



**Town of Surfside  
Tourist Board  
AGENDA  
Monday, March 13, 2023  
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 **February 6, 2023 Tourist Board Meeting Minutes** - Deputy Town Clerk Evelyn Herbello  
[February 6, 2023 Tourist Board Meeting Minutes.pdf](#)
5. **Resort Tax Collection and Vacancies Report**
  - 5.A **Resort Tax Collection and Vacancies Report**  
[March Vacancies and Resort Tax Report.pdf](#)
6. **Discussion Items**
  - 6.A **Discretionary Fund, Electrical Outlet for 93rd Street** - Tourism and Communications Director Frank Trigueros
  - 6.B **Discretionary Funds Approved at the February 6, 2023 Tourist Board Meeting** - Chair Eli Tourgeman - Chair Eli Tourgeman
  - 6.C **Discussion On The Additional Funds for Food and Drinks at Events that was approved at the February 6, 2023 Tourist Board Meeting** - Chair Eli Tourgeman - Chair Eli Tourgeman
  - 6.D **Ballyhoo Media Floating Screen Events** - Tourism and Communications Director Frank Trigueros  
[Ballyhoo Media, Town of Surfside.pdf](#)
  - 6.E **Budget Updates - New Website, Tradeshow, PR Support** - Tourism and Communications Director Frank Trigueros
  - 6.F **Surfside, Florida T-Shirts for Sale** - Tourism and Communications Director Frank Trigueros  
[Surfside Florida T.png](#)
  - 6.G **GMCVB Luxury Advertising Program** - Tourism and Communications Director Frank Trigueros  
[GMCVB 2022 Luxury Campaign.pdf](#)
  - 6.H **Genre Options, May Music on the Beach** - Tourism and Communications Director Frank Trigueros
  - 6.I **Classic Car show Event Recap** - Tourism and Communications Director Frank Trigueros
  - 6.J **Surfside Letters Display** - Tourism and Communications Director Frank Trigueros

**7. Board Member Comments**

**8. Public Comments**

**9. Next Meeting**

**9.A Next Meeting: April 3, 2023** - Deputy Town Clerk Evelyn Herbello

**10. Adjournment**

Respectfully submitted,

Hector R. Gomez  
Acting 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 THE TOWN COMMISSION AND/OR 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  
February 6, 2023  
5:30 PM  
Town Commission Chambers**

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

Chair Tourgeman called the meeting to order at 5:30 p.m.

Deputy Town Clerk Herbello called the roll with the following members present:

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

Absent: Chair Eli Tourgeman and Commission Liaison Mayor Shlomo Danzinger.

Also Present: Town Attorney Daniela Cimo, Acting Town Manager Hector Gomez, and Tourism and Communications Director Frank Trigueros.

**2. Town Commission Liaison Report**

No Commission Liaison Report was given since Mayor Danzinger was absent.

**3. Agenda and Order of Business**

**4. Approval of Minutes**

**4.A Approval of January 9, 2023 Tourist Board Meeting Minutes** - Deputy Town Clerk Evelyn Herbello

A motion was made by Board Member Gonzalez to approve the January 9, 2023 Tourist Board Meeting Minutes, seconded by Board Member Singer. The motion carried with a 4-0 vote.

[January 9, 2023 Tourist Board Meeting Minutes.pdf](#)

**5. Resort Tax Collection and Vacancies Report**

**5.A February Vacancies and Resort Tax Report** - Tourism and Communications Director Frank Trigueros

Tourism and Communications Director Trigueros provided an overview of the Resort

Tax and Vacancies Report. He provided the food and beverage as well as the accommodation noting that the collection for the first two months of the fiscal year, October and November, appear to be records.

Board Member Herman asked about the status of the incoming Domino's Pizza.

Tourism and Communications Director Trigueros stated he was not sure that he would check and spoke regarding another new restaurant coming on board.

[February Vacancies and Resort Tax Report, First 2 Fiscal Months.pdf](#)

## 6. Discussion Items

### 6.A Additional Funds for Food and Drinks at Events - Vice Chair Ben Jacobson - Vice Chair Ben Jacobson

Allocate a small amount of funding for additional food and beverages at the events.

Tourism and Communications Director Trigueros advised the Board Members that he provided a budget sheet for them to refer back to.

Board Member Gonzalez asked regarding what is left and wanted clarification.

Tourism and Communications Director Trigueros provided an outline of the special events budget numbers following the Board's most recent event additions.

Vice Chair Jacobson introduced the item and stated that there seems to be a situation where they run out of food and drinks, and since they have the funds available, he would like to propose possibly giving everyone a ticket and those tickets can be reimbursed for a certain amount by the local vendors and establishments. He was looking to allocate a few thousand dollars for events that they could then decide which ones would need the additional funds.

Board Member Gonzalez suggested having a system and would like to propose in addition to the funds that the people in charge to come up with a system that would compliment this proposal.

Tourism and Communications Director Trigueros stated that it would be great to have the vendors here to speak and they are on their way. He agreed to have a system in place.

Board Member Herman stated that this is not supposed to be a buffet but a sampling. She stated that in similar events you usually have to pay.

Board Member Singer suggested providing this to the local vendors and promote those vendors and the coupons should be for the local restaurants.

Board Member Herman stated that it has been difficult to get the local vendors to participate.

Board Member Gonzalez spoke regarding how Parks and Recreation does their

events and it is a good system.

Vice Chair Jacobson stated that part of what he was thinking of doing was appropriate some funding to go back to the vendors for some solution. He stated that it possibly should be better to have a preset system to provide to the guests and if the vendors have a bit of additional funding they could use it for food and drinks. He stated that it might work better and see how they do and then come back and restrict the money more but they need to put a little bit of more money.

Further discussion took place among the Board Members regarding the additional funding for food and drinks and a preset system that will work and promote local vendors.

Tourism and Communications Director Trigueros provided a recap for Sara Liss who had just entered the room.

Vice Chair Jacobson provided his thoughts of providing an additional amount of funding to Sara Liss to give to the vendors and explained the process.

Sara Liss addressed the comments made regarding this idea as it pertains to the vendors and explained the issues that might arise.

Further discussion took place among the Board Members and Sara Liss regarding the possibility of using this system with the vendors possibly doing \$2,500 for the larger events and \$1,000 for small events.

Board Member Gonzalez would like \$1,500 for all events.

Allan Andai stated this is a great point and they passed out 1,000 bites at the last Third Thursdays event and agrees having additional funds would help. He stated that what you want is for them to grab a bite and continue. He also addressed the idea of the tickets being handed out.

A motion was made by Vice Chair Jacobson to approve an additional \$2,500 per event for the larger events (Third Thursdays and Surfside Under the Stars) and \$1,500 per event for the smaller events (Music on the Beach) effective immediately to cover all events through March 14, seconded by Board Member Herman. The motion carried with a 4-0 vote.

#### **6.B Discretionary Funds for Tourism and Communications Director- Vice Chair Ben Jacobson - Vice Chair Ben Jacobson**

Approve to allocate \$25,000 to a discretionary fund for items that may come up or upgrades that might be needed for any existing event.

Vice Chair Jacobson introduced the item and stated this is to prevent for Tourism and Communications Director Trigueros hands being tied in the event he needs additional funding for the ability to enhance and enjoy additional activities for the tourists. This will allow him to make a decision at the moment and allocate \$25,000 in the event he needs it.

A motion was made by Board Member Singer for purposes of discussion, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

Board Member Singer asked if the contract allows them to expand and if that would affect the contract with the vendors.

Vice Chair Jacobson explained examples and this would allow certain enhancements for an event in the case he needs additional funding at the last minute.

Board Member Gonzalez stated that this proposition is better than the other one of additional money for foods. She would like this option more than the other one.

Vice Chair Jacobson stated this is the unknown question that comes up and this will give staff more wiggle room to take care of this and then come back to the Board.

Acting Town Manager Gomez asked if the \$25,000 is consistent with any of our policies that is pursuant to our procurement policies and explained the policies the Town has in place. He also asked if this is per event or for the event season.

Vice Chair Jacobson stated it is for the event season and provided examples.

Tourism and Communications Director Trigueros addressed the comments made and stated this is a good idea in the event something does come up and special events are exempt from the procurement process and they have the discretion to add enhancements to events.

A motion was made by Vice Chair Jacobson to allocate \$25,000 as a discretionary fund for Tourism and Communications Director Trigueros to use at his discretion for any events and report back to the Board, seconded by Board Member Gonzalez. The motion carried with a 4-0 vote.

#### **6.C Tourist Board Shirts - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros**

Tourism and Communications Director Trigueros introduced the item and asked the Board members to choose which design they would prefer.

Board Member Herman asked where the logos would be going.

Tourism and Communications Director Trigueros addressed the comments made. He stated for the Board to study the different options and designs and to email him back letting him know which one they select.

[shirts 1.pdf](#)

[shirts 2.pdf](#)

#### **6.D Third Thursdays Event Location - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros**

Tourism and Communications Director Trigueros introduced the item. He stated that the 93rd Street location has worked out great for Surfside Under the Stars. He informed the Board that there are some challenges with the 95th Street location including safety and traffic, and additionally, there are no public restrooms to offer, therefore the Police Department and several members of the administration had recommended moving it over to 93rd Street.

Producer Alan Andai stated he would just need to scout the location, but they would probably be able to fit everything that they need.

Vice Chair Jacobson stated that here you have a bigger parking lot.

Mr. Andai stated he would do a quick measurement and get back to Tourism and Communications Director Trigueros.

Acting Town Manager Gomez stated it is the same width and the sidewalk is wider and it is easier to provide power in this facility.

Vice Chair Jacobson stated that the Board voted on the concept not the location.

Tourism and Communications Director Trigueros stated it has been on 95th Street because it was closer to the businesses.

Consensus was reached to leave the event location up to Tourism and Communications Director Trigueros.

**6.E Special Events Manager Position - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros**

Tourism and Communications Director Trigueros introduced the item and went over the job description which included the comments made by the Board members. He stated that they are working with Human Resources to develop it.

Vice Chair Jacobson likes that they will have to do emergency planning and help with that aspect.

A motion was made by Board Member Gonzalez to proceed with the Special Events Manager position, seconded by Board Member Herman. The motion carried with a 4-0 vote.

[Special Events Manager 1-30-23.pdf](#)

**6.F Additional Events, Beachside LLC (Alan Andai) - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros**

Tourism and Communications Director Trigueros introduced the item.

Allan Andai provided a presentation with the different events and cost for each one.

Discussion took place among the Board and Mr. Andai regarding the amount of



players for the poker night and the other events on the presentation.

Vice Chair Jacobson asked if anyone would like to proceed with any of the events.

Board Member Gonzalez would like the mixology, promote more surfside, seafood festival, and more games for families and karaoke.

Board Member Singer asked how would they vote for the events.

Board Member Gonzalez would like Taste of Surfside.

Board Member Herman's concern is that with mixology you are moving away from the tourists because it seems to be for more locals. She thinks the bigger ones would be better.

Vice Chair Jacobson asked if they are able to sponsor half and they pay for the difference.

Tourism and Communications Director Trigueros stated that they could find someone to sponsor a portion or sell tickets.

Mr. Andai stated that they have to promote Surfside.

Vice Chair Jacobson asked the turn out for the events.

Mr. Andai addressed the comments made. He stated Taste of Surfside is one that will be very well received and attended.

Tourism and Communications Director Trigueros asked Mr. Andai to see if he could bring at the next meeting which restaurants would be participating.

Mr. Andai addressed the comments made by Tourism and Communications Director Trigueros as it pertains to the different vendors and believes at least 16.

Vice Chair Jacobson suggested blocking the parking on Harding for the restaurants and they will not fit the people on the sidewalk if they do not block the parking.

Board Member Herman stated the restaurants will be annoyed. She suggested having the vendors in a tent and people going around.

Tourism and Communications Director Trigueros suggested for Mr. Andai to come back with a better flow and some photos from his past experiences with these events.

Vice Chair Jacobson asked if Mr. Andai could come back with a concrete plan for the Taste of Surfside and a firm commitment on restaurants that will participate.

Mr. Andai agreed to come back with the information requested and he will pitch it to the vendors.

Tourism and Communications Director Trigueros asked for him to provide every detail and what the partners need etc.

Board Member Gonzalez would like movie night.

Tourism and Communications Director Trigueros stated that he is looking at different options of a floating screen and will probably bring that back at the March meeting.

Board Member Gonzalez spoke regarding the event that Bay Harbour does.

Further discussion took place among the Board members and Mr. Andai regarding the different events and substitutes for some of the events.

A motion was made by Board Member Gonzalez to have one additional Music on the Beach for May and one Summer Sunday event in June 2023, seconded by Board Member Singer. The motion carried with a 4-0 vote.

Board Members agreed to come back with the type of genre they would like and have Mr. Andai come back with different options.

## **7. Board Member Comments**

Vice Chair Jacobson spoke regarding the amazing events and when someone sends you a public records request for their calendars they are doing a great job by having plenty of events and the tourists and residents are enjoying it.

## **8. Public Comments**

There were no public comments.

## **9. Next Meeting**

### **9.A Next Meeting: March 6, 2023 at 5:30 p.m. - Deputy Town Clerk Evelyn Herbello**

Deputy Town Clerk Herbello advised the Board Members that the March 6, 2023 meeting needs to be moved to March 13, 2023 due to the Jewish holiday.

A motion was made by Board Member Herman to move the March 6, 2023 meeting to March 13, 2023, seconded by Board Member Singer. The motion carried with a 3-1 vote with Board Member Gonzalez voting in opposition.

## **10. Adjournment**

There being no further business to discuss before the Board, a motion was made by Board Member Herman to adjourn the meeting at 7:06 p.m. The motion carried with a 4-0 vote.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2023.

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Eli Tourgeman, Chair

Attest:

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Evelyn Herbello, CMC  
Deputy Town Clerk



**Tourist Board Meeting - March 13**

**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.
- 9425 Harding Ave.
- 9484 Harding Ave.

RESORT TAX REPORT		
<i>October through December</i>		
COLLECTIONS		
2021	2022	2022 Vs. 2021
<b>2% Food &amp; Beverage Tax</b>		
\$ 364,150	\$ 349,795	<b>-3.9%</b>
<b>4 % Accommodations Tax</b>		
\$ 1,023,320	\$ 986,514	<b>-3.6%</b>
<i>December Only</i>		
COLLECTIONS		
2021	2022	2022 Vs. 2019
<b>2% Food &amp; Beverage Tax</b>		
\$ 162,978	\$ 143,372	<b>-12%</b>
<b>4 % Accommodations Tax</b>		
\$ 505,897	\$ 454,354	<b>-10.1%</b>



**Town of Surfside  
Tourist Board  
March 13, 2023**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 6.A

**Date:** March 13, 2023

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

**Subject:** Discretionary Fund, Electrical Outlet for 93rd Street

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**Background/Analysis:** – 93rd Street and the adjacent parking lot to Town Hall has become the preferred location to host Town events due to its central location, relatively easy closure, and because it offers public restrooms and serves as a great visual backdrop for celebrations; however, additional electrical outlets need to be added in order to ensure there is ample power throughout the area to accommodate multiple vendors. Public Works has installed new outlets to better power the Tourist Board’s events at a cost of \$1,200. Staff is seeking authorization to use the discretionary director line item approved last month to cover this expense.



**Town of Surfside  
Tourist Board  
March 13, 2023**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 6.D

**Date:** March 13, 2023

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

**Subject:** Ballyhoo Media Floating Screen Events

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**Background/Analysis:** – Ballyhoo media events has a fleet of boats with oversize screens that have been seen throughout the beach and bay areas of Greater Miami. They recently reached out to see how they could partner with the Town of Surfside. They offer a variety of ways to enhance existing events and promote the Tourist Board’s robust events’ lineup to thousands of residents and tourists in other parts of the county.

# Community Partnership Initiative



# Water enthusiasts, Water-based media specialists

**It all starts with the water.** Ballyhoo Media was founded out of our love for the beaches and bays we ride along. But, we realized that there had to be a better way to communicate with these audiences.

**So, we changed the game.** Our company is a water-based multi-media company revolutionizing the landscape of outdoor advertising and events. Our platform is designed to provide a more intimate experience between companies and their customers.

**We're more than just a billboard.** We developed a platform that encourages creativity, collaboration, and community. We live in a transient era, so we have expanded mobility. We live in a tech era, so we have elevated connectivity. We live in a social era, so we have maximized engagement.





## Our core value for conservation and advocacy of our waterways

One of our core company values is to keep our waterways clean and healthy. That is why we participate in cleaning up our shores, restoring our waterways, and donating PSA's to non-profits on key issues affecting our environment. Ballyhoo Media was started out of our love for the ocean. That is why we built this business, one that guarantees we are always nearby. But with that luxury, comes a responsibility.

**\$750k+** of in-kind donations to ocean conservation non-profits



### Our 10% pledge to the environment

From grassroots campaigns to major non-profits, we're actively partnering with dozens of ocean conservancy groups to get their message out in a big way. **We annually donate 10% of all advertising space to companies like Surfrider, Oceana, and more.** This proactive approach to conservation allows the public to stay informed on key issues and help protect our waterways.

TO BEING PARTNERS IN OUR  
**COMMUNITY**



TO DEDICATE OURSELVES  
TOWARD  
**SOCIAL  
RESPONSIBILITY**



MIAMI BEACH  
RISING  
ABOVE

**OUR  
DEDICATION**



TO FORM RELATIONS WITH  
ELECTED OFFICIALS IN  
**GOVERNMENT**



TO POSITIVELY REPRESENT  
OURSELVES IN  
**PRESS  
RELATIONS**

Miami Herald

# Credibility in our industry

PAST CLIENTS



pepsi

amazon



GATORADE



Tik Tok

Calvin Klein



DIESEL



DOORDASH



Emirates



Good fun!

Jose Cuervo



Heineken

JACK DANIEL'S

jetBlue



SAMSUNG



amc



Michelob  
ULTRA



TIDAL

Dior



ELEVEN

NAUTICA



Sprint



Red Bull

Uber

verizon

TRULY  
HARD SELTZER



Neutrogena



Spotify

zelle



REMY MARTIN  
FINE CHAMPAGNE COGNAC

Disney

ESPN



# Vision

Through our **Community Partnership Initiative**, we launched a series of public service campaigns, events, and collaborations throughout South Florida. Some of our most recent partners include the City of Ft. Lauderdale, Debris Free Oceans, the Everglades Foundation, Miami-Dade County Mayor's Office, Miami Waterkeeper, North Bay Village, and Perez Art Museum Miami.

As part of our initiative, we believe we can offer a unique opportunity to assist the Town of Surfside's Tourist Board to meet its goal in finding innovative ways to welcome tourists while enhancing experiences for residents.

# Initial Concepts

Whether it's building off of current Town of Surfside programming, or establishing new messaging and event opportunities, we can work together to meet the Tourist Board's goals.

- Messaging
  - Visit Surfside
    - Promote small businesses
    - Tourism campaign
  - Promote existing events
    - Third Thursdays event
    - Surfside Under the Stars
- Beach Trivia Night
- Floating art exhibit
- Cleanup
- Concert on the water
- Sound bath on the beach + visuals
- Educational programming (water testing)

# Economic Development, non-profits, & PSAs

# Local Businesses

Hard Rock Cafe



# National Brands

Disney - Luca





# Non-Profits

WiderBridge.org



# Civic Resources

Commissioner Eileen Higgins – Census 2020



# PSAs and Emergency Alerts

City of Miami Beach & Mayor Gelber



# Events and City Activities

Ft Lauderdale International Boat Show

**SEE THESE BRANDS & MORE TODAY  
AT THE BROWARD COUNTY CONVENTION CENTER**

Grady White | Yellowfin  
Robalo | Blackfin  
Contender | Nautical Ventures



# Events & Entertainment

# Movie Nights

Bill Baggs State Park - Haunted Hike Movies



# Sports & Watch Parties

Miami Heat Road Rally @ American Social Brickell





## Faena Festival “The Last Supper”

ARTS, MIAMI

From December 2 through 8, 2019, Faena presented its highly anticipated second annual Faena Festival during Miami Art Week.

The Faena Festival encompassed the entire Faena District and extended into Miami Beach's public spaces, waterways and beaches. These diverse venues were activated alongside Faena Hotel's theater and screening room, as well as the Faena Forum—the cultural centerpiece of Faena District. “Faena Festival exemplifies my vision to create a platform that supports artists to realize their dream projects, fosters new talents and new ideas that inspire me. I created the festival to be an incubator, a space for connectivity, pushing the limits and blurring the boundaries across artistic disciplines. I have always been fascinated by the way that art and spirituality have



# Non-Profit Projects

Art Hero Project - Healthcare Heros



# Proposals, Birthdays, + More

Marriage Proposal Miami Beach



# Concerts

DJ Cassidy



# Environmental Advocacy

# Waterway Cleanup

Ballyhoo Team with Cleanupmiami beach



# Environmental PSAs

Oceana



We donate 10% of our advertising space with top international environmental non-profits focused on the health of our waterways.

# Water Quality Monitoring

Non-profit Surfrider & Blue Water Task Force

GOOD    GOOD    GOOD    GOOD    GOOD

21<sup>ST</sup> STREET    53<sup>RD</sup> STREET    73<sup>RD</sup> STREET    93<sup>RD</sup> STREET

**OCEAN WATER QUALITY**

MIAMI.SURFRIDER.ORG/BWTF    RESULTS TAKEN 6/15/2018

Miami Chapter | SURFRIDER FOUNDATION





**Town of Surfside  
Tourist Board  
March 13, 2023**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 6.F

**Date:** March 13, 2023

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

**Subject:** Surfside, Florida T-Shirts for Sale

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**Background/Analysis:** – Over the years, Surfside clothing has often been requested by tourists and residents alike. Chair Tourgeman recommends for the Tourist Board to provide the opportunity for attendees to purchase this custom-designed Surfside, Florida T-shirt for \$10 available at select Surfside events.





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**Town of Surfside  
Tourist Board  
March 13, 2023**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 6.G

**Date:** March 13, 2023

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

**Subject:** GMCVB Luxury Advertising Program

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**Suggested Action:** – The Greater Miami Convention & Visitors Bureau (GMCVB) is the primary destination marketing organization for Miami-Dade County. In recent years, their sales and advertising team launched a targeted luxury campaign with the Village of Bal Harbour and Sunny Isles Beach to highlight these unique areas within Greater Miami. Given its affluent demographics and because of the historic Five-Star offerings of The Surf Club, the GMCVB would like to incorporate the Town of Surfside in their 2023 program.

The Town of Surfside and Sunny Isles would contribute \$25,000 towards the media buy, which would be deployed in the spring, while Bal Harbour would invest \$75,000. The GMCVB would match Bal Harbour's contribution for another \$75,000. The combined total will enable the GMCVB to design a media package that will target key visitor demographics. Included would be a variety of platforms such as paid social media, GlassView, Food & Wine, FlightAware, Travel & Leisure and more.

The Tourist Board currently has \$22,577 available for advertising. The additional \$2,423 could be funded from one of the line items with available funds previously discussed: tourism website, PR support and tradeshow.

*(from GMCVB)*

**Business Goal:**

To drive engagement and brand awareness to one of a kind, premium experiences that showcase the expected and unexpected luxury elements that make our destination unique.

**Audience/Segments**

Travelers 35-55+, affluent, families & couples, empty-nesters, older millennials. Domestic & Int'l Travelers who are looking for a luxury travel destination to relax, unwind and experience an upscale Miami.

**Key Markets (All partners)**

**Domestic Markets:**

New York

Dallas  
Boston  
Philadelphia

**International Markets:**

Argentina  
Brazil  
Mexico  
UK

Please refer to the 2022 Luxury Campaign Attachment for more information and a recap of their efforts last year.

# **FY22 GMCVB**

## **Bal Harbour & Sunny Isles Beach**

### **Luxury Wrap Report Flight One 4/18 - 7/31**

# Plan Parameters

**Primary Objective:** To drive engagement and brand awareness to one-of-a-kind premium experiences that showcase the expected and unexpected luxury elements that make Miami unique.

**35-55+, affluent, families & couples, empty-nesters. Domestic & Int'l Travelers**

**TARGETING**

**April 18 - July for all areas, plus September for Bal Harbour**

**TIMING**

**New York, Dallas, Boston, Philadelphia, London, Buenos Aires, Rio de Janeiro, São Paulo, Mexico City, Monterrey, Guadalajara**

**GEOGRAPHY**

**\$145,000  
BHarbour: \$50k  
Sunny Is: \$20k  
GMCVB: \$75k**

**BUDGET**

**Great weather, beaches, dining, luxury shopping & outdoor activ.**

**MESSAGING FOCUS**

**KPIs: Impressions, Bookings, CPB, CTR, Search Traffic.**

# FY22 Strategies

## DSP/Networks

Top performing DSP/Networks that can provide solid domestic/international coverage along with finite targeting to the upscale traveler. Mix of standard display for efficient reach along with native, high impact units for engagement

## Contextually relevant publishers

That can deliver the affluent audiences including abroad through a solid opt-in subscriber base that seeks out the luxury/travel content

## Paid Social

- ◆ Spread awareness through trusted social networks. Expand reach and engagement through social sharing to their select friends & family
- ◆ Collection ad units enable multiple images of the unexpected, unique experiences



# Proposed Luxury plan provides over 20MM impressions with Domestic impressions at 12.9MM (65%) and International at 7.1MM (35%) with display, native, custom content, print and 1:1 newsletters

Luxury Partners	April 18	May	June	Juy	Sept.	Total Spend	Impressions
AdTheorent	Display and Native. Domestic: 5,662,135, Int'l 4,973,428, AV: 360,000					\$45,000	10,995,563
GlassView	Display, Native & Animated banners. Domestic: 2,968,334 Int'l: 1,614,999					\$25,000	4,583,333
FlightAware	Display Website and App Banners Domestic: 1,644,857, Int'l 498,000					\$30,000	2,142,857
Luxury		Spring/Summer Print Full pg. Ad, Affluent Card Member newsletter 9/8 and Digital custom edit feature 4/18-7/28				\$19,500	325,250
T&L, F&W	Cobranded newsletters: T&L 4/21, 6/16 F&W 5/19, 7/21. F&W Travel Tips 9/12 and T&L Recommend newsletter 4/22					\$15,000	773,728
Paid Social	Domestic coverage only with Collection Ads, IG Stories, multi-image ads					\$10,000	1,600,000
Ad Serving						\$500	
TOTAL:						\$145,000	20,420,731



**Performance by Partner**  
**Flight One**  
**4/18 - 7/31**



- The first flight of the Luxury campaign showed strong performance with an overall impression delivery of 17.46M (86% of planned impressions already delivered!)
- Food & Wine / Travel & Leisure provided the highest CTR and lowest CPC out of the contextual partners
- Paid social (FB/IG) shows strong success in Flight 1 with a CPC of \$0.23 and a CTR of 2.35%
- Overall, the first flight garnered \$586,332.15 in hotel revenue or a 5:1 ROAS (per Adara data)

Partner	Spend	Domestic Impressions	International Impressions	Total Impressions	Clicks	CTR	CPC	Bookings	CPB
AdTheorent	\$37,556	4,803,150	4,475,186	9,278,336	29,015	0.31%	\$1.29	111	\$338
Glassview	\$25,000	3,092,892	1,672,910	4,765,802	7,031	0.15%	\$3.56	199	\$126
FlightAware	\$17,078	844,866	375,000	1,219,866	3,051	0.25%	\$5.60	185	\$92
Luxury	\$12,500	408,448	53,900	462,348	—	—	—	—	—
Food & Wine / Travel & Leisure	\$11,300	451,261	—	451,261	7,970	1.77%	\$1.42	—	—
Paid Social	\$7,000	1,283,195	—	1,283,195	30,098	2.35%	\$0.23	21	\$333
<b>Flight 1 Total:</b>	<b>\$110,434</b>	<b>10,883,812</b>	<b>6,576,996</b>	<b>17,460,808</b>	<b>77,165</b>	<b>0.44%</b>	<b>\$1.43</b>	<b>516</b>	<b>\$222</b>



**ADTHEORENT™**

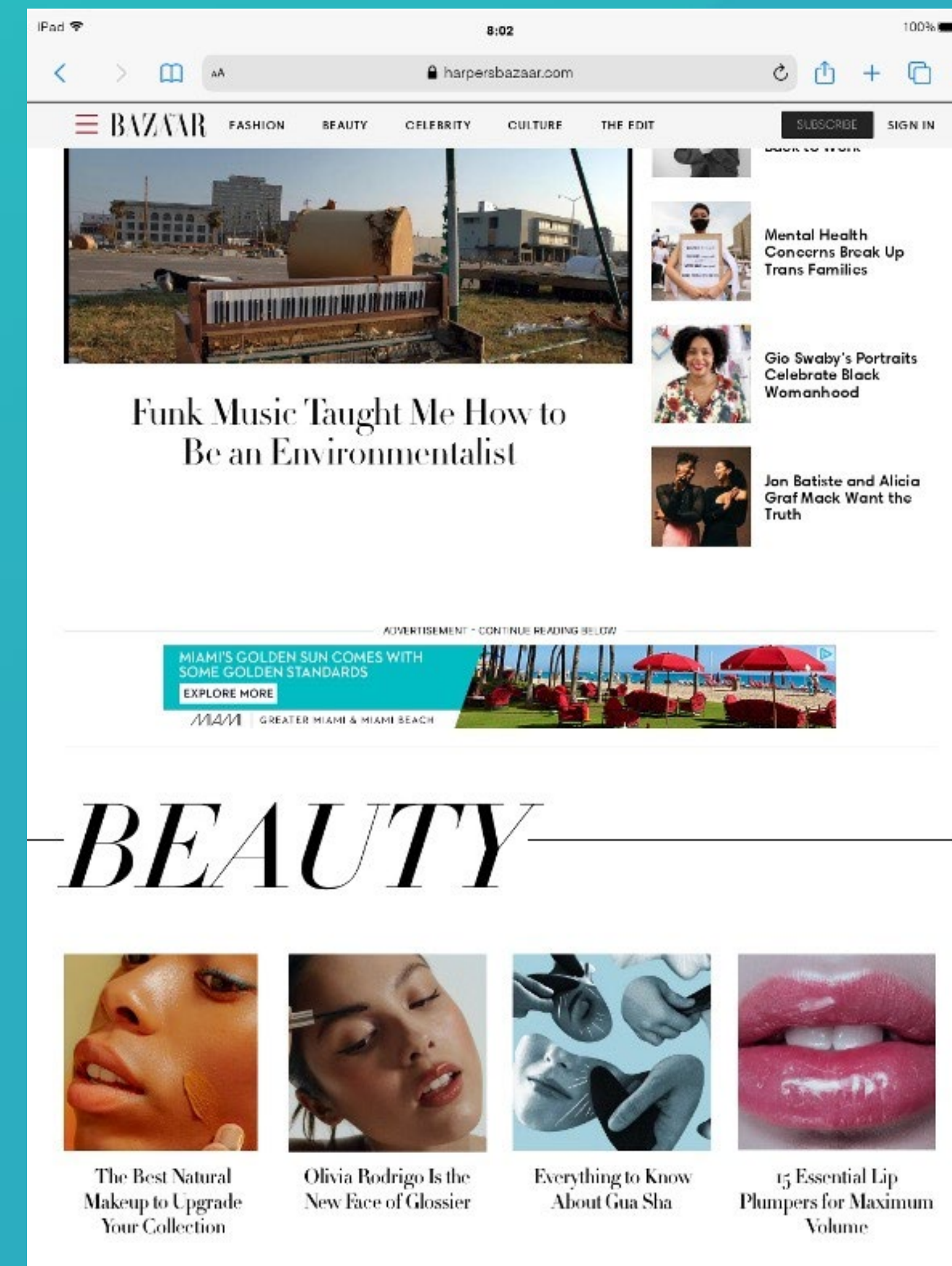
**Overall flight one CTR of 0.31% with 9 million impressions delivered**

- **Native line items CTR average: 0.28%**
- **Display line items CTR average: 0.32%**

**Top performing time of day is in the mornings (specifically 8 am), with a CTR of 0.47%**

**Top performing day of week is Tuesday (0.43% CTR)**

**Top performing content category is Hobbies & Interests (0.48% CTR)**



Added Value brand study provided by Glassview to measure brand awareness, brand attitude, visit intent and recommendation intent for Bal Harbour

92 total responses: 52 not exposed to GMCVB ads (control), 40 exposed to GMCVB ads

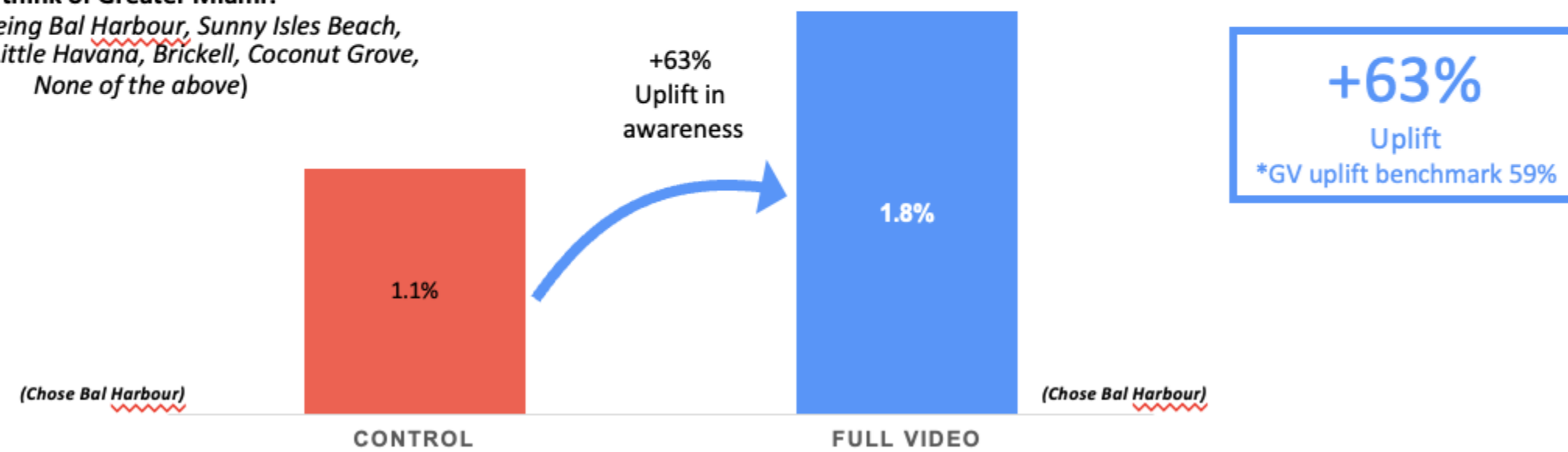
The Luxury program exceeded Glassview benchmarks for Brand Awareness and Attitude. Slightly lower for Visit intent. However, there was a solid lift for the exposed vs controlled group across all measures.

### Brand Awareness

We found a **63% uplift in brand awareness** for the choice of Bal Harbour, between participants who saw the full video compared to those who were in the control sample when asked which of the choices listed come to mind when thinking of Greater Miami.

Which of the following first comes to mind when you think of Greater Miami?

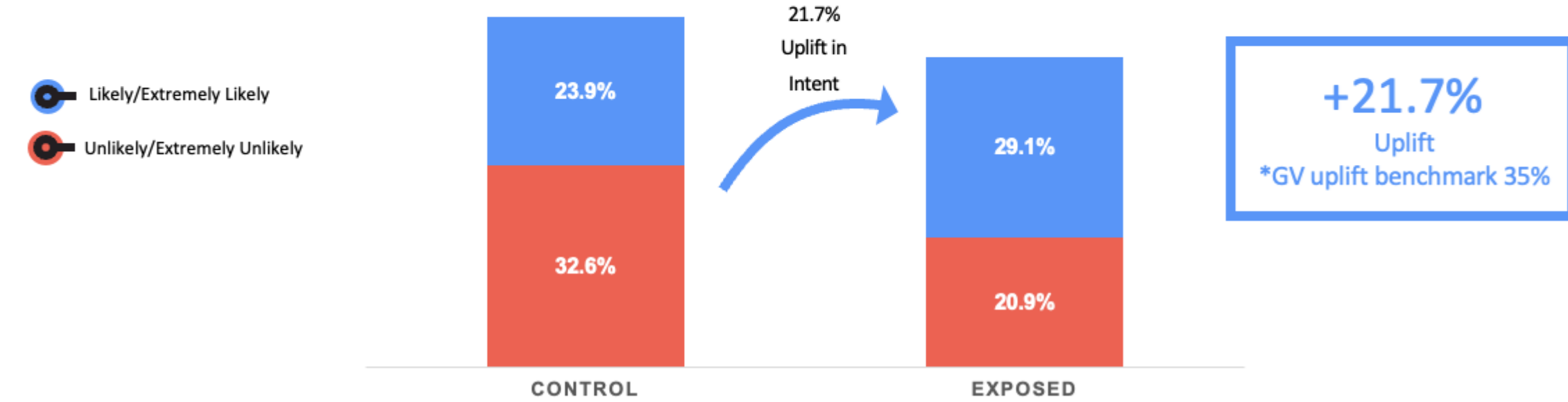
(Choices being Bal Harbour, Sunny Isles Beach, Wynwood, Little Havana, Brickell, Coconut Grove, None of the above)



### Visit Intent

The exposed group showcased an **21.7% uplift** among those who answered positively when asked about their likelihood to visit Bal Harbour in the future.

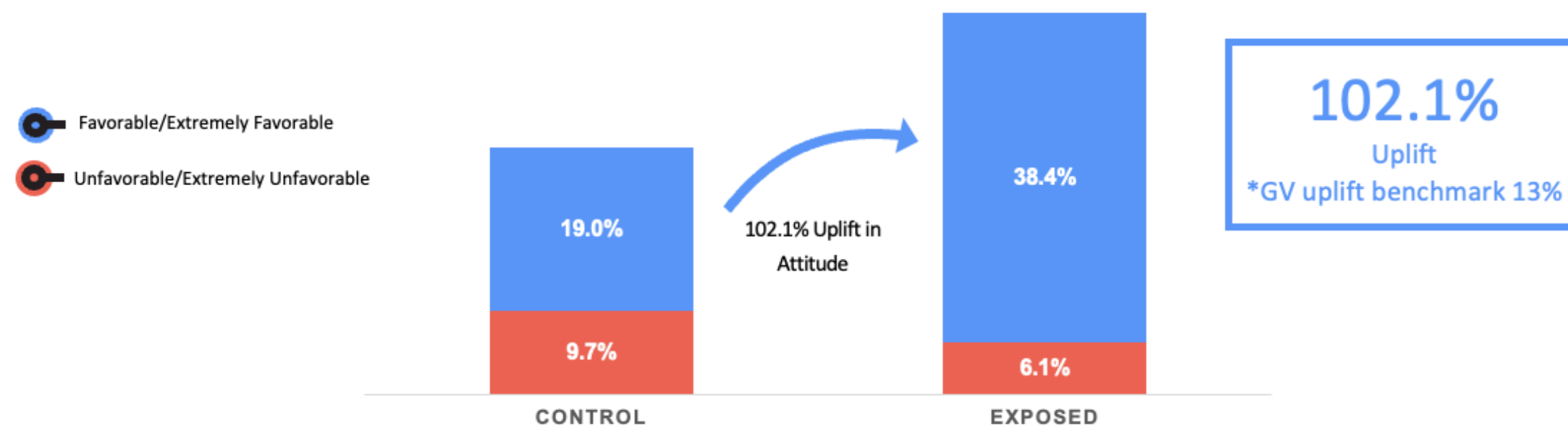
How likely are you to visit Bal Harbour in the future?



### Brand Attitude

Those who saw the Display answered positively about their attitude toward Bal Harbour **102.1%** more compared to controls.

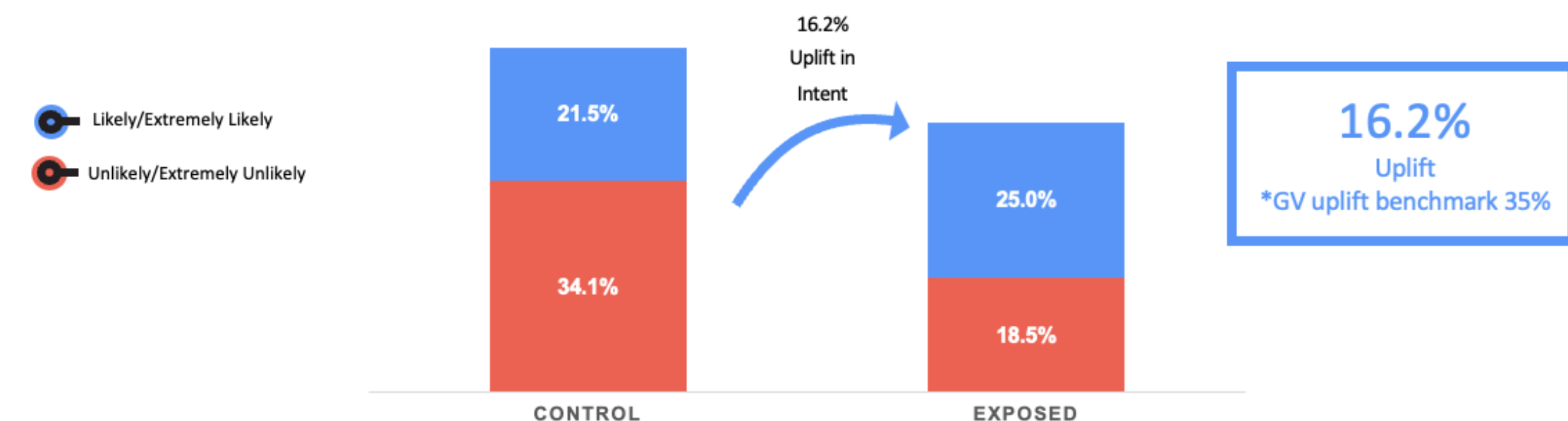
Overall, what is your attitude toward Bal Harbour?



### Recommendation Intent

The exposed group showcased an **16.2% increase** among those who answered positively when asked about their likelihood to recommend Bal Harbour.

Overall, how likely are you to recommend Bal Harbour to a friend or colleague?



# FlightAware

- FlightAware's site has grown tremendously during the campaign with over 22 million unique users (+6MM users)
- Overall CTR of 0.25% (benchmarks of 0.10% for display and 0.20% for mobile)
- Audience includes 99% of every private aviation travelers worldwide
- Top performing CTRs include the 320x50 ad sizes across domestic and international targeting (average CTR of 0.34%)
- Although FlightAware has the highest CPC (\$5.60), their exclusive reach to private aviation travelers across the globe gives the partner unique value

The screenshot displays the FlightAware website interface. At the top, there is a navigation bar with the FlightAware logo, a search bar, and a 'Contact Us' button. Below the navigation bar, the main content area features a flight tracking page for flight N854JS. The flight is shown as 'EN ROUTE' and is scheduled to land in 41 minutes. The flight path is visualized on a map, showing the route from Teterboro, NJ (TEB) to Portland, ME (PWM). The flight is operated by Signature Flight Support (South). The page also includes a flight schedule, track log, and a progress bar indicating 5 minutes elapsed, 46 minutes total travel time, and 41 minutes remaining. A promotional banner for Miami is visible on the right side of the page.

TRAVEL+  
LEISURE

**FOOD&WINE**  
Inspiration served daily

Total of 5 co-brand email newsletters in the first flight. These provided 1:1 connections to their loyal, affluent subscribers, resulting in strong open rates and a high CTR across all newsletters. Very solid (above average) open rate as well as CTR

Sends	Opens	Clicks	Open Rate	CTR
451,261	227,453	7,970	50%	3.5%

**FOOD&WINE**

MIAMI  
GREATER MIAMI & MIAMI BEACH

Dear Food & Wine member:

We're always searching for special offers to benefit Food & Wine members. Here's an offer from one of our partners that we thought might interest you.



### **Indulge in a Lavish Miami Vacation**

Discover fabulous five-star hotels and spas, fine-dining at its finest, high-end shopping, and art and culture that makes Greater Miami a true global destination.

**FIND YOUR LUXURIOUS RETREAT TODAY**

We know that COVID-19 travel restrictions are continuously changing. Please use this newsletter and the content within to serve as guidance and inspiration for future travel.

[View in Browser](#)

TRAVEL+  
LEISURE

MIAMI  
GREATER MIAMI & MIAMI BEACH

Dear Travel + Leisure Member:

We're always searching for special offers to benefit Travel + Leisure members. Here's an offer from one of our partners that we thought might interest you.



### **Indulge in a Lavish Miami Vacation**

Greater Miami's tropics is the perfect backdrop for a glamorous vacation. Discover five-star hotels and spas, fine-dining, luxury shopping, art and culture. Visit [MiamiLuxuryTravel.com](https://MiamiLuxuryTravel.com) to learn more.

**LEARN MORE**



**Schedule through 7/31 over-delivered by 238K impressions / print circulation!**

**Print circulation - 385,000 (235.7K more circ than planned)**

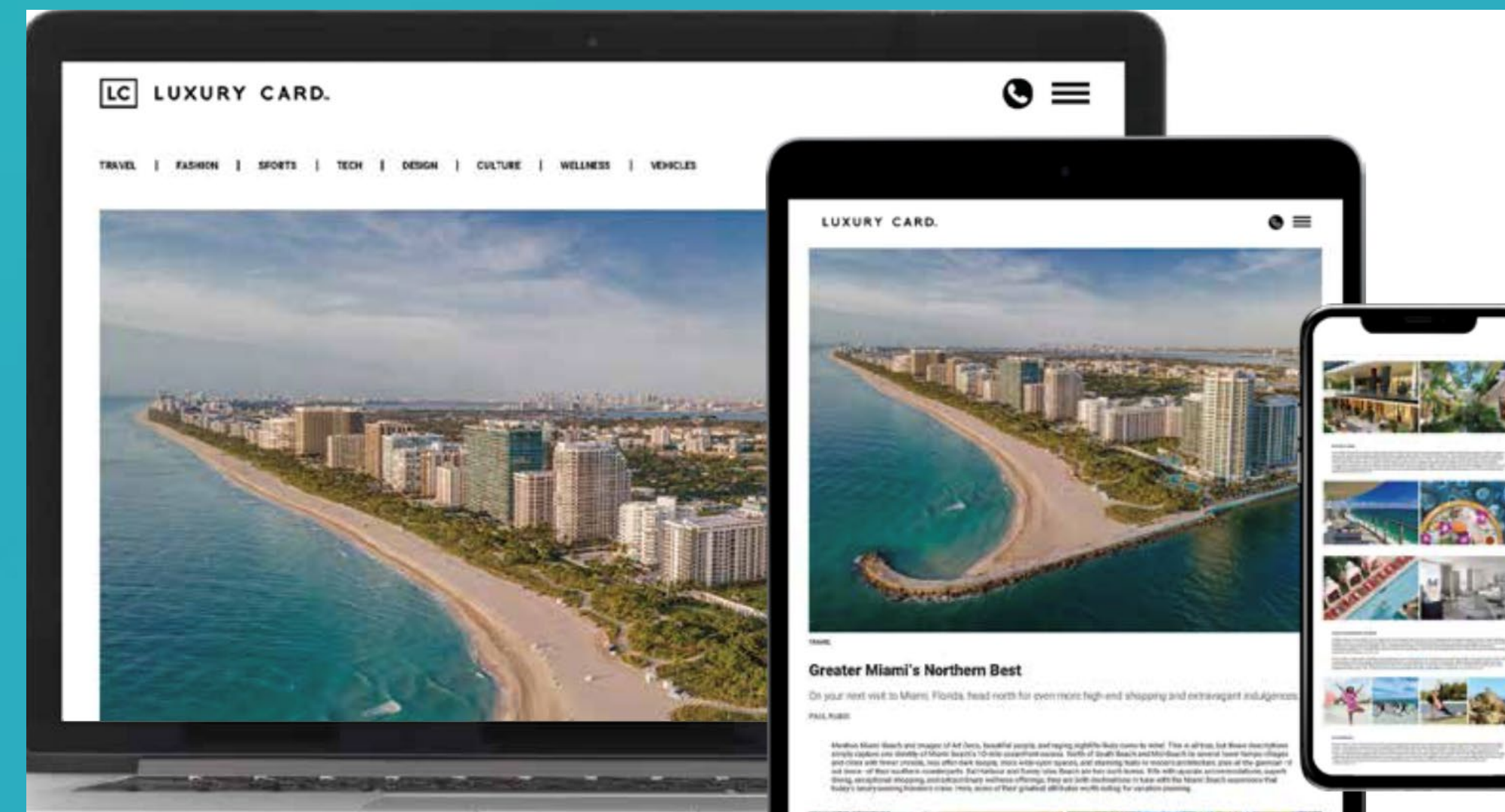
- **14% international in Mexico (53.9K total)**

**Custom digital editorial article stats:**

- **77,348 impressions (2.3K over planned amount)**
- **Average age of 47**
- **Average HH income was \$748K, reaching an extremely affluent audience**



Spring/Summer Print Ad



Digital Editorial

# Summary and Considerations

**Overall, flight one of the Luxury campaign proved to be successful and is pacing ahead on impression delivery.**

**Paid social is a top performer for the campaign, and will continue in flight two for the month of September.**

**We tested Glassview this first flight and they over-delivered on planned impressions by 182.5K. However, the partner had the lowest CTR across the plan, but delivered the most bookings. Consider leveraging Glassview for more brand study insights.**

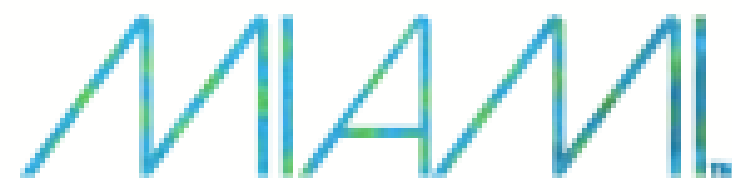
**FlightAware was successful in reaching our target audience and delivered a CPB of \$92, significantly lower than other partners.**

**Because of over-delivery on impressions, the ad serving budget will need an additional \$2,000, which we will shift from AdTheorent.**



Thank You

GMCVB + VMLY&R



GREATER MIAMI  
CONVENTION &  
VISITORS BUREAU





**Town of Surfside  
Tourist Board  
March 13, 2023**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 6.J

**Date:** March 13, 2023

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

**Subject:** Surfside Letters Display

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**Background/Analysis:** – The colorful S U R F S I D E letters display was first introduced four years ago and has since been repaired numerous times. The current run-down condition of the letters makes them unfit to be moved back and forth for events.

While these designs are typically expensive, the Board could utilize funds from other line items as previously discussed to fund this expenditure. Chair Tourgeman recommends executing two options – Option A would be a more mobile version of the letters that can be transported to different events while Option B is a permanent installation display at the Community Center that would encourage photo ops for social media. The colorful letters would replace the existing signage on the white slab of concrete near the public beach entrance path.