

Time For Surfside to Roll Out the Welcome Mat

The Grand Beach Hotel Surfside is scheduled to be open by December. The Tourist Bureau has partnered with the hotel to ensure that the quiet charm of Surfside is conveyed in Grand Beach's numerous promotional efforts. What you can do? All Surfsideers are ambassadors to our new visitors. A welcoming smile or offer of assistance with directions can go a long way to improving the overall vacation experience. The tourism industry and destinations like nothing more than enthusiastic repeat visitors. By setting the right welcoming tone, the Town will receive dividends for years to come. Let's join together in rolling out the welcome mat!

The hotel has recently completed sales missions to key European gateways and will focus on the increasingly important South American visitor.

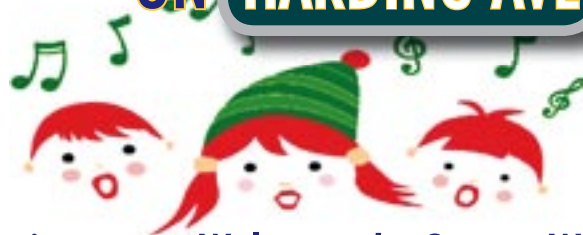
Traditional visitors in the U.S. Northeast and Canada will also be targeted. Brochures and videos in Spanish, Portuguese and German have been produced to reach these markets.

Most of the beach front hotel's 268 rooms and suites offer a balcony and two full bathrooms. Guests can relax in the boutique wellness-spa, 24-hour fitness center or two beach-side pools and hot-tubs or the skypool on the roof overlooking the Atlantic. The Chez Gaston restaurant and three lounges serve culinary delights and tropical refreshments. The Annex is scheduled to open in June 2014 and is located on the west-side of Collins Avenue – within easy walking distance to the Surfside Business District and restaurants. The Annex will offer a pool and sun-deck on its roof with all of the beach front's amenities.

Next month's issue will cover the hotel's opening and explain the mission, focus and relationship to Surfside of the country's tourism marking organization – Brand USA



IT HAPPENS ON HARDING AVE



Businesses to Welcome the Season With Carolers and Santa on Dec. 11, 2013

The Surfside Business Association and the Surfside Tourist Bureau are sponsoring a "Holiday Musical Event" in the Surfside Business District at 2:30 p.m. on Wednesday, December 11, 2013. Residents are encouraged to enjoy the chorus from Ruth K. Broad Bay Harbor K-8 Center as they bring the spirit of the holiday season to downtown Surfside!

DelrayART Opens on Harding



Owner/artist Joe Davis (R) with staff Abel and Erin.

Artist Joe Davis has opened DelrayART at 9482 Harding Avenue, a Miami-Dade version of his original gallery in Delray Beach. "We show a small group of artists and photographers whose work reflects a contemporary sensibility on coastal themes, water, beach and the ocean," he said. He realized most of his painting commissions were from people who live in the area, so he selected Surfside for his new gallery. Like Delray's Atlantic Ave, Harding is a sidewalk culture with cafes and restaurants. "It has a great vibe and is closer to the Miami art orbit. Perfect for us." Call 305-206-7282 or visit www.delrayart.com.

Cafe Ragazzi Celebrates 20 Years



Congratulations to the owners and staff of Cafe Ragazzi on the celebration of their 20th anniversary at 9500 Harding Avenue. The milestone event was marked with a special red carpet event attended by a huge crowd of Surfsideers and guests on November 14, 2013.