



**Town of Surfside  
Tourist Board  
AGENDA  
Monday, December 5, 2022  
5:30 PM  
Town Commission Chambers**

***Rule 7.05 Decorum. Any person making impertinent or slanderous remarks or who becomes boisterous while addressing the commission shall be barred from further appearance before the commission by the presiding officer, unless permission to continue or again address the commission is granted by the majority vote of the commission members present. No clapping, applauding, heckling or verbal outbursts in support or opposition to a speaker or his or her remarks shall be permitted. Signs or placards may be disallowed in the commission chamber by the presiding officer. Persons exiting the commission chambers shall do so quietly.***

***Rule 6.06 (a)3 Agenda. The good and welfare portion of the agenda set for 8:15 p.m. shall be restricted to discussion on subjects not already specifically scheduled on the agenda for discussion and debate. In no event shall this portion of the agenda be allotted more than 45 minutes with each speaker to be given no more than three minutes, unless by vote of a majority of the members of the commission present, it is agreed to extend the time frames. Likewise, commission members shall be restricted to speaking three minutes each unless an extension is granted in the same manner as set forth in the prior sentence.***

***Any person who received compensation, remuneration or expenses for conducting lobbying activities is required to register as a lobbyist with the Town Clerk prior to engaging in lobbying activities per Town Code Sec. 2-235. "Lobbyist" specifically includes the principal, as defined in this section, as well as any agent, officer or employee of a principal, regardless of whether such lobbying activities fall within the normal scope of employment of such agent, officer or employee. The term "lobbyist" specifically excludes any person who only appears as a representative of a not-for-profit community-based organization for the purpose of requesting a grant without special compensation or reimbursement for the appearance; and any person who only appears as a representative of a neighborhood, homeowners or condominium association without compensation for the appearance, whether direct or indirect or contingent, to express support of or opposition to any item.***

***Per Miami Dade County Fire Marshal, the Commission Chambers has a maximum capacity of 99 people. Once this capacity has been reached, people will be asked to watch the meeting from the first floor.***

1. **Call to Order/Roll Call**
2. **Town Commission Liaison Report**
3. **Agenda and Order of Business**
4. **Approval of Minutes**
  - 4.A **October 3, 2022 Tourist Board Meeting Minutes** - Deputy Town Clerk Evelyn Herbello  
[10-03-2022 Tourist Board Meeting Minutes.pdf](#)
5. **Resort Tax Collection and Vacancies Report**
  - 5.A **Vacancies and Resort Tax Report** - Tourism and Communications Director Frank Trigueros  
[November Vacancies and Resort Tax Report.pdf](#)
6. **Discussion Items**
  - 6.A **Third Thursdays Series Agreement** - Tourism and Communications Director Frank Trigueros
  - 6.B **Music on the Beach Series Agreement** - Tourism and Communications Director Frank Trigueros
  - 6.C **96th Street Concept Design - Bal Harbour Village** - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson  
[96 Street Concept Design.pdf](#)
  - 6.D **Officer Mike's Birthday Event** - Frank Trigueros, Tourism and Communications Director
  - 6.E **Third Thursdays Theme Selection** - Frank Trigueros, Tourism and Communications Director  
[Third Thursdays 2023 Theme Options.pdf](#)
  - 6.F **Alan Andai Additional Events** - Frank Trigueros, Tourism and Communications Director  
[Alan Andai Additional Events.pdf](#)
  - 6.G **Surfside Under the Stars** - Frank Trigueros, Tourism and Communications Director
  - 6.H **Summer Fridays/Sundays Events 2023** - Tourism and Communications Director Frank Trigueros
  - 6.I **November Paddletopia Recap** - Tourism and Communications Director Frank Trigueros
  - 6.J **Public Relations Update** - Tourism and Communications Director Frank Trigueros

**7. Board Member Comments**

**8. Public Comments**

**9. Next Meeting**

**9.A Next Meeting: January 9, 2023.** - Deputy Town Clerk Evelyn Herbello

**10. Adjournment**

Respectfully submitted,

Andrew Hyatt  
Town Manager

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THIS MEETING IS OPEN TO THE PUBLIC. IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, ALL PERSONS THAT ARE DISABLED; WHO NEED SPECIAL ACCOMMODATIONS TO PARTICIPATE IN THIS MEETING BECAUSE OF THAT DISABILITY SHOULD CONTACT THE OFFICE OF THE TOWN CLERK AT 305-861-4863 EXT. 226 NO LATER THAN FOUR DAYS PRIOR TO SUCH PROCEEDING.

IN ACCORDANCE WITH THE PROVISIONS OF SECTION 286.0105, FLORIDA STATUTES, ANYONE WISHING TO APPEAL ANY DECISION MADE BY THE TOWN OF SURFSIDE COMMISSION, WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING, WILL NEED A RECORD OF THE PROCEEDINGS AND FOR SUCH PURPOSE, MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE WHICH RECORD SHALL INCLUDE THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

AGENDA ITEMS MAY BE VIEWED AT THE OFFICE OF THE TOWN CLERK, TOWN OF SURFSIDE TOWN HALL, 9293 HARDING AVENUE. ANYONE WISHING TO OBTAIN A COPY OF ANY AGENDA ITEM SHOULD CONTACT THE TOWN CLERK AT 305-861-4863. A COMPLETE AGENDA PACKET IS ALSO AVAILABLE ON THE TOWN WEBSITE AT [www.townofsurfsidefl.gov](http://www.townofsurfsidefl.gov).

TWO OR MORE MEMBERS OF OTHER TOWN BOARDS MAY ATTEND THIS MEETING.

THESE MEETINGS MAY BE CONDUCTED BY MEANS OF OR IN CONJUNCTION WITH COMMUNICATIONS MEDIA TECHNOLOGY, SPECIFICALLY, A TELEPHONE CONFERENCE CALL. THE LOCATION 9293 HARDING AVENUE, SURFSIDE, FL 33154, WHICH IS OPEN TO THE PUBLIC, SHALL SERVE AS AN ACCESS POINT FOR SUCH COMMUNICATION.



**Town of Surfside  
Tourist Board  
MINUTES  
October 3, 2022  
5:30 PM**

Town Commission Chambers

**1. Call to Order/Roll Call**

Chair Tourgeman called the meeting to order at 5:32 p.m.

Deputy Town Clerk Herbello called the roll and the following members of the Board were present.

Present: Chair Eli Tourgeman, Vice Chair Ben Jacobson, Board Member Ezequiel Singer, Board Member Lisa Herman and Board Member Diana Gonzalez.

Also Present: Commission Liaison Mayor Shlomo Danzinger, Town Manager Andrew Hyatt, Town Attorney Roger Pou, and Tourism and Communications Director Frank Trigueros.

**2. Agenda and Order of Business**

Chair Tourgeman introduced Bal Harbour Mayor Gabe Groisman.

Mayor Groisman provided a presentation on the project that Bal Harbour Village is doing at the 96th Street boarder and gateway. He stated that it would be an approximate cost of \$1.5 million for the Town and the same amount for Bal Harbour.

Board Member Gonzalez asked how wide the boarder would be.

Mayor Groisman addressed the comment made by Board Member Gonzalez and stated that they must still comply with the emergency access.

Board Member Herman asked if they have seating on both sides and how many people could sit.

Mayor Groisman stated that there is seating on both sides, but is not sure the amount it would hold. He spoke regarding the design aspect and having enough seating.

Vice Chair Jacobson asked regarding having a system to avoid the homeless using it and possibly expanding it to the road space for the events. He asked if there will be restrictive access in some sections. He asked if there is a way of making it a restrictive use street for official business use. He believes it is an amazing project and supports it.

Mayor Groisman stated that they will have to place something like signage and not allow vehicles going on the sand. He stated that they could restrict the use. He spoke regarding the different ways of looking at a project and then you determine how to regulate it.

Board Member Gonzalez discussed the issue of controlling the homeless and road to sand to make sure there is vehicular safety.

Board Member Singer asked regarding the lighting.

Mayor Groisman stated there is some lighting under the canopy.

Chair Tourgeman spoke regarding the spacing in order to hold joint events.

Vice Chair Jacobson stated it is the same size with what they currently have on 95th Street. He stated that they could always do something on the beach. He asked if they could possibly use the area where the dunes meet the sand.

Mayor Groisman stated that they are planning on replanting some natives in the dunes and it would be a different project. He stated you cannot touch the dunes or go further in. He thanked the Board Members for their time.

### **3. Approval of Minutes**

#### **3A September 12, 2022 Tourist Board Meeting Minutes - Deputy Town Clerk Evelyn Herbello**

A motion was made by Board Member Gonzalez to approve the September 12, 2022 Tourist Board Meeting Minutes, seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

[09-12-2022 Tourist Board Meeting Minutes.pdf](#)

### **4. Resort Tax Collection and Vacancies Report**

Tourism and Communications Director Trigueros provided an overview of the Resort Tax and Vacancies Report. He provided data from additional years to give context to the recent decreases, which are historically small compared to previous seasons.

Chair Tourgeman stated that even though they have a decrease they are still ahead from last year.

## 5. Special Event Presentations

Items 5A (Third Thursdays Vendor Selection) and 5B (Vendors for New Events) are being heard together.

Tourism and Communications Director Trigueros introduced the different vendors.

The following vendors provided their presentation.

Bruce Orosz & Team, ACT Productions, provided a presentation for their special event propositions for 2022-2023. Ideas presented were Movie on the Beach (3rd Sunday of each month (December through March 2023) with a rough estimated budget is \$19,500.00 per event and 95th Street corridor as the location for this event. A Sand Castle Competition (March 2023) was presented with a rough estimated budget of \$25,000.00. A large-scale Music Festival & Fashion Show (Spring and Fall 2023) was presented with a rough estimated budget of \$100,000.

Chair Tourgeman asked if they would do the promotion of the events.

Mr. Orosz stated that they will get with the Town to see how they can support promotion Board Member Singer asked to have those individuals use hotels from Surfside.

Board Member Gonzalez asked regarding the price for the budget for the last event. She also asked if they could pick different options for the fashion shows because this is a family event.

Mr. Orosz stated it is an estimated budget of \$100,000 per event and they would take their proposals and it would be a family-friendly event.

Vice Chair Jacobson spoke regarding the different options and budget. He spoke regarding the different events and it is a great idea to have more possibilities and options.

Board Member Gonzalez believes the movies event is a great idea. She spoke regarding the other two events.

Chair Tourgeman stated that the Town has done smaller events on the beach. He stated that he has been pushing for a series of events on the beach.

Chair Tourgeman asked if they do not move forward with some of the events they approved could they use the money for other events.

Town Attorney Pou stated that they would have to look at the budget and see if it could be amended by switching the funds to another event.

Vice Chair Jacobson stated that moving the funds from event to event should be fine. Chair Tourgeman spoke regarding moving the funding to be used for another event.

Marla Warrington & the Event Rhythm Team provided a presentation for special events for 2022-2023. She presented a photography exhibit that would utilize storage lined and decorated with themed photography.

Chair Tourgeman asked regarding the containers. He stated that they are beautiful and asked if they would stay for a specific time.

Ms. Warrington stated that it depends on the Town and the amount time the Town would want to rent the containers for.

Board Member Singer asked if they are air conditioned.

Mr. Deon stated that they could have fans and they could also have domes that are dropped.

Chair Tourgeman asked the size of the containers. Mr. Deon provided the dimensions of the containers.

Chair Tourgeman asked Tourism and Communications Director Trigueros if this is similar to art on the beach.

Tourism and Communications Director Trigueros stated it would be a form of art on the beach.

Board Member Gonzalez asked what the price for this project would be.

Ms. Warrington stated it depends how many containers and for how long they would want the containers to stay. She suggested not having it for less than a week.

Mr. Deon stated that the concept was to host it and pay for the fabrication and it is about \$18,000 per container.

Vice Chair Jacobson stated that the residents are complaining about beach chairs and he knows that the residents will complain about having these containers on the beach.

Ms. Warrington stated that they prefer a flat surface and does not suggest having it on the beach. She stated that you also have to consider the security of the containers.

Chair Tourgeman stated his concern is location, placing the containers in Town parking lots would deplete parking in Town.

Tourism and Communications Director Trigueros stated the issue is the location and suggested possibly the 96th Street Park.

Mr. Deon stated that the containers have to be done in grouping and possibly could be done in grouping of 3.

Board Member Herman asked if it is possible to put them in green spaces in Town.

Tourism and Communications Director Trigueros stated he will check with the Public Works Director.

Vice Chair Jacobson spoke regarding the cost of this project being roughly \$55,000. Mr. Deon spoke regarding the structure of the doors.

Sara Liss, Friday Beach LLC provided a presentation for special events for 2022-2023. She presented her ideas for the 2023 Third Thursday series.

Board Member Herman stated she wants something that will entertain attendees of all ages and should be well rounded.

Vice Chair Jacobson stated that the people are the ones that keep the event going.

Ms. Liss continued with the presentation and spoke about a new adult lounge for the Third Thursday events.

She provided theme suggestions for the different Third Thursdays events: Taste of Surfside on January 19, Shell-A-Bratton on February 16, and World Beats on March 16 and the budget for these events would be \$24,500.

Vice Chair Jacobson asked regarding the food and beverage.

Ms. Liss stated that the food and beverage are in kind contributions or they can purchase the food from the vendors.

Ms. Liss continued her presentation now focusing on new event ideas, starting with Surfside Winter Village which is 10 days in Winter 2023 on the 93rd Street Parking Lot. She stated that they could have a synthetic skating rink for 10 days of programming emphasis on the weekends. She continued with the overview of the different events and location.



Board Member Herman asked if they would charge for the skating.

Ms. Liss stated that it is up to the Town if they want to charge and stated the main cost is the rink. She provided the budget for that event at \$98,000 which you can divide into 10 days of programming.

Vice Chair Jacobson stated possibly doing half of the parking lot during the week because business has to be conducted at Town Hall.

Board Member Gonzalez is seeing the same problem with the containers and asked when it would be taking place.

Ms. Liss stated that it would be during the 7 or 5 days of the holiday time. Chair Tourgeman suggested using the green space at the Community Center. Vice Chair Jacobson stated that the green space is not leveled.

Further discussion took place among the Board and Ms. Liss regarding the location for the rink using the tennis courts or the 96th Street Park.

Ms. Liss continued with the presentation and the next idea was the Surfside Pop-Up Shop in the business district.

Board Member Gonzalez asked if the Tourist Board would be renting a space.

Ms. Liss stated yes, they would activate and rent a space for about 3 months. The monthly estimate would be \$14,000.

Vice Chair Jacobson believes that is a bit cheap and not sure if staffing will be an issue. Board Member Herman believes people would jump on this idea.

Ms. Liss then presented the last idea of the night, the Green Feast with one evening as a proposed date on 93rd Street and 95th Street with a focus on sustainable food. The cost for this event would be \$22,000. She stated the table would be set for about 400 seats.

Board Member Singer suggested using somewhere closer to the beach or on the sand instead of the parking lot.

Ms. Liss stated there is a logistical hurdle for a stable ground and lighting.

Town Manager Hyatt stated that there might be an issue with the vendor at the Community Center.

Further discussion took place regarding the cost of the event and possible fee of the event.

Alan Andai, AA Musicians Entertainment provided a presentation for special events for 2022-2023 starting with his pitch for the Third Thursdays events. He proposed many theme ideas beyond the four that are needed for the Board to select from.

He also presented the following additional event ideas: a karaoke live block party, Surfside Carnival Fair, Surfside 007 Casino Royale. Tropical Caribbean Night, Luau Night, and Surf's Art Party Celebration which is similar to painting with a twist. He also proposed a Surfside Food Pavilion which would feature platters of food from different local restaurants. He also spoke about a pavilion for games and entertainment.

Vice Chair Jacobson asked about the designated parking lot.

Mr. Andai continued covering the different ideas pitched and enhancements to existing events.

Board Member Gonzalez stated that activities like the children's pavilion are very important.

A motion was made by Vice Chair Jacobson to have a five-minute recess at 7:55 p.m., seconded by Board Member Gonzalez. The motion carried with a 5-0 vote.

The meeting resumed at 8:02 p.m.

Mr. Andai continued with another presentation for a Surfside Social series on 95th Street and movies on the beach.

Board Member Herman asked what would be the difference between his movie event and the previous vendor's movie event.

Mr. Andai explained how that event would take place on a monthly basis. He presented the different proposals. He stated that his different events proposal would add up to the \$380,000 which is budgeted.

Vice Chair Jacobson asked if he would be able to break down the cost per individual event, so the Board can pick and choose.

Mr. Andai addressed the question by Vice Chair Jacobson adding that he could do that for the next meeting.

Board Member Herman asked if he would be open to customizing the events they choose.

Vice Chair Jacobson stated that they will need a breakdown to determine how to proceed.

Tourism and Communications Director Trigueros stated that they could pick a la carte once the individual pricing is established.

Chair Tourgeman commented on a fitness event from years past which included the participation of the Miami Dolphins cheerleaders and asked if they had any connections to invite them for the event.

Mr. Andai stated he can use his resources to see if that is possible.

Board Member Singer said if he could bring some sports team or players that would be great.

Board Member Gonzalez thanked all the presenters. She wanted to know the process.

Tourism and Communications Director Trigueros suggested going with one vendor per event to make it fair and even. He explained that in the past they tried using multiple vendors for Third Thursdays and it did not work as well.

Vice Chair Jacobson suggested changing the name from Third Thursdays to Thursdays and you can alternate the Thursdays events between both vendors. He would like to also see the additional enhancements and they could request the additional funds.

Chair Tourgeman asked if this is similar to what they were talking about and the budget being one just for Third Thursdays.

Board Member Gonzalez stated that she likes all the options that Mr. Andai provided.

Vice Chair Jacobson suggested going with both Ms. Liss and Mr. Andai and double the events on Thursdays.

Board Member Singer suggested Saturdays and it will promote more people coming into Surfside and see what day works out best.

After a lengthy discussion regarding the vendors and their proposals the following motion was made.

Chair Tourgeman passed the gavel.

A motion was made by Chair Tourgeman directing Tourism and Communications Director Trigueros to negotiate with Alan Andai for the Third Thursdays events and present to the

Board at the next meeting, seconded by Board Member Gonzalez. The motion carried with a 4-1 vote with Board Member Herman voting in opposition.

Ms. Liss requested clarification for the Saturday events.

Vice Chair Jacobson provided clarification of the events to be on Saturdays like the ones she proposed for Thursdays.

Further discussion took place regarding the Saturday event. After clarification, which was to create a similar event to Third Thursdays earlier on a Saturday during the same months, a motion was made by Vice Chair Jacobson for purposes of discussion, seconded by Board Member Singer.

Mr. Andai stated he will come back at the next meeting with more information to see which events the Board wants to move forward with.

Chair Tourgeman wants to make sure that the events will be all inclusive.

Vice Chair Jacobson suggested for Mr. Andai to send Tourism and Communications Director Trigueros a list of the cost for each event so they can decide which ones they would like.

A motion was made by Vice Chair Jacobson directing Tourism and Communications Director Trigueros to negotiate a contract with Alan Andai for Thursdays and Sara Liss for Saturdays and come up with a list of itemized events and pricing, seconded by Board Member Herman. The motion carried with a 5-0 vote.

Chair Tourgeman spoke regarding the pop-up shop event proposed by Ms. Liss and is not in favor of that idea noting that the business district actually does not have that many vacancies when compared to other areas. He was not convinced the idea would be successful since many of the retailers on Harding Avenue struggle compared to food and beverage establishments.

Sara Liss provided more information on that idea, adding that the shop would feature products from Surfside locals.

Board Member Gonzalez spoke regarding the Tourist Board paying \$14,000 for this event plus the vendors will sell their products.

Ms. Liss stated that they could work with a rent share idea.

Vice Chair Jacobson is not in agreement with businesses doing business and selling their

products and using Tourist money to pay for the rent.

Ms. Liss stated that she can come back with more information.

Further discussion regarding the pop-up event and concerns regarding that idea took place among the Board.

A motion was made by Vice Chair Jacobson directing Tourism and Communications Director Trigueros to work with Sara Liss on the pop-up shop event idea and bring back to the Board at the next meeting, seconded by Board Member Singer. The motion carried with 4-1 vote with Chair Tourgeman voting in opposition.

Tourism and Communications Director Trigueros asked about the previous ideas pitched earlier in the afternoon by the outside vendors, ACT Productions and Event Rhythm.

Consensus from the Board was to not move further with the other two vendors.

**5A Third Thursdays Vendor Selection** - Tourism and Communications Director Frank Trigueros

Item 5A (Third Thursdays Vendor Selection) was heard together with item 5B (Vendors for New Events) under Item 5 (Special Event Presentations).

**5B Vendors for New Events** - Tourism and Communications Director Frank Trigueros

Item 5A (Third Thursdays Vendor Selection) was heard together with item 5B (Vendors for New Events) under Item 5 (Special Event Presentations).

**6. Holiday Banners 2022 Season**

**6A 2021 Holiday Banner Designs** - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros provided an overview of the holiday banners design presentation and also included images of some of the designs that were not selected last year as additional options.

Chair Tourgeman liked the green turtle banner idea from last year. He also likes version V1.2 from this year's designs.

Vice Chair Jacobson likes V1.2 from this year's designs.

Board Member Gonzalez likes V6 from this year's designs.

Board Member Singer likes V1.2 from this year's designs.

Board Member Herman likes V6 from this year's designs.

A motion was made by Board Member Gonzalez to move forward with design V6 style for the holiday banners, seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

[Surfside\\_Holiday Banners 2021.pdf](#)

## 7. Public Comments

There were no public speakers.

Board Member Gonzalez spoke regarding the homeless issue at 96th Street Park.

Vice Chair Jacobson spoke regarding the proposal presented by Bal Harbour Mayor Groisman. He is requesting to put it on the next agenda.

## 8. Next Meeting

**8A Next Meeting: November 7, 2022 at 5:30 p.m.** - Deputy Town Clerk Evelyn Herbello

Consensus was reached by the Board Members to hold the next meeting on November 7, 2022 at 5:30 p.m.

## 9. Adjournment

There being no further business to conduct before the Board a motion was made by Board Member Gonzalez to adjourn the meeting without objection at 9:19 p.m., seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

\_\_\_\_\_  
Eli Tourgeman, Chair

Attest:

\_\_\_\_\_  
Evelyn Herbello, BS, CMC  
Deputy Town Clerk



*Surfside*  
FLORIDA

**TOURIST BOARD MEETING, NOV. 9 2022**

**New Businesses Coming Soon:**

- Harding Ave. – Sushi restaurant 9564
- Harding Ave. (Real Estate office) 9545
- Harding Ave. - Cafe des Artistes 9441
- Harding Ave. ROAST Restaurant

			SUMMER REPORT			
			<i>May through August</i>			
			COLLECTIONS			
2018	2019	2020	2021	2022	2022 Vs. 2019	2022 Vs. 2021
<b>2% Food &amp; Beverage Tax</b>						
\$ 229,990	\$ 271,392	\$ 93,376	\$ 363,394	\$ 366,840	35%	1%
<b>4 % Accommodations Tax</b>						
\$ 615,445	\$ 666,445	\$ 154,668	\$ 998,761	\$ 1,030,869	55%	3.2%

**Additional Vacancies**

- 9588 Harding Ave.
- 9599 Harding Ave.
- 9531 Harding Ave.
- 9501 Harding Ave.
- 9545 Harding Ave.
- 262 96<sup>th</sup> Street
- 9455 Harding Ave.
- 9484 Harding Ave.



**Town of Surfside  
Tourist Board  
December 5, 2022**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 6.A

**Date:** December 5, 2022

**From:** Tourism and Communications Director Frank Trigueros

**Subject:** Third Thursdays Series Agreement

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**Town of Surfside  
Tourist Board  
December 5, 2022**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 6.B

**Date:** December 5, 2022

**From:** Tourism and Communications Director Frank Trigueros

**Subject:** Music on the Beach Series Agreement

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**Town of Surfside  
Tourist Board  
December 5, 2022**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 6.C

**Date:** December 5, 2022

**From:** Vice Chair Ben Jacobson

**Subject:** 96th Street Concept Design - Bal Harbour Village - Vice Chair Ben Jacobson

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**Suggested Action:** – Recommend to the Town Commission to move forward with a partnership with the Village of Bal Harbour to beautify 96th Street between Collins Avenue and the water.

**Background/Analysis:** – The Village of Bal Harbour is proposing a partnership with the Town of Surfside to beautify 96th Street between Collins Avenue and the water. I would like to propose that the Board recommend to the Town Commission to proceed with negotiations and move this forward for final commission approval.

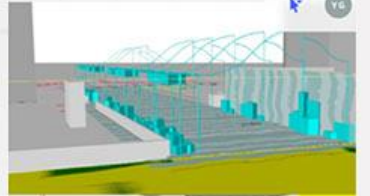
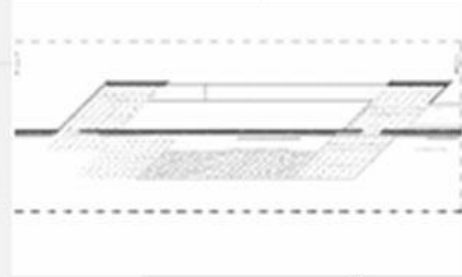
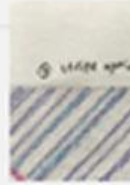
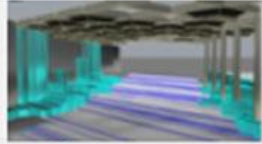
**Budget Impact:** – TBD

# BAL HARBOUR 96<sup>th</sup> STREET ENTRY

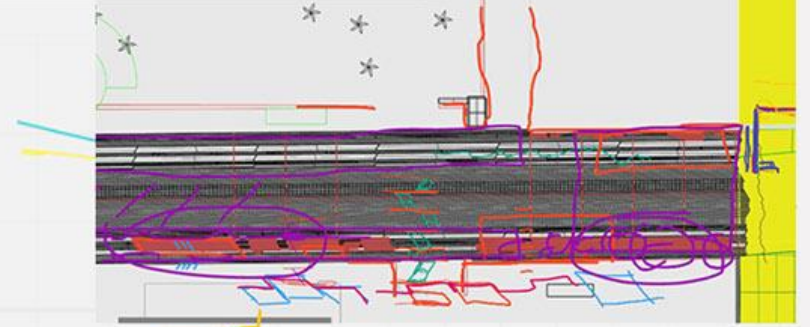
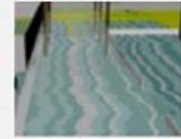
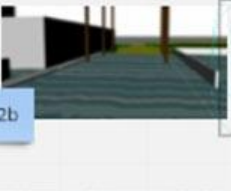
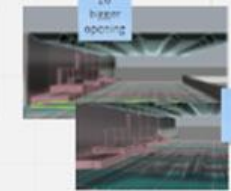
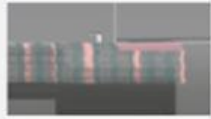
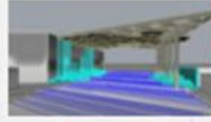
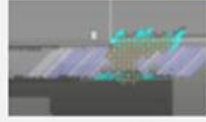
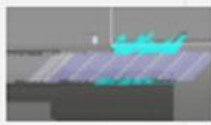
Vison Plan Submission: April 23, 2020



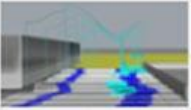
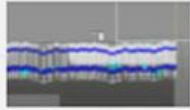




W 1



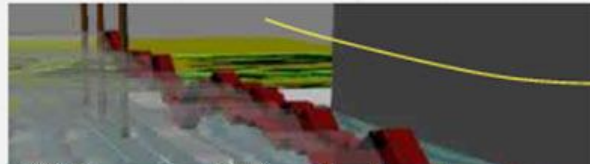
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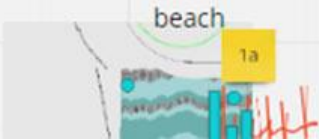
1b



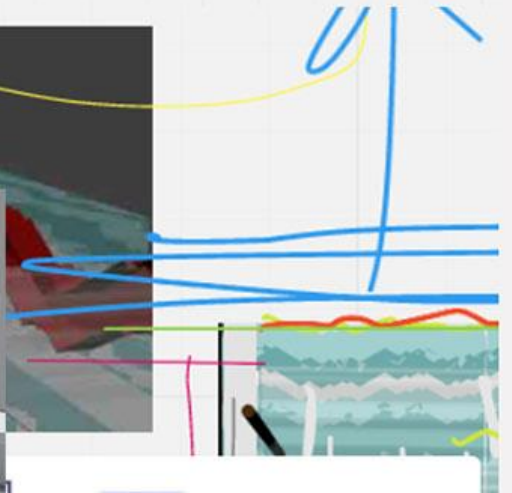
1c with planter



Pages



beach



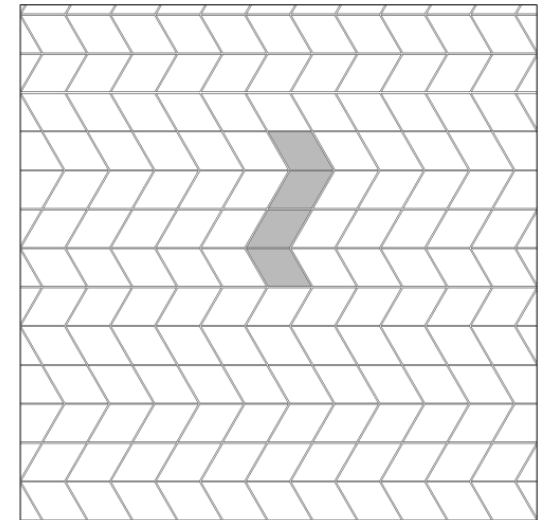
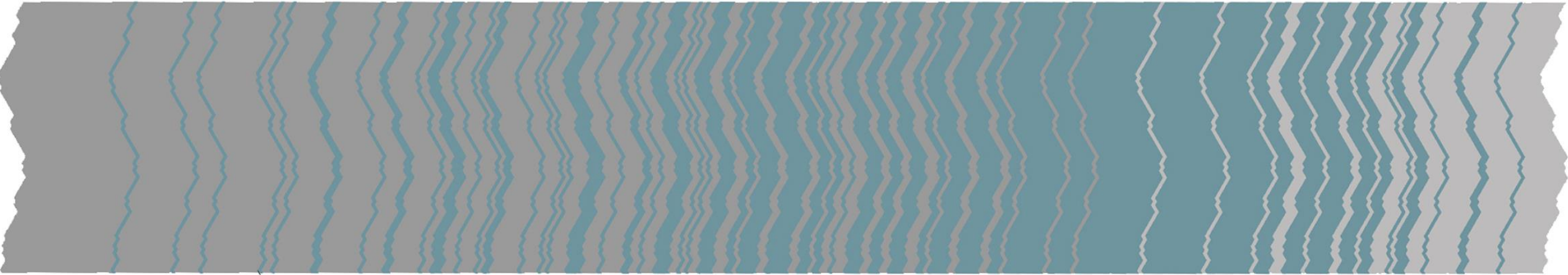


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BAL HARBOUR



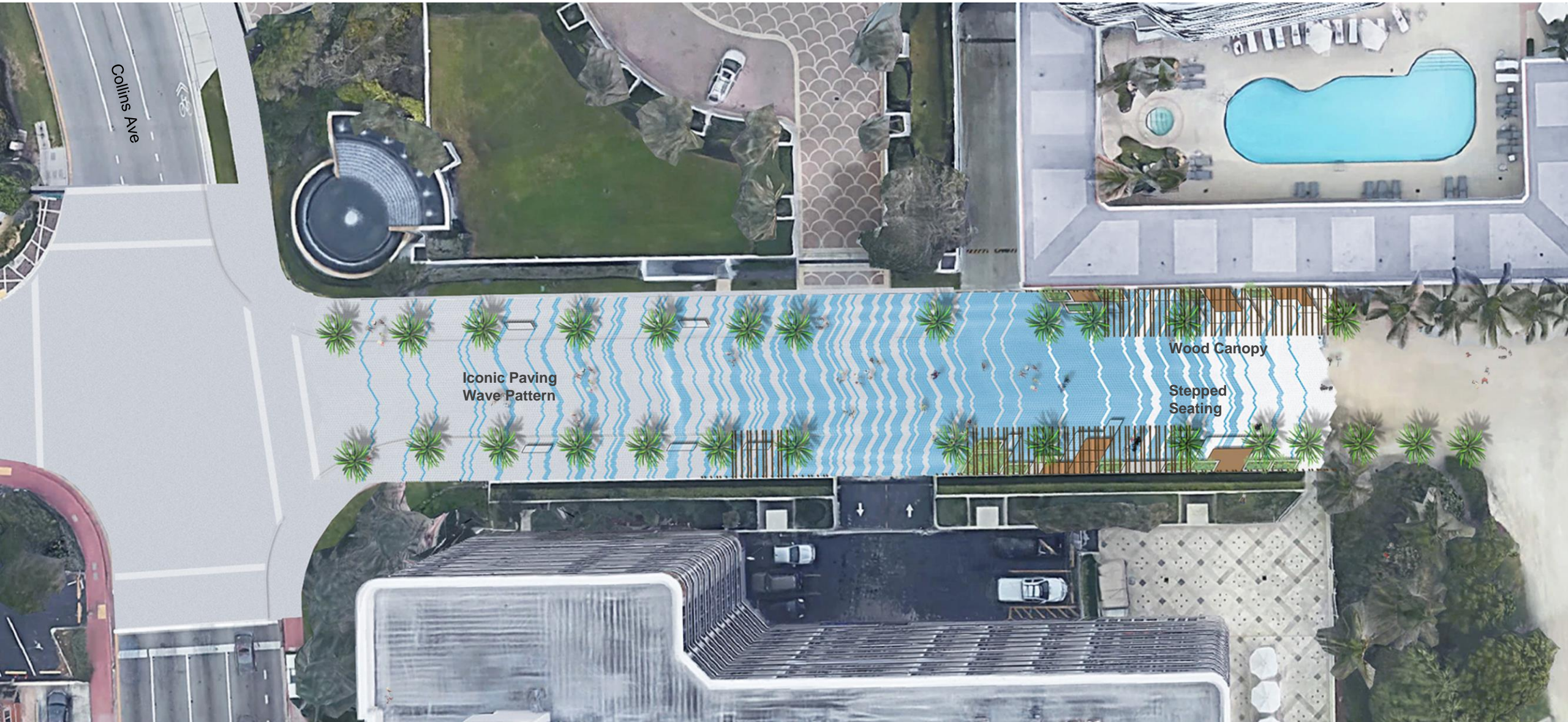










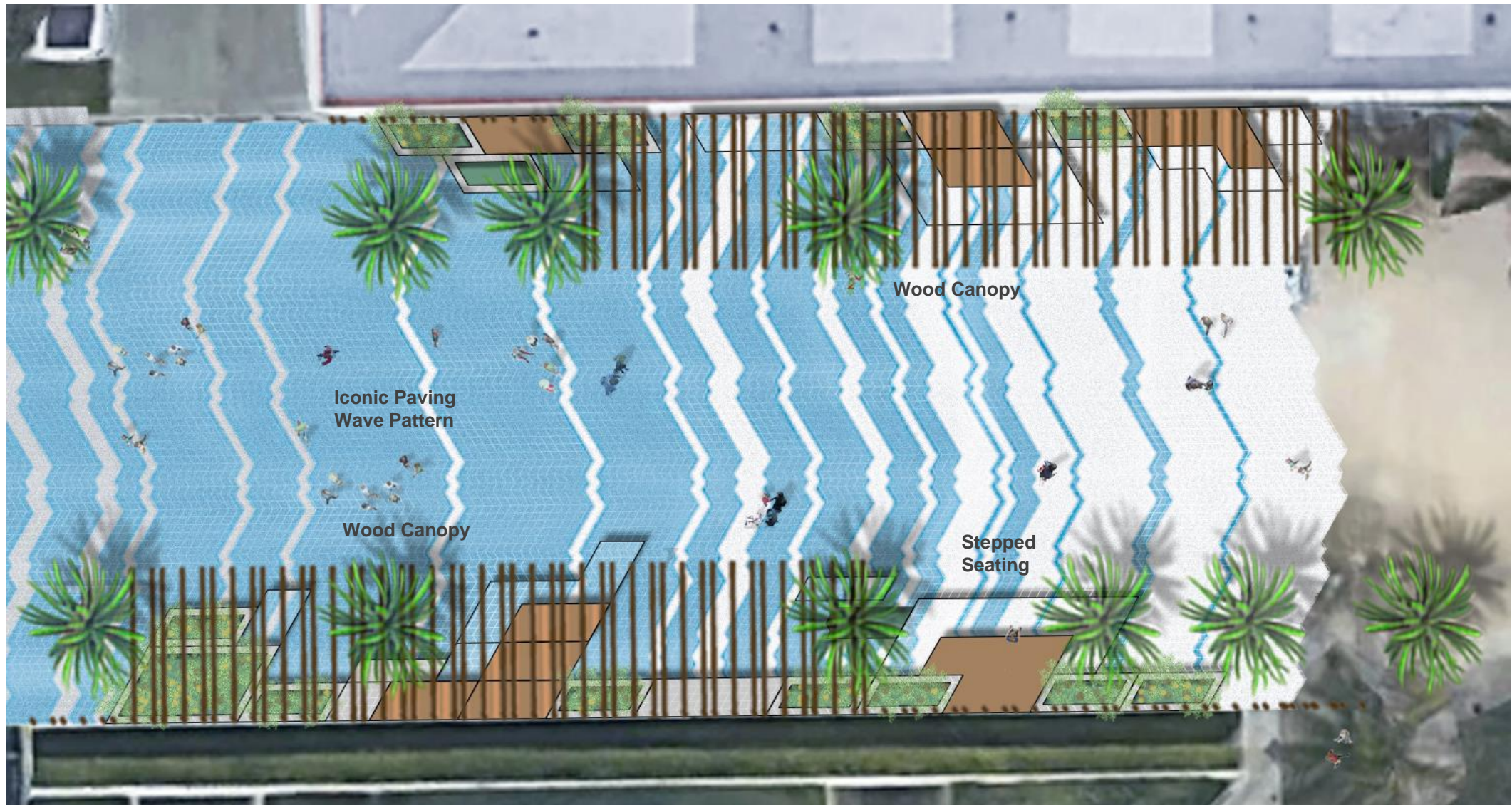


Iconic Paving  
Wave Pattern

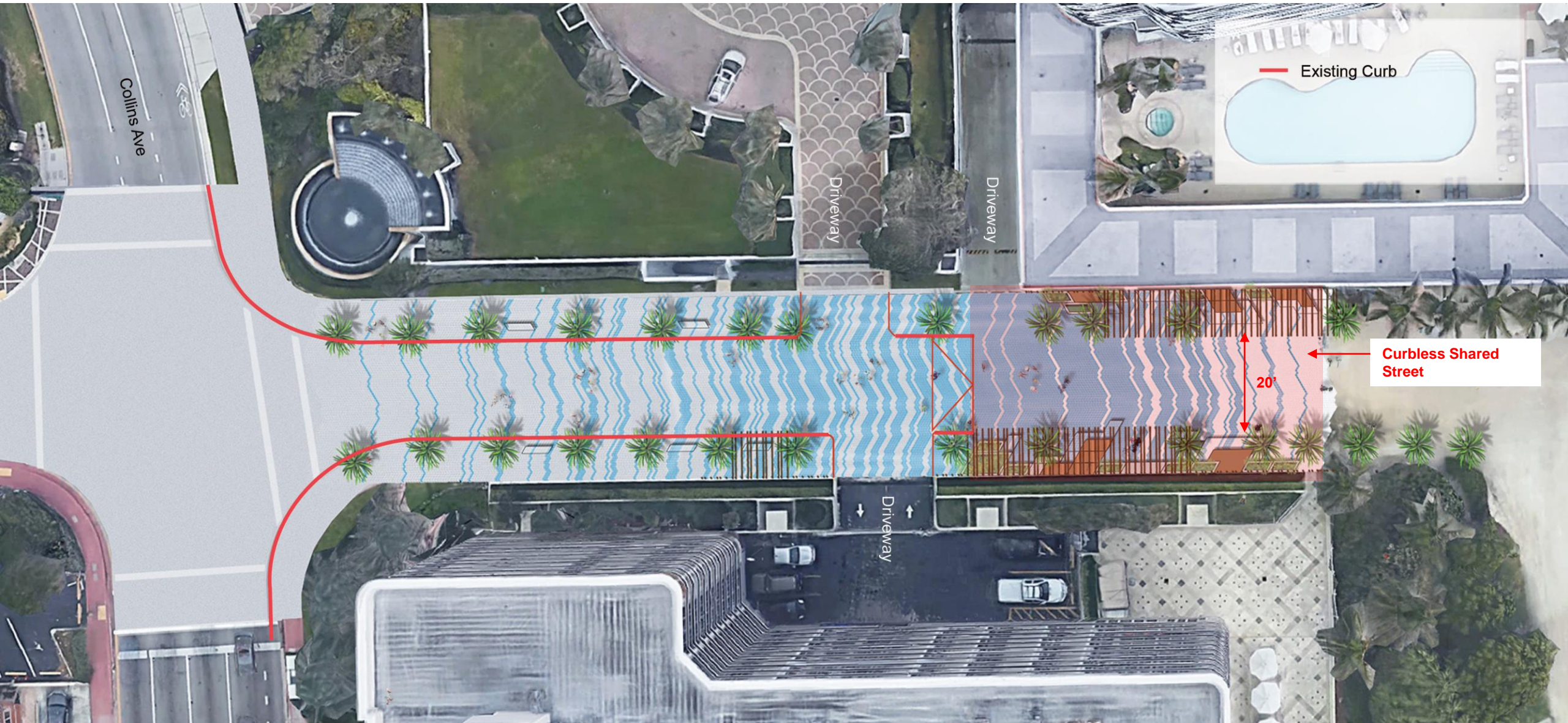
Wood Canopy

Stepped  
Seating





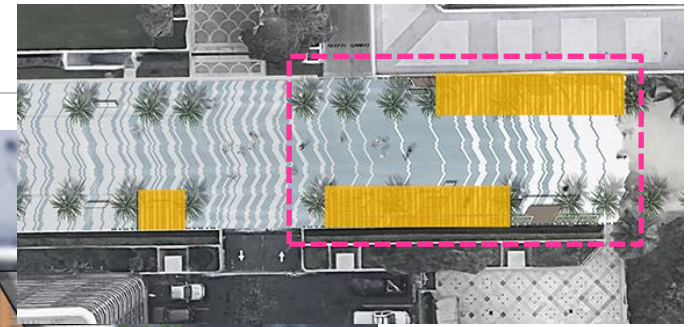
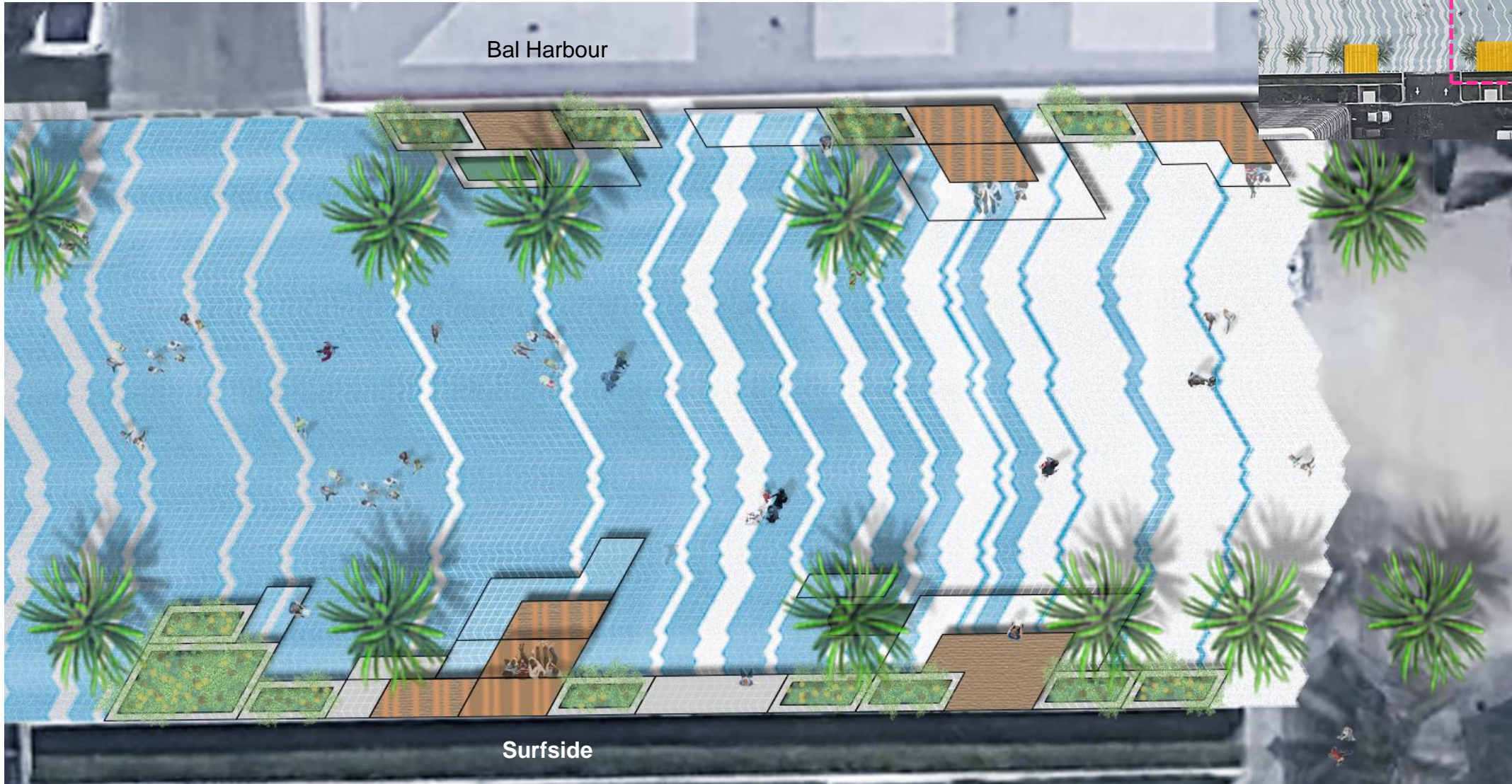






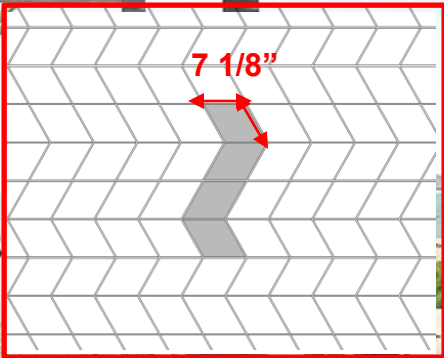








4" T VEHICULAR RATED  
CONCRETE PATER,  
CUSTOM SHAPE AND  
COLOR



WOOD CANOPY WITH  
PLUG IN LIGHTS FOR  
SPECIAL EVENTS

16'H

WOOD STEPPED SEATING

CONCRETE MASONRY  
STEPPED SEATING

CONCRETE RAISED  
PLANTER







# 2023 Third Thursdays Theme Selections

Please Select Your Top Four Choices



# THEME OPTIONS

## Health and Wellness

Town of Surfside Presents the 2<sup>nd</sup> Annual Health and Wellness Event. A fun and interactive environment highlighting healthy living in Surfside. Bring your yoga mat or enjoy healthy bites on luxury furniture while listening to live music under the stars.

### Activations:

- Yoga Under the Stars Intro Sessions
- Soothing Laid Back Music Ambiance Performance
- Physical Therapists and Alignment Sessions/Mini Massages
- Additional Funding** allocated to:
  - Food Pavilion
  - Lighting Design
  - Live Demos





# “Disco Night Thursday is the New Saturday Night Live”

Third Thursday Events presents a fun Disco Themed production.

Guests are invited to come dressed in their favorite 70's Disco themed wardrobe

70's Themed Giveaways to guests

DJ Mixes playing your favorite Disco classics

Saturday Night Live Disco Flash Mob Dance Performance

Guests will be invited to enjoy lite bites and cocktails to promote future attendance at the restaurants.

## **Activations:**

-Dance Class Teaching the Fun Basic 70's Style



# Latin Cultural Festival

Third Thursday Presents Cultural Evening bringing back our popular Salsa Band with the Mariachi Surprise Feature. An energetic Latin Fusion Night performing popular Salsa and Merengue Classics. Salsa dancers will be present for a Salsa Show and guest participation to learn the basic Salsa Steps.

**Activations & Additional Funding** allocated to:

- Participants have an opportunity to dance along our popular Salsa Classics.
- Salsa Dancer and Interactive Class Participation
- Fun Props and giveaways provided at the event.



# Roll Around the Decades

Third Thursday Roller Rink presents a fun family environment activity for all ages. Come dressed up in your favorite decade and spin around while our DJ plays tunes from the 70's, 80's, 90's and today. Activity Zone will be sectioned off providing a reserved area to allow participants to freely skate in this area. Safety gear required to enter the designated skating area.

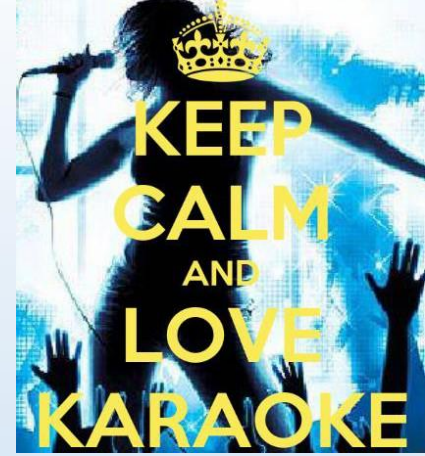
## Activations:

- Roller Skating Area Feature
- Additional Funding** allocated to:
  - Participants have an opportunity to safely skate in the “Skate Designated Area” \*Safety gear required to enter skate area Adult Section 1 Closure
  - Fun Props and giveaways provided at the event.
  - Customize your “In the decades” costume with fun giveaway’s
  - A full production professional lighting design to enhance the skating area.
  - Live DJ to Provide the Music





# Karaoke Live Block Party



Third Thursday Events presents a fun family dance and performance activation. Guests will be able to perform your favorite songs along side the House DJ Live Band. A full production stage with professional lighting LED projections and performers to elevate each performance.

## Activations:

- Production stage including LED panels, Lyric screens for performers and guests
- Sing along to the popular DJ Karaoke Live Band.

## Additional Funding allocated to:

- Lighting Production for that Concert Feel
- Participants have an opportunity to perform along live musicians singing their favorite song in a fun and friendly atmosphere.
- Professional Emcee to control performance flow





# Tropical Caribbean Night

Third Thursday Presents Caribbean Night bringing back our popular Steel Drum Band with a Tropical Dance Performance Group.

Guests are invited to enjoy smooth tropical island grooves under the stars.

Dance Performance

## Activations:

Live Tropical Steel Island Band

**-Additional Funding** allocated to:

-Activity Section to include fun arts and crafts.

-Props and giveaways provided at the event.



# Luau Night

Third Thursday Presents Cultural Evening bringing the sounds of Hawaii to Surfside.

Sounds by an Authentic Polynesian Band

A featured performance with Polynesian Dancers displaying the different dance styles from each Hawaiian regions

A surprise and energetic Fire Dancer will mesmerize guests to close out the performance

## Activations:

- Interactive Hula Classes with Guests Participation
- Additional Funding** allocated to:
- Fun Props and giveaways provided at the event.





# “Surf’s Art” Party Celebration

Third Thursday presents “Bring your Art On” A sophisticated Art Inspired evening with multiple Art Stations allowing guests to participate and/or observe live art in action. Adults will be set up with an instructed class while enjoying a glass of wine. Event areas available to both Kids and Adults ensuring activities for all ages.

## Activations:

- Instructed Paint Segment during the event-Easels and Stands to be set up as an Art Studio Gallery
- Adult area painting Segment
- Zone 2 Multiple Kids Make your own Art Stations allowing participants to create Surfside Beach Themed paintings using clay, paint and other art medium

## Additional Funding allocated to:

- Collaboration with local Art Museums –
- Fun interactive family activity all ages can participate. Arts and Crafts
- Branded Giveaways with Third Thursday logo items to be passed out to participants

40 Adult Easels RSVP





## 2023 Series

Prepared By

AA Events & Musicians

Alan Andai

305.989.0117

[Alan@AAMusicians.com](mailto:Alan@AAMusicians.com)



# “Surfside Social Series”

## Objectives:

- Surfside presents a monthly series of curated events catered to adults and Family Style programming
- Observatory and Participatory Styled Events
- The goal is to engage the community to connect like minded Surfside Residents and Tourists to promote and foster networking and camaraderie.
- Ongoing Programing: Rotation of a monthly series decided by board preference.
- Location: Utilizing the Surfside community center as a centrally located and consistent venue.

# Surfside Social

## “Comedy Open Mic”

Comedy Night Surfside Social presents a fun open mic comedy show with hired local amateur circuit comedians. Leave the stress at home and take a night off to alleviate the weeks stress, enjoy Surfside culinary bites and beverages.

Mix of brave Surfside Residents willing to try their comedy in an Open Mic format with hired local comedians to close the show

- Theater Style Seating will be provided.
- Stage Buildout
- Stage Wash Event Lighting Production
- Emcee to control Event Flow
- Live DJ will provide music in between the performers.

Activations:

- Additional Funding Needed for:
- Lite Bites Provided

**Event Budget \$18,000**



# Surfside Social

## “Karaoke Night”

Surfside Social presents a fun and fabulous celebration night. We will encourage guests to sing, dance and entertain creating amazing memories. A professionally Karaoke Set up handled by our Emcee DJ will call to sing their requested song. Full Stage and Lighting Production will be provided. Fun Party props including blow up instruments, glow sticks to be passed out.

Beverages and Lite Bar Bites Provided

**Event Budget \$17,000**





# Surfside Social

## “Mixology Tasting”

Surfside Social presents a Cocktail inspired evening. 21+ Guests will enjoy a rotating series of presentations focused on high end cocktails and wines

Each event we will feature a collaboration with a different brand or liquor option to explain the origin, mixologist and introduce cocktail variations to make at home. Popular event for guest enjoyment but also an opportunity to learn how to mix new cocktails.

Guests will be able to show off their skills at their next Engagement

Live DJ to provide ambiance

Lite Bites Provided

Pre Boxed Set up with all Mixes Garnishes Alcohol and Tools

Event Budget \$18,000 Based up to 50 Participants

(2 guests per box)



# Surfside Social

## “Floral Décor Workshop”

Surfside Social presents a fun and interactive table scape adventure.

Professional Décor and event Designer will teach you the skills to acquire basic floral composition and techniques.

Enjoy a glass of wine or champagne while learning floral table décor.

A wonderful way to bring out your creativity while making new friends in the community.

Table Stations, flowers and materials will be provided to all participants.

Lite Bites and Beverages provided.

Based up to 50 guests

Medium Size Center Piece

Native Tropical Fresh Flower Demo



Event Budget \$19,000

# Surfside Social

## “Game Night”

Surfside Social presents a fun Game Night.

The nostalgia of sitting with your best friends playing a variety of classic board games. Participants will have their choice of to select from a myriad of game choices including Monopoly, Chess, Checkers, Dungeons and Dragons, Scrabble, Charades and More!

Family Style Tables and Chairs Set up

Perfect experience to take a break from the weeks work.

Lite Bites and Beverage Station

DJ's

\*Possible Adult Concept with Adult Catered Games additional Funding required

Event Budget \$17,000





# Surfside Social

## “Business Networking Night Town Hall Concept”

- Surfside Social presents a backyard speakers series featuring a variety of current event topics geared towards like minded business professionals
- Each event will feature a guest speaker from industries that may include Investment Bankers, Real Estate Professionals, Attorneys and Entrepreneurs
- Town Hall Style with opportunities to hear the stories of successful business's.
- Networking segment to promote new friendships and business opportunities
- Audio Visual Production Provided
- Color Coded Wrist Bands will be provided designating each industry-Banking, Medical, Industrial, Hospitality
- Audience Style Seating
- Stage with Event Furniture for Speakers
- Professional Audio and Sound Engineer On Site
- DJ for post event music
- Beverage Station and Lite Bites Provided at each event

Event Budget \$19,000



# Optional Event

## “Third Thursdays: Surfside 007 Casino Royale”

Third Thursday Events presents a fun James Bond Casino Themed evening.

Guests are invited to play in our al fresco casino set up using play chips.

Vegas Themed Greeters and performers will stroll through the event.

Sinatra Dean Martin Themed Music performed by South Florida Local Jazz Band with featured vocalist.

Guests will be invited to enjoy lite bites and cocktails to promote future attendance at the restaurants.

- Additional Funding allocated to:
- Professional Casino Set up
- Event Lighting
- Professional Emcee to control performance flow

**Event Budget \$40,000**



# Monthly Movie Night

- Movie Projection-Requires post Sunset Scheduling
- Audio Sound Package
- Mood Ambiance Perimeter Lighting
- Popcorn Snacks and Non Alcoholic Beverages Station
- Proposed Location “Community Center Garden Area”-power, gated controlled environment, wind protection from neighboring buildings
- Event Budget \$14,000 per event







# Enhancement Add On

60"x80" Movies' night branded Surfside promotional blanket.

Cost \$4,100 for 25 Seating approx. 50 guests



# Production Buildout Events



# Surfside Social

## “Pet Fashion Show”

Surfside Social presents a fun and community engagement Pet Fashion Show.

Bring your furry family member to the built out “Doggy or Cat Walk” wearing their favorite wardrobe.

Professional décor and event lighting provided.

Awards given to the Best Dressed and Most Creative

Lite bites and beverages provided.

Professional DJ service with music and emcee

**Event Budget \$28,000**



# Optional Event

## “Surfside Family Carnival Fair”

Third Thursday Events presents a Carnival Themed event

Guests are invited to enjoy a multitude of events including caricatures, balloon artists, carnival themed treats and many more activations.

Additional Activations include:

Magicians and Jugglers

Carnival Themed and Strolling Performers

Carnival Games

-Additional Funding allocated to:

-Professional Carnival Décor

-Professional DJ Emcee and Host

**Event Budget            \$98,000**



# Optional Family Event

## “Burger Competition”

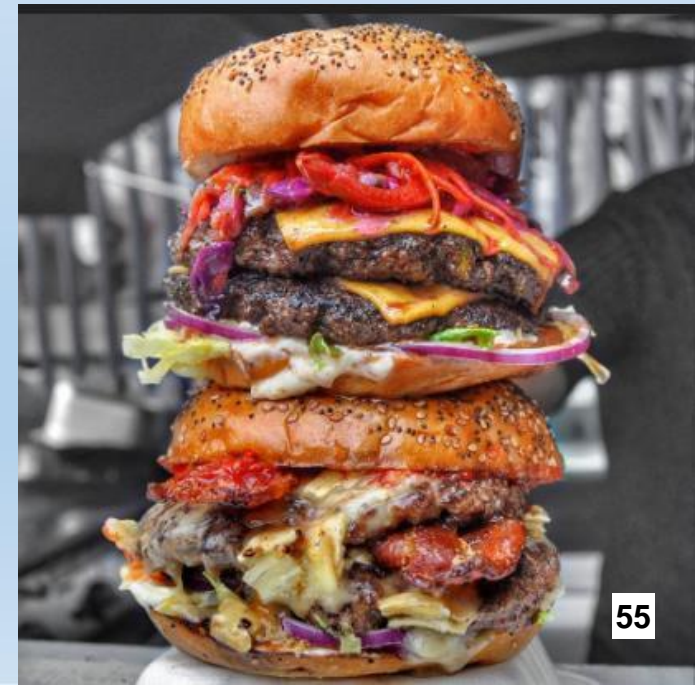
Family Series presents a variety of local chefs providing their take on their best burgers.

Chef Stations Set up with sliders. Chefs choice on which burgers to present.

Guests will have an opportunity to sample from all providers and at the end vote on their favorite burger for bragging rights!

- Burger Stations Set up in the garden
- Cocktails and beverages
- Event Production
- Live Music or DJ

**Event Budget \$75,000**





# Optional Family Event

## “Dessert Competition”

Surfside Event Series presents a variety of local pastry chefs serving their best desserts.

Dessert Stations Set up providing a multitude of dessert bites

Guests will get to vote on their favorite bakery for a year of bragging rights!

-Event Production

-Dessert Stations Setup

-Live Music or DJ

**Event Budget \$65,000**



# Event Concept 4

## “Food for Thought Dinner”

- Welcome Cocktail to initiate a Friend-Working introduction
- Meet your neighbors with a custom Culinary Dining Experience
- Professional Fine Dining Course Catered Food Chef Explanation of Each Course
- Wonderful way to meet a surfside neighbor and tourist, learn about them with the goal that life long friends are made
- Royal Table Concept
- Floral and Candle Lit Decor
- Curated Dance or Vocal Surprise Performance
- Kosher Plating options to be made available
- Live Music for Ambiance String or Jazz Instrumental
- Event Designed based up to a 50 guests RSVP

**Event Budget \$58,000**



# Optional Family Event

## “Surfside Annual Seafood Festival \*& or Fishing Tournament”

### Surfside Family Event presents the first Sea Food Festival

Collaboration with Local restaurants will feature their popular seafood dish to residents and tourists at their designated station in the Surfside garden.

Live Band or DJ to provide Upscale Backyard Party Ambiance

Fun Games and Activities provided

Optional Event Enhancement to include a family fishing experience

Chartered Fishing Boat at Haulover-Limited Seating Available 50 guests 4 hours rod bait tackle-

BYOB-Bring your own boat-Sign up available

Community Engagement Collaboration “Get to fish with Surfside Police Officers”

Hotel Gift Prizes Awarded to Biggest Catch and Most Caught Fish

Bring your Legally Caught Fish to an awaiting Professional Chef that will cook your fresh fish

Live Band to provide ambiance

**Event Budget \$94,000**



# Event Concept 8

## “Poker Hold'em Tournament & Fundraiser”-Gift Foundation Tourist Board Choice

Poker Tournament to raise funds for foundation of tourist board choice ex: Turtle Conservation, Health Organization, Children's Organization

-Interested participants are invited to play in our custom built out Poker Table Casino Set up.

-Professional Dealers at each table

-RSVP Seat Required-Any Donations Proceeds go to Fundraiser of Choice

-Final Table with full production and lighting provided

Prizes will be strictly giveaways “Hotel Stay, Surfside Dining Restaurant Certificate, Spa Experience”

-Funding allocated to:

-Professional Casino Set up Professional Dealers

-Professional Tournament Emcee

**Event Budget \$52,000**



# Full Production Tiered Event

## “Surfside’s Tandem Obstacle Course Race”

Multi tiered obstacle racing course utilizing the 94<sup>th</sup> ST Parking Lot

If board approves using environmentally safe color run powders for an extra layer of FUN!

- Design a Side by Side Race with Blow Up Obstacle Courses
- Finish Line Foam Pit to Cool Down and Wash Off
- Beverage Hydration Stations
- Children's Play area
- DJ Music to motivate participants at the Start/Finish Line

**Event Budget \$84,000**

# Proposed Area for Obstacle Course





# 6 Competition Style Side by Side Obstacle Courses

Course 1 65Lx12Wx15H



Course 2 Ninja 60Lx11Wx16H



Course 3 Cars 62x13x12



Course 4 Climbing Course





# Young Children's Safe Zone





# Environment Friendly Color Powder Enhancement





# End of Course 2 Foam Pits Adults/Kids

\*Water Access Needed

Adult Foam Pit 20x20x4



Kids Foam Pit 13X16X8



# Color Powder Information

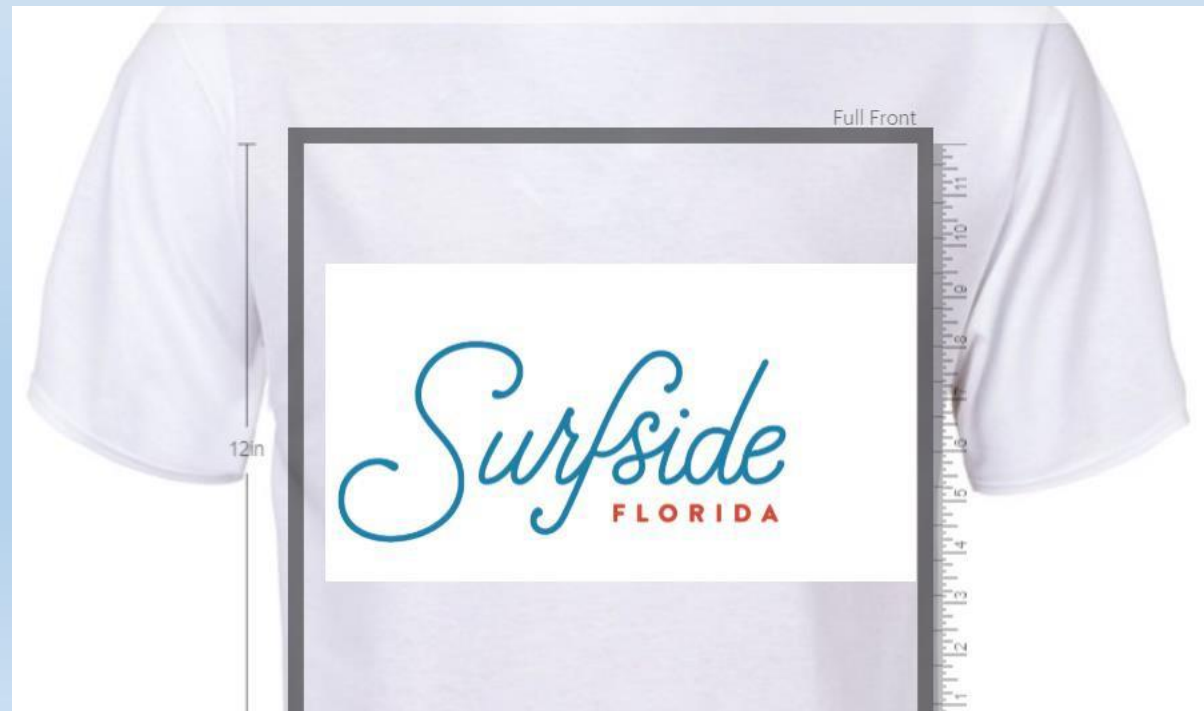
The magical color powder used provides vibrant color applications throughout the courses. It is made from food grade quality cornstarch using an advanced manufacturing process that has been custom developed for the Color Race Series. The powder is non-flammable, and is engineered to wash out!

Color paint powder is non-toxic, environmentally safe, and also biodegradable.



# Branded T Shirts

- Producers will provide Surfside Logo Custom Made Obstacle Course Shirts
- Total of 300 Shirts Ranging in Sizes: Small/Medium/Large/Extra Large





# Full Production Event #2

## “Taste of Surfside”

Surfside Foodie Events presents the 2<sup>nd</sup> Annual strolling culinary experience. Guests and tourists have an opportunity to get to know the local cuisine offerings in our downtown surfside district offering a Taste Around the World.

Goal is to promote future attendance and revenue business at the restaurants.

Participants will receive a passport menu, traveling plate with wine holder transforming their experience to the various cuisines ranging from America, Japan, Greece, Israel and many more.

Tented Welcome area and Passport Plate

Welcome Beverages provided at the Registration-Resting Pavilion providing seating and additional bites.

Beverages will be stationed throughout Harding Ave for guests that need a refill.

Luxury Event Seating Furniture guests to relax while listening to Lounge Beats by the resident DJ

-Projected 120 Strolling Guests

**-Event Budget \$78,000**



# Amenity Package at Welcome Reception

Environment Conscious: Guests receive a wooden plate with a conveniently placed wine holder

Beverage Stations will be staggered throughout the Restaurants

Wine/Champagne Glass Provided





**Town of Surfside  
Tourist Board  
December 5, 2022**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 6.1

**Date:** December 5, 2022

**From:** Tourism and Communications Director Frank Trigueros

**Subject:** November Paddletopia Recap

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