

RESOLUTION NO. 17 - 2422

A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA, AMENDING THE FISCAL YEAR 2016-2017 TOURIST RESORT FUND ANNUAL BUDGET TO FUND FOUR 2017 SUMMER FIRST FRIDAYS EVENTS; APPROPRIATING FUNDS IN THE AMOUNT OF \$48,000 FROM THE RESORT TAX FUND BALANCE ACCOUNT NO. 102-0000-392-0000 TO THE TOURIST BUREAU PROMOTIONAL ACTIVITIES ACCOUNT NO. 102-8000-552-4810; APPROVING THE EXPENDITURE OF FUNDS; PROVIDING FOR APPROVAL AND AUTHORIZATION; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, in the Summer of 2016, the Tourist Board authorized a “First Fridays” event series with Sara Liss (“Vendor”) to create “First Fridays,” a unique series of four events to further promote Surfside as an attractive tourism destination; and

WHEREAS, on January 9, 2017, the Tourist Board approved four Summer 2017 “First Fridays” events (Attachment “A”) based on the success of the four “First Fridays” events during the Summer of 2016; and

WHEREAS, on February 6, 2017, the Tourist Board authorized the amount of \$48,000 for the four 2017 Summer “First Fridays” events; and

WHEREAS, according to Section 70-127 of the Town of Surfside Code of Ordinances, the Tourist Board shall comply with all applicable provisions of state law, county ordinances and the Town Code, including but not limited to those pertaining to competitive bidding requirements for purchase of goods and services; and

WHEREAS, pursuant to Section 3-12 of the Town Code, after conducting a good faith review of available sources, due to the nature of the goods and services, and in receipt of a written request by the Department Head pursuant to Section 3-13(6) of the Town Code, the Town Manager has recommended that it is in the Town’s best interest to waive the Town’s competitive bidding procedures as a sole source exemption (Attachment “B”); and

WHEREAS, the Town of Surfside has determined that Sara Liss is the sole source provider to the Town of Surfside to provide “First Fridays” event series; and

WHEREAS, the current budget for the Tourist Bureau for Fiscal Year 2016-2017 does not have sufficient funds for “First Fridays,” thereby necessitating a budget amendment and appropriation of funds in the amount of \$48,000 from the Resort Tax Fund Balance Account No. 102-0000-392-0000 to the Tourist Bureau Promotional Activities Account No. 102-8000-552-4810.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN OF SURFSIDE, FLORIDA, AS FOLLOWS:

Section 1. Recitals Adopted. That each of the above stated recitals are hereby adopted, confirmed, and incorporated herein.

Section 2. Authorization to Amend the Fiscal Year 2016/2017 Tourist Resort Fund Annual Budget to Appropriate and Expend Funds. The Town Commission hereby authorizes to amend the Fiscal Year 2016/2017 Tourist Resort Fund Annual Budget to appropriate funds in the amount of \$48,000 from the Resort Tax Fund Balance Account No. 102-0000-392-0000 to the Tourist Bureau Promotional Activities Account No. 102-8000-552-4810 and to expend funds for "First Fridays" event series.

Section 3. Implementation. The Town Manager is hereby authorized to take any and all action necessary to implement this Resolution and execute an agreement with Sara Liss in accordance with the terms, conditions and purposes of this Resolution.

Section 4. Effective Date. This Resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED this 16th day of February 2017.

Motion by Commissioner Karukin.

Second by Commissioner Paul.

FINAL VOTE ON ADOPTION

Commissioner Daniel Gielchinsky
Commissioner Michael Karukin
Commissioner Tina Paul
Vice Mayor Barry Cohen
Mayor Daniel Dietch

NO
YES
YES
YES
YES



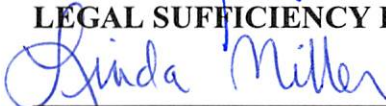
Daniel Dietch, Mayor

ATTEST:

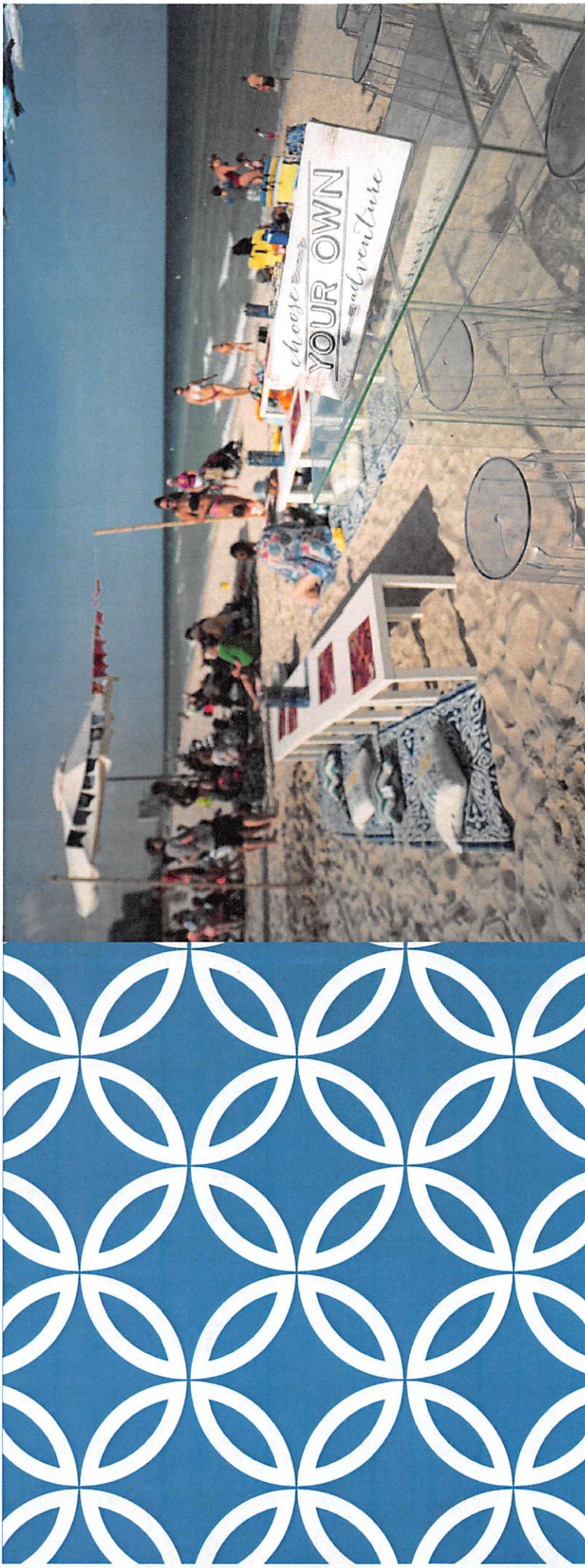


Sandra Novoa, MMC, Town Clerk

APPROVED AS TO FORM AND LEGAL SUFFICIENCY FOR THE TOWN OF SURFSIDE ONLY:



Linda Miller, Town Attorney



SURFSIDE "FIRST FRIDAYS"

Event Series Recap

WHAT MAKES SURFSIDE SPECIAL?

- Our family-friendly atmosphere: Surfside wants to embrace and enhance its family-oriented identity.
- The beach: It is our communal "backyard" and we can celebrate its connection to our community.



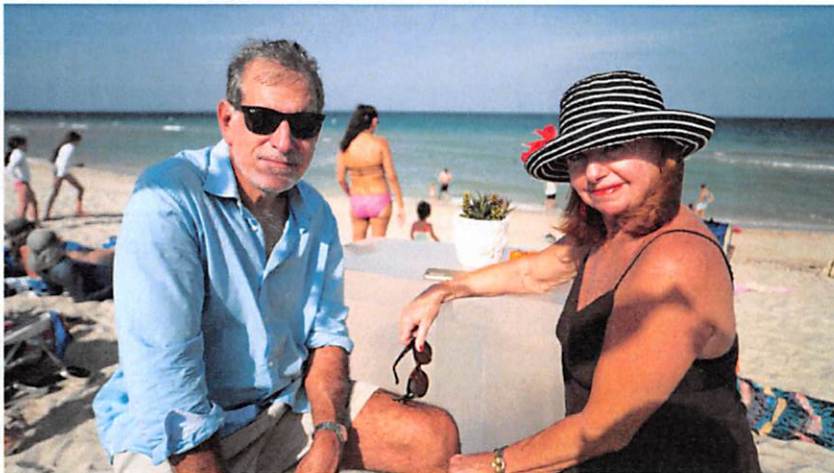
"FIRST FRIDAYS" -- THE GOALS



Create a recurring "signature event" that encourages community involvement promoting Surfside as a an attractive tourism destination.

To benefit both residents and visitors alike.

To generate buzz/media attention around Surfside's unique way of life and attract both visitors and locals to the beach and local businesses.



Goals cont.

Community engagement: Third Thursdays attracts approx. 400 people each month, we aim to build towards that and to reach a different segment of the community as well.

The chance to distinguish ourselves; no other South Florida beach town is doing this.

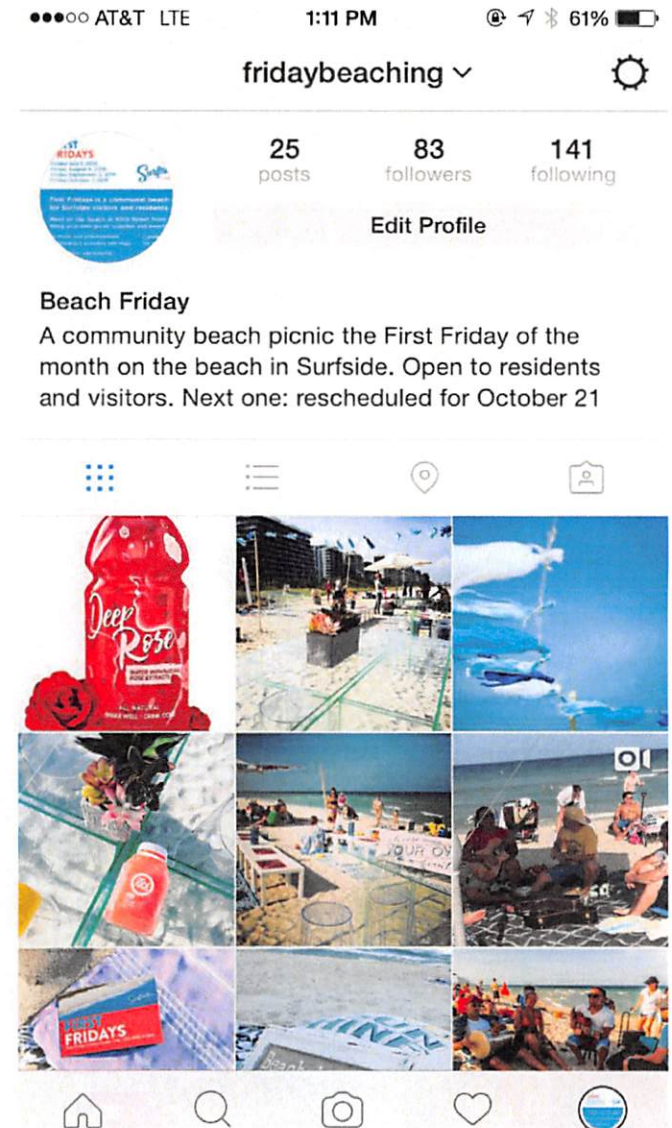
Images to be used for social media and marketing collateral.

A viable PR pitch and story angle that promotes Surfside in a positive manner.



OUTCOMES

- **Media Attention** - covered by Miami.com, *Miami New Times*, *Time Out Miami*
- **Social Media** - created Facebook and Instagram accounts that engage with local community
- **Useful Visuals**
- **Database of Emails**



MEDIA CLIPS



Your ultimate guide to Miami

Discover Miami's best things to do, restaurants, nightlife and clubs



20 essential things to do in Miami

From can't-miss culture to the hottest festivals, we count down the most crucial things to do in



Babylon Restaurant
Halal, Healthy, Organic Mediterranean Food

See & Do

7 Reasons Surfside is Miami's Coolest Beach Town

✓ Like 541

Beach parties, great dining and an epic community pool.



Miami's Best Eats and Drinks This Weekend: Labor Day Parties and More

FRIDAY, SEPTEMBER 2, 2016 AT 10 A.M.

BY LAINE DOSS



BENEFITS

Engaging local businesses - the opportunity for businesses to market themselves to the community.

Opportunities for Surfside residents: employed Surfside residents as staff created a space for residents to showcase art and culture engaged local community



ATTENDANCE:



#1 JULY: 83
registered (20%
non-residents)

#2 AUGUST 5: 252
registered (30%
non-residents)

#3 SEPTEMBER:
286 registered
(30%
non-residents)

#4 October: 330
(25% non-resident)

Brands We've Worked With:

RAW JUICE - 100% organic,
cold-pressed juice

Ginny Bakes - gluten-free, organic,
kosher

WTRMLN WTR - organic,
cold-pressed

Deep Rose - rosewater beverage
Sparkling Ice beverage



Entertainment:

Brazilian Samba Band
(acoustic)

Interactive Drum Circle

Bollywood-style Dancers

Fashion Vignettes

Health & Wellness Stations



POTENTIAL THEMES/EVENTS

- Fashion show - adults and kids
- Sandcastle building contest + workshop
- Movies on a boat
- Full moon party
- Adults-only (with childcare provided at community center)
- Outdoor movie night
- Art Festival with artists, installation, children's art activity
- White Dinner spin-off
- Eco-friendly Turtle-Ocean-Wildlife
- Yoga/Wellness, spa demos



2017 Event Themes

Moroccan Night (fashion presentation, food, furniture, Middle Eastern dancers/music).

Camp Out Night (fire pits, s'mores, lawn games, storytellers, acoustic music).

Bollywood Night (Indian decor/furniture, food, Bollywood dancers/music).

Full Moon Caribbean Celebration (Bahamian Junkanoo Band, food, drum circle, fire dancers).

Needs:

Additional lighting

Additional staff

Infrastructure/furniture

Food and beverage

Promotional materials/advertising

Entertainment

\$12k/per event

4 events = \$48k



Deliverables:

Furniture and decor (rental and purchased)	30%
Entertainment	20%
Event staff/ Cleanup Crew	12.5%
Food and Beverage	10%
PR Support/Advertising	10%
Promotional Items	7.5%
Photographer (optional videographer)	5%
Event Insurance	5%



Town of Surfside
TEDACS Department

MEMORANDUM

TO: Guillermo Olmedillo, Town Manager
FROM: Duncan Tavares, Acting Assistant Town Manager,
TEDACS Director
SUBJECT: Sole source for "First Fridays" Event Series
DATE: February 7, 2017

Pursuant to Section 70-126 of the Town of Surfside Code, the Tourist Board has the "enumerated powers and duties" to expend resort tax funds collected pursuant to Chapter 70 of the Town Code for advertising, promotion and special events as part of the Tourist Bureau budget, and to organize special events for the promotion of Surfside as a tourist destination.

In the Summer of 2016, the Tourist Board entered into a trial event series, "First Fridays" with Sara Liss to create a unique recurring event series to further promote Surfside as an attractive tourism destination.

The Tourist Board at their January 9, 2017 meeting approved four summer 2017 "First Fridays" events. The Tourist Board based their decision on the success of the four trial "First Fridays" events during the Summer of 2016 created and organized by Sara Liss and her 2017 proposal.

The "First Fridays" event series is a unique concept which combines a relaxed atmosphere for visitors to enjoy Surfside's premier asset (the beach) with the ability to meet locals and enjoy the entertainment and comradery. The event series presents the Town in a favorable light and serves as a distinctive experience that sets the destination apart from its competition. The 2016 trial series was well received by the Surfside hotel partners, especially in the light of their request for their visitors to attend an event during the summer months that accentuates Surfside's uniqueness. Within a short period of time, the event series established a following and garnered the attention of the media. Sara Liss' concept and execution captured the "Uptown Beachtown" feeling in an inimitable fashion.