

Tourist Board Has New Opportunities and Challenges

With a new Surfside Commission comes, potentially, a new Tourist Board.

This Board is unlike any other Town Committee/Board in that it has the sole authority to spend the Resort Tax revenue allocated to Tourism (34%).

The remaining 66% is retained in the Town's General Fund for such uses as operating the Community Center and thereby reduces the ad valorem tax burden of Surfside residents.

Each new Town Commission appoints a member to the Tourist Board. The existing Town Ordinance on the governance and use of Resort Tax requires that *"each of the five members shall be persons who either work or reside in Surfside and at least three of the five members shall be persons who have experience in tourism and/or tourism related activities"*. Not only should Tourist Board members have the best interests of the Town at heart, ideally they should be versant in tourism marketing, advertising, public relations and event management. A qualified Tourist Board makes the best possible decisions when presented with recommendations and should provide their own ideas. As the tourism budget grows with the opening of new approved hotel properties, the adopted Five Year Tourism Strategic Plan will help guide this new Tourist Board on proven strategic initiatives. The responsibility to move tourism forward in a managed process will rely on this Board and what each member brings to the table. There are new stakeholders in Town who will want to be a part of the process and expect the Board to make proper and appropriate decisions. There will also be a new heightened scrutiny accompanying this new revitalized tourism era. Surfside needs to continue to take Tourism seriously as the economic benefit is clearly identifiable and can be fragile. Contact Duncan Tavares, TEDACS Director, for all questions regarding the Tourist Board/Bureau and the Resort Tax: dtavares@townofsurfsidefl.gov

The public is always welcome at Town meetings. The Tourist Board meets the first Monday evening of the month in the Town Commission Chambers and the meetings are broadcast on Channel 77 and live via the website. If interested in becoming involved in Town Committees and Boards, please see the application under the Town Clerk's page on the Town's website: www.townofsurfsidefl.gov



Season Finale of Third Thursday is on Apr. 17

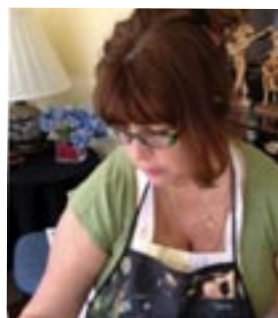


Mark your calendars for our last Third Thursday of the season. Join us April 17th on 95th Street between Harding and Collins Avenues from 7 – 10 pm. The festivities include live pop music, comfortable seating, room to dance and food trucks serving a variety of delicious foods. See you there!

Town Mourns Passing of Turtle Artist

Sandra Suarez, one of the first artists invited to create a turtle for our Turtle Walk, has passed away. Her *Turtle of Love* was one the public's favorites. The vignettes portrayed on the turtle are all inspired by Sandra's boundless love for her family and pets.

Sandra is survived by her husband of 14 years, Orlando Naranjo, daughter Vanessa Suarez, mother Silvia Delgado Rivas and sister Silvia. Our condolences to her family and our gratitude to Sandra for sharing her talents with all of us.



Sandra Suarez



Kosh Offering Sushi To Go

Kosh, a steak, tapas and sushi restaurant at 9477 Harding Avenue, is now offering sushi to go. Call (305) 763-8601 for more information.

