




MEMORANDUM

To: Honorable Mayor, Vice Mayor & Commissioners
From: Hector Gomez, Town Manager 
Date: January 3, 2024
Subject: Tourism Impact on Downtown Activity Response During Peak Season

The Town of Surfside is a tourist destination area for many families. Our Downtown area will have an increased tourist presence from January to March of this year and the Town has prepared the following response plan to mitigate concerns that arise from higher-than-normal use of our beaches and business district. The plan features a three Department approach from Code Compliance, Public Works and Police Department which is presented as follows:

Code Compliance

To meet with all sidewalk café operating businesses and have an orientation pertaining to their respective permits. Specifically, to what is allowed and not allowed. Storage of chairs, blocking of sidewalks, and any other potential violations will be discussed. Nightly Code Compliance inspections have been implemented effective January 8, 2024. In addition, Code personnel will meet with all Beach Furniture Operators to discuss their permits and enforcement.

Public Works

To maintain cleanliness standards, litter control, and oversight over of trash cans overflow, the Town will have one sanitation personnel assigned to the Downtown district and beach from the hours of 3:00 PM to 10:00 PM. Additionally, the individual will check holiday lights to ensure quality control.

Police Department

There will be an escalated presence of Police Officers and Community Service Aids (CSA) in the Downtown district to enforce parking regulations and walkability accessibility as well as have an increased safety presence in Downtown and the beach. Our personnel will be mainly walking so the non-vehicular presence is increased in walkable public areas.