

It Happens on National Tourism Week on May 3-11

It is appropriate that a town with a rich tourism history and in the midst of a tourism renaissance recognizes its incorporation around the same time as National Travel and Tourism Week (May 3 -11).



The theme for this year's tourism week is the *Travel Effect*, a term from the U.S. Travel Association that translates to "travel is good for you." The recognition is also to remind legislators, the public and those in the business community that the enterprise of travel accounts for 3% of the national gross domestic product, 12% of all jobs and close to \$130 billion in state, local and federal tax revenue. It's good for the economy.

"Travel Effect" takes it a step further: Travel is good for what ails you. Business travel to meetings, conferences and training events are good for a company. Vacations are good for employees. They come back refreshed and energized. Vacations are good for families, who can spend quality stress-free time together. **Travel is good for everyone!**

On a local level, The Greater Miami Convention & Visitors Bureau (www.miamiandbeaches.com) recently initiated a new branding campaign that focuses on local neighborhoods. The new 'People and Places' campaign taps locals for insights into neighborhoods like Little Havana, Coconut Grove, Little Haiti, and Wynwood.

How about Surfside?

The town definitely fits the bill and it is somewhat of a secret with lots of "hidden" jewels. Content, specifically video tours. Go to: miamiandbeaches.com/travel-guides/insider-guides. Locals guides and crowd-sourced tips are at the heart of this new campaign. The trend comes as travelers continue to seek more authentic local experiences. Submit your ideas to www.ltsoMiami.com and do your part for tourism.



HARDING AVE

Enjoying a Successful 3rd Thursday Series



Surfside celebrated another successful series of music, food and fun at the popular Third Thursdays. This season's addition of the food trucks attracted visitors and media, including the Food Channel and Ion TV. Above Duncan Tavares, Director of the Surfside Tourist Bureau, is interviewed by Be Free Media.



Palmetto Bistro & Café Opens on Harding

There are so many excellent eateries on Harding Avenue – and now another has been added to the list: Palmetto Bistro & Café. From mouthwatering fluffy pancakes to eggs made to your liking to crisp bacon to lunch wraps stuffed with savory greens and hummus or curried chicken. If you didn't take in enough goodness, do try the juice bar! Substitute that milkshake for the Green Monster (green apples, ginger, celery, cucumbers and parsley) and you will soon feel as healthy as the ever growing juicing community. Palmetto Bistro is simply delicious, reasonably priced and offers impeccable service. It is located at 9427 Harding Avenue. Delivery and take out is available, Monday–Saturday , 9am-9pm.

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findings of a review of the existing code and analysis of comparison with sign codes including types, size, design, content, lighting, permanent/temporary number and location. Examples of signage options (graphic and photos) will be presented to assist in development of signage criteria for the Town.

All of the above meetings will be held in the Commission Chambers (9293 Harding Avenue). The meetings will be televised on Channel 77; and streamed live on the Town's website: www.townofsurfsidefl.gov.

See you around Town!

-Michael Crotty