

The Competition

Last month's article focused on a well-rounded, industry proven tourism marketing strategy. How does Surfside compare to the competition in this regard?

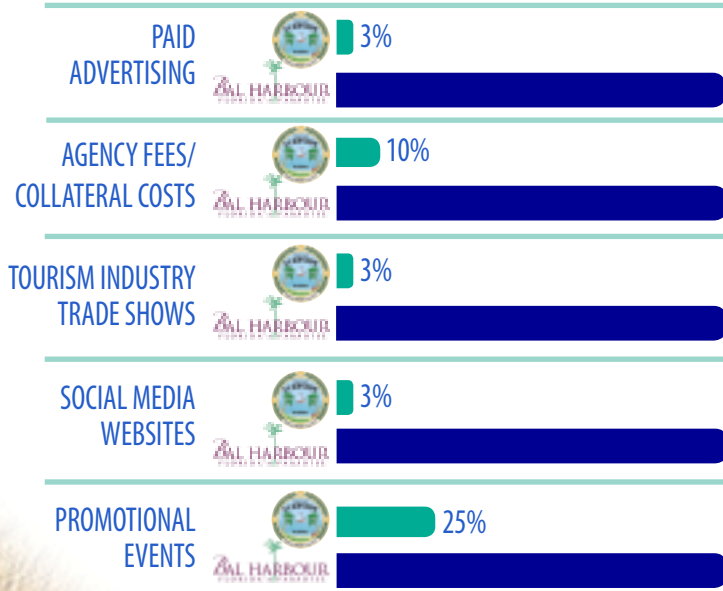


While an argument can be made that competition is on a global scale with all destinations vying for the tourism dollar, let's look closer to home. It is not a stretch of the imagination to compare Surfside with Bal Harbour.

While our individual charms are unique from each other, there are many similarities including sharing the same sized ideal beachfront location. Both municipalities also collect Resort Tax (4% on rooms and 2% on food and beverage) and must allocate the funding for clearly defined statutory purposes that include tourism marketing.

Other similarities? Bal Harbour has three major hotels, Surfside will soon have three of its own. And while Surfside's downtown district is a different experience than the Bal Harbour Shops, it continues to grow as an appealing and desirable destination for shopping and its popular "restaurant row." Where the two municipalities differ is the scale of their tourism marketing. The Five Year Tourism Strategic Plan identified a path forward to compete and hold its own with its neighbors.

While Bal Harbour has a greater Resort Tax Fund to market itself, Surfside's fund is growing. The debate on where Surfside should utilize its allocated tourism marketing dollars will ultimately be decided by the Tourist Board. The chart below is a comparison of the total Surfside spends on tourism marketing compared to the total expenditures of Bal Harbour.



Welcome To New Businesses Veterinary Wellness Center of Surfside

Veterinary Wellness Center of Surfside, 9530 Harding Avenue, is a full service veterinary clinic and pet retail

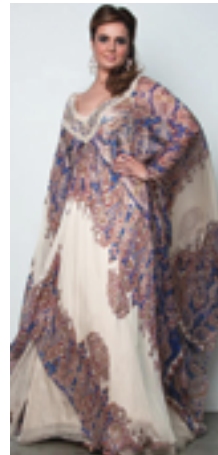


center planning to open its doors in August 2014. The clinic will deliver innovative veterinary medical care with a personalized, family oriented approach from Surfside resident Dr. David Carmona.

Dr. Carmona's love and commitment to the community that he has proudly called home for the last 25 years was the main drive

for bringing his expertise to Surfside and the surrounding communities. For information, visit surfsideflvet.com

Moroccan Fashions at Le Beau Maroc



Le Beau Maroc means *Beautiful Morocco* in French and it is the name to the newest women's fashion boutique in the Surfside Business District, opening at 9507 Harding Avenue.

The owner is Asmaa Benkirane and she has designed the boutique to be a treasure chest for stylish women who desire to beautify themselves with the latest accessories and couture fashion from Morocco's most celebrated designers. For information, visit www.lebeaumaroc.com

Texas Style Barbecue at The Backyard

The Backyard, opening soon at 9460 Harding, is the newest restaurant creation served up by Offy Shifman of Kosherica Cruises and Baruch Sandhaus of The RARE Group. Enjoy its rustic theme and tender cuts of slow smoked meats accompanied by an array of fun Texas style side dishes and salads. Whet your whistle with the unique variety of beer and wine while the guests



cheer their favorite sports teams on the big screen televisions. The Backyard will be an ideal evening out with the boys or girls, a family outing or a romantic rendezvous for couples. No jacket required!