

Nurturing Surfside's Image

In April 2014, this section in the Gazette discussed the opportunities and challenges that the (then new) Tourist Board would be facing in re-establishing Surfside as a viable destination.*



One statement was that "Surfside needs to continue to take tourism seriously as the economic benefit is clearly identifiable and can be fragile." The image of a destination, and the desirability to attract visitors, can turn from favorable to less desirable. If the latter occurs, there are detrimental economic consequences. Tourism promotion is set apart from other Town functions, as identified in a specific State Statute, the Town Charter and Resort Tax Ordinance.

The tourism mission transcends the views of residents or businesses. The Tourist Board, as stewards of this unique process, helps guide how Surfside's brand is presented and protected. As community involvement is a hallmark of pride in Surfside, you are all welcome to join the discussion of tourism at the monthly Tourist Board meetings. They are held every first Monday of the month at 6:30 p.m. in the Town Commission Chambers and are broadcast live over Channel 77 and streamed over the Town's website. Times and dates are subject to change so always check the Town's website.

*Past issues of the Gazette are available on the Town's website: www.townofsurfsidefl.gov

Surfside's Kosher Restaurants Make "Tops in the World" Rating



Secret Recipes from the World's Top Kosher Restaurants, a recently published cookbook, lists five South Florida eateries, including three well-known Harding Avenue establishments: Cine Citta, The Harbour Grill and Serendipity Yogurt Cafe. Authors Leah Schapira and Victoria Dwek say that dishes from

the Surfside restaurants are helping to revolutionize kosher cuisine, such as Cine Citta's mushroom pasta. Congratulations to our famous homegrown trend-setters!

Join Surfside Circle

Are you in the circle? Get your special perks and exclusive offers as a member of Surfside Circle. Registration is easy. Sign up and receive special gifts during Third Thursday and access to a special VIP section during the event. **To register or for more information visit www.visitsurfsidefl.com/surfsidecircle**

Havana Nights Kicks Off 2015 Third Thursdays

Surfside began the 2015 season of Third Thursdays to the beat of bongos at *Havana Nights* on January 15. Hundreds of residents and visitors enjoyed the Latin-themed community block party in the business district. The evening included special entertainment and refreshments, the Surfside Circle area, salsa dancing, live music, the Miami Marlins street team and the ever-popular food trucks served the crowd with amazing meals, desserts and specialty coffee.

Surfside Circle Members enjoyed access to the exclusive VIP area in the center of the event and the best seat on the block. They received their own #SimplySurfside sunglasses and dominoes key chain as well as complimentary sodas from the Cawy Bottling Company, serving their popular

flavors Jupina, Materva and Cawy.

To register to become a Surfside Circle Member and get VIP access at future events visit www.visit-surfsidefl.com/surfsidecircle.

Plan now to attend the next Third Thursday on February 19. The Asian theme will be *The Year of the Sheep*, with special music, food and decor. Third Thursdays will continue at 95th Street and

Harding Avenue through April. It is free and open to the public.



Grand Beach Hotel Surfside Hiring

The Grand Beach Hotel Surfside is looking for great employees to join their team! For more information visit www.grandbeachhotelsurfside.com/employment