

IT HAPPENS ON HARDING AVE

As the Grand Beach Hotel Surfside (GBHS) moves

towards its opening day and the Tourist Board starts implementing their Five Year Strategic Plan, *Let's Talk Tourism* will highlight the importance of tourism and the new exciting developments and initiatives in the Town.

Surfside is about to experience 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 91.4 million visitors in 2012 who spent more than \$71.8 billion, generating 23 percent of the state's sales tax revenue and employing more than one million Floridians. Every \$1 spent on tourism marketing results in more than \$258 in tourism spending and \$15 in new sales tax collections paid by visitors, not residents (from Visit Florida, the state's official tourism marketing corporation). Next month, *Let's Talk Tourism* will discuss the Resort Tax potential from the GBHS and the positive impacts it will have on the Town's finances.

Paloma is new Downtown Apparel Store

Paloma Evening Dresses has opened at 9538 Harding Avenue, offering a wide array of elegant evening dresses and casual apparel for that special occasion. From Weddings to proms to bat mitzvahs, Paloma has the perfect dress. Visit them today!



Town To Assist With Window Signs on Harding

Surfside Code Compliance Officers will be visiting businesses to provide information regarding the types, sizes and samples of signs that are allowed by Code on glass doors and storefronts in the business district.

Town Code allows for certain permanent and temporary window signs in the Harding Avenue Business District. However, the total area of these signs may not exceed 20 percent of the total window and glass door area. Permanent window signs must be approved by the Town. This information is available on the Town Website, www.townofsurfsidefl.gov/Pages/SurfsideFL_Code/windowsigns. For additional information, call the Code Compliance Office at (305) 861-4863, ext. 230.

Business Improvement District Update

Following a series of meetings regarding a Business Improvement District (BID) with the downtown property owners and business operators, a draft organizational plan has been circulating in recent months for input. The plan includes details for their consideration: Introduction, History of the Initiative, Benefits and objectives of a BID for Downtown Surfside, Proposed BID Programs (advocacy strategies/downtown issues, marketing strategies, primary expenditures), Proposed Budget, Proposed Boundaries and Organizing the BID.

A BID is a public/private partnership in which property and business owners make collective contributions to enhance the maintenance, development and promotion of their commercial district. Advantages are shared goals and aligned efforts, a cleaner, safer and more attractive district; a steady and reliable funding source for services and programs; the ability to respond quickly to the changing needs improve sales and decrease commercial vacancy rates.

Harding Avenue Business District Greenway Project Underway

The removal of existing plantings in the business district marked the beginning of the Harding Avenue Business District Greenway Project. This comprehensive project will reshape and revitalize the district with new trees and shrubs, benches, "pocket parks," irrigation and lighting. Note that the work will proceed in stages by block. Please contact Duncan Tavares, TEDACS Director, dtavares@townofsurfsidefl.gov or (305) 864-0722 for more information.

