

## #SIMPLY ♥ SURFSIDE

Do you Simply Love Surfside? We want to hear what you love best about our town! Just snap a picture of yourself in front of your favorite place holding a small sign that reads #simply ♥ surfside or create your own hashtag. Email the photograph to [tourism@townofsurfsidefl.gov](mailto:tourism@townofsurfsidefl.gov). The best ones will be featured for all to know why we #simply ♥ surfside!



*Josh Marcus #simply ♥ surfside! Josh, Executive chef and owner of Josh's Deli, enjoys the small town feel of Surfside. When not making delicious sandwiches, pizzas and other dishes with ingredients made from scratch, he can be seen chatting with his customers on a first-name basis.*



*Arielle Schrader, owner of Elle Air Blow Dry & Make Up Bar, #simply ♥ surfside! Arielle enjoys having her stylish salon on Harding Ave to give residents and tourists fun blowouts, fresh make-up and more.*

## Surfside Shines on Small Business Saturday

Surfside was an official Small Business Saturday® neighborhood champion on Saturday, November 29. This nationwide movement, founded by American Express in 2010, encourages customers to shop at their local small businesses on the Saturday after Thanksgiving. This year downtown Surfside was energized with special deals, promotions and shopping fun.



Two weeks before the big day, Surfside introduced 19 Surfside Small Business Saturday® business advocates via social media. Customers were introduced to their products and services through videos. Each business offered special promotions for customers on November 29.

On the big day, Harding Avenue shops opened their doors to customers and spread the Shop Small® movement. The Surfside Street Team rewarded customers with free tote bags and buttons for participating.

A special thank you to our Surfside Small Business Saturday® business advocates: Carousel Barber Shop, Couture Bridal Miami, Creative Framing, David & Saul Shoes, Di Milesi Natural Hair, Elle Air Blow Dry & Make Up Bar, Geneva Tailor, Grey & Sons Jewelry, Josh's Deli, Koukla Kouture, Le Beau Maroc, Liborio Cigars, Peikin Empire Fine Jewelry, Scarlet Letter, Specchio Café, Surfside Veterinary Wellness Center, Sweetheart Beauty Salon, The Greek Place and Tucci Nails.

## Harding Avenue Lights Up the Night!



The Tourist Board and Town Commission approved the use of Resort (Tourism) Tax to fund seasonal lighting on the trees on Harding Avenue in the business district.

These attractive lights complement the new streetscape project that has transformed Surfside's downtown into an inviting and welcoming destination.

## Trunk Show, Open House Celebrated



Fashion came to downtown Surfside at a trunk show hosted by The Scarlet Letter, with apparel from Le Beau Maroc and styling from Elle Air Blow Dry & Make Up Bar. Guests were treated with complimentary hair styling, Moroccan cookies, delicious drinks and a sneak peek into the latest pieces from Le Beau Maroc and The Scarlet Letter.

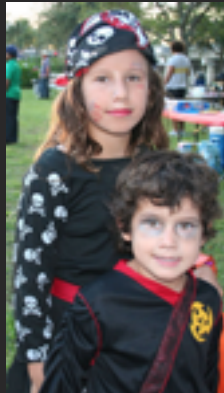


Dr. David Carmona and his staff celebrated the Grand Opening of the Veterinary Wellness Center of Surfside, on November 13. An affair for all members of the

family included facility tours, appetizers, drinks and dog treats for the furry guests.

## Spooktacular is a Surfside Treat!

The 96th Street Park was transformed into a Halloween carnival on October 31. The fun included a haunted maze, rides, snacks, candy, crafts, music, games and hundreds of costumed characters – both spooky and spectacular! Congratulations to the Parks and Recreation Department for another excellent event.



## The Importance of Industry Trades Shows & Sales Missions

Participation in tourism trade shows, and conducting sales missions that create a presence among our target tourism markets, are important components of a comprehensive marketing plan for the Town of Surfside Tourist Board.

Now in its second year, the Town's Five Year Strategic Tourism Plan identifies key promotional/sales opportunities that are essential to Surfside. Last year, the Tourist Board agreed to partner with the Grand Beach Hotel

Surfside (GBHS) to market the destination at international trade shows, including the World Travel Mart (WTM) London and ITB Berlin as well as Pow Wow Chicago; and to participate in sales missions to Latin America and Europe.

Many of these opportunities were made possible by working with our partners at Greater Miami Convention & Visitors Bureau (GMCVB), Visit Florida and Brand USA to offset the overall expense.

This year, GBHS and Surfside have already had a presence at WTM London ([www.wtmlondon.com](http://www.wtmlondon.com)). Pending Tourist Board approval, we will support attendance at this year's trade shows and additional sales missions to Canada and, possibly, Russia.

## Grand Beach Surfside West to Open Dec. 1



The Grand Beach Hotel Surfside West is scheduled to open on December 1, 2014. It is located across Collins Avenue from the beach front Grand Beach Hotel, which opened one year ago. The new facility is in walking distance to the Surfside Business District. The "West Hotel" offers a pool and sun-deck on the roof and visitors have complete use of the restaurant, spa and beach services at the Oceanfront Hotel and use of the pool amenities at the nearby Surfside Community Center.

It is important for Surfside to compete on the global tourism stage and reach out directly to our target markets. For example, Bal Harbour allocates approximately \$660k for such endeavors. Supporting our partners like GBHS, as well as future hotel properties, will help to increase the resort tax revenue that benefits the residents of Surfside.



*Visit Florida display at an international tourism convention.*