

LET'S TALK TOURISM

Surfside Resort Tax Revenue Increased by 16% This Year

Surfside is in the midst of a tourism renaissance and all of us have an important role to play in its success. As the state's number one industry, tourism attracted 112.4 million visitors in 2016 spending more than \$108.8 billion, generating \$11.3 billion in state and local tax revenue and employing roughly 1.4 million. Surfside benefitted from almost \$2 million in Resort Tax revenue last fiscal year, ending September 30, 2017. This revenue is generated by a 4% accommodation tax collected by the local hotels, and a 2% food and beverage tax collected by the local restaurants. These revenues are up by nearly 16% from the previous year, with the addition of the Four Seasons at the Surf Club Hotel and other new local businesses. Surfside residents should note that 66% of the revenues are used for the operation of our Community Center - lessening the burden on residents.

With the help of the Commission-appointed Tourist Board, the other 34% is used to promote the Town as



a tourist destination throughout Florida and across the globe. Our destination marketing program and the marketing efforts of local hotels and businesses have put Surfside on the proverbial "map." Surfside continues to evolve our community as a destination. Residents can help by welcoming visitors and showing off our unique small town charm. Want to learn more? Feel free to visit us at VisitSurfsideFL.com or download the "Visit Surfside" app today!

Surfside Improves Flood Rating

Modifications made by the Town of Surfside has resulted in an improved rating under the National Flood Insurance Program (NFIP). Surfside now has a Class 7 in the Community Rating System (CRS). The CRS classification is determined by credit points earned for public information, mapping and regulations, flood damage reduction and warning and response.

Under the CRS, flood insurance premium rates are discounted to reward community actions that meet three goals: reduce flood damage to insurable property, strengthen and support the insurance aspects of the NFIP and encourage a comprehensive approach to floodplain management.

The new classification must be accepted by the Federal Emergency Management Agency and the Department of Homeland Security and will be effective for Surfside starting May 1, 2018.

COMMISSION ACTION AT THE DECEMBER 13 MEETING

RESOLUTIONS

1. Approving the first amendment to concession agreement with Deco Bike, LLC.
2. Approving the Memorandum of Understanding (MOU) with Bal Harbour Village and the Town of Bay Harbor Islands to retain the Lehman Center for transportation research at Florida International University (FIU LCTR) to assess shuttle bus services.
3. Approving the agreement between the Town of Surfside and the state of Florida, Office of the State Attorney for the Eleventh Judicial Circuit of Florida, for reimbursement to the state for the cost of State Attorney prosecution of criminal violations of the Town of Surfside Code.
4. Providing for the Town to join the Seawall Coalition and supporting its policies.
5. Approving the general terms and conditions, Customer Care Service Agreement, Software License Agreement and Addendum (collectively, Agreement) with Audio Visual

Innovations, Inc./Signal Perfection, Ltd. for the high definition network managed broadcast system.

6. Approving public information outreach for proposed Charter Amendment and authorizing the expenditure of funds from the fiscal year 2017/2018 budget.

VOTED TO ADOPT THE FOLLOWING ORDINANCE ON SECOND READING:

1. Amending Article VII. - "Code of Ethics" by amending Section 2-230 to provide for continuing application for two years after Town service; amending Section 2-231 prohibiting certain appearances and lobbying by current personnel, officers, committee and board members; and amending section 2-235 (1) to amend the definition of lobbyist.
2. Amending the Town of Surfside Code of Ordinances by amending Section 90-2, "Definitions"; and by amending Section 90-41, "Regulated Uses", to change the list of permitted uses related to drug stores and medical marijuana dispensaries and provide related regulations.