



Town of Surfside
TOURIST BOARD MEETING
AGENDA

October 7, 2019 – 5:30 p.m.
Town Hall Commission Chambers –
9293 Harding Ave, 2nd 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: July 1, 2019**
- 4. Resort Tax Revenue Accounts Receivable Report**

Discussion Items:

- 5. PR RFP for FY 2019/2020 & Anything But Advertising Agreement Extension until Dec 31, 2019– Lindsay Fast, Tourism Director**

- 6. Media Housing Update from Paddletopia – Claire Kunzman, Anything But Advertising.**
- 7. New Uptown Beachtown Video- Jacober Creative**
- 8. Strategic Plan Appendix 1: Year 1 Update & FY 2019 / 2020 Marketing Plan – Jacober Creative**
- 9. Sponsorship Application – Winter Chamber Music Festival**
- 10. Move December Tourist Board Meeting from December 2 to December 9, 2019.**
- 11. Next Meeting: Monday, November 4 at 5:30 p.m.**
- 12. Public Comment – 3-minute time limit each, please**
- 13. 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.

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

July 1, 2019 – 5:30 p.m.

Town Hall Commission Chambers –
9293 Harding Ave, 2nd Floor, Surfside, FL 33154

**** The video of this meeting was corrupted and minutes were created from notes****

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Barbara Cohen at 5:34 p.m.

Present: Chair, Barbara Cohen
Vice Chair, Jeff Lehman
Board Member, Charles Kesl

Absent Board Member, Neil Goodman

Also present: Lindsay Fast, Tourism Director
Duncan Tavares, Assistant Town Manager
Haydee Sera, Town Attorney
Michael Karukin, Town Commission Liaison
Frantza Duval, Recording Clerk
Frank Trigueros, Marketing & Special Projects Coordinator

2. Welcome – Chair Barbara Cohen

Chair Barbara Cohen welcomed everyone. Chair Cohen advised that Jennifer Brilliant had resigned from the Tourist Board and thanked her for her service.

3. Approval of Meeting Minutes: June 3, 2019

Vice Chair Lehman made a motion to adopt the minutes. The motion received a second from Board Member Kesl and all voted in favor.

4. A/R (Resort Tax)

Tourism Director Fast presented the report.

Discussion Items:

5. Turtle Table and Banners- Lindsay Fast, Tourism Director

Tourism Director Fast presented the item to the Board. She presented the different table options along with the banner creative. After additional discussion Vice Chair Lehman made a motion to move forward with a non-picture version with the addition of a line "For more information logon to VisitSurfsideFL.com. The motion was seconded by Chairwoman Barbara Cohen who passed the gavel to Vice Chair Lehman, and all voted in favor.

6. Holiday Lights Proposal Options from Miami Christmas Lights – Lindsay Fast, Tourism Director

Tourism Director Fast presented the item to the Board. Board members provided additional feedback and after further discussion it was decided to move forward with option 2 with the crown and to remove ground light in the pocket parks. Vice Chair Lehman made a motion to adopt the recommendation. The motion received a second from Board Member Kesl and all voted in favor.

7. Downtown Vision Advisory Committee's Ideas for Art in Public Places & Instagrammable Moments – Lindsay Fast, Tourism Director

Tourism Director Fast lead the discussion on this item, mentioning that this topic was also under discussion at the Downtown Vision Advisory Committee. Vice Chair Lehman recommended to also review the Miami Beach ordinance, and Town Attorney Sera also recommended to review the Miami-Dade County ordinance.

8. Next Tourist Board Meeting: Monday, August 5, 2019 at 5:30pm

9. Public Comment – 3-minute time limit each, please

10. Adjournment

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

The meeting adjourned at 6:43 p.m.

Respectfully submitted:

Accepted this ____ day of _____, 2019

Attest:

Barbara Cohen, Chair

Sandra Novoa, MMC
Town Clerk

TOWN OF SURFSIDE RESORT TAX REPORT

CUMULATIVE REPORT FY 2018-2019

| | FY 2017-2018* | FY 2018-2019^ | % change |
|----------------------|---------------------|---------------------|------------|
| 2% FOOD/BEVERAGE | \$ 656,564 | \$ 940,079 | 30% |
| 4% ROOM/BOARD TAX | \$ 2,016,736 | \$ 2,655,439 | 24% |
| 4% SHORT TERM RENTAL | \$ 20,094 | \$ 19,031 | -6% |
| TOTAL | \$ 2,693,394 | \$ 3,614,549 | 25% |

*as of 08/28/2018 ^as of 09/27/2019

| BUDGET TO ACTUAL | 34% to Tourist Bureau | | 66% to Comm Center |
|----------------------|-----------------------|--------------|--------------------|
| Current Receivables | \$ 3,614,549 | \$ 1,228,947 | \$ 2,385,602 |
| Budgeted Estimations | \$ 2,930,000 | \$ 996,200 | \$ 1,933,800 |
| % to budget | 123% | | |

CUMULATIVE REPORT FY 2019-2020

| | October | Total | % change YOY |
|-------------------------|-----------|-----------|--------------|
| 2% FOOD/BEVERAGE | | | |
| FY 2016-17 | \$ 25,811 | \$ 25,811 | |
| FY 2017-18 | \$ 46,197 | \$ 46,197 | 79% |
| FY 2018-19 | \$ 65,122 | \$ 65,122 | 41% |
| FY 2019-20 | | \$ - | -100% |

| Cumulative STLY | |
|-------------------|------------|
| FY 2016-17 | \$ 103,002 |
| FY 2017-18 | \$ 301,619 |
| FY 2018-19 | \$ 192,836 |
| FY 2019-20 | \$ - |

4% ROOM/BOARD TAX

| FY 2016-17 | \$ 77,191 | \$ 77,191 | |
|-------------------|------------|------------|-------|
| FY 2017-18 | \$ 254,691 | \$ 254,691 | 230% |
| FY 2018-19 | \$ 127,662 | \$ 127,662 | -50% |
| FY 2019-20 | | \$ - | -100% |

4% SHORT TERM RENTAL TAX

| FY 2016-17 | \$ - | \$ - | |
|-------------------|--------|--------|-------|
| FY 2017-18 | \$ 731 | \$ 731 | |
| FY 2018-19 | \$ 52 | \$ 52 | -93% |
| FY 2019-20 | | \$ - | -100% |

| Budget to Actual FY 2019-20 | 34% to Tourist Bureau | | 66% to Comm Center |
|-----------------------------|-----------------------|--------------|--------------------|
| Current Recievables | \$ - | \$ - | \$ - |
| Budgeted Estimations | \$ 3,297,550 | \$ 1,121,167 | \$ 2,176,383 |
| % to Budget | 0% | | |



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 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: Concert as part of "The Glenn Douglas Winter Chamber Music Festival"

Date of Event: 1/2/20

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: \$ 7000

Applicant/Contact: Shana Douglas
(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#: 568-89-3002

Address: 245 B Hither Green Lane

City: London Country: United Kingdom State: SE13 6TH Zip: SE13 6TH

Phone: +44 7515 121 399 Email: sdouglas85@hotmail.com

Website: WWW.winterchambermusic.com

Alternate Applicant/Contact: Neila Douglas

Address: 1050 93rd Street, Apt. 2I

City: Bay Harbor Islands State: FL Zip: 33154

Phone: 267-456-5146 Email: neiladouglas@hotmail.com

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)

The Glenn Douglas Winter Chamber Music Festival is an annual classical music festival that brings world-class performances to the Surf-Bal-Bay area. The Festival seeks the support of each respective municipality each year, thus extending the collaborative engagement that has already been established. The Festival will be comprised of a series of concerts that will offer residents and guests of these communities to mingle and to visit the other neighboring towns for all of the performances if they wish, which will take place in varied and unique settings. Each event will showcase curated musical selections and will also incorporate a theme. Audience members will enjoy beautiful and diverse music, performed to the highest international level, wonderful company, and time to engage with the musicians during post-concert receptions. There will be one concert in Surfside, and it will take place in the afternoon of the 2nd of January, 2020, at the Art Gallery at the Four Seasons Hotel and Residences. The theme of this event will be "Folklore". The musicians will hail from Belgium, New Zealand, the UK, and the USA.

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 |
|------|------------------|-----------------|
| 2018 | \$7000 | \$7000 |
| | | |
| | | |
| | | |

Economic Impact



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

The economic impact will surely benefit local businesses through patronage and exposure. Furthermore, by establishing this new cultural event within Surfside and the greater community, the town will become more attractive to residents and guests alike.

Attendance

Complete the table below:

| | FY 15/16 | | FY 16/17 | | FY 17/18 | |
|-----------|----------|--------|----------|--------|----------|--------|
| | Proposed | Actual | Proposed | Actual | Proposed | Actual |
| Attendees | | | | | 50 | 55 |

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

The attendance will be calculated based on ticket sales.

Evaluation



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

The main reason I know the concert at the Four Seasons' Art Gallery will be successful is because the inaugural performance last year was so much so. My entire five-concert Festival in the 33154 area received rave reviews last time, and in fact the Surfside event was the only one that was sold out! I anticipate another sell-out this year: I am actually looking into adding extra audience seating within the venue.

During the winter break time of year, Surfside is saturated with residents and visitors alike, yet there aren't that many cultural events in the immediate area. Additionally, I believe that music is something that complements the holiday season perfectly.

(Please visit www.winterchambermusic.com/festival2018 for testimonials about last year's Festival of concerts.)

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

N/A

Event/Project Marketing Budget: N/A



| Expense | Proposed FY _____ Event Date: |
|--------------------------------------|-------------------------------------|
| 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) | |
| Total | |

Income *N/A*

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

| | | | |
|------------------|----|----|----|
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| Total | | | |
| Net Total | | | |

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.
Surfside, Bal Harbour, Bay Harbor Islands, Sunny Isles local newsletters and publications, and The Miami Herald
Request Amount \$ 200
- **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.
WLRN - local (South Florida) NPR radio station - will run a c. one-week campaign
Request Amount \$ 500
- **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.
The Glenn Douglas Winter Chamber Music Festival has a website, facebook page, and twitter account.
www.winterchambermusic.com | https://m.facebook.com/winterchambermusic/ | https://twitter.com/WinterChamber
Request Amount \$ 150
- **Direct mail & packages**
N/A
Request Amount \$ _____
- **Posters**
Posters will be displayed in public places in Surfside, Bal Harbour, Bay Harbor Islands, and Sunny Isles.
Request Amount \$ 200
- **Street Banners** (please consider using reusable materials)
N/A
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.
Concert programs will be distributed at the event.
Net \$ _____ Requested Amount \$ 100
- **Professional photographs** – Include cost associated with photos for brochures, programs and publicity.
N/A



Request Amount \$ _____

- Other - Area rug rental to improve acoustic: \$400
 - Musician and instrument travel expenses, and musician honorariums: \$3150
 - Four Seasons Art Gallery rental fee: \$2300
- Request Amount \$ _____

Total TB Request \$7000

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."

(Note: the below section details costs and profit for the Surfside event only, and not the rest of the concerts in the Festival)

Finances - Profit and Loss:

| Operating Expense | |
|---|-----------------|
| Advertising & Promotion | \$ 500 |
| Set-up & Clean Up | \$ 400 |
| Equipment Rental | \$ 2900 |
| Insurance | - |
| Office Expenses Includes tickets | - |
| Salaries | - |
| Miscellaneous Not to exceed 15% | \$ 500 |
| Other musician honorariums and travel costs | \$ 4500 |
| Total Expenses | \$ 8,800 |

| Income | |
|-----------------------|-----------------------------------|
| Grants / Sponsorships | \$7000 (if this grant is awarded) |
| Promotional Sales | - |
| Ticket Sales | projected \$1,130 |
| Contributions | - |
| In-Kind Contributions | host families & admin assistants |
| Other | - |
| Total Income | \$ 8,130 |

| | |
|------------------------|--------------------|
| Net Profit/Loss | Loss \$ 670 |
|------------------------|--------------------|



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 |
|--|----------------------------------|------------------------------|
| Four Seasons Hotel | Venue Rental at a reduced price | Reduction in price c. \$4000 |
| Host Families | Accommodation for Musicians | \$1000 |
| Neila Douglas | Volunteer Admin. Assistant | \$300 |
| Claire Kunzman, 'Anything But Advertisizing' | PR Service. | \$500 |
| | | |
| | | |
| | | |

Total In-Kind Contributions \$ 4,900

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 |
|---|------------------|------------|--------|
| Bay Harbor Islands and Bal Harbour are awarding \$7000 each towards concerts to take place in their towns. Here, I am applying to Surfside for costs associated with its event. | | | |
| | | | |
| | | | |

Total Grants Requested \$ 21,000 (for entire three-town project)

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

Shana Douglas
Authorized Applicant- Printed

Shana R. Douglas / 9/23/19
Authorized Signature/Date