



**Town of Surfside
Tourist Board
AGENDA
Monday, November 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. **Agenda and Order of Business**
3. **Town Commission Liaison Report**
4. **Approval of Minutes**
 - 4.A **September 11, 2023 Tourist Board Meeting Minutes** - Evelyn Herbelo, Deputy Town Clerk
[September 11, 2023 Tourist Board Meeting Minutes.pdf](#)
5. **Resort Tax Collection and Vacancies Report**
 - 5.A **Resort Tax Collection and Vacancies Report** - Frank Trigueros, Tourism and Communications Director
[November Vacancies and Resort Tax Report.pdf](#)
6. **Discussion Items and Action Items**
 - 6.A **Taste of Surfside Proposal** - Frank Trigueros, Tourism & Communications Director
[Attachment A - Taste of Surfside Proposal](#)
 - 6.B **International Coastal Cleanup Day Plastic Fishing Festival Recap and FY 2024 Events.** - Frank Trigueros, Tourism & Communications Director
 - 6.C **Farmers Market Reopening Update** - Frank Trigueros, Tourism & Communications Director
 - 6.D **Event Safety & Logistics Budget** - Frank Trigueros, Tourism & Communications Director
 - 6.E **Finance Department Process, Resort Tax Collection** - Hector Gomez, Town Manager
[Resort Tax Collection, Finance Department Process.pdf](#)
 - 6.F **Special Events Position** - Frank Trigueros, Tourism & Communications Director
 - 6.G **Eventbrite Funding for FY 24** - Frank Trigueros, Tourism & Communications Director
[Attachment A - Eventbrite Pricing](#)
 - 6.H **2024 Third Thursday Series** - Frank Trigueros, Tourism & Communications Director
[Third Thursday 2024 Board Presentation.pdf](#)
 - 6.I **2024 Surfside Under the Stars Series** - Frank Trigueros, Tourism & Communications Director
 - 6.J **Beach Waste Receptacle Sleeves** - Frank Trigueros, Tourism & Communications Director

6.K Food Trucks Event - Frank Trigueros, Tourism & Communications Director

6.L Art Event Ideas - ACT Productions - Frank Trigueros, Tourism & Communications Director
[ACT Productions, Art Related Concepts](#)

6.M Seaside Soiree Recap, Food Budget - Frank Trigueros, Tourism & Communications Director

7. Public Comments

8. Board Member Comments

9. Next Meeting

9.A Next Meeting: December 4, 2023 at 5:30 p.m. - Evelyn Herbello, Deputy Town Clerk

10. Adjournment

Respectfully submitted,

Hector R. Gomez
Town Manager

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.

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
September 11, 2023
5:30 PM
Town Commission Chambers**

1. Call to Order/Roll Call

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

Town Clerk McCready called the roll with the following members present:

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

Also Present: Town Attorney Daniela Cimo, Commissioner Liaison Mayor Shlomo Danzinger and Town Manager Hector Gomez.

2. Agenda and Order of Business

Chair Tourgeman requested to move Item 7 (Public Comment) to be heard before Item 6 (Discussion Items and Action Items).

A motion was made by Board Member Gonzalez to move Item 7 (Public Comment) to before Item 6 (Discussion Items and Action Items), seconded by Vice Chair Jacobson. The motion carried with a 5-0 vote.

3. Town Commission Liaison Report

Mayor Danzinger provided his Commission Liaison Report.

4. Approval of Minutes

4.A August 7, 2023 Tourist Board Meeting Minutes - Evelyn Herbello, Deputy Town Clerk

A motion was made by Vice Chair Jacobson to approve the August 7, 2023 Tourist Board Minutes, seconded by Board Member Singer. The motion carried with a 5-0 vote.

[August 7, 2023 Tourist Board Meeting Minutes.pdf](#)

5. Resort Tax Collection and Vacancies Report

5.A Resort Tax Collection and Vacancy Report - Frank Trigueros, Tourist and Communications Director

Tourism and Communications Director Trigueros provided the Resort Tax Collection and Vacancy Report.

Chair Tourgeman spoke about Finance sending out the penalties letters.

Town Manager Gomez confirmed that the letters were mailed out.

Vice Chair Jacobson asked about how long would it go before the Town goes to the next step.

Town Manager Gomez stated that they could discuss further later in the meeting.

[September Vacancies and Resort Tax Report](#)

[Full Resort Tax Numbers](#)

6. Discussion Items and Action Items

6.A Farmers Market Reopening Plan for 96th Street - Frank Trigueros, Tourism & Communications Director

During the spring, the Tourist Board directed vendor Javier Valmana with the Surfside Farmers Market to relocate the market to the 96th Street Beach entrance area when it reopens in October, offering the \$10,000 for enhancements from the community sponsorships budget line item. The vendor will be presenting the reopening plan which will be sent to the Board ahead of the September 11 meeting the week of September 5.

Tourism and Communications Director Trigueros introduced the item and provided an overview.

Javier Valmana spoke about the Farmer's Market. He stated that they used to have the Farmer's Market on the same date as the Village of Bal Harbour. He suggested allocating some of the budget for tents and weights in order to have a successful event considering the winds on the beach. The \$10,000 will be divided. The Farmers Market will be located on 96th street end beginning on October 1, 2023, from 9:30am - 3:30pm. The Village of Bal Harbour will begin on October 15, 2023.

Mr. Valmana explained that if anyone would like to join, they are welcome to submit an application. Application is available on the Town's website and also on the Farmers Market Instagram page. They currently have 15 spaces that will be used.

Chair Tourgeman asked the Town Manager if there is any way possible to advertise the Farmers Market in the Gazette.

Town Manager Gomez responded affirmatively.

Discussion ensued amongst the board members and the vendor. They spoke about the traffic congestion during load in/load out.

Vice Chair Jacobson spoke about the need for off-duty personnel.

Chair Tourgeman asked the vendor to speak to the Village of Bal Harbour and see if between both municipalities they can alternate to have some type of off-duty officer during these times. The cost of the off-duty personnel should be budgeted together with the event budget.

Mr. Valmana stated that he will see how much the off-duty personnel is in order to see if he can accommodate that request.

Mr. Valmana added that on the first date of the Market they will provide some type of live music and if possible some kind of tote bag give away. He would also like to add the Fall photo booth so that people can take photos and for Mother's Day some kind of mini flower bouquet give-away for Mothers.

Vice Chair Jacobson requested for Mr. Valmana to reach out to the Village of Bal Harbour and see if they would be willing to cooperate and partner with the expenses of the different add/on events.

[Tourist Board April 2023 Meeting Minutes](#)

6.B Food Trucks Event - Chair Eli Tourgeman

Chair Tourgeman introduced the item and provided an overview.

Communications and Tourism Director Frank Trigueros stated that 95th Street has been used before, but they can look into other locations.

Chair Tourgeman asked if there was any possibility on having it on 93rd Street just like Third Thursday's event.

Tourism and Communications Director Trigueros stated that if it's the will of the Board, he will get proposals from different vendors, and they can work the logistics.

Vice Chair Jacobson would like to see this event at the end of November and December possibly Sunday evening, like a Thanksgiving weekend kind of event.

Board Member Gonzalez is not sure if this event will bring issues with the parking.

Board Member Karp believes it is worth a try.

Tourism and Communications Director Trigueros stated they can probably do a test run and see if it works. He offered to bring back additional information to the Board.

A motion was made by Vice Chair Jacobson asking for the Town Staff to come back next month with additional information/proposal in order to consider, seconded by Board Member Singer. The motion carried with a 5-0 vote.

6.C Business District Audit - Chair Eli Tourgeman

Chair Tourgeman introduced the item and provided an overview. He stated that many years ago a company used to do a forensic audit on businesses.

Board Member Singer asked questions of the staff related to this item and if the IRS reporting is not sufficient.

Town Manager Gomez stated that the Town does not receive the IRS numbers and the Town goes by the statements provided to the Town by the businesses. He further explained what the benefits of conducting financial audits will be provided to the Town. He further stated that the City of Miami Beach currently has a similar process to audit.

After a lengthy discussion the Town Manager offered to have the Finance Department create a communication that provides the entire process for the board to discuss further during next month's meeting.

6.D Collins Avenue Monument Sign, Updated Proposal - Chair Eli Tourgeman

Tourism and Communications Director Trigueros introduced the item and provided an update.

Chair Tourgeman likes the cursive letter and the Town Seal either on the lower right or the top left of the monument sign.

Board Member Gonzalez likes the combination between the cursive and block letters. She mentioned that cursive style letter has been around for years, and it is still used in many countries.

Board Member Karp likes the cursive letter with the seal on the top left.

Vice Chair Jacobson likes the cursive letter with the seal on the top left.

Board Member Singer likes the seal on the top left but does not support the cursive lettering as he likes more modern style letters.

Discussion took place between the seal versions (full color/outlined blue).

A motion was made by Vice Chair Jacobson to go with the cursive "Surfside" version of the monument with the block letter for "Welcome to" with the yellow seal on top left corner and with the budget of \$12,906.00, seconded by Board Member Gonzalez. The motion carried with a 4-1 vote with Board Member Singer voting in opposition.

[Attachment A - Don Bell Updated Surfside Deck.pdf](#)

[Attachment B-Collins Avenue Monument Sign Mock Ups Final.pdf](#)

[Attachment C - Monument Sign Don Bell Quote](#)

6.E Special Events Consultant Update and Bid Evaluation - Frank Trigueros, Communications and Tourism Director

Vice Chair Jacobson believes that the way to go is to hire a person that will only report to the Town Manager and that the Town Manager reports to the Board directly

Minutes

Tourist Board

Monday, September 11, 2023

as he currently does.

Chair Tourgeman believes that the proposals in front of them may not be what they are looking for.

Vice Chair Jacobson stated that they should go back to the job description of the Event Planner that they discussed before.

Board Member Singer asked some questions as to why they are in this process in the first place.

Vice Chair Jacobson provided the history and why they are where they are today.

Board Member Gonzalez believes that with a Town employee it will be better to communicate. She would like to see an increase in events but would also like a variety. She stated that they can select a good candidate for this position.

Board Member Karp believes that the proposals they received are very expensive.

Town Manager Gomez spoke about the process and the funding of the position. The board will have to amend the budget which will have to go to the Town Commission.

A motion was made by Vice Chair Jacobson to direct the Town Manager to bring back a plan that they can execute containing a job description and a proposed salary plus benefits, seconded by Board Member Karp. The motion carried with a 5-0 vote.

6.F Promotional Items Selection, Seaside Soiree Fall Beach Series - Frank Trigueros, Tourism & Communications Director

Tourism and Communications Director Trigueros introduced the item and provided an update.

Board Member Gonzalez spoke about the giveaways and probably checking the quality ahead of time.

Board Member singer recommended to look into recycle sport packs, water bottles, beach towel, lunch coolers.

Vice Chair Jacobson suggested beach towel, small items that you can get thousands of like pens, small tape measurers that you can give them to the Downtown and tourists can take back home and promote the Town.

Board Member Karp likes the wine tumblers and liked Vice Chair Jacobson's ideas.

Board Member Gonzalez stated that beach chairs were nice even though she knows those came from Parks and Recreation Department.

6.G Surfside Business District Survey Results - Frank Trigueros, Tourism & Communications Director

Communications Manager Cindy Reyes personally visited each business within the business district and alongside with Tourism and Communications Director Trigueros presented the item.

They read each of the survey questions into the record and each of the results.

Discussion took place among the Board members regard the different results.

6.H Media Outreach Efforts - Chair Eli Tourgeman

Tourism and Communications Director Trigueros introduced the item and provided an update on the team's recent efforts to try and secure travel/lifestyle media for the Plastic Fishing event coming up.

Director Trigueros noted the team had sent a dedicated pitch to local news desks and targeted producers in an effort to obtain coverage. The team also followed up the email pitch with numerous phone calls. He added that they would also be including Deco Drive and Channel 7 in their outreach.

6.I Staff Report: In Progress Updates - Frank Trigueros, Communications and Tourism Director

Tourism and Communications Director Trigueros introduced the item and provided an update. He stated that handheld devices will be arriving tomorrow and with those they will be able to sell some more with the devices at the different events.

Vice Chair Jacobson requested to see if the public comment section could be moved on from the end to the beginning of the agenda and have Board Member comments at the end.

[Surfside_Letters_Project.pdf](#)

[ADA_Beach_Mats_-_The_Waves_Condominium.pdf](#)

7. Public Comments

Chair Tourgeman opened the floor to public comments.

The following individual from the public spoke:

Commissioner Nelly Velasquez spoke about the possible expanding of funds to maybe use funds to possibly create an art walk, use dollars towards infrastructure, statues, art and to get creative to better our Town. Also, she would like to see if instead of outsourcing every event, maybe the Town can have a department that can handle that and it will be easier for the Town Manager and Tourism Director to have better control.

Chair Tourgeman closed the floor to public comments.

Board Member Gonzalez asked Commissioner Velasquez if she had any suggestions or anything in mind she would like to propose to the Board.

Commissioner Velasquez spoke about possibly doing an art walk on 91st street so that possibly the Tourist dollars can be used towards the flooding issues on the area so that Tourist can attend without being afraid of their cars getting flooded. She stated that all this can be accomplished legally to help the Town.

Vice Chair Jacobson spoke about the two funds that the board works with. He suggested the Town to bring forward different visions for the board to consider. He also provided his input regarding the inhouse department, he stated that they will be discussing this under Item 6E (Special Events Consultant Update and Bid Evaluation).

8. Next Meeting

8.A Next Meeting: October 2, 2023 at 5:30 p.m. - Evelyn Herbello, Deputy Clerk

Next meeting is scheduled for Monday, October 2, 2023.

9. Adjournment

There being no further business to discuss before the Board, a motion was made by Board Member Gonzalez to adjourn the meeting at 8:03p.m., seconded by Board Member Karp. The motion carried with a 5-0 vote.

Accepted this ____ day of _____, 2023.

Eli Tourgeman, Chair

Attest:

Evelyn Herbello, CMC
Deputy Town Clerk



Tourist Board Meeting - Nov.13

Vacancies

9588 Harding Ave. - December 2019
 9599 Harding Ave. - October 2018
 9531 Harding Ave. - June 2020
 9545 Harding Ave. - December 2021

262 96th Street - January 2018
 9455 Harding Ave. - August 2022
 9484 Harding Ave. - October 2022
 9551 Harding Ave - Jus - Coming Soon

New/Imminent Openings!

Shirley's Hats
 Luckily Cigar
 Woofgang Bakery and Grooming

May - July				
2019	2022	2023	Year Over Year	Vs. 2019
2% Food & Beverage Tax				
\$ 204,651	\$ 289,975	\$ 293,092	1.7%	1.0%
4 % Accommodations Tax				
\$ 501,935	\$ 753,148	\$ 800,512	9.8%	6.2%



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

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.A

Date: November 13, 2023

From: Frank Trigueros, Tourism & Communications Director

Subject: Taste of Surfside Proposal

Budget Impact: – \$43,500 from the Special Events line item.

TASTE OF *Surfside*

2023 SERIES

Designed By BeachSideEvents

BEACHSIDE**EVENTS**



EVENT DESIGN CONCEPT

2nd Edition of Taste of Surfside

Beachside Events presents a fun, culinary event curated to showcase Harding Avenue's delicious and diverse food offerings.

Guests will be invited to enjoy catered bites to promote future attendance and revenue to restaurants.

Participants receive a passport for different international culinary experiences including Classic American, Japanese, Greek, Middle Eastern, Italian and more.

Guests confirm their attendance at the Welcome Tent where they receive a wrist band, a plate and their event passport.

Prosecco and water will be provided at the Welcome Tent along with strategically placed hydration stations throughout the route.

The Welcome Tent will feature entertainment.



Passport Package AT WELCOME RECEPTION

How it Works

Guests receive a passport with participating restaurants and a glass of prosecco at the Welcome Tent located in the heart of the business district @ the 95th Street Shul parking lot.



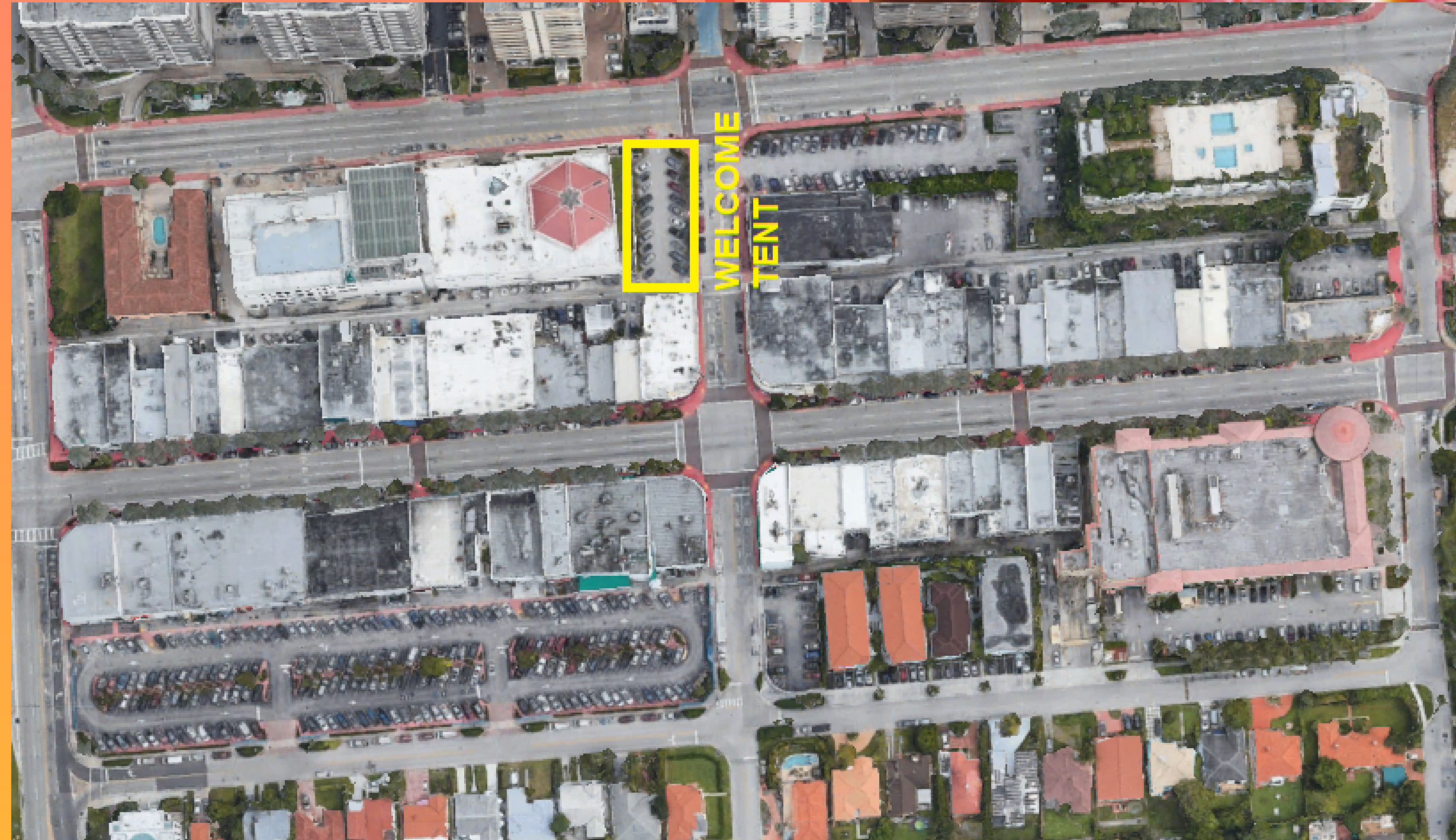
Passport Package

EVENT ROUTE

Guests receive a passport with participating restaurants and a glass of prosecco.

After the Welcome Tent, participants will stroll through downtown district with a passport card of participating restaurants. The passport will be stamped at each stop.

Restaurant food sampling will take place at designated area on the sidewalk in front of each restaurant.



EVENT FLOW

- RSVP is required, no walk in's available to guarantee food portions
 - Tourist Board Increased Request 250 guest capacity
 - All ages are welcome to this event; ID is required for prosecco tasting
 - At the welcome station two color bracelets will be provided
 - Passports are provided with each participating restaurant
 - Best Taste of Surfside at each location we will have a "Best Taste Award" voting box to the top 3 restaurant's for a years' worth of bragging rights



RESTAURANT PARTNERS

18 Confirmed Involvement Menu Items (5 Pending)

- The Carrot Surfside ©
- Fialkoffs©
- Josh's Deli (t)
- Miami Beach Chocolates ©
- Publix ©
- 26 Tapas ©
- HarbourGrill ©
- Roast ©
- Café Ragazzi(t)
- Kosh©
- Serendipity ©
- Sushi Republic (t)
- NEYA (t)
- Starbucks ©
- Subway ©
- Flannigan's ©
- KooLuLu©
- Chai Grill
- Rustiko©
- Ritas©
- Dominoes ©
- Grove Kosher ©
- Café Vert (c)
- Backyard BBQ (t)



PROPOSAL DESIGN BUDGET ALLOCATION

Production-Tent-Welcome Area Staff

\$4,000

Entertainment

\$3,000

Restaurant Partnerships
Serving Stations
Serving Bar Attendants

\$24,500

F&B Rentals
Décor
Event Staff
Tech Event Support

\$12,000

TOTAL: \$43,500



THANK
YOU!





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

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.B

Date: November 13, 2023

From: Frank Trigueros, Tourism & Communications Director

Subject: International Coastal Cleanup Day Plastic Fishing Festival Recap and FY 2024 Events.

Background/Analysis: – The Plastic Fisherman will be on hand to provide a recap and date suggestions for the FY 2024 events.



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

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.C

Date: November 13, 2023

From: Frank Trigueros, Tourism & Communications Director

Subject: Farmers Market Reopening Update

Background/Analysis: – A brief verbal update on the new location for the Farmer's Market.



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

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.D

Date: November 13, 2023

From: Frank Trigueros, Tourism & Communications Director

Subject: Event Safety & Logistics Budget

Suggested Action: – The Administration recommends that the Board approve \$30,000 in funding towards personnel and logistics-related costs for tourism events in order to avoid utilizing the General Fund.

Background/Analysis: – Over the past few seasons, the Tourist Board has substantially increased the number of annual events sponsored and produced by Visit Surfside.

A growing number of these events, especially those scheduled for weekends, require the assistance of personnel from additional Town departments for successful execution. In previous years, these personnel costs were absorbed by the Town's General Fund; however, given the expanded lineup and the resources required, the Administration is seeking funding from the Tourist Board's Fiscal Year 2024 budget to cover these expenditures.

Budget Impact: – \$30,000 from the Special Events account, 49-11 - Additional Events line item.

TOWN OF SURFSIDE FINANCE DEPARTMENT INTERNAL PROCEDURE	DATE ISSUED: 10/1/2022	Page: 1 Of: 3	
	DATE UPDATED: 6/15/2023	SUBJECT: RESORT TAX – PROCESS & COLLECTIONS	
	RESPONSIBLE DEPARTMENT: FINANCE DEPARTMENT		

PURPOSE

To ensure all rental of rooms in any hotel, motel, rooming house, apartment house or restaurant that sells food, beverages, and alcoholic beverages are required to register and remit resort tax to the Town of Surfside. There is a 4% tax on the rent of a room or rooms in any hotel, motel, rooming house or apartment house, and a 2% tax levied on the total sales price of all food, beverages, alcoholic beverages (including beer and wine) sold in any restaurant or bar.

SCOPE

All business operators are required to file their Resort Tax (RT) returns within 30 days after each calendar month. Operators must file a zero return even though no tax is due. Operators are required to file and remit any payments due in person or by mail to Town Hall. Most operators are required to file and remit the resort tax on a monthly basis, except for apartment rentals which file annual returns.

Any operator who fails to remit any tax within the time required shall pay a penalty of ten percent of the amount of the tax in addition to the amount of the tax. Any operator who fails to remit such tax on or before the 30-day following the date on which the tax first became delinquent shall pay a second delinquency penalty of ten percent of the amount of the tax in addition to the amount of the tax, plus the ten percent penalty first imposed.

In addition to the penalties imposed, any operator who fails to remit any tax within the required time shall pay an additional one percent per month or fraction thereof, on the amount of the tax, exclusive of penalties, from the date on which the tax first became delinquent until paid.

ROLES AND RESPONSIBILITIES

The Finance Manager runs the daily ACH online payments received from the Resort Tax system and reconciles to the General Ledger (GL) on a daily basis.

The Finance Manager enters all manual cash receipt in batch format to the Cashiering system and reconcile to the cashiering GL posting.

TOWN OF SURFSIDE FINANCE DEPARTMENT INTERNAL PROCEDURE	DATE ISSUED: 10/1/2022	Page: 2	
	DATE UPDATED: 6/15/2023	Of: 3	
	SUBJECT: RESORT TAX – PROCESS & COLLECTIONS		
RESPONSIBLE DEPARTMENT: FINANCE DEPARTMENT			

Finance Manager handles all customer service issue pertaining to Resort Tax which includes collections, GL reconciliation reporting and payment plan agreements. Finance Manager is responsible for reconciling the end of the month reporting for Resort Tax to the GL posting. Provides extensive customer service over the phone and in person on a daily basis.

PROCEDURE

Resort Tax Process:

- Generates the daily cash receipts report downloaded by the Finance Manager.
- Generates the GL ERP 10 posting and enters all manual returns/receipt in the Resort Tax Schedule.
- Generates cash receipt report from the ERP 10 Cashiering system and reconcile to the GL posting on a daily basis. Cash receipts are reconciled to general ledger.
- Generate the monthly receipt and enters into Excel spreadsheet to compare increases/decreases in Resort Tax revenue from prior month/year.
- Submit report to Budget Manager for review and submission to Town Commission on a monthly basis.

Collection:

- Finance Manager submits a monthly list of delinquent accounts (list of not filed returns) to Finance Director for review. After review, then Finance Manager submits the list to Code Compliance department to issue violations.
- Mail customer's delinquent letters for any outstanding returns, audit assessment or memos on a monthly basis.
- Mail intent to lien to customers with outstanding returns, audit assessment and closed accounts.
- Works with the Legal Department for more effective collection efforts.
- Provide customer with payment plans as needed.

TOWN OF SURFSIDE FINANCE DEPARTMENT INTERNAL PROCEDURE	DATE ISSUED: 10/1/2022	Page: 3	
	DATE UPDATED: 6/15/2023	Of: 3	
	SUBJECT: RESORT TAX – PROCESS & COLLECTIONS		
RESPONSIBLE DEPARTMENT: FINANCE DEPARTMENT			

APPROVAL SIGNATURES:

Prepared by:

Mayte Gamiotea

Mayte Gamiotea, Finance Manager

Approved by:

J. Collazo

Javier Collazo, Finance Director

6/15/2023

Date



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

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.F

Date: November 13, 2023

From: Frank Trigueros, Tourism & Communications Director

Subject: Special Events Position

Background/Analysis: – Following the Board's revised direction at the September meeting, the Administration has recreated the original Job Description and is ready to post it once approved by the Tourist Board. A follow up email will be sent with that attachment.

Budget Impact: – Position funding is \$80,000.



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

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.G

Date: November 13, 2023

From: Frank Trigueros, Tourism & Communications Director

Subject: Eventbrite Funding for FY 24

Suggested Action: – Staff is seeking approval to fund Eventbrite listings for the full fiscal year.

Background/Analysis: – Eventbrite.com is the most widely-used platform for scheduling and promoting special events and is constantly used by the Tourism team to market the Tourist Board's events. In late September, Eventbrite announced that it would start charging \$160 a month for a premium account which is required for accounts that utilize 250 or more tickets within a short period of time like Visit Surfside. Please refer to Attachment A for the Pro Account pricing.

Budget Impact: – \$1,920 from the Promotional Activities budget.

EVENTBRITE HELPS YOU REACH MORE PEOPLE

Create your event on the world's largest and most trusted events marketplace. We've got everything you need to sell tickets, manage your events, and attract new attendees all in one place.

Get started for free, and upgrade your plan anytime!


Subscribe and save ⚡

Pro

Save when hosting frequent events. Try free for 14 days*

- ✓ Host unlimited events with your monthly subscription
- ✓ Send up to 10,000 marketing emails a day
- ✓ Access all-in-one event ticketing and marketing tools

Pricing

	Up to 100 tickets	\$29 per month
	Up to 250 tickets	\$79 per month
	Unlimited Tickets	\$159 per month

Get started for free



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

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.H

Date: November 13, 2023

From: Frank Trigueros, Tourism & Communications Director

Subject: 2024 Third Thursday Series

Background/Analysis: – Vendor Beachside Events/AA Musicians will be on hand to present ideas for the Tourist Board's signature block party event, Third Thursdays.

Budget Impact: – \$24,500 per event. The Board may consider adding \$2,000 to bring in additional food and the number of events they want to hold. The cost for 5 events (repeat of last season) plus the \$10,000 in additional food would come out to \$132,500.



2024 Series

Prepared By
BeachSide Events
Alan Andai

About Beach Side Events Founder

- Surfside born and raised resident Alan Andai started his career in the performing and events industry with a focus in musical fine arts
- By age 18 he performed in Carnegie Hall, Madison Square Gardens for the Latin Grammys and in 2013 was named one of the top 3 High School Jazz Bands in the Nation and Canada by the Essential Ellington Festival Jazz at Lincoln Center
- Performed on over 500 TV Shows worldwide accompanying artists include Julio Iglesias, Alejandro Sanz, Spanish icon Rafael among other touring artists.
- Beachside Events is now recognized as a Trusted & Industry Leader in the Florida market producing events in the South Florida region with a focus on Municipal Beach and Block party events



History of Third Thursdays

- 2008 Town Hall meeting with Surfside business and Tourist President Eli T. with goal of increasing awareness and business to the downtown district. A monthly series of rotating events was agreed upon.
- Third Thursdays started as a roaming talent concept to attract and promote attention to local shops and restaurants
- 2010-2015 3rd Thursdays scaled to a larger audience creating the Block Party concept. Providing a safe and fun environment for families, locals and tourist to meet and learn about new store offerings in the downtown district.
- 2015-2019 3rd Thursdays attracts hundreds of attendees and becomes a major produced Surfside Event for local tourists and residents.
 - 2020 Covid Events Halted
 - 2023 Third Thursday is Reinstated.

Since 2008 we have been recognized as a trusted reliable resource and consistent producer with the Town of Surfside

TOWN OF SURFSIDE THIRD THURSDAYS OBJECTIVES

Objectives:

- **Attract** Tourists and locals to our Surfside's Downtown District with a Block Party for the Whole Family.

- **Branding** Incorporate Surfside logos, backdrops and accent features throughout the venue

- **Collaborate** with Surfside Partnered Hotels, Stores and Restaurants

- Offer designated spaces/booth at event site

- Engage with the various hotels to bring awareness of the accommodations and restaurant

- Initiate Giveaways & Raffles

- Offer Store Owners a platform to present their product or services

- **Drive Business to Surfside**

- Goal to engage and educate tourists and locals to shop and support the local Surfside Downtown District.



Blink Charging Station

Town Hall Surfside

Kustom Water Sports

93rd St and
Collins Avenue

93rd St

93rd St

93rd St

**ZONE 1
ENTERTAINMENT
SECTION**

**ZONE 2
TASTING
PAVILLION
SURFSIDE
LOCAL
PARTNERSHIPS**

ZONE 3 KIDS ENTERTAINMENT SECTION ARTS/GAMES/ANIMAL EXPERIENCE/PHOTO BOOTH

Themes



Event Themes

Luau Hawaiian Theme

Reggae Tropical Theme

Latin Festival Theme

Top 40 Dance Band

Super Hero Night Dress Up

Skating and Scooter Lot

Disco Night-Dress Up

Mardis Gras New Orleans Theme

Casino Night

Karaoke DJ Live Night

Health and Awareness Yoga/Zumba

Classic Rock Concert-Dress Up

Art Night (ADULTS Instructed Classes)

Great Gatsby Night

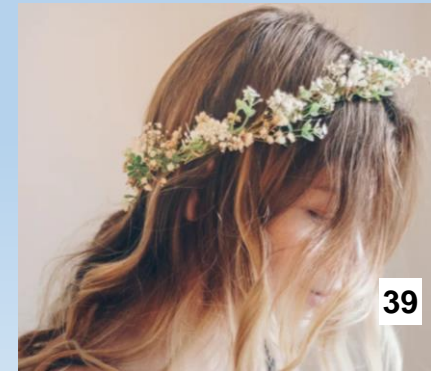
Hollywood Glam Movie Star Dress Up

Lindy Hop Swing Dancers with Instruction

All Costume Events will have a Best Dressed Gift Certificate Award

Kids Entertainment and Gaming

- Each event will feature a dedicated section providing a variety of fun hands on activities including arts and crafts, educational stations: turtle conservation, interactive games geared for all ages. The following concepts are provided below:
- Arcades and Electronics/Extra Large Chess-Checkers/Jenga/Throwing Games-LED Corn Holes/Connect 4 among other rotating selections
- Every event will provide a Painting Section with canvases geared for the months theme.
- Fine Arts Crafts: “Create your Own”-color slime, sand bottles, therapeutic oils and many fun rotating options.



Food Pavilion

Beachside Events made the very first Surfside Event Experience that did not require any paying guest experience from attractions to the food and beverage.

Food pavilion is professionally illuminated.

Partnered with over 18 Restaurant Downtown District to feature the multitude of world cuisine offerings from savory and sweet desserts.

Food Pavilion creates a safe and professional managed staff to serve the various offerings at the celebration.

Interactive Photo Booth at every event



Audio Visuals

- Sound:
 - Professional Sound Engineer on Staff to ensure the sound levels are appropriate and comfortable to the guests
- Lighting Design:
 - Stage Wash
 - Intelligent Moving Lights
 - Entry Gateway with Illumination
 - Tent Pavilion Lighting
 - Down Wash Lighting in activity zones



FIND THE SURFSIDE TURTLES

Each event we will strategically place various Surfside Turtles throughout the event space. Guests who find them will receive a gift card purchased by one of the local Surfside Downtown district Partners



Services Provided:

5 Event Series Jan-May 2024

- DAY OF ON-SITE EVENT COORDINATION
ON SITE EVENT TECH
- CUSTOM THEMED EVENT SERIES
- EVENT STAFF
- STAGING FOR PERFORMERS
- LUXURY FURNITURE RENTALS
- LIGHTING AND PERIMETER AMBIANT LIGHTING
- ACTIVATIONS FOR ADULTS AND CHILDREN
- PHOTOBOTH
- ASSISTANCE IN EVENT PROMOTION COLLABORATION WITH TOURIS
- PAINTING AREA
- GAMING ARTS AND CRAFT ACTIVITY SECTION FOR CHILDREN



Promise to the Town of Surfside & Tourist Board

- Our Goal and primary objective dating back to 2008 was to offer support and a platform to highlight the Surfside Downtown District and Hotel Partners
- Priority to collaborate and partner with as many Surfside Hotel & Business's that are interested in showcasing their offerings at the event
 - Continue to Utilize our resources in the luxury event industry, outreach network and continue to build the reputation bringing awareness to the Surfside Downtown District
 - We appreciate your consideration of our continued involvement with our Surfside hometown event!



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

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.1

Date: November 13, 2023

From: Frank Trigueros, Tourism & Communications Director

Subject: 2024 Surfside Under the Stars Series

Suggested Action: – TBD

Background/Analysis: – Last fiscal year, the Tourist Board added a second block party on the first Saturday month to be held during the Third Thursday season - winter/spring. While it is rare for Surfside to host events on Saturday evenings, the event was very well received and drew large numbers of attendees each time. Board Member Singer has sponsored the presentation for last year's vendor, Friday Beach LLC (Sara Liss.)

Budget Impact: – \$24,500 per event. The Board may consider adding \$2,000 to bring in additional food and the number of events they want to hold. The cost for 5 events (repeat of last season) plus the \$10,000 in additional food would come out to \$132,500.



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

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.J

Date: November 13, 2023

From: Frank Trigueros, Tourism & Communications Director

Subject: Beach Waste Receptacle Sleeves

Background/Analysis: – The Miami-Dade County beach trash receptacles are not in good condition aesthetically and they are quite rusty. A colored sleeve or cover can be added to brand and enhance the look of the beach. There are 77 cans located within the beach area. The Administration recommends purchasing these covers elevate the look of the beach.11

Budget Impact: – \$800 would be needed to cover the expense.



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

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.K

Date: November 13, 2023

From: Frank Trigueros, Tourism & Communications Director

Subject: Food Trucks Event

Suggested Action: – TBD

Background/Analysis: – The current Tourist Board has expressed interest in a potential food trucks event to be hosted at the 93rd Street parking lot. Farmers Market vendor Javier Valmana, who currently coordinates the popular and successful food truck event for Sunny Isles Beach, will be on hand to present ideas.

Budget Impact: – TBD



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

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.L

Date: November 13, 2023

From: Frank Trigueros, Tourism & Communications Director

Subject: Art Event Ideas - ACT Productions

Background/Analysis: – ACT Productions, the vendor that the Tourist Board previously engaged for summer's Surfcastle Royale event, will be on hand to present art-related ideas for 2024. Concepts include a Street Art Performance Festival featuring art vendors painting and selling in addition to more entertainment, and a Mapping Art Festival which would include a live art show exhibition with lights and a digital graffiti experience.

Budget Impact: – \$25,000 for the Street Art Festival, \$35,000 for the Mapping Art Festival.

About ACT Productions

ACT Productions has spent more than **35 years** setting the standard for creating unique and memorable events, film and photos shoots. With hyperactive creativity, clear communication and expert follow through our industry – leading strategies ensure that our clients' messages are seen and heard loud and clear.

ACT's diverse portfolio of expertise covers Sport, Music, Politics, Fashion, Live Television, Film, Charity Galas and Historical events like the year long Miami Beach Centennial Celebration. Each project is tailor-made to perfection joining the long full list of unforgettable experiences.



Street Art Performance

- Suggested location: 96th Street or 93rd Street and Town Parking Lot area
- Street Art Performance for the guests
- Art Vendors painting and selling
- Arts & Crafts Area for kids
- Kosher friendly Light Bites
- Hydration Station
- DJ Entertainment
- ACT Management Staff & Activation

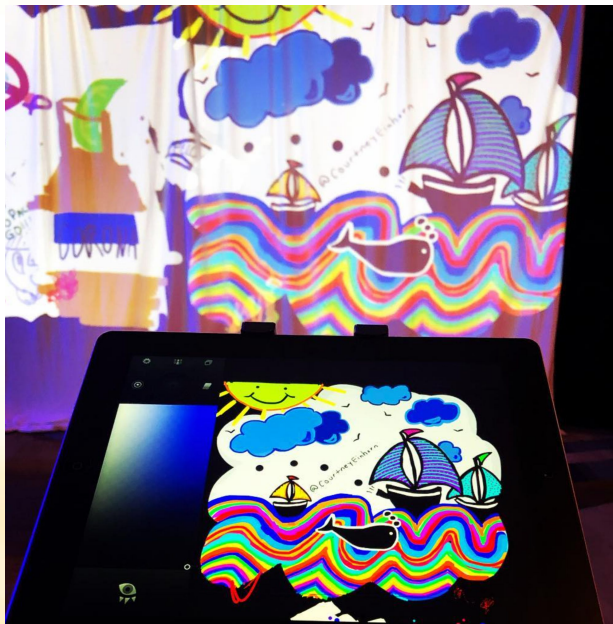
Rough Budget: \$25,000



Mapping Art Festival

- Suggested location: 93rd Street Town Hall building and parking lot area
- Live Art Show exhibition with lights
- Digital Graffiti Experience: Guests can draw on the iPad and showcase their work
- Kosher friendly Light Bites
- Hydration Station
- DJ Entertainment
- ACT Management Staff & Activation

Rough Budget: \$35,000





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

DISCUSSION ITEM MEMORANDUM

Agenda #: 6.M

Date: November 13, 2023

From: Frank Trigueros, Tourism & Communications Director

Subject: Seaside Soiree Recap, Food Budget

Background/Analysis: – Last month, the Tourist Board presented the first event of fall's Seaside Soiree beach event.

The event was successful,; however, additional funding for food is needed if the Board would like for the available food to last more than midway through the event. The vendor would need \$1,000 in additional funding to cover those expenses. He paid \$1,000 out of pocket to cover the October event.

Budget Impact: – The vendor is requesting an additional \$1,000 per event to cover food expenses. \$3,000 total to retroactively cover the first event.