

Third Thursday Evenings Return

Welcome back Third Thursdays in Downtown Surfside! Beginning January 16 and continuing through April 17, the popular Third Thursday returns to entertain with music, food and fun.

Mark your calendars and join us on 95th Street between Harding and Collins Avenues from 7-10 pm. The festivities include live music, comfortable seating, room to dance and food trucks.



Mom & Pop Grants Available in 2014

Business owners in downtown Surfside are encouraged to take advantage of Miami-Dade County Commissioner Sally Heyman's District 4 free grants, know as the Mom & Pop Small Business Grant Program.

The program was created to provide financial and technical assistance to qualified small businesses that are approved for funding. Funding can be used to purchase equipment, supplies, advertising/marketing, inventory, building liability insurance, security systems and to make minor renovations. More information will be made available to business owners in January.

Do You Operate a Sidewalk Café?

The Town Commission recently adopted a new Sidewalk Café Ordinance after negotiating an agreement with the State Department of Transportation for the use of the sidewalks. In August of 2013, you should have received a Sidewalk Café Application as part of your Local Business Tax Receipt/Certificate of Use renewal package. If you have not done so already, please submit your Sidewalk Café Applications so we may assist you in completing the application and obtaining the required approval prior to the enforcement of the new Ordinance at the beginning of the new year.

IT HAPPENS

ON **HARDING AVE**

'Tis the Season for Singing!



Carolers from Ruth K. Broad K-8 Center recently entertained Harding Avenue with holiday songs. They were led by Santa into businesses where they serenaded employees and customers throughout the downtown district.



Olé Spanish Restaurant Now Open



Olé Spanish Restaurant is now open at 9489 Harding Avenue in the business district. It offers a wide variety of authentic

Spanish cuisine prepared with Spanish ingredients, specifically from Barcelona, according to owner Jose Manuel Fabra.

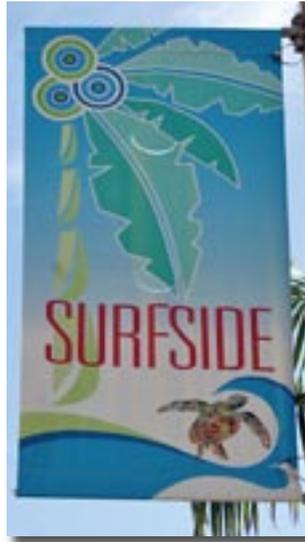


The menu ranges from Mediterranean tapas to seafood from Galicia to six types of paella. Other specialities include a variety of grilled meats, a selection of

Spanish and international wines and delicious Grandma desserts. In addition to a special dining experience, Olé will offer live flamenco shows during dinner. For more information, call (305) 866-6400 or email olerestaurant9489@gmail.com.

New Banners Promote Surfside

New banners are a-waving in Surfside! Brightening up the light poles along Collins Avenue are signs promoting the Town to residents and tourists with a stylized coconut palm, ocean wave and turtle (at left). They can be seen from 88th to 96th Street throughout the winter season.



Follow Code When Posting Political Signs

Surfside election season is fast approaching. Please follow the Town Code if you display a sign on your property supporting a particular candidate or issue:

1) signs not be displayed more than 90 days prior to the election date 2) no more than one sign per candidate or issue is permitted on any property 3) signs shall not exceed 18" x 24" and be no closer than ten feet from any lot line in residential districts 4) signs shall not exceed four square feet in size in business districts and may be placed flat on a wall (below the eaves line) or inside a window. All signs must be removed within seven days after the election date.



Branding Surfside Tourism

Brand USA is a public private partnership with the mission of promoting international travel to the U.S. (www.thebrandusa.com) Its aim is to bring in millions of new international visitors who spend billions of dollars and creating tens of thousands of new American jobs.



What does this mean for Surfside and its revitalized tourism focus? On November 21 the Tourist Bureau partnered with Brand USA and Visit Florida, the state's tourism marketing organization, to film a Surfside video. This video will reside on a Surfside dedicated page of Brand USA's website and will be in English, German and Portuguese with other languages to follow. When making a video or producing an advertisement the question is always "what is the image that should be portrayed?" What is Surfside's "brand" if you will. Next month Let's Talk Tourism will explore the process and results of coming up with a Surfside imaging campaign.

TOWN CALENDAR

JANUARY 2014

Wed 1 Town Offices closed for New Year's Day holiday
 Mon 6 Street Sweeping - 9 am -1 pm, Keep your curb clear!
 Mon 6 Tourist Board Meeting, 5:30 pm, Town Hall
 Tue 7 Endlessly Organic Produce 3 -5 pm, Town Hall
 Wed 8 AARP Safe Driver Class, 11 am-5 pm, Community Center
 Mon 13 Parks & Recreation Committee, 7 pm
 Tue 14 Regular Town Commission, 7 pm, Town Hall
 Sun 19 Family Fun Day, 1-4 pm, 96th Street Park
 Mon 20 MLK Holiday, Town offices closed
 Mon 20 Street Sweeping - 9 am -1 pm, Keep your curb clear!
 Tue 21 Endlessly Organic Produce 3 -5 pm, Town Hall
 Wed 22 Senior Trip to Actor's Playhouse, 12-6 pm
 Fri 24 Coffee With the Cops, 10 am, Starbucks
 Mon 27 Downtown Vision Advisory Comm., 6 pm, Town Hall
 Wed 29 Bike With the Chief, 5 pm
 Wed 29 Bullying Awareness Program, 6:30, Comm. Center

FEBRUARY 2014

Mon 3 Street Sweeping - 9 am -1 pm, Keep your curb clear-
 Mon 3 Tourist Board Meeting, 6 pm, Town Hall
 Tue 4 Endlessly Organic Produce 3 -5 pm, Community Center
 Wed 8 AARP Safe Drive Class, 11 am-5 pm, Community Center
 Mon 10 Parks & Recreation Committee, 7 pm
 Tue 11 Regular Town Commission, 7 pm, Town Hal
 Mon 17 Parks & Recreation Board, 7 pm
 Tue 18 Endlessly Organic Produce 3 -5 pm, Community Center
 Sun 23 Surfside 5K Winter Run/Walk, 8 am, Comm. Center
 Mon 24 Street Sweeping - 9 am -1 pm, Keep your curb clear!
 Mon 24 Downtown Vision Advisory Comm., 6 pm, Town Hall

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pension plan costs are based, in part, on the average investment return for the previous five years), investment return this year was 11.6%. The Market Value of the pension plan assets as of September 30, 2013 was \$14,470,778 an increase of over \$1.9 million from the previous year. Our goal over the next several years is to return the pension plan to its previous 100% funded ratio. The Pension Plan attorney reported to the Commission that the Town's plan ranks in the top 2% nationally.

In any financial review, an item of particular interest is the property tax millage rate. For the second consecutive year, the Town Commission reduced the millage rate from 5.3 to 5.2 mills for 2013. This lower millage is the approximate rate that is cost neutral for residents whose property is homesteaded and received an increase in property value of 1.7% in 2013.

Overall, a successful year. See you around Town!

- Michael Crotty