

IT HAPPENS ON HARDING AVE

Simply Surfside!

In all the attempts to get to the essence of Surfside through the various committee meetings, presentations and surveys, a clear single identity remained elusive. With the Grand Beach Hotel set to open, Surfside needed to establish a presence that all present and future private tourism marketing could build upon. If Surfside was not directing the "conversation" about how the town should be portrayed, then the story would be told by private enterprises. The message also had to subtly educate potential visitors on the location of Surfside.



The Tourist Bureau and Board, under the guidelines of the town's Five Year Tourism Strategic Plan, teamed with Jacober Creative to create a simple message to convey this essence. The town offers a more relaxing getaway than available to the north and south. There remains a quaint quality reminiscent of times gone by but still offering all of the amenities required of a premier destination - without the pretense.

It really is about the simple pleasures of life. A safe family environment where one can reconnect to all that really matters. In many ways it is effortless. Special. Unforgettable. Simple. Simply Surfside.



Come to 3rd Thursday on March 20

Third Thursday returns on March 20, continuing the popular series for the 2014 season.

Mark your calendars and join us on 95th Street between Harding and Collins Avenues from 7 - 10 pm. The festivities include live music, comfortable seating, room to dance and food trucks.



Surfside Turtle Souvenirs Available For Sale

Surfside calendars and stylish T-shirts featuring the distinctive Tales of the Surfside Turtles are on sale in time for the new year. Surfside license plate frames are also available. The January 2014-June 2015 desktop calendar features 18 of the iconic turtles with colorful front and back views. Shirts are available in a variety of sizes. Both the calendars and shirts are \$10 each. Town license plate frames are \$5. All prices include tax. Cash or checks only. To get your souvenirs, visit the Town Hall front desk during business hours. For more information call Linda Jain at (305) 864-0722 or ljain@townofsurfsidefl.gov.



Business District Celebrates New Landscaping at Third Thursday

With 95th Street lit up like a movie set, hundreds joined Surfside officials and residents at the official ribbon-cutting of the completed landscaping and sidewalk refurbishment along the Harding Avenue Business District and on 95th Street to the beach. The ceremony was held at the February Third Thursday event amid 10 food trucks, live music and dancing and a filming crew from the Food Network. Mayor Dietch thanked staff, residents, contractors and developers for their efforts in the District's dramatic make-over.

Hundreds enjoy gourmet meals on wheels at the Third Thursday.



(L-R) Vice Mayor Michael Karukin, Commissioner Joe Graubart, Mayor Daniel Dietch handling the giant scissors, Commissioner Michelle Kligman and County Commissioner Sally Heyman.