



**Town of Surfside**  
**TOURIST BOARD MEETING**  
**AGENDA**

**March 1, 2021– 5:30 p.m.**

**Opening Items:**

- 1. Call to Order/Roll Call**
- 2. Agenda and Order of Business**
- 3. Approval of Meeting Minutes: January 4, 2021**
- 4. Resort Tax Collection**
- 5. Aeythr Agency: Recovery Plan Consideration - Turtle Walk Downtown Passport Campaign**
- 6. Public Relations Media Budget**
- 7. Discussion Items:**
  - A. Destination Recovery Marketing Plan**
  - B. Next Meeting: Monday, April 5, 2021 at 5:30 p.m.**
- 8. Public Comment – 3-minute time limit each, please**
- 9. Adjournment**

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.

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](http://www.townofsurfsidefl.gov).

TWO OR MORE MEMBERS OF TOWN COMMISSION OR OTHER TOWN BOARDS MAY ATTEND AND PARTICIPATE AT 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 MEETING**  
**MINUTES**

**January 4, 2021– 5:30 p.m.**

**Opening Items:**

**1. Call to Order/Roll Call**

The meeting was called to order by Chair Herman at 5:32 p.m.

Present: Chair Lisa Herman  
Vice Chair Eli Tourgeman  
Board Member Ian Mavorah  
Board Member Clara Diaz-Leal  
Board Member Robert Lisman

Also present: Vice Mayor Tina Paul  
Haydee Sera, Town Attorney  
Andrew Hyatt, Town Manager  
Evelyn Herbello, Deputy Town Clerk  
Frank Trigueros, Tourism Manager

**2. Agenda and Order of Business**

**3. Approval of Meeting Minutes: December 7, 2020**

A motion was made by Vice Chair Tourgeman to approve the December 7, 2020 Tourist Board Meeting Minutes, seconded by Board Member Diaz-Leal. The motion carried with a 5-0 vote.

**4. Resort Tax Collection**

Tourism Manager Trigueros gave an update and stated that the last payments are being reconciled and he would have the report tomorrow and the amount collected is approximately \$2.5 million dollars. He stated that the Finance Department is finalizing the report.

## **5. DVAC Update**

Tourism Manager Trigueros gave an update on previous meetings which included a recommendation to put together a downtown survey gauging attitudes towards the district. The final version is to be approved by the DVAC Chair prior to circulation with the assistance of Pinzur Communications after January 15, 2021. He also spoke about offering new parking incentives to alleviate vehicular congestion in the district. He stated that they will have a separate meeting with the Chair this week to discuss the issue. Art in public places was also mentioned, including the previous DVAC committee's efforts to recommend that the Town Commission work on an ordinance allowing public art to be displayed in Town. He spoke about a separate art initiative to set up a temporary art display at some of the vacant storefronts instead of installing up a traditional window covering.

Chair Herman asked if the sidewalk project included adding more turtles.

Tourism Manager Trigueros stated it was just more of the infrastructure and look of the sidewalk itself. He noted that additional Turtle Walk sculptures would be included for the Board's consideration in next month's marketing recovery plan draft.

Chair Herman asked about new openings and closures in the business district.

Tourism Manager Trigueros stated that there are a few openings on the horizon including a potential pet-grooming business.

Board Member Diaz-Leal asked if Orange Theory was still considering opening up.

Tourism Manager Trigueros stated that Orange Theory fitness opportunity fell through given the pandemic.

## **6. Public Relations Media Budget**

Tourism Manager Trigueros introduced Rachel Pinzur and gave an update on the public relations portion of the tourism side and pitching surrounding Valentine's Day. He stated that they need a media budget to be able to pay for hosting journalists and media experiences in order to showcase Town businesses.

Rachel Pinzur gave an update on her media pitching and what is needed moving forward to promote Surfside as a family-friendly destination. She gave a rundown of the media opportunities currently interested in visiting Surfside. She stated that they need a budget to be able to accomplish this.

Tourism Manager Trigueros stated that they are looking to see how the Board feels regarding having a budget of approximately \$1,500 monthly in order to get this accomplished which still has to go before the Commission for approval.

Chair Herman asked what funds are left over from the events budget.

Tourism Manager Trigueros stated that those funds are solely for events and that any unused budget would be directed towards different events since that line item was already approved. The funding being requested is for marketing efforts and has to go before the Commission for approval.

Vice Chair Tourgeman recommended that the media budget be put into a presentation format and that it be presented back to the Tourist Board before presenting it to the Commission.

Chair Herman stated that she understands the need for a media budget and that some hotels will comp rooms, but others might not. She added that \$1,500 is not a lot to propose.

Board Member Diaz-Leal agreed with Vice Chair Tourgeman stating that it is best to be as specific as possible when approaching the Town Commission with the funding request and try and detail exactly what the \$1,500 will be used for.

Rachel Pinzur addressed the comments made by Board Member Diaz-Leal and Vice Chair Tourgeman and stated she will look at the breakdown from previous and what they will need in order to provide visiting journalists and influencers a well-rounded experience.

Tourism Manager Trigueros stated that it will be a bit tough to come up with the exact amount given that it depends on the media visit and what the partners want to comp or not. Media expenditures for a visit can vary widely and cannot be predicted months ahead of time since it depends on the media itinerary, which is different for each visit.

Chair Herman recommended coming up with a monthly amount for the time being even though every visit will be different.

Vice Mayor Paul stated that the \$1,500 a month comes to \$18,000 a year and believes it is better to present the annual figure in order to increase approval chances by the Town Commission.

Board Member Mavorah stated that if the budget is in line with past financial budgets and is reasonable, that he agrees with investment as long as the media considered is the appropriate target. He agrees that it is best to present the annual amount.

Board Member Lisman asked if there is a scenario that can be outlined that totaled that amount in the past.

Rachel Pinzur clarified with allotting an annual budget because there might be months that you use less and, in the summer, you might want to do a bigger push for the businesses. She spoke regarding possibly having a discretionary fund to go before the Commission. She spoke about vetting each journalist that comes in and see their past work.

The Board came to consensus of having an annual budget instead of a monthly budget and for Pinzur and Tourism Manager Trigueros to come back at the next meeting with the budget pitch in a presentation format.

## **7. Surfside Farmer's Market Sponsorship Request**

Tourism Manager Trigueros gave an update on bringing back the Farmer's Market which was on hold due to COVID-19. Last year, the previous Tourist Board awarded market organizer Javier Valmana the same sponsorship amount he is requesting this year, \$3,000.

Javier Valmana introduced himself and requested the \$3,000 sponsorship in order to add sanitation stations, signage and other enhancements, so that attendees are aware of all safety regulations and also more comfortable given the addition of tables and umbrellas.

Chair Herman asked if they purchased the tables and chairs last year.

Javier Valmana stated that they did, but had to return them due to COVID-19.

Tourism Manager Trigueros spoke regarding the location of the market.

Vice Chair Tourgeman is in favor of the sponsorship, but believes that due the pandemic he does not believe it is the right time.

Board Member Diaz-Leal stated that anything outside seems to be doing pretty well and those individuals that do not want to be sitting this might be a good place for them to go and believes it might be better and bigger.

Chair Herman asked if there is a list of vendors that are willing to come back.

Javier Valmana commented on the different vendors that they had previously and some new vendors as well. He stated that it is a good idea to bring the market back since other markets in other areas are now reopen.

The following member from the public spoke:

Jeff Rose spoke regarding bringing back the food trucks as well while following the Miami-Dade County procedures.

Discussion took place regarding the exact location of the farmer's market and outdoor activities as well as the concern with spacing and a large enough area to accommodate the vendors.

Javier Valmana addressed the comments made by the Board members regarding the accommodations and spacing that entails crowds.

Board Member Diaz-Leal stated that they can place tape in order to have social distancing.

Vice Chair Tourgeman asked if some of the money can go to making signage to make sure everyone is keeping social distancing.

Vice Mayor Paul spoke regarding her experience with the Farmer's Market last year and the issue was the heat and that is why Javier Valmana requested the umbrellas which will help the comfort for the people attending and is fine with the tables as long as social distancing is observed.

Chair Herman asked Tourism Manager Trigueros if there are any signs that Javier Valmana use.

Tourism Manager Trigueros stated that he will work with Javier Valmana on signage.

A motion was made by Vice Chair Tourgeman to approve the \$3,000 scholarship to Javier Valmana and his Farmer's Market, seconded by Chair Herman. The motion carried with a 4-1 vote with Board Member Lisman voting in opposition.

## 8. Discussion Items:

### A. Destination                      Recovery                      Marketing                      Plan                      Ideas

Tourism Manager Trigueros gave an update and stated that there will be a new Communications Director that will start on January 11, 2021 and she is very well versed in the area and savvy in business district. He stated he will share the recovery plan ideas with her prior to presenting at the next meeting.

Tourism Manager Trigueros gave a recap of some of the different ideas the Board Members suggested for the plan over the past few months:

- Chair Lisa Herman: Contests to increase community social media engagement; Paddletopia or kayak launch event.
- Vice Chair Eli Tourgeman: Promote Surfside as an environmentally conscious destination; produce print educational materials on maintaining beaches clean, turtle lighting.
- Clara Diaz-Leal: Diversify visitor profile; increase exposure in new markets; wellness angle.
- Ian Mavorah: Increase exposure for staycations and local market; leverage Surfside success stories like Jessica's from Serendipity; cruise stayovers (post COVID-19) Ian contests – community engagement.
- Robert Lisman: Native advertising. Experiential marketing. Will be reconnecting with Zac from the Aethyr agency to consider potential Turtle Walk downtown district passport idea.

Vice Chair Tourgeman asked regarding a pamphlet/brochure to educate the community and visitors on keeping the beaches clean and best practices for turtle lighting. Tourism Manager Trigueros responded that he has it in mind and will be discussing it with the new Communications Director starting next week.

Board Member Mavorah commented on contests, offering a recommendation to have residents submit ideas for next year's holiday banners.

Tourism Manager Trigueros stated that they will look into considering implementing the following year.

Vice Chair Tourgeman spoke regarding bringing some of the merchants to have an unofficial DVAC member.

Tourism Manager Trigueros stated that the Charter does not allow that but they could put together some type of outreach campaign to have more involvement in meetings from the business owners and hotels.

Vice Chair Tourgeman asked for that Charter stipulation to be looked into and does not believe that is accurate. He would like to recommend to go to the Commission to have some business individuals on the Board.

Town Clerk McCready stated that there should be a motion to have business owners as part of the DVAC. She reiterated what the resolution mentioned of the composition of the Committee approved by the Commission.

Tourism Manager Trigueros stated that they do have a business owner on DVAC, Chair Marianne Meisheid who is the manager at Pampaloni Silver.

Board Member Diaz-Leal stated that the issues were that many business owners were appointed to the committee in the past and never showed up to the meetings subsequently having to be removed.

Assistant Town Attorney Sera stated that Tourism Manager Trigueros was referring to DVAC Charter not the Town Charter. The motion is that the Town Commission to amend the DVAC Charter to provide that the Committee shall consist of five (5) voting members that are Surfside residents or business owners or operators. The Town Commission previously ruled that all Board and Committee members must be Surfside residents, no exceptions.

Vice Chair Tourgeman stated that he would like more than five (5) members on this committee and there should be an outreach done to encourage the business owners to participate.

Vice Mayor Paul asked Vice Chair Tourgeman if he believes it should be a Town Manager's Committee.

Vice Chair Tourgeman stated that he does believe it should go back to the Town Manager and be one of his committees.

A motion was made by Vice Chair Tourgeman to go to the Commission to amend the Downtown Vision Advisory Committee Charter to provide that the Committee shall consist of five (5) voting members that are surfside residents or business owners or operators. The motion died for lack of a second.

Tourism Manager Trigueros stated that they will do some outreach and put something together to have more participants at the March 2021 DVAC meeting.



**B. Next Meeting: Monday, February 1, 2021 at 5:30 p.m.**

Tourism Manager Trigueros advised the Board members of the next meeting date being February 1, 2021 at 5:30 p.m.

Consensus by the Board to hold the next meeting on February 1, 2021 at 5:30 p.m. via zoom.

**9. Public Comment – 3-minute time limit each, please**

There were no public speakers.

**10. Adjournment**

There being no further business to discuss before the Tourist Board, Vice Chair Tourgeman made a motion to adjourn the meeting at 6:52 p.m., seconded by Chair Lisman. The motion carried with a 5-0 vote.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2021.

\_\_\_\_\_  
Lisa Herman, Chair

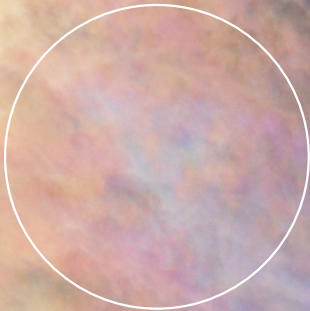
Attest:

\_\_\_\_\_  
Evelyn Herbello  
Deputy Town Clerk

## RESORT TAX REPORT - PARTIALLY THROUGH DECEMBER 2020

COLLECTIONS			
	FY 2020/21	FY 2019/20	% change YOY
<b>2% FOOD/BEVERAGE</b>			
	\$ 136,351	\$ 244,595	-44%
<b>4% ROOM/BOARD TAX</b>			
	\$ 335,748	\$ 617,493	-46%
<b>4% SHORT TERM RENTAL TAX</b>			
	\$ 988	\$ 5,690	-82%

**NOTE:** Most restaurants and hotels have not yet posted December payments. The Finance Department is following up with those businesses. Annual percentage differential is expected to reduce once all payments are in.



ÆTHYR

SURFSIDE

01.15.2021

## **SURFSIDE TOURIST BOARD**

01.15.2021

Thanks for considering **Aethyr** to plan and execute a tourism marketing campaign to promote the town of **Surfside** to residents and tourists. Call us biased, but our driven team of creatives, hands-on approach, and passion for great brands, design, and experiences put **Aethyr** a cut above the rest - if we may be so bold. The following outlines our estimated initial project outline, timeline and pricing. Please let us know if you have any questions.

We look forward to hearing from you!

Thanks

Zac Courtney



# PROJECT SUMMARY

---

## Challenge

---

Drive revenue to Surfside businesses through digital and out-of-home marketing campaign(s). Increase engagement with the Turtle Walk and incentivize tourists and Surfside residents to explore all the Surfside has to offer.

The marketing campaign will be aligned with Surfside's brand and community standards to ensure the family friendly perception is maintained.

---

## Solution

---

Respecting the current time and need for social distancing; AETHYR will conceptualize experiences and incentives to increase attendance and average spend at Surfside hotels & restaurants.

AETHYR will work hotel and restaurant partners to unlock relevant and meaningful incentives to add value to the experience and promote exploration throughout all of Surfside's local treasures.

---

## Table of Contents

---

[About Aethyr](#)

[Branding & Content](#)

[Partnerships](#)

[Promotion](#)

[Implementation](#)

[Fees & Timeline](#)

## ABOUT

Based out of New York, Miami and Los Angeles, **Aethyr Creative** began as a collective of young creatives united by a shared love for great design, experiences, and brands. Hailing from a diverse blend of backgrounds that range from advertising and design to journalism and event orchestration, the team at Aethyr strikes a unique balance between seasoned experience and fresh, innovative ideas.

## PHILOSOPHY

**Iridescence:** n. an optical phenomenon of surfaces in which hue changes with the angle of observation and the angle of illumination.

You don't have to reinvent the wheel every time you need a great solution. Sometimes, it's all about changing your perspective. Shining the light at a slightly different angle. Adjusting the lens until a new picture comes into focus. Aethyr isn't about safe projections and tested campaigns. We're not about coloring within the lines and keeping ideas inside the envelope. We're about tweaking, tinkering, shifting and shaping. We mold the formless into the fantastic. Transform something vapid into something visionary. We rework and refine, and we try to keep things interesting. Iridescent.

**We're not about coloring  
within the lines and  
keeping ideas inside the  
envelope.**

# SCOPE OF WORK

## BRANDING & CONTENT

Aethyr will conceptualize, design, and execute a branded marketing campaign for **Surfside** recovery initiatives to maintain cohesive branding and messaging across all promotional channels and for all target demographics. Campaign guidelines will be created to ensure the initiative is scalable through out multiple markets to increase the radius of regional tourism.

Aethyr will utilize the campaign guidelines to produce promotional assets for public relations, digital media, brand partnerships, and influencer endorsements. Through an iterative process Aethyr will implement the campaign assets through out all available advertising channels approved by **Surfside**. The goal of the brand marketing efforts are to generate awareness and 'buzz' about the experience(s) for viral success.

---

### Phase 1: Branding & Content

#### Deliverables

- Research
  - Target Market Analysis
  - Target Audience Analysis
  - Identify Promotional Assets
  - Identify Brand Extensions
- Brand Marketing Strategy
  - Advertising Channels
  - Influencer/Celeb Endorsements
  - Public Relations (editorial)
  - Brand Partnerships
- Branding & Content
  - Name of Campaign
  - Logo
  - Tagline & Hashtag
  - Photography of the sculptures
  - Promotional Materials: Flyer(s), Schedule, Passport, Stickers, Social assets, website assets

---

#### Brand Guidelines EXAMPLES:

- NAPP'S Ice Cream [HERE](#) - New Brand Creation
- Hotel Triton [HERE](#) - Pre-existing Brand Refresh

#### Social Media EXAMPLE:

- The Well [HERE](#)
- NAPP'S Ice Cream [HERE](#)

#### Website EXAMPLE:

- NAPP'S Ice Cream [HERE](#)
- NGHTMRE [HERE](#)



# SCOPE OF WORK PARTNERSHIPS

Aethyr will liaison with all participating properties to properly catalog and promote the incentives throughout the campaign. Through an iterative process we will create an inventory of opportunities for participating properties to offer guests.

The campaign will give each property autonomy in the incentive structure they offer to residents and tourists to ensure the best customer experience. Aethyr will liaison with local business leaders to optimize return on investments and help integrate the new advertising style to support the current times.

Aethyr will strive to forge a direct connection between the local businesses and consumers. The hospitality community will be able to continue the relationships made with new customers during our campaign years into the future.

---

## Phase 2: Partnerships

### Deliverables

- Outreach
  - Connect with each property to outline goals and level of participation
  - Create inventory of consumer experiences with each property.
  - Campaigns Targeting Key Markets (Regional)
  - Produce Brand Extensions
- Liaison
  - Weekly/Monthly Progress Calls
  - Experience Audit
  - Coordinate influencer and celebrity endorsements

---

### Target Hotels:

- Four Seasons at Surfclub
- Residence Inn by Marriot
- Grand Beach Hotel
- Bluegreen Vacations Solara

---

### Target Restaurants:

- All Listed in [Surfside](#)

# SCOPE OF WORK PROMOTION

AETHYR & Surfside will promote multiple experiences and touch-points through-out Surfside to increase resident and tourist engagement using public art to add value to private businesses.

Sea Turtle sculptures will act as a digital passport stamp using hashtags Surfside will be able to aggregate all of the posts and incentive participants to visit hotels and restaurants around Surfside for premium experiences. Participating properties will offer value added experiences to tourists and residents engaging with the turtle sculptures.

AETHYR will leverage a network of influencers to post the hashtag campaign on their own social media channels to garner resident & tourist engagements at Surfside businesses. We will match the influencers to the best participating property and coordinate a premium experience that the influencer can share digitally.

---

## Phase 3: Promotion

### Deliverables

- Media Strategy for PR Agency
- Flyers & banners at participating businesses & municipal spaces
- Micro-Site for Campaign to aggregate all press, social engagements, and list a directory of participating businesses.
- Social Media Promotion and Community Engagement @VisitSurfside (IG & FB)
- Mailer at residential condos and houses (Passports?)
- Influencer Engagements

---

### Celebrity Media Endorsements EXAMPLES:

- Rebel Wilson x Daily Mail for NAPP'S Ice Cream [HERE](#) - AETHYR Gifted Product to Rebel
- Will Smith x People Mag for Auberge Resorts [HERE](#) - AETHYR Secured trip for Will Smith
- Leo DiCaprio x Page Six for Interprospekt [HERE](#) - AETHYR Coordinated showing to Leo

---

### Activation EXAMPLES:

- Surfrider x 1 Hotel South Beach - Earth Day [HERE](#)
- Wynwood Walls x Nike - Shoe Launch [HERE](#)
- COYO Taco x Mini Cooper - Super Bowl Lounge [HERE](#)

# DIGITAL PASSPORT IMPLEMENTATION SUMMARY

## Step 1: Photo Guidelines & Rules:

- Publish rules, incentives, and content on micro-site; for example **SurfsideTurtleWalk.com**
  - Alternatively, we can create a tab on TownofSurfsideFL.com Website.
- Post banners and flyers in close proximity to each turtle, participating properties, and municipal spaces with QR code to scan for more information.
  - QR Code will redirect participants to micro-site.
- Illustrate Entire Process through graphic design & photos to break-down language barriers.

## Step 2: Communicate to Participants & Partners:

- Using a hashtag tracker; aggregate all qualifying posts to the micro-site and share on Surfside social media channels.
- Message Participants notifying them of incentives:
  - Buy X Get Y and/or % Discount
  - Date/Family/Pet Packages
  - Exclusive Experiences: Chef's Table, Pool/Beach Service, Turtle Hatch/Education (Non-Profit Participation)
- Notify Properties of active participants (24 Hours to redeem, duration of IG Story).

## Step 3: Redeem Incentive:

- Identify point-of-contact at each participating property.
- Participant to show point-of-contact Instagram or Facebook story for verification.
- Provide rain-check if participants cannot redeem incentive due to property capacity or bandwidth.
- After incentive has been redeemed; point of contact encouraged to offer residents follow up incentive for repeat business.
- Tourists can participate as guests for one-time participation
- Sign Up Surfside residents to become repeat users on stamps/points system:
  - Number of Turtles Photographed
  - Number of Properties Visited
  - Most Engaging Posts
  - Most Creative Photographs
  - Themed Challenges

## FEES, TEAM & TIMELINE

### Fees - Fixed

- Phase 1: Campaign Design: **\$5,000**
  - Phase 2 & 3: Campaign Management: **\$3,000/Month**
  - Phase 3: Influencer Outreach **\$3,000/Month + Barter**
- TOTAL for 4 Month Project = **\$16,000 (\$1,000 Discount)**  
TOTAL for 6 Month Project = **\$24,000 (\$5,000 Discount)**

### Fees - Production

- Photography: TBD
- Printing: TBD
- Web Dev: TBD

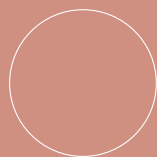
### Timeline -

- **Phase 1: Branding & Design:** 1 Month
- **Phase 2: Partnerships:** 2 Months
- **Phase 3: Promotion:** 1-3 Months

Role	Description	Quantity
<b>Creative Director</b>	Conceptualize and Design All Brand & Campaign Assets	1
<b>Project Manager</b>	Outreach and liaison with Private Businesses and Tourism Board	1
<b>Influencer Manager</b>	Outreach and Liaison with all influencers	1



THANK YOU



ÆTHYR

**MEMO**

**TO:** Surfside Tourist Board

**FROM:** Rachel Pinzur, Pinzur Communications

**DATE:** January 26, 2021

**SUBJECT:** FY 2020/21 Public Relations Media Budget

In order to successfully implement a strategic public relations plan and promote the Surfside destination, Pinzur Communications strongly suggests allocating a budget to host top quality journalists in Surfside. Please find a recommended budget attached. Pinzur Communications recommends a nominal increase in the budget from three years ago based on today's higher media rates requested by the area hotels.

Here is an example of media coverage that Pinzur Communications secured for the Surfside destination in 2018 and estimated publicity values. The resulting coverage was in exchange for hosting two national travel journalists for experiences in Surfside at an approximate cost of \$1,500 each:

**<https://www.travelchannel.com/interests/beaches/articles/surfside-is-a-chill-beach-town-in-hot-hot-hot-miami>**

**Est. Audience** 263,601

**Est. Publicity Value** USD \$36,904

**<https://www.forbes.com/sites/adriennejordan/2018/10/03/heres-why-your-should-skip-south-beach-head-uptown-to-surfside-miami/?ss=forbes-travel&sh=7ed38f665882>**

**Est. Audience** 9,723,956

**Est. Publicity Value** USD \$117,156

*\*Typically, travel journalists will only cover and recommend a destination once they've had the opportunity to experience the destination.*

Unfortunately, the big magazine, newspaper and TV media budgets of the past are very far and few between. Multiple publications have shut down or reduced their teams to skeleton crews, forcing numerous journalists to go freelance in order to survive. As a result, these freelance journalists are unable to afford airfare, hotel rooms, meals, etc. to cover a destination and instead rely on tourism boards to help cover the costs.

The positive is that many of the journalists today contribute to several media outlets, and not just one. This can result in coverage for Surfside and support of its local businesses in a few publications.

According to a *Conde Nast Traveler* journalist that Pinzur Communications regularly works with and journalist chat board, the expectations and best practices for hosting journalists includes airfare, hotels, some meals and experiences covered by the destination. Our agency has a stringent process when it comes to vetting journalists and determining if they are a good fit for the Surfside destination.

Additionally, Pinzur Communications works closely with the Greater Miami Convention & Visitors Bureau to partner on media opportunities where airfare is already covered for example and to tap into the bureau's efforts for additional marketing support.

## PROPOSED FY 2020/21 MEDIA BUDGET PLAN

### SAMPLE RATES

Category	Estimated Quantity	Estimated Cost	
----------	--------------------	----------------	--

Hotel		2 Nights	1 Night
Residence Inn	2 nights	\$258	\$129
Four Seasons	2 nights	\$900	\$450
Grand Beach	2 nights	\$398	\$199
<b>AVERAGE RATE:</b>		<b>\$579</b>	

Meal (Dinner, Lunch, and Dessert)			
Food (2% tax + 18% gratuity)	2 ppl	\$350	

Airfare (Estimated Costs Based on Weekend Search; Cheaper on Weekdays)			
New York >> Miami	1 person	\$300	
Atlanta >> Miami	1 person	\$150	
Chicago >> Miami	1 person	\$250	
Argentina >> Miami	1 person	\$1,000	
Sao Paulo, Brazil >> Miami	1 person	\$700	
Toronto >> Miami	1 person	\$300	
Mexico >> Miami	1 person	\$300	
<b>AVERAGE RATE</b>		<b>\$575</b>	

Airport Transportation		
	1 car	\$75

Additional Costs		
Spa (depends on assignment)	1 person	\$250

**MEDIA BUDGET TOTAL: \$1,800 per month /\$14,400**

\*\*\*Proposed budget determined by combining average





## WELCOME TO THE TOWN OF SURFSIDE, FLORIDA MIAMI'S UPTOWN BEACHTOWN

### **THURSDAY, JULY 19**

**3:00 p.m. – 4:00 p.m. Check-in to the Four Seasons Hotel at the Surf Club**  
9011 Collins Avenue | 305-381-3333 | [www.fourseasons.com/surfside](http://www.fourseasons.com/surfside)

**(Room conf. #s:** Ms. Cintia Daniela Colangelo – 609621; Ms. Patricia Favalle – 609622; Ms. Rocia Maria Planas – 609625; Mr. Christian Byfield – 609624; and Mr. Jose Gordillo – 609623)

**4:00 p.m. – Tour of the Four Seasons Hotel at The Surf Club – Meet in lobby**  
*A vision of 21st-century luxury travel rekindles the old-Miami glamour once favored by guests from Sinatra to Churchill at Four Seasons Hotel at The Surf Club in Surfside. Feel the eternal allure of the shoreline while nestled in a private enclave from the brilliance of architect Richard Meier and designer Joseph Dirand. Minutes from Bal Harbour Shops and Miami Beach, enjoy expansive ocean views and a style of life that's infinitely rewarding. Michelin-star Chef Thomas Keller will be opening a restaurant soon at The Surf Club.*

**5:00 p.m. - Champagne Bar at Le Sirenuse, Four Seasons Hotel at The Surf Club**  
*Le Sirenuse Champagne Bar brings southern Italian cuisine, cocktail culture, time-honored traditions and dolce vita style long associated with its famed home base in Positano. You will be one of the first to experience Le Sirenuse's new Art of Aperitivo.*

**6:30 p.m. – Aphrodisiac Dinner at 26 Sushi & Tapas**  
*Located in Surfside's downtown district, 26 Sushi & Tapas features a classic sushi bar, as well as fusion dishes with Latin American accents, all while being a kosher restaurant. [www.26sushitapas.com](http://www.26sushitapas.com)*

### **FRIDAY, JULY 20**

**7:00 a.m. – 8:00 a.m. – Sunrise Yoga – Meet at North Serenity Lawn**  
Wakeup to a gorgeous sunset over the water during this invigorating yoga class. Enjoy!

**Morning** - Free time to explore the hotel, enjoy the spa and fitness facility, or lounge by the pool at the Four Seasons Hotel at The Surf Club

**Noon – 1:30 p.m. - Lunch at Le Sirenuse, located at The Surf Club**  
*The first development of the Michelin-starred restaurant at the iconic Le Sirenuse resort beyond its base in Positano on Italy's Amalfi Coast, Le Sirenuse Miami brings*

*to Surfside a cornucopia of genuine Mediterranean flavors and dolce vita style. Custom designed by Joseph Dirand within the historic heart of The Surf Club, Le Sirenuse Miami invites you to dine inside the elegant, palm-fringed restaurant, or on the outdoor terrace with ocean views; the same once enjoyed by Frank Sinatra and Winston Churchill.*

**1:30 p.m. – Meet Rachel Pinzur, Surfside PR representative in hotel lobby for easy-breezy tour of Surfside (Rachel’s cell is 305-725-2875)**

*Surfside, Florida boasts a mile of pristine beaches, luxury oceanfront hotels, world-class shopping, culturally diverse restaurants, and health & wellness activities. People have long flocked to Surfside for its family-friendly atmosphere, and while this still endures, the town is currently experiencing a renaissance - evolving it into an exciting global destination. New properties like Four Seasons Hotel at The Surf Club and FENDI Château residences blend uptown luxury with beach town charm.*

**2:15 p.m. – Champagne High Tea at Her Royal Household**

*Her Royal Household (HRH) is located in Surfside’s downtown district and offers a stunning collection of luxury home furnishings, interior design pieces, housewares and more. HRH’s Royal Collection includes official royal gifts and limited, authenticated pieces commissioned by the Buckingham Palace, as well as sought-after memorabilia from Lady Diana’s wedding to the Duchess of Cambridge, Kate Middleton. The shop also hosts regular events including champagne high teas. [www.herroyalhousehold.com](http://www.herroyalhousehold.com)*

**3:00 p.m. – Macaroons at Gourmet Temptations**

*Be transported to Paris at this French pastry shop located on Harding Avenue in Surfside’s downtown district. Gourmet Temptations combines passion and artistry to create gorgeous and delicious macaroons, as well as other decadent desserts. [www.gourmet-temptations.com](http://www.gourmet-temptations.com)*

**SATURDAY, JULY 21**

***Hotel check-out and fond farewell until next time!***



## WELCOME TO THE TOWN OF SURFSIDE, FLORIDA MIAMI'S UPTOWN BEACHTOWN

### **Tuesday, May 16**

***Check-in at the new Residence Inn Miami Beach Surfside (Note: Check-in time is at 4:00 p.m. However, you are welcome to leave your bags with the front desk. They will be happy to store your belongings in a secure location.)***

9200 Collins Avenue / 305-514-3101

The new family-friendly Residence Inn Miami Beach/Surfside features such amenities as free wi-fi, kitchenettes and flat-screen TVs in all 175 spacious suites, complimentary daily hot breakfast, on-site and valet parking, picturesque rooftop pool, bar & café and cabanas, gym, meetings and event space, and access to private beach club. Residence Inn welcomes pets, too!

[www.residenceinnmiamibeachsurfside.com](http://www.residenceinnmiamibeachsurfside.com)

### ***Noon. – Lunch at Josh's Deli***

9517 Harding Avenue / 305-397-8494

This Jewish-style deli by chef-owner, Josh Marcus, serves up innovative dishes, like crunchy tuna latkes and Jewchachos – duck prosciutto over easy eggs, avocado, mole, salsa verde and cheese. All meat and fish are cured in-house. [www.joshsdeli.com](http://www.joshsdeli.com)

### ***1:30 p.m. – Sweet Treats at Serendipity Creamery and Yogurt Café***

9457 Harding Avenue / (305) 865-1506

All ice cream and sorbets are made from scratch and in small batches. Select from over 24 eclectic flavors, such as pear Riesling sorbet, toasted coconut, and orange marmalade, plus homemade toppings including marshmallows, peanut butter cups and cookie dough. Serendipity Creamery is owned by Surfside resident, Jessica Levison.

[www.serendipitycreamery.com](http://www.serendipitycreamery.com)

### ***Afternoon – Explore Surfside***

We suggest that you take a stroll along scenic **Harding Avenue** in Surfside's downtown business district; tour **Turtle Walk**, featuring 13 oversized sculptures of the Florida loggerhead sea turtle – each painted by different local artists; play at the oceanfront **Community Recreation Center**, which is accessible to all visiting tourists and residents; Paddleboard along the intracoastal; stop in at the new **Four Seasons Hotel at The Surf Club**; and take in the sunset with cocktails on the **rooftop at the Residence Inn**.

### ***7:00 p.m. — Dinner at 26 Sushi & Tapas***

9487 Harding Avenue / 305-570-2626

Be sure to save room for a *Chef's Tasting Menu* at this Surfside hotspot that embraces the multi-cultural flavors of Miami and features a fusion of Kosher sushi and tapas creations. After one bite and you'll see why celebrities frequent 26 Sushi & Tapas. [www.26sushitapas.com](http://www.26sushitapas.com)

### **Wednesday, May 17**

***3:00 p.m. – Hotel check-out and fond farewell until next time!***

## WELCOME TO THE TOWN OF SURFSIDE, FLORIDA MIAMI'S UPTOWN BEACHTOWN

### **Tuesday, April 18**

**4:00 p.m. – Check-in at Grand Beach Hotel Oceanfront Surfside** (Confirmation #: 8684933)  
9449 Collins Avenue / 305-534-8666

Opened in December 2013, the Grand Beach Hotel is located in the Town of Surfside, nestled between Bal Harbour and Miami Beach and consists of two separate buildings, each with its own distinct personality.

The “**Oceanfront Hotel**” overlooks 200 feet of white, sandy beach and the turquoise waters of the Atlantic. Guests are greeted by sweeping views of the ocean and palm garden as soon as they step foot into the hotel lobby. Grand Beach Hotel features the rooftop Sky Bar, pools, French-inspired restaurant, espresso/gelato bar and new Wellness Center Spa. The “**West Hotel**” opened in 2014 and is located on the west side of Collins Avenue across the street from the beach – within easy walking distance to the Surfside Business District and restaurants. It offers a pool and a sundeck on the roof, a restaurant and a spa.

[www.GrandBeachHotelSurfside.com](http://www.GrandBeachHotelSurfside.com).

**9:00 p.m. – Sweet Treats at Serendipity Creamery and Yogurt Café**  
9457 Harding Avenue / (305) 865-1506

All ice cream and sorbets are made from scratch and in small batches. Enjoy over 24 eclectic flavors, such as pear Riesling sorbet, toasted coconut, breakfast cereal and orange marmalade. Serendipity Creamery is owned by Surfside resident, Jessica Weiss.

[www.serendipitycreamery.com](http://www.serendipitycreamery.com)

### **Wednesday, April 19**

**9:00 a.m. – Breakfast at Josh's Deli**  
9517 Harding Avenue / 305-397-8494

This Jewish-style deli by chef-owner Josh Marcus, serves up innovative dishes, like crunchy tuna latkes and Jewchachos – duck prosciutto over easy eggs, avocado, mole, salsa verde and cheese.

[www.joshsdeli.com](http://www.joshsdeli.com)

**9:00 p.m. – Drinks at Sky Bar at Grand Beach Oceanfront Hotel**

Sip on a round of complimentary drinks compliments of the Grand Beach Oceanfront Hotel. The hotel's signature rooftop Sky Bar features an elegant pool, bar and panoramic views of the city.

### **Thursday, April 20**

**Noon – Hotel check-out and fond farewell until next time!**

*If there's time.....*We also suggest that you take a stroll along scenic **Harding Avenue** in Surfside's downtown business district; tour **Turtle Walk**; play at the oceanfront **Community Recreation Center**, which is accessible to all visiting tourists and residents; stop in at the new **Four Seasons Hotel at The Surf Club**; and experience **Third Thursdays** – a street food festival and block party that will take place from 7 to 9 p.m. this Thursday on 95<sup>th</sup> Street between Collins Avenue and Harding Avenue.

# Town of Surfside

Prospective Tourist Board Destination Recovery Plan for  
Spring/Summer/Fall 2021



# Summary

Like many destinations, the Town of Surfside has been adversely affected by the coronavirus pandemic, which has resulted in a steep decrease in Resort Tax Collection for FY 19/20 (-\$1.2 million YOY). The reduction in tourism threatens the survival of many Surfside businesses which greatly depend on visitors to generate profit.

While a return to normalcy may be possible later this year, ongoing initiatives will be needed to help the destination recover and make up for the many sustained months of revenue deficit.

The following initiatives seek to drive business to the commercial district, foster community engagement and promote Surfside as an eco-conscious, family-friendly tourism destination unlike others in a highly competitive market - South Florida.



# Environmental Responsibility



## Educational Materials

The Tourist Bureau will produce print materials stressing the importance of personal responsibility pertaining to beach cleanliness and adopting best practices for turtle lighting. These will be created in-house & distributed to hotels and condominiums.

**Suggested Printing Budget: \$3,000.**

## Welcome Gift, Branded Items

Establishing expectations for eco responsibility should begin the moment new residents move to Surfside.

This initiative would award a welcome bag to each new residence and include the following:

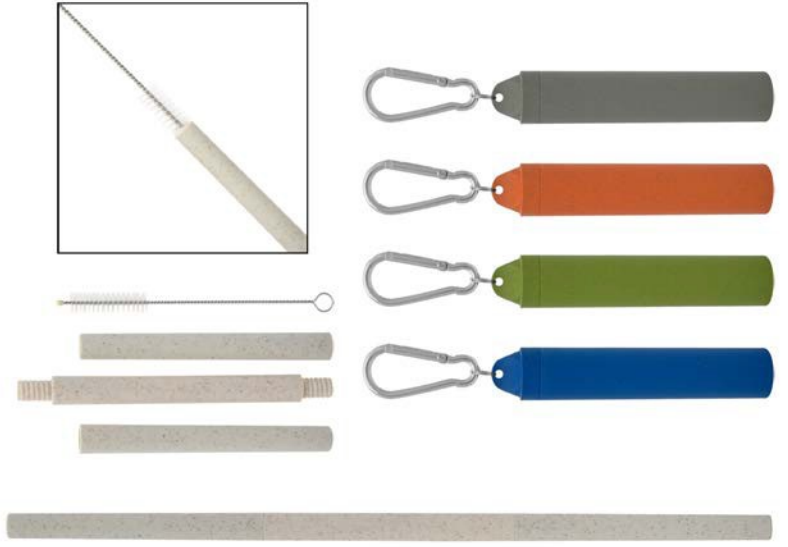
Resident brochure; tote bag; beach responsibility pamphlet; branded sunglasses and a reusable straw.

For new residents with children, the ‘Surfy Adventures’ coloring book can also be included in addition to a turtle plushie keychain.

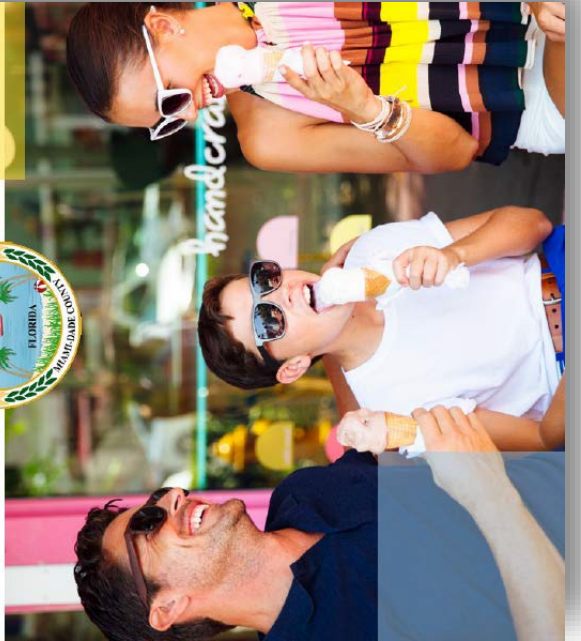
**Branded items budget: \$6,000.**

# Welcome / Gift Bag

## Branded Items

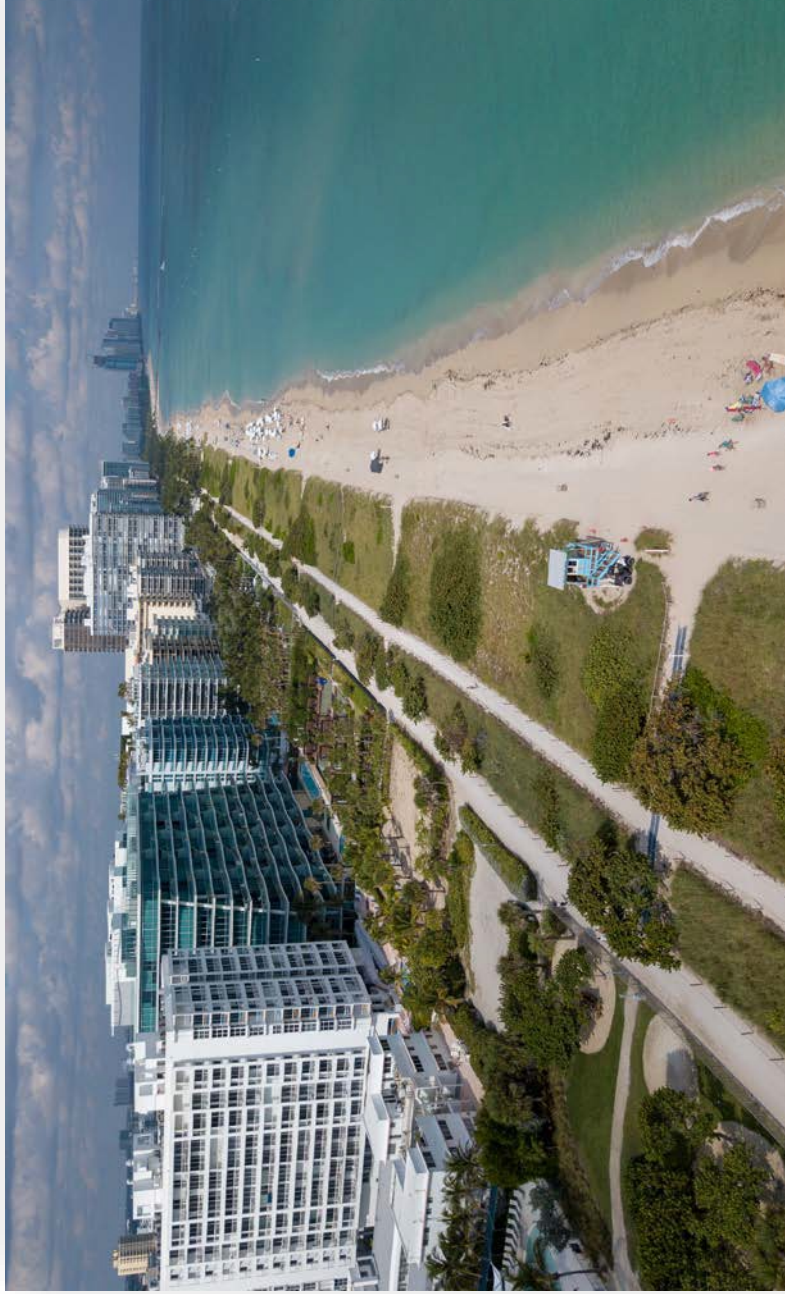


RESIDENT BROCHURE





# Community Engagement & Destination Enhancements



Instagrammable Spot  
Leveraging the Town’s scenic, natural beauty; this initiative would introduce one or more “Instagrammable” spots along the beach path to encourage residents, visitors and the general public to take photos, follow.

Note: Any sign or structure placed on the hard or walking path must meet the county requirements for wind-resistance impact, thus factoring into the cost.

Ideas could include decorative benches with hashtags or interactive signs. Placement and design initiative TBD by the Tourist Board.  
**Suggested Budget: \$8,000.**

Turtle Walk Fiberglass Sculptures  
The Tourist Board expressed interest in potentially introducing new fiberglass sculptures around Town.

Note: Exact Turtle Walk mold is not available, but there are similar molds.

**Each sculpture costs approx.: \$1,200.  
(Décor/Paint not included.)  
Tentative Budget: \$4,000**

# Community Engagement & Destination Enhancements continued



Photography / Video Content assets for new businesses are essential for digital listings. Many Surfside small businesses do not have adequate photography. This initiative would fund the production of photo and video content specifically to promote the destination and Surfside businesses. **Suggested Budget: \$8,000.**

## Community Contests

Incentivize the community with creative contests to grow engagement on @VisitSurfside social media. **Suggested Budget: \$2,500.**

- **Example: Surfside Couples Contest**  
Create a spring resident-focused contest awarding a spa experience and Surfside culinary food tour to the winners. The experience would be captured and posted on social media effectively promoting the Town's featured businesses.

Community Offers E-blast Redesign Invest in a newsletter template design to reactivate the monthly e-newsletters which would also be sent to residents. **Suggested Budget: \$2,000.**

# Community Engagement & Destination Enhancements

## Continued



### Surfside Live Webcam

A live webcam can give anyone a quick look at Surfside in real time. The Tourist Bureau could set up a livestream webcam to be broadcasted via a link/icon on the Town website. It can also be shared with partners like GMCVB for inclusion in their 'Miami Webcams' section.

This can also be accomplished in partnership with another Town building.

**Suggested Budget: \$3,000**

### Farmer's Market Summer Enhancements

Additional funds to refresh the market as summer approaches.

**Suggested Budget: \$3,000**

# Promoting Surfside To New Markets

PAGE 36

Virtual Tradeshow  
In addition to media placements, representing a destination at a major travel show is one of the proven and most effective ways to promote on the international stage. Traditionally, Surfside has not participated in these events (other than for individual hotel representation) due to travel expenses and logistics, but this year, many shows are being held virtually due to the pandemic. Attending as part of the Greater Miami Convention & Visitors Bureau (GMCVB) delegation helps garner additional exposure.

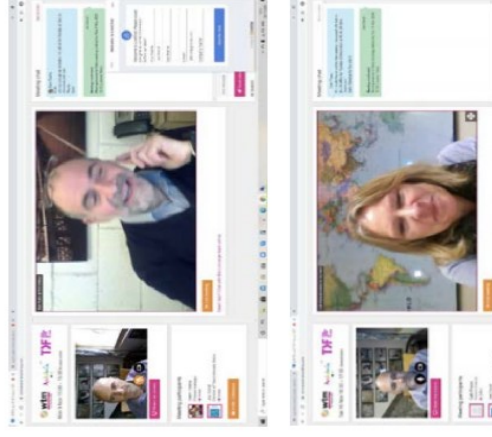
**Suggested Budget: \$1,500.**

GMCVB Advertising.  
As the official destination marketing organization for Greater Miami, the GMCVB has many advertising opportunities that can help put Surfside top of mind for prospective visitors.  
**Suggested Budget: \$5,000.**

## TRAVEL TRADE SALES EVENTS

### EVENT

#### Virtual Sales Missions



### DATE & DESCRIPTION

The GMCVB is planning a series of virtual sales missions throughout the following markets to keep Miami top of mind with clients:

- United States
- Canada & Mexico
- Argentina, Brazil, Colombia
- UK, Germany, France, Spain

These Sales Missions will include one-on-one meetings with key clients. These are in development and dates will be firming up during December 2020.

**PARTICIPATION COST: RANGING FROM \$250 TO \$1,000**

# MEDIA HOSTING BUDGET



## Press Visits

Inviting journalists to experience the destination for themselves is one of the best ways of putting Surfside on the map globally. More and more, travelers want to hear first-hand visitor experiences rather than advertisers.

The proposed media budget would enable Surfside to host targeted press visits that will showcase the Town's natural assets and unique business district. Funds will be used exclusively for accommodations, dining and other itinerary enhancements or travel logistics. No funds will be paid directly to any media person in exchange for coverage or participation.

**Suggested Budget: \$10,800**

**April – September  
(\$1,800 x 6 Months)**

# Budget comparison

<b>MARKETING INITIATIVES BUDGET FY 2019/20</b>	
Search Engine Optimization (SEO)	\$ 35,000.00
Social Media Advertising	\$ 35,000.00
SM campaign	\$ 5,000.00
Advertising (Digital Display)	\$ 50,000.00
Video	\$ 38,000.00
Photography	\$ 32,000.00
Printing	\$ 12,000.00
Four Seasons Hotel - Tradeshow Support	\$ 10,000.00
Grand Beach Hotel - Tradeshow Support	\$ 10,000.00
Tradeshow items	\$ 5,000.00
Residence Inn - Tradeshow Support	\$ 10,000.00
Jacob Creative Agency Retainer	\$ 161,820.00
<b>TOTAL:</b>	<b>\$404,000</b>

<b>PROPOSED MARKETING INITIATIVES BUDGET FY 2020/2021</b>	
Educational Materials	\$ 3,000.00
Sustainable Welcome Gifts / Branded Items	\$ 6,000.00
Instagrammable Spot	\$ 8,000.00
Turtle Walk Sculptures	\$ 4,000.00
Video & Photography	\$ 8,000.00
Community Contests	\$ 2,500.00
Surfside Live Webcam	\$ 3,000.00
Farmer's Market Summer Enhancements	\$ 3,000.00
Newsletter / E-blast Redesign	\$ 5,000.00
GMCVB Advertising	\$ 2,000.00
Virtual Tradeshows	\$ 1,500.00
<b>Media Hosting Budget</b>	<b>\$ 10,800.00</b>
<b>TOTAL:</b>	<b>\$ 56,800.00</b>