energized classes, live musician performances combined with sounds of a DJ.

Town of Surfside - Third Thursdays

Impressions:

20,000 Unique Monthly Visitors

## Surfside Paddletopia

Things to do, Games and hobbies

FREE



Photograph: Unsplash/Jad Limcaeo

[Buy tickets](#)

### Time Out says

As summer approaches, outdoor sports offer a way to stay active and keep cool. Enter paddleboarding, which you can try for absolutely free at Surfside's community-focused Paddletopia. The two-day event includes fitness classes, giveaways and an eco-fashion show hosted by KRELWear.

## Surfside Paddletopia

Impressions:

18,300 Unique Monthly Visitors

## FREE Surfside's Third Thursdays



Feb 21, 2019 8:00 PM - 9:00 PM

Description:

This year will mark the 11th year return of the popular free block party featuring food, live music and entertainment, as well as healthy living and well-being activities for the entire family.

### "Sweet Sounds & Culinary Delights"

With rotating chef demonstrations by Chef Michael Bianchi, owner of 5 Senses Catering, Matteo Caboni, Chef de Partie at Hotel Casa Tua, Tim Andriola, Timo Restaurant and Bar, an herb planting station, live music by Brothers of Others, and more!

Get a FREE kid-friendly event calendar for North East Miami & Miami beach full of events, activities and more! Sign up by clicking [HERE!](#)

More Info:

Click [here](#):

### Surfside

95th Street  
between Collins and Harding Avenues  
Surfside, FL 33154

[Google Map](#)

FREE Surfside's Third Thursdays

Impressions:

15,000 Unique Monthly Visitors



## 9. Surfside, FL

Skip the crowds of Miami Beach and head to the nearby Town of Surfside, a quieter destination town with equally great beaches. When you're not building sandcastles or catching waves, rent bikes, grab a bite to eat at one of the area's mom-and-pop cafes, or visit the community center to enjoy several pools (including a children's pool), activities for children, and more. If you're a guest of one of the area's hotels, access to the facility is free of charge.

ALL AGES



## 10 Secret East Coast Beach Vacations



BY AMANDA SCHROSS  
March 22, 2016

Impressions:

15,000 Unique Monthly Visitors