



## **Town of Surfside**

### **TOURIST BOARD MEETING AGENDA**

**January 7, 2019 – 5:30 p.m.**

Town Hall Commission Chambers –  
9293 Harding Ave, 2<sup>nd</sup> Floor, Surfside, FL 33154

**The following also applies to all Boards and Committees:**

*Rule 7.05 Decorum. Any person making impertinent or slanderous remarks or who becomes boisterous while addressing the commission shall be barred from further appearance before the commission by the presiding officer, unless permission to continue or again address the commission is granted by the majority vote of the commission members present. No clapping, applauding, heckling or verbal outbursts in support or opposition to a speaker or his or her remarks shall be permitted. Signs or placards may be disallowed in the commission chamber by the presiding officer. Persons exiting the commission chambers shall do so quietly.*

*Any person who received compensation, remuneration or expenses for conducting lobbying activities is required to register as a lobbyist with the Town Clerk prior to engaging in lobbying activities per Town Code Sec. 2-235. "Lobbyist" specifically includes the principal, as defined in this section, as well as any agent, officer or employee of a principal, regardless of whether such lobbying activities fall within the normal scope of employment of such agent, officer or employee. The term "lobbyist" specifically excludes any person who only appears as a representative of a not-for-profit corporation or entity (such as charitable organization, a trade association or trade union), without special compensation or reimbursement for the appearance, whether direct, indirect, or contingent, to express support or opposition to any item.*

*\*\*If the public wishes to speak on a matter on this agenda they must inform the Town Clerk prior to the start of the meeting and they will be recognized to speak prior to the approval of the item. \*\**

**Opening Items:**

- 1. Call to Order/Roll Call**
- 2. Welcome – Chair Barbara Cohen**
- 3. Approval of Meeting Minutes: December 12, 2018**
- 4. A/R (Resort Tax)**

**Discussion Items:**

- 5. LGBTQ Tourism Forum Recap – Frank Trigueros, Marketing & Special Projects Coordinator**
- 6. Historian Report – Dr. Paul George**

- 7. Third Thursdays Event Plan – Creative State + AA Musicians**
- 8. Recommended Changes to the Sponsorship Application Form – Lindsay Fast, Tourism Director**
- 9. Next Tourist Board Meeting: Monday, February 4, 2019 at 5:30pm**
- 10. Public Comments – (3-minute time limit per speaker)**
- 11. Adjournment**

THIS MEETING IS OPEN TO THE PUBLIC. IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, ALL PERSONS THAT ARE DISABLED; WHO NEED SPECIAL ACCOMMODATIONS TO PARTICIPATE IN THIS MEETING BECAUSE OF THAT DISABILITY SHOULD CONTACT THE OFFICE OF THE TOWN CLERK AT 305-861-4863 EXT. 226 NO LATER THAN FOUR DAYS PRIOR TO SUCH PROCEEDING.

AGENDA ITEMS MAY BE VIEWED AT THE OFFICE OF THE TOWN CLERK, TOWN OF SURFSIDE TOWN HALL, 9293 HARDING AVENUE. ANYONE WISHING TO OBTAIN A COPY OF ANY AGENDA ITEM SHOULD CONTACT THE TOWN CLERK AT 305-861-4863. A COMPLETE AGENDA PACKET IS ALSO AVAILABLE ON THE TOWN WEBSITE AT [www.townofsurfsidefl.gov](http://www.townofsurfsidefl.gov).

TWO OR MORE MEMBERS OF TOWN COMMISSION OR OTHER TOWN BOARDS MAY ATTEND AND PARTICIPATE AT THIS MEETING.

THESE MEETINGS MAY BE CONDUCTED BY MEANS OF OR IN CONJUNCTION WITH COMMUNICATIONS MEDIA TECHNOLOGY, SPECIFICALLY, A TELEPHONE CONFERENCE CALL. THE LOCATION 9293 HARDING AVENUE, SURFSIDE, FL 33154, WHICH IS OPEN TO THE PUBLIC, SHALL SERVE AS AN ACCESS POINT FOR SUCH COMMUNICATION.



## Town of Surfside

### TOURIST BOARD MEETING MINUTES

**December 12, 2018 – 5:30 p.m.**

Town Hall Commission Chambers –  
9293 Harding Ave, 2<sup>nd</sup> Floor, Surfside, FL 33154

#### Opening Items:

**1. Call to Order/Roll Call**

The meeting was called to order by Chair Barbara Cohen at 5:30 p.m.

The following were present: Chair Barbara Cohen  
Board Member Jennifer Brilliant  
Board Member MaryAnna Estomba

Absent: Vice Chair Jeff Lehman  
Board Member Bera Kalhan

Also present: Lindsay Fast, Tourism Director  
Duncan Tavares, Assistant Town Manager  
Haydee Sera, Town Attorney  
Barry Cohen, Town Commission Liaison  
Frank Trigueros, Marketing and Special Proj. Coordinator  
Elora Riera, Deputy Town Clerk

**2. Welcome – Chair Barbara Cohen**

Chair Barbara Cohen welcomed everyone to the meeting.

**3. Approval of Minutes: November 14, 2018**

Board Member Brilliant made a motion to approve the minutes as written. The motion was seconded by Board Member Estomba and all voted in favor.

**4. A/R (Resort Tax)**

Tourism Director Fast provided the Board with the A/R resort tax spreadsheet comparing the 2017/2018 fiscal year to the 2018/2019 fiscal year for the Boards information.

**5. Current Resort Tax Budget Spend**

Tourism Director Fast commented that this item was requested at the last meeting. Discussion ensued regarding the purchasing of holiday lighting or having more permanent options for lighting downtown.

Board Member Estomba commented that she would like to see a specific line item in the future budget for sponsorship items so that it is clear where funds are going.

**6. Ongoing Board Directed Task-List**

Tourism Director Fast put together and provided a list of ongoing items that the Tourism Department is working on that has been directed from the Board.

**Discussion Items:**

**7. Appreciation for Hector Perez' Dedicated Service and Assistance for the Tourist Board Meetings and the Town of Surfside for 34 years – Lindsay Fast**

Tourism Director Fast presented Hector Perez an award for his hard work, help and dedication to the Tourist Board.

Hector thanked the Board and said that he will miss everyone.

**8. Israel Innovation Expo Sponsorship Request – Lindsay Fast**

Tourism Director Fast provided the Board with the sponsorship request form as per the request of the Board at their last meeting. She explained how this would benefit the Town and what the sponsorship funds would go towards.

Discussion ensued regarding conditions that the event be open to residents and that there be participation by local businesses at the event.

After some discussion, Board Member Estomba made a motion to approve the sponsorship with the conditions that the expo be open to the residents to attend for free and that there be a minimum of two other Surfside businesses be involved in the expo. Board Member Brilliant seconded the motion which carried 3-0 on roll call vote.

**9. Bootcamp & Brews Event Details – Jacober Creative on behalf of R2 Creative**

Tourism Director Fast introduced the item.

Raul Rodriguez of R2 Creative and Daniel Peralta of Jacober Creative presented a PowerPoint explaining the Bootcamp and Brews event taking place on January 17th and February 7th and answered any questions from the Board.

**10. Next Tourist Board Meeting: January 7, 2019 at 5:30pm**

Chair Barbara Cohen advised the Board that the next meeting is on January 7, 2019 at 5:30 p.m.

**11. Public Comments**

George Kousoulas spoke regarding the budget and holiday lights. Town Commission Liaison Cohen commented that the Tourist Board needs to bring ideas, and be more participatory due to the current environment

**12. Adjournment**

There being no further business to discuss, Board Member Estomba made a motion to adjourn the meeting. The motion was seconded by Board Member Brilliant and all voted in favor.

The meeting adjourned at 6:15 p.m.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2018

\_\_\_\_\_  
Barbara Cohen, Chair

Attest:

\_\_\_\_\_  
Elora Riera, CMC  
Deputy Town Clerk

<b>TOWN OF SURFSIDE RESORT TAX CUMULATIVE REPORT</b>			
	FY 2016-17*	FY 2017-2018^	% change
2% FOOD/BEVERAGE	\$ 525,596	\$ 736,028	29%
4% ROOM/BOARD TAX	\$ 1,491,224	\$ 2,297,883	35%
4% SHORT TERM RENTAL	\$ 5,987	\$ 20,806	71%
<b>TOTAL</b>	<b>\$ 2,022,807</b>	<b>\$ 3,054,717</b>	<b>34%</b>

\*as of 01/04/2018      ^as of 12/28/2018

BUDGET TO ACTUAL		34% to Tourist Bureau	66% to Comm Center
Current Receivables	\$ 3,054,717	\$ 1,038,604	\$ 2,016,114
Budgeted Estimations	\$ 2,440,050	\$ 829,617	\$ 1,610,433
% to budget	125%		

<b>TOWN OF SURFSIDE RESORT TAX CUMULATIVE REPORT</b>			
	FY 2017-2018*	FY 2018-2019^	% change
2% FOOD/BEVERAGE	\$ 50,162	\$ 84,367	41%
4% ROOM/BOARD TAX	\$ 161,196	\$ 142,786	-13%
4% SHORT TERM RENTAL	\$ 100	\$ 1,768	94%
<b>TOTAL</b>	<b>\$ 211,458</b>	<b>\$ 228,921</b>	<b>8%</b>

\*as of 11/21/2017      ^as of 12/28/2018

BUDGET TO ACTUAL		34% to Tourist Bureau	66% to Comm Center
Current Receivables	\$ 228,921	\$ 77,833	\$ 151,088
Budgeted Estimations	\$ 2,930,000	\$ 996,200	\$ 1,933,800
% to budget	8%		

The Town of Surfside: A Brief History  
Paul S. George  
November 2018

For Greater Miami and other parts of Florida, the stock market crash of October 1929 only deepened an economic downturn that followed the collapse of the real estate boom of the mid-1920s. Those economic conditions, however, did not deter the opening at the end of 1930 of the posh Mediterranean-styled Surf Club.

The origins of the Surf Club are often attributed to the frustration of many prominent wintertime residents of Greater Miami with their inability to gain admission to Miami Beach's Bath Club, which had reached its membership limits by the late 1920s. Other sources argue that these same founders wanted a club less staid and more lively than the Bath Club. One account even has James Cox, the powerful newspaper publisher and a Miami visitor and investor, as the catalyst for the club's creation following the rejection of the bid of Alfred Ochs, a Jewish publisher and friend of his, for membership in the Bath Club.

No matter the cause, by the end of the 1920s, a consortium comprised of wealthy visitors purchased for \$300,000 900 feet of Atlantic beachfront from 90<sup>th</sup> Street north for a club. Designed by Russell Pancoast, a member of a pioneering Miami Beach family and one of the most prolific Beach architects in the first half of the twentieth century, this Mediterranean-styled jewel, sitting amid six acres featured an elongated two-story building paralleling the beachfront and an entrance on fabled Collins Avenue. It opened, as noted, among growing economic uncertainty.

The club's guiding light at the time of its opening and in subsequent decades was Alfred Barton, a tall former set designer for movie mogul, Alfred B. DeMille; Barton was also the club's long-serving manager. Soon after its inception, the Surf Club was hosting the rich, famous, and beautiful, ranging from Hollywood starlets, famed entertainers, and prominent industrialists, all of whom cherished the privacy afforded them within its walls along with the good times the club offered in the way of elaborate musicals and balls, games, including bingo and bridge, endless luncheons, poolside fashion shows, debutante galas, nightly parties, and even black-tie prize fight dinners. The array of prominent guests of the Surf Club continued through the late stages of the twentieth century. By then, their ranks included Elizabeth Taylor, Cassius Clay, Frank Sinatra, Sir Winston Churchill, and the Shah of Iran. As one member swooned in 1962, "When I die, I don't want to go to heaven. I want to go to the Surf Club."

Lying immediately south of the Surf Club is the City of Miami Beach, which experienced an upswing in its financial fortunes in the second half of the 1930s, as tourism rebounded sharply from the slump helped by a concomitant boom in hotel and apartment construction, especially in the community's southern sectors. As better times returned to the Beach, the city evinced a desire to annex additional land north of it, land corresponding to a portion of today's Town of Surfside.

Before there was the Town of Surfside, there was a narrow strip of land wedged between the waters of Biscayne Bay and the Atlantic Ocean. Archaeological evidence points to the presence in that immediate area of a Tequesta Indian village, including a burial mound. Named by Juan Ponce de Leon, who visited south Florida in 1513, the Tequestas were Miami's earliest settlers, their presence in the area reaching back thousands of years. The first significant archaeological activity in the Miami area, this archaeological find in the area of today's Surfside came in 1923 as land was being cleared for the Altos del Mar development. Another archaeological dig in 1933-1934 led to the uncovering of a habitation mound nearly 400 feet in length. "The Mound," as it was known, contained the remains of fifty Tequestas, potsherds, arrowheads, and other artifacts. A subsequent dig unearthed additional Tequesta artifacts.

Altos del Mar was the ambitious project of the four Tatum brothers, who were among early Greater Miami's most prominent developers, and who had platted, from 1923 to 1925, numerous subdivisions within this development, which spread in a northeasterly direction through today's Surfside to the beachfront and included land formerly owned by the federal government. Today's Town of Surfside is carved from Altos Del Mar, plats 4, 5, and 6, stretching from the Atlantic Ocean to the Indian Creek waterway, between 87<sup>th</sup> and 96<sup>th</sup> Streets. These borders include one mile of pristine beach.

When in 1935, the city of Miami Beach evinced its desire to annex the above area, thirty-five residents of the affected area, all members of the Surf Club, joined together, officially incorporating the Town of Surfside on May 18. These signatories to the charter of incorporation financed the venture with a loan for more than \$28,000. The new town consisted of about 50 residents with little development within its one square mile borders.

Spearman Lewis, Surfside's first mayor, created a vision for his town as a vibrant beachside development, but its major growth would have to wait until the period following World War II in the second half of the 1940s and after. As the young town developed in the flush of postwar prosperity, it generally followed the plan set by the Tatum Brothers, calling for a business district on Harding Avenue, which runs parallel to and immediately west of Collins Avenue, from 94<sup>th</sup> to 96<sup>th</sup> Streets. As it developed, the lines of demarcation between commercial and residential buildings became clear, with the area south of 95<sup>th</sup> Street and west of Harding Avenue to the town limits at 87<sup>th</sup> Street serving as the residential base of Surfside. The strip of Collins Avenue falling within the corporate limits of Surfside has been graced until recent times with small apartment complexes and beachside hotels and motels. Overall, the mix of residential buildings includes single family homes, duplexes, apartment buildings and condominiums.

Building records point to the quickening growth of Surfside over the decades. In 1935, the neophyte town listed 31 scattered structures built during the heady boom era by the Tatums and by Henri Levy, who also developed the nearby Normandy Isles, Biscaya Island, and a portion of land from Surfside's southern border north to 92 Street; by the end of the 1930s, the town counted 176 buildings, many of which were built by Levy in that era. One decade later,

however, 431 new structures, most of which were built after World War II, took their place next to the older housing stock. A building surge in the 1950s resulted in the construction of 934 additional buildings, including a new town hall; a 1960s slowdown brought just 195 new buildings in that decade, but the number constructed in the following decade rose to 536. In the 1980s, the town saw 330 additions to its building inventory, following by an additional 564 in the 1990s.

While no available data exists for the number of new construction starts in the early years of the present century, Surfside has increasingly come within the sights of major architects and developers resulting in the appearance of “brands,” in terms of hotels and condominiums on Collins Avenue. The Four Seasons Hotels and Resorts have restored the existing clubhouse and cabanas of the Surf Club and built three stunning glass additions, designed by Pritzker-prize winning architect Richard Meier and Kobi Karp, bracketing the venerable club building. The Terra Group offers “starchitect” Renzo Piano’s Eighty-Seven Park, with its fluid design overlooking the Atlantic Ocean while located next to a 35 acre park. Farther up on the ocean side of Collins Avenue stands the luxurious Fendi Chateau Residences. Nearby is the posh Grand Beach Hotel Surfside, which opened its doors in 2013.

On the west side of Collins Avenue is the striking glass Residence Inn by Marriott Miami Beach/Surfside, and others. The rash of new development has led to the razing of many apartments and small hotels designed in the Streamline Moderne (Art Deco) or Miami Modern styles, which trace their origins to the 1940s through the 1960s. These changes have brought attention to the wave of development, especially of high end properties, on the eastern flanks of the town and the call by historic preservationists, both within and outside of Surfside, for the importance of preserving the community’s oldest buildings. Accordingly, Metro-Dade County’s Historic Preservation Board created in 2016, with support from the Town of Surfside, the Collins Avenue Historic District in recognition of nine buildings on the west side of Collins Avenue and the east side of Harding Avenue between 90<sup>th</sup> and 91<sup>st</sup> Streets, which exhibit sterling representations of the Streamline Moderne or Mid-Century Modern styles. Each was designed by a master architect. Further, an historic Surfside apartment complex along Collins Avenue, as well as the front piece of a nearby architecturally-distinctive apartment building received historic designation from the same board.

This picture contrasts with the Surfside of a half century earlier, which, with a flourishing downtown and modestly priced homes, had established itself as a pleasant seaside community with a mix of middle class and upper middle class residents. Many observers, including residents, visitors, and members of nearby communities, remarked on its quaintness and a downtown notable for both its old time feel and for its wide variety of businesses. From its inception, the town offered many outlets for residents to come together for community-wide events and observances. These offerings included two parks and a tennis complex. The town’s politics, “colorful” since its beginnings, became fractious in the 1960s with a rapid turnover of town managers and even a call for the recall of a vice mayor and several councilmen.



Ground Zero for governance was, first, a 2-story home converted into a town hall at 9550 Harding Avenue in the downtown sector, followed, in 1957, by a new facility at 9293 Harding Avenue. The earlier, cramped town hall housed a police force, jail, fire department, and the town council chambers. Described as “A hub of public services,” the new town hall underwent a complete renovation in 2001. Today, the town hall shares a portion of its footprint with resin and fiberglass sculptures of Florida Loggerhead Sea Turtles, who lay their eggs on its beachfront each year. (Even Manatees are known to mate in the waters just off of Surfside’s beach). There, on the “Turtle Walk,” a public art exhibition celebrates the Loggerheads while highlighting sea turtle conservation by featuring 13 turtle sculptures, standing five feet high, each painted by a renowned area artist.

Arguably as important for the future of town as any of the above building projects was the completion in 1962 of the Surfside Community Center on land the municipality had assembled for fifteen years. Quickly, this ocean front facility became the center of activities and even social life, hosting weddings, community presentations and gatherings, a library, and an Olympic-sized swimming pool. Its eastern edge afforded easy access to the beach. The town razed the center in 2008 to make way for a larger, more up to date facility, which opened three years later and includes municipal offices, meeting room, a grill, children’s water park and lap pool.

Immediately east of the community center lies, of course, the waters of the Atlantic Ocean. The beach remains an important part of the community and the venue for many events. In recent years, the town’s Parks and Recreation Department has sponsored an annual 5 kilometer race. Shoreline erosion there and elsewhere along the oceanfront of Miami-Dade County has necessitated periodic renourishment, or enhancement of that area; Surfside underwent renourishment in the early 1990s, and again in 2018.

The town has attracted its share of “notables” from organized crime figures like Tony Accardo and Sam Tucker to famed author Isaac Bashevis Singer, who received the Nobel Prize in Literature in 1978. Surfside’s 95<sup>th</sup> Street is co-named Isaac Bashevis Singer Boulevard in honor of the great Yiddish poet and short-story author. With a nod toward the literary, the town has renamed streets west of Harding Avenue for American and British literary figures, whose ranks include Irving, Hawthorne, Emerson, Byron and Dickens.

Today, Surfside can point to a population of 6,000. Like the other parts of vast, sprawling Miami-Dade County, the town boasts a variegated population of many ethnic groups, with nearly 40 percent Spanish-speakers. Even more striking is the fact that fully 44 percent of its residences are foreign born, with many hailing from Europe and elsewhere in the world. Surfside also resembles other water-oriented municipalities in the county with the large scale construction projects that have, at the dawn of the new century, begun transforming it, primarily in the area along Collins Avenue, into a coveted zone of high end hotels and condominiums. Where the town differs from others in the region is in its vibrant downtown, with its rich offering of restaurants and “mom and pop” business covering a wide array of services, which has not lost its luster since it began developing in the 1940s.

The future appears bright for this well-managed community with a beautiful beach on its eastern flank, the turquoise waters of beautiful Biscayne Bay to the west, ample amenities for residents and visitors, and real estate that has come within the sights of many of the nation's most prominent architects and developers whose work has already appeared in several singular buildings flanking bustling Collins Avenue. It will be fun to observe the continuing evolution of a community whose roots rest not just in the legendary real estate boom of the 1920s, or in the unlikely era of economic depression that followed, but with Miami's earliest inhabitants whose presence there is counted not in centuries but in millennia.



## Tourist Bureau Request for Event / Sponsorship

**APPLICATIONS MUST BE RECEIVED AT LEAST 4 MONTHS IN ADVANCE OF YOUR EVENT**  
 Please submit 1 electronic copy to [LFast@townofsurfsidefl.gov](mailto:LFast@townofsurfsidefl.gov) and mail 1 paper copy of your completed application to:  
**Town of Surfside Tourism Department,  
 9293 Harding Avenue, Surfside, FL 33154**  
**INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED**

**Event:**

**Date of Event:**

**Grant Type:** *(Please check the appropriate box)*

**Promotional:** Funds may be used for events that bring visitors to Town for the purpose of enhancing the economic base of Surfside’s tourism industry, allowing the visitor to experience the many facets of Surfside and promote re-visitation while being consistent with the culture and heritage of Surfside. **Complete all sections of the application.**

**Tourism Enhancement:** Funds may be used for projects that will enhance the enjoyment of visitors to Surfside and residents, including beautification, service enhancements and amenities. **Complete all sections of the application except Market Plan.**

**Other:** Funds for creative ideas that do not fit either category above but would help promote tourism to Surfside.

**Amount Requested:**

**Applicant/Contact:**   
*(The applicant must be familiar with application, authorized to represent the event sponsor and sign contracts)*

**Federal Tax ID# for 501(c) 3 or SS#:**

**Address:**

**City:**  **State:**  **Zip:**

**Phone:**  **Email:**

**Website:**

**Alternate Applicant/Contact:**

**Address:**

**City:**  **State:**  **Zip:**

**Phone:**  **Email:**

**Project Summary**



Describe the project/event target audience, what will happen, when and where it will occur, how it will be executed, why it will bring visitors to Town, why Tourist Bureau funds are needed, and the extent to which it is unique to Surfside. If this is a Tourism Enhancement grant application, describe the impact to visitors to Surfside and residents, how it promotes and showcases Surfside's cultural, art, historic, and/or environmental resources. Please assume that Tourist Bureau members will not be familiar with the event or project.

(Please limit to 250 words / Attach additional pages if needed)

**History of Proposed Event** *(if applicable)*

Number of years this event has been produced:

Previous Funding granted for the event during the last five years.

Year	Amount Requested	Amount Received

**Economic Impact**



Describe the overall impact of the event/project on the Town's business community  
 (200 word limit) Attach Additional Pages if Needed

**Attendance**

Complete the table below:

	FY 15/16		FY 16/17		FY 17/18	
	Proposed	Actual	Proposed	Actual	Proposed	Actual
Attendees						

Explain how the expected attendance will be calculated. (100 word limit) Attach Additional Pages if Needed

**Evaluation**



Describe how you will know the event/project will be successful.  
(200 word limit) Attach Additional Pages if Needed

**Marketing Plan – Promotional Grant/Sponsorship Requests Only**

Please provide a detailed marketing plan. Include all aspects of the marketing plan with estimated number of persons to be reached through the different media buys. Provide an estimate number of contacts for each placement of marketing materials. Include proposed use of Internet Social Media.  
(250-word limit) Attach Additional Pages if Needed

Event/Project Marketing Budget:



<b>Expense</b>	<b>Proposed FY _____ Event Date:</b>
Media Advertising	
Brochures, Posters	
Programs (5000)	
Direct Mail & Postage	
Photo Program	
Public Relation	
Promotional Items	
<i>T-shirts</i>	
<i>Caps</i>	
<i>Jackets</i>	
<i>Other</i>	
Web Advertisements	
Miscellaneous (not to exceed %15)	
<b>Total</b>	

**Income**

Promotional Income: (items such as T-shirts, hats, other event item that are sold to the public)

	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
<b>Total</b>			
<b>Net Total</b>			

Detailed use of Tourism Bureau Funds: Please list all advertising venues with their associated costs.



- **Print Media** *List all publications where advertising will be placed. The majority should be placed outside Surfside to encourage visitation, yet there should be some ads placed locally to encourage extended stay and provide visitors with information about the activity, event or project.*

\_\_\_\_\_

Request Amount \$ \_\_\_\_\_

- **Radio/TV Ads** *List all stations where advertising will be placed and total cost. Please make sure ads are placed where visitors from outside Surfside will be made aware of your program/event.*

\_\_\_\_\_

Request Amount \$ \_\_\_\_\_

- **Internet/Social Media Advertising** *Please submit event-specific web pages (etc.) as part of the event advertising plan. If web pages are not completed at the time of this application, outline concept.*

\_\_\_\_\_

Request Amount \$ \_\_\_\_\_

- **Direct mail & packages**

\_\_\_\_\_

Request Amount \$ \_\_\_\_\_

- **Posters**

\_\_\_\_\_

Request Amount \$ \_\_\_\_\_

- **Street Banners** (please consider using reusable materials)

\_\_\_\_\_

Request Amount \$ \_\_\_\_\_

- **Printed Program – promotional use only:** Include distribution plans. If advertising is sold, the revenue raised must be deducted from the cost of the brochure.

\_\_\_\_\_

Net \$ \_\_\_\_\_ Requested Amount \$ \_\_\_\_\_

- **Professional photographs –** Include cost associated with photos for brochures, programs and publicity.

\_\_\_\_\_

\_\_\_\_\_





Request Amount \$ \_\_\_\_\_

- Other

\_\_\_\_\_

Request Amount \$ \_\_\_\_\_

Total TB Request \_\_\_\_\_

**All Marketing, broadcast advertising and print media (including brochures, posters, programs and web advertising) must display the Town logo and the tag line, "Sponsored in part by the Town of Surfside Tourist Bureau."**

**Finances - Profit and Loss:**

<b>Operating Expense</b>	
Advertising & Promotion	
Set-up & Clean Up	
Equipment Rental	
Insurance	
Office Expenses <small>Includes tickets</small>	
Salaries	
Miscellaneous <small>Not to exceed 15%</small>	
Other	
<b>Total Expenses</b>	

<b>Income</b>	
Grants / Sponsorships	
Promotional Sales	
Ticket Sales	
Contributions	
In-Kind Contributions	
Other	
<b>Total Income</b>	

<b>Net Profit/Loss</b>	
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**Partnerships**

Contribution of in-kind and actual costs: Cash and in-kind contributions are important because they show community support. Please list each type of contribution and sponsorship, including cash, food, beverages, services, space, and volunteer hours (value up to \$10/hr).

CONTRIBUTOR	TYPE (service, food, space, etc)	DOLLAR VALUE

Total In-Kind Contributions \$ \_\_\_\_\_

**Grants/Sponsorships, Actual and Anticipated:**

*List all grants/sponsorship, including this grant/sponsorship request.*

*Letters of commitments for anticipated grants/sponsorships are not necessary.*

Grant/Sponsorship Source	Application Date	Award Date	Amount

Total Grants Requested \$ \_\_\_\_\_

I HEREBY CERTIFY that the information provided herein is true and correct to the best of my knowledge and belief.

\_\_\_\_\_  
**Authorized Applicant- Printed**

\_\_\_\_\_/\_\_\_\_\_  
**Authorized Signature/Date**