

## BID Future to be Decided by Vote of Downtown Business Owners

The fate of a Business Improvement District (BID) now rests with the downtown Harding Avenue business district property owners. A ballot has been mailed out to each owner. Business operators are still able to assist in the effort by contacting their respective landlords to voice their support. Once the ballots are returned and the votes tallied, the Town Commission will weigh in on the results at the July 8, 2014 Commission meeting.

BIDs have a proven track record for increasing revenue to support rents, assisting with business retention and creating an attractive and viable location for new businesses. A BID would better position the district to respond to the Bal Harbour Shops proposed enhancement (see below).

It is now up to the downtown Surfside stakeholders to step to the plate and become productive, active partners in the future of the business district.

## Bal Harbour Shops Unveils Future Vision

At a May 12 public meeting hosted by the Bal Harbour Shops, a new vision for the shopping destination was unveiled. The developer's website provides a preview of the preliminary plans. The following is from the Bal Harbour Shops Vision website.

### **What plans are in place for the expansion?**

There are no approved plans in place for expansion – only preliminary concepts for discussion with Village residents and officials.

### **Why does Bal Harbour Shops need to expand?**

Bal Harbour Shops is considered one of the world's finest fashion shopping destinations. But the highly competitive nature of the marketplace makes it necessary to add new stores to remain the vital economic engine it has always been for Bal Harbour.

### **How is the expansion beneficial for residents?**

In addition to having many new stores for shopping, residents will benefit from a new Village Hall and Public Center as well as improved traffic flow on both 96th Street and Collins Avenue.

### **How will traffic be affected by the changes?**

The traffic flow will be improved by the proposed entranceways on both Collins Avenue and 96th Street.

### **How can I remain informed on the proposed expansion?**

The owners and management of Bal Harbour Shops are actively seeking input. Go to [www.balharbourshopsvision.com](http://www.balharbourshopsvision.com). Sign up for updates via the website, through their Facebook page and Twitter account.

## Downtown Boutiques Ready for Brides



Surfside businesses are full of options for special occasions: weddings, sweet sixteens, bat mitzvahs or a quinceañera. There are one-of-a-kind special occasions dresses, as well as fabrics to create custom couture.

**Lace Star Fabrics** (9593 Harding Ave) offers exclusive and unique Haute Couture fabrics, like hand-beaded French laces, embroidered fabrics, imported silks, prints, brocades, cottons, linens, woolens, velvets and trimming – perfect for creating your own unique dress.

**Paloma Evening Dress** (9538 Harding Ave) offers a variety of sequin, lace and chiffon style dresses for that red carpet-type of evening event. The options are beautiful and flattering from bare it all in cheeky two-piece or a keep-it-classy gown.

**Couture Bridal** (9545 Harding Ave) is a bride's candy store. A unlimited supply of dress options and anything to enhance the gown with appliques, beaded belts, crystal pins, veils and headpieces that will complete the look of the perfect bride.

## New Businesses in the District

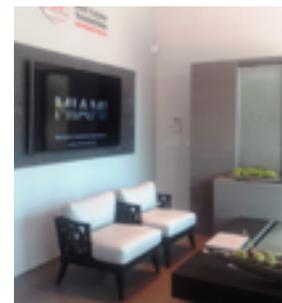
### **Middle Eastern Delights from B & H Shawarma**

Located at 225 95th Street (behind Bal Harbour Shul), B & H Shawarma specializes in middle-eastern cuisine. It is open Sunday-Thursday from 11 am-4 pm and on Friday 10 am-4 pm. Both eat in and take out are available. Call (786) 768-2022.



### **Transacta Developers**

Transacta Developers has recently opened at 9380 Collins Avenue. Silvia Sabates Coltrane is the CEO and General Partner. For more information, (305) 867-6344 or [www.transactadevelopers.com](http://www.transactadevelopers.com).



## PARKS & RECREATION PROGRAMS WILL RESUME AGAIN IN THE FALL

### PARKS & RECREATION AQUATIC PROGRAMS

CLASS	DAY	DATES	HOURS	Fee (per person)	No class dates
Swim team, age 6-15	Mon & Wed	6/23/14-8/11/14	5:30 -6:30 p.m.	\$110 Resident/non \$166	
Swim team, age 6-15	Tue & Thur	6/24/14-8/12/14	5:30 -6:30 p.m.	\$110 Resident/non \$166	
Aqua Zumba	Tuesday	5/20/14-7/15/14	8:45-9:30 a.m.	Active adults Res \$62/non \$118, Senior res \$40/non \$80	7/1
Aqua Zumba	Thursdays	5/22/14-7/17/14	8:45-9:30 a.m.	Active adults Res \$62/non \$118, Senior res \$40/non \$80	7/3
				Aqua Zumba Drop in fee: \$5 residents/\$10 non	
Learn to Swim, ages 3-5	Tue-Thur	6/17/14-7/2/14	3:45-4:15 p.m.	\$68 Resident/non \$100	
Learn to Swim, ages 6-14	Tue-Thur	6/17/14-7/2/14	4:20-4:50 p.m.	\$68 Resident/non \$100	
Learn to Swim, ages 3-5	Sat & Sun	6/21/14-7/13/14	9:30-10 a.m.	\$68 Resident/non \$100	
Learn to Swim, ages 6-14	Sat & Sun	6/21/14-7/13/14	10:10-10:40 a.m.	\$68 Resident/non \$100	
Learn to Swim, ages 3-5	Tue-Thur	7/22/14-8/6/14	3:45-4:15 p.m.	\$68 Resident/non \$100	
Learn to Swim, ages 6-14	Tue-Thur	7/22/14-8/6/14	4:20-4:50 p.m.	\$68 Resident/non \$100	
Learn to Swim, ages 3-5	Sat & Sun	7/26/14-8/17/14	9:30-10 a.m.	\$68 Resident/non \$100	
Learn to Swim, ages 6-14	Sat & Sun	7/26/14-8/17/14	10:10-10:40 a.m.	\$68 Resident/non \$100	
Aqua Kids Water Fitness	Monday	6/16/14-8/11/14	5:30-6:15 p.m.	\$80 Resident/non \$120	6/30
Surf's Up at Surfside	Sundays	6/1/14-6/29/14	10-11:30 a.m.	\$100 Resident/non \$150	6/15

### RED CROSS CLASSES

CLASS	DAY	DATES	HOURS	Fee (per person)
CPR/AED for Professionals	Saturday	6/21/14	TBA	\$110 per person
Adult CPR/AED	Saturday	6/21/14	TBA	\$70 per person
Adult First Aid CPR/AED	Saturday	6/21/14	TBA	\$90 per person
Adult/Pediatric First Aid CPR/AED	Saturday	6/21/14	1 pm-3 pm	\$110 per person

## Expansion of the Community Center

How does this fall under Tourism you might ask?

Many do not realize that in 1960 when the Town was granted the privilege to collect Resort Tax (4% on hotel rooms and 2% on food & beverage sales) it was a means to offset the building and running of a Convention/Community Center. Even today 66% of the Resort Tax collected offsets ad valorem taxes, and thus lowers Surfside residents' tax burden, to help run the center. In recent history the Tourist Board has allocated funds from their own budget to help create the Fish Bowl and install electricity in the green space for event music and activities.

On November 11, 1962, Surfside's Convention/Community Center was dedicated. This dedication was attended by various dignitaries but is most noted for the appearance of actress Jane Mansfield. The multipurpose rooms were then marketed by the Town for meetings and conventions to visitors while also



Surfside's first Community Center

being used by the community for other uses. National attention again focused on the Convention/Community Center in 1964 when Cassius Clay (before becoming Muhammad Ali) tried to rile his upcoming opponent, Heavyweight Champion Sonny Liston, who was training at the facility. A long standing tradition of welcoming visitors and benefiting from the revenue (and publicity!) they generate was established.

Therefore it is only appropriate for the Tourist Board to join with the Parks & Recreation Committee, as requested by the Town Commission, to proceed with a public process that ultimately provides the Town with a recommendation on an expanded Community Center.



### Town Employment Opportunities

The Town of Surfside is currently accepting applications /resumes for the following positions:

- Lifeguard (Part Time and Seasonal)
- Custodian (Part Time)

Contact Yamileth Slate-McCloud, 305-861-4863 x 227.