

It Happens on **HARDING AVE**

#SIMPLY ♥ SURFSIDE

Be a part of our social media campaign! Snap a picture in front of your favorite place with a small sign that reads #simply♥surfside or create your own hashtag. Email the photograph to tourism@townofsurfsidefl.gov. The best ones will be featured for all to know why we all #simply♥surfside!

Tourist Board Member Barbara Cohen #simply♥turtlewalk. Surfside's Turtle Walk (on 93rd Street between Harding Avenue and Collins Avenue) is Barbara's favorite place. These whimsical sculptures honor Surfside's most loved residents – the Loggerhead Sea Turtles – and are a true testament to imagination, art and environment. "We are lucky to live in an oceanside environment where turtles nest."



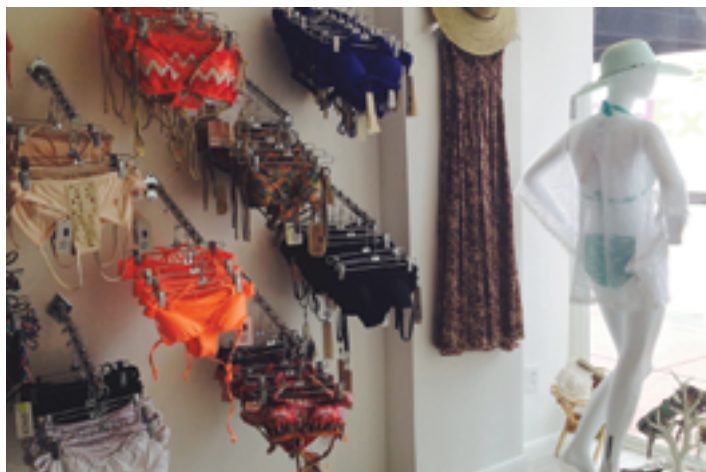
Jessica Bazan, owner of The Scarlet Letter, #simply♥surfside! The Scarlet letter offers in-house printing, design and production for custom invitations, stationary, paper and envelopes. They also offer luxurious gifts and candles for all your special occasions.



Welcome To Harding Avenue

Welcome these new businesses opening on Harding Avenue. Plan on making a visit soon!

- 26 Sushi & Tapas, 9487 Harding Avenue, 305-570-2626
- Artourage Galleries, 9458 Harding Avenue, 305-528-2252
- Nikki's Beachhouse Boutique, 9482 Harding Avenue, 305-864-4306
- Tiberio, 9472 Harding Avenue, 305-763-8595



New to the business district is swimwear and clothing from Nikki's Beachhouse Boutique, 9482 Harding Avenue.

Travel The World With Third Thursdays

The Third Thursday series is back with an international flavor in 2015. The evening block party returns on the third Thursday of each month between January and April at Harding Avenue and 95th Street.

Enjoy live entertainment, music and themes each month, with the sights and sounds of Cuba, China, India and Mexico. The popular food trucks will be on-hand as well as special deals for the whole family from participating restaurants and stores

Launching the series on January 15, dance to the bongos and sharpen your domino playing skills at *Havana Nights*. February 19 will celebrate the Chinese New Year with an Asian-inspired party to kick off the *Year of the Sheep*. *Bollywood Meets Surfside* on March 19 will feature temporary henna and colorful performances for all to enjoy. On April 16, break out the sombreros for the sounds of the Mariachis with a night to *Viva La Mexico*.

RSVP with the Surfside Circle to receive a special gift and access to a VIP section during the event. For information visit www.visitsurfsidefl.com/thirdthursday

Surfside Circle

Are you in the circle? Surfside is introducing a new initiative to keep you informed, reward you with special perks and give you exclusive offers. Surfside Circle is for residents, visitors and all friends of the Town. Registration is a breeze and you will instantly gain access to a new side of Surfside. For instance, sign up for Surfside Circle and receive a special gift during Third Thursday and access to a special VIP section during the event.

To register or for more information visit www.visitsurfsidefl.com/surfsidecircle

Freedom Gets Famous During Art Basel



Daymond John, entrepreneur and star of the television series *Shark Tank*, poses with Surfside's turtle statue "Freedom," at FREEDOM – a five day art showcase held during Art Basel 2014 in the Design District that attracted more than 20,000 visitors. Four sculptures from the Turtle Walk (93rd Street) were on loan to promote Surfside as a destination to Shop.Dine.Stay.

The Benefits of Getting Social

We all know the importance of social media and accept it as a part of our daily lives. How does this modern phenomenon relate to tourism and, in particular, Surfside's reemergence into destination marketing?



While the Tourist Bureau focuses on partnering with and leveraging our hotel and industry marketing organizations' social media platforms, there is also a responsibility to assist the downtown district. Recent campaigns include the simply ♥ Surfside and an all-out effort to support Small Business Saturday. On Facebook alone, there was a 10,000 person reach.

A Social Media component is now a necessity for all aspects of promotions, advertising and special events. Coming this year to the Third Thursday Event series is the "Surfside Circle," an exciting way to connect, involve and reward you and our visitors. Now is the time to grow our fan base and followers. Become a part of the movement, connect with us and let's get social. Search "visitSurfside" in any of these websites to connect with us:

Instagram.com/visitsurfside
Facebook.com/visitsurfside *Youtube.com/visitsurfside*
Twitter.com/visitsurfside *Pinterest.com/visitsurfside*