

## I ♥ Surfside

What do you love about Surfside?

As marketing the Town of Surfside evolves through social media, the need for content grows exponentially. One campaign idea that will assist with this is to utilize members of the community to express the uniqueness of Surfside.

The Town Commission and Tourist Board will participate in a visual representation of what each member loves about Surfside. We would like (love) to hear from you. If you are interested in participating please send an email to [DTavares@townofsurfsidefl.gov](mailto:DTavares@townofsurfsidefl.gov) to introduce yourself and express your favorite thing about Surfside. You may be featured soon! Stay tuned for examples of this promotion.

## Bank & Tailor Open Downtown

Two new businesses have opened on Harding Avenue, with several more in the pipeline.



(Above) Sabadell United Bank recently opened at 9599 Harding Avenue. This was formerly the location of JGB Bank. For more information, call 305-866-0220 or visit [www.sabadellbank.com](http://www.sabadellbank.com)

(Below) Geneva Tailor, located at 9484 Harding Avenue, joins several other fabric and clothing stores in the "garment district." Call 305-397-8035 or visit [www.genevatailor.com](http://www.genevatailor.com)



## New Surfside Visitor Guide In the Works

The Tourist Bureau is working with Jacober Creative on Surfside's first ever Visitor Guide, to be delivered later this year. The guide will replace the current Business Directory and serve as a reference guide and marketing tool for downtown. It will also promote Surfside as a destination for tourists.

Photo shoots have occurred around town, including many in stores and restaurants on Harding Avenue as well as on the beach in front of the Community Center. At left is a behind the scene look at the action.

## Be a Part of a Surfside Video!

The Tourist Bureau and Greater Miami Convention and Visitors Bureau need residents as extras on **Saturday October 11 from 1- 4 pm at the Community Center**. All you need to do is enjoy the facilities as you would normally – hope to see you there!

## New Businesses Poised to Serve Residents

New businesses soon to open along Harding Avenue include:

- 26K Sushi + Tapas (Kosher), 9487 Harding Avenue
- Crimson (Kosher), 9555 Harding Avenue
- Marrakech Express, 9454 Harding Avenue, 954-663-5056
- Nail House of Surfside, 9540 Harding Avenue
- The Backyard (Kosher), 9560 Harding Avenue
- Tiberio, 9472 Harding Avenue, 305-763-8595
- Veterinary Wellness Center of Surfside, 9530 Harding Avenue

## Business Update

Lynx Travel International is now an official American Express Travel Office. Call 305-579-0078 to book your next trip or visit their office located at 9559 Harding Avenue.