Town of Surfside
Resort Tax Board
AGENDA
Monday, November 9, 2026
6:00 PM
Town Commission Chambers

Rule 6.06 (a)3 Agenda. The good and welfare portion of the agenda is set for 8:15 p.m.

****The above Rule only applies to Regular Town Commission Meetings.***

Any person who received compensation, remuneration or expenses for conducting lobbying activities is required to register as a lobbyist with the Town Clerk prior to engaging in lobbying activities per Town Code Sec. 2-235. "Lobbyist" specifically includes the principal, as defined in this section, as well as any agent, officer or employee of a principal, regardless of whether such lobbying activities fall within the normal scope of employment of such agent, officer or employee. The term "lobbyist" specifically excludes any person who only appears as a representative of a not-for-profit community-based organization for the purpose of requesting a grant without special compensation or reimbursement for the appearance; and any person who only appears as a representative of a neighborhood, homeowners or condominium association without compensation for the appearance, whether direct or indirect or contingent, to express support of or opposition to any item.

Per Miami Dade County Fire Marshal, the Commission Chambers has a maximum capacity of 99 people. Once this capacity has been reached, people will be asked to watch the meeting from the first floor.

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

2. **Agenda and Order of Business**

3. **Town Commission Liaison Report**

4. **Public Comments**

5. **Approval of Minutes**

   5.A **October 12, 2026 Resort Tax Board Meeting Minutes** - Genesis Guevara, Deputy Town Clerk
   2026-10-12 Resort Tax Board Meeting Minutes

6. **Resort Tax Collection and Vacancies Report**

7. **Discussion Items**

   7.A **Snow Moon Soiree** - Frank Trigueros, Tourism Director

   7.B **Plastic Transformation Machine for Events** - Frank Trigueros, Tourism Director
   Plastic Transformation Machine

   7.C **Art Exhibition on Beach Path** - Frank Trigueros, Tourism Director

   7.D **Traditional Destination Advertising in Travel Media** - Frank Trigueros, Tourism Director
   Afar x Visit Surfside Florida

   7.E **2027 Historical Walking Tours with HistoryMiami Museum** - Frank Trigueros, Tourism Director

8. **New Business**

9. **Board Member Comments**

10. **Next Meeting**

    10.A **Next Meeting Date: December 7, 2026** - Genesis Guevara, Deputy Town Clerk

11. **Adjournment**

Respectfully submitted,

Sandra N. McCready,
Acting Town Manager

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.

IN ACCORDANCE WITH THE PROVISIONS OF SECTION 286.0105, FLORIDA STATUTES, ANYONE WISHING TO APPEAL ANY DECISION MADE BY THE TOWN OF SURFSIDE COMMISSION, WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING, WILL NEED A RECORD OF THE PROCEEDINGS AND FOR SUCH PURPOSE, MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE WHICH RECORD SHALL INCLUDE THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

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.

TWO OR MORE MEMBERS OF THE TOWN COMMISSION AND/OR TOWN BOARDS MAY ATTEND 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
Resort Tax Board
MINUTES
October 12, 2026
6:00 PM
Commission Chambers - 9293 Harding Avenue
Surfside, FL 33154

1) Call to Order/Roll Call

Deputy Town Clerk Guevara called the meeting to order at 6:09 p.m.

Deputy Town Clerk Guevara called the roll with the following members present:

Present: Board Member Jocelyn Kinzer, Board Member Fred Landsman, and Board Member Judy Martinez.

Absent: Chair Eli Tourgeman and Vice Chair David Karp.

Also Present: Commission Liaison David Weingot, Acting Town Manager Sandra McCready, Town Attorney Stephanie Herbello, and Tourism Director Frank Trigueros.

Deputy Town Clerk Guevara recommended that the Board select an acting chair for the meeting, as the Chair and Vice Chair were absent.

A motion was made by Board Member Kinzer to select Board Member Landsman as Acting Chair for the meeting, seconded by Board Member Martinez. Motion carried with a 3-0 vote with Chair Tourgeman and Vice Chair Karp absent.

2) Agenda and Order of Business

No changes were made to the agenda.

3) Town Commission Liaison Report

Commissioner Weingot provided his Commission Liaison report.

Acting Chair Landsman spoke on improving the downtown area, including its appearance, new business attraction, and grants. He suggested additional events to help merchants, such as an art walk, and expressed concern about the increasing vacancy rate. He stated he would like to see matching grants offered to help property owners and merchants improve their properties.

4) Public Comments

Acting Chair Landsman opened the floor to public comments.

Rodrigo Butori spoke in support of incentives and grants to help businesses locate on Harding Avenue due to high rents, and on the importance of keeping the streets clean.

Board Member Kinzer stated that a resident had suggested an art-related activity in the downtown area during Art Basel.

Acting Chair Landsman asked the Tourism Director and the Town Attorney if the Town could market Surfside to business owners and entrepreneurs to help reduce vacancies and diversify restaurant options.

Board Member Kinzer suggested attracting businesses that offer practical services for residents, such as a hardware store, in addition to restaurants.

5) Approval of Minutes

5.A) September 23, 2026 Resort Tax Board Meeting Minutes

2026-09-23 Resort Tax Board Meeting Minutes

A motion was made by Board Member Kinzer to approve the meeting minutes, seconded by Board Member Martinez. Motion carried with a 3-0 vote with Chair Tourgeman and Vice Chair Karp absent.

6) Resort Tax Collection and Vacancies Report

Tourism Director Trigueros stated that there were no new numbers since the last meeting. He reported that Cafe Rigatsi and Morelia Paletas had closed, that a new business would be opening at the former AT&T location at 9545 Harding Avenue, and that a Pilates studio had opened on 95th Street.

Acting Chair Landsman spoke on the high cost of rent in the downtown district. He asked if he could receive a list of the business and property owners and reach out to them as a member of the Board.

Town Attorney Herbello stated that reaching out as a resident is different than reaching out as a member of the Board.

Commissioner Weingot stated that the district has many food establishments and suggested looking towards entertainment and services. He stated that he believes a bank is coming to the former Sushi and Tapas location.

A conversation was held regarding the types of businesses in the downtown district.

Alan Andai from Beachside Events spoke on parking as one of the biggest challenges in the downtown businesses.

7) Discussion Items

7.A) Clean for Cones Recap, Plastic Fishing Events FY 26/27

Cover Page
Clean for Cones collage
Clean for Cones Post

Rodrigo Butori from Plastic Fisherman gave a recap on the 2026 events. He continued to present the proposed 2027 events: the Plastic Fishing Festival during Earth Day weekend, Clean for Cones during International Coastal Cleanup weekend in September, and From Shore to More.

Board Member Kinzer asked if the event could be held on the beach in Surfside rather than at their workshop in Opa-locka.

Mr. Butori stated that the intention is to bring the equipment to Surfside. He stated that groups can also visit the workshop.

Board Member Martinez congratulated Plastic Fisherman on the Clean for Cones event.

Tourism Director Trigueros asked the Board to select a preferred date for From Shore to More. He stated that November 2027 is outside of the next fiscal year's budget and recommended early June.

A conversation was held regarding the date for the event.

Tourism Director Trigueros stated that the cost is all-inclusive and that $45,000 is budgeted for Plastic Fisherman this fiscal year.

Mr. Butori stated that Global Recycling Day is March 18, and the Board agreed on Sunday, March 14. He stated that the cost is $13,860 per event, the same as prior years. He suggested hosting From Shore to More at the Community Center green area, the Plastic Fishing Festival at the Community Center, and Clean for Cones at 96th Street.

A motion was made by Board Member Martinez to approve the 2027 three-event calendar for Plastic Fisherman, including From Shore to More, seconded by Board Member Kinzer. Motion carried with a 3-0 vote with Chair Tourgeman and Vice Chair Karp absent.

Acting Chair Landsman asked if small items such as keychains could be made for the children at the event.

Mr. Butori stated that it can be done.

7.B) <u>Azucar! Concert Recap, Music on the Beach Concerts</u>

Cover Page
Azucar!

Tourism Director Trigueros stated that SingerFest will be postponed to the winter or spring, leaving the November 15th date available.

Alan Andai from Beachside Events gave a recap of the Azucar! event. He presented the most popular music themes and offered to bring the series back.

Acting Chair Landsman thanked Chair Tourgeman for bringing the event to the Board in honor of Hispanic Heritage Month.

A conversation was held regarding music genres for a November event.

Tourism Director Trigueros stated that approximately $145,000 is available for new or undefined events, as the Snow Moon Soiree will likely not take place.

Board Member Martinez recommended approving one event for November and bringing ideas for the rest of the series to the next meeting with the full Board present.

Board Member Kinzer suggested a classic rock band for November. She asked that the band be named on the posters if possible.

Mr. Andai stated that they could feature the vocalist. He stated that guests appreciated not having to check in at the event.

A conversation was held on the genre for the events.

A motion was made by Board Member Martinez to approve the Surfside Music Series classic rock band event for November 15, seconded by Board Member Kinzer. Motion carried with a 3-0 vote with Chair Tourgeman and Vice Chair Karp absent.

Mr. Andai stated that the budget would remain the same.

Board Member Martinez asked that vegetarian options be offered and that no plastic be used at the event.

Mr. Andai stated that vegetarian options would be available and that all materials are environmentally friendly.

7.C) <u>Isaac Bashevis Singer Commemorative Bench</u>

Cover Page
Isaac Bashevis Singer Commemorative Bench

Tourism Director Trigueros stated that SingerFest will be postponed to a date to be determined in the winter or spring due to challenges with the vendor and securing the film. He stated that once a viable date is determined.

Board Member Kinzer stated that she may be able to find a film through the Jewish Film Festival or the Florida Atlantic University Holocaust program. She stated that a former resident whose family-owned Sheldon's is willing to help recreate Sheldon's for the event.

Board Member Kinzer asked that the bench be consistent with the Vice Mayor's bench initiative.

Tourism Director Trigueros asked the Board to consider a recommended placement, such as the 92nd Street beach entrance, the Community

Center, or 95th Street near the former Sheldon's location.

Board Member Kinzer suggested the pocket park at 95th Street and Harding Avenue.

Acting Chair Landsman suggested to table the item to a future date.

Acting Town Manager McCready stated that the Vice Mayor has an item on the Commission's special meeting agenda. She stated that the Planning and Zoning Board recommended the benches, bins, and plastic fishing stations, and that it will be up to the Commission.

Acting Chair Landsman asked Tourism Director Trigueros to come back with a recommended location and stated that the bench should be unique and include a description of its meaning.

Tourism Director Trigueros stated that he will put together recommendations and had researched Isaac Bashevis Singer quotes for the bench, including one about Surfside.

7.D) <u>It's a Surfside Thing Video Campaign Update</u>

Cover Page
IAST Living in Paradise
IAST Sunrise
IAST Dolphins
It's a Surfside Thing Q1 Numbers

Tourism Director Trigueros gave an update on the video series. He shared the September numbers generated by the video series. He stated that the account has grown from 11,700 to 16,000 followers. He stated that the next video will feature the Community Center.

Board Member Martinez stated that she is pleased with the results.

Acting Chair Landsman asked if the hotels were satisfied with the series.

Tourism Director Trigueros stated that he met with the Four Seasons, who stated that they had their best summer and are fans of the series.

Board Member Kinzer suggested featuring prominent past residents, such as Isaac Bashevis Singer and Sid Tepper.

Tourism Director Trigueros asked the Board to send any content suggestions. He stated that the new communications firm will also help showcase local businesses.

Mr. Butori stated that the upcoming Harding Avenue video will be marketed towards attracting new businesses.

Board Member Martinez suggested a series featuring the non-kosher restaurants.

7.E) <u>Additional Holiday Decor for Harding Avenue</u>

Cover Page

Tourism Director Trigueros stated that the company does not have wreaths in stock for this season and suggested including daytime decor in next year's proposal.

Board Member Martinez stated that daytime decor would make a difference downtown.

Acting Chair Landsman asked if other providers could be considered.

Tourism Director Trigueros stated that it is likely too late in the season and would mean mixing products from different companies.

7.F) <u>Miami International Film Festival Screenings</u>

Cover Page
MFF Collage
MFF One Life

Tourism Director Trigueros introduced the item. He presented three film trailers: Eleanor the Great, Eternity, and The Sheep Detectives.

A conversation was held regarding the movie choices.

A motion was made by Board Member Kinzer to select The Sheep Detectives and Eleanor the Great, seconded by Board Member Martinez. Motion carried with a 3-0 vote with Chair Tourgeman and Vice Chair Karp absent.

Board Member Kinzer suggested two films for the Jewish Film Festival screening: I, Mordechai and the Oscar Feldenkreis story.

Tourism Director Trigueros asked her to send him the titles. He continued to present two screening providers. He stated that the first option is $3,350 and uses a truck-mounted screen.

A conversation was held on the location for the movie screening.

Mayor Danzinger stated that Florida Statute 161.582 prohibits vehicles on the beach.

Tourism Director Trigueros stated that the second option is the provider used in past years, at almost $1,000 less.

A motion was made by Board Member Kinzer to approve the second screening provider option, seconded by Board Member Martinez. Motion carried with a 3-0 vote with Chair Tourgeman and Vice Chair Karp absent.

Tourism Director Trigueros presented the food vendor for the event.

A motion was made by Board Member Kinzer to approve the food vendor for the film festival screenings, seconded by Board Member Martinez. Motion carried with a 3-0 vote with Chair Tourgeman and Vice Chair Karp absent.

Town Attorney Herbello asked regarding the $5,000 partnership fee.

Tourism Director Trigueros stated that the partnership fee is $2,500 per screening.

8) New Business

No new business was added to the agenda.

9) Board Member Comments

No Board Member comments were made.

10) Next Meeting

10.A) Next Meeting Date: November 2, 2026

Consensus was met to hold the next meeting on November 2, 2026.

11) Adjournment

There being no further business to discuss before the Board, a motion was made by Board Member Kinzer to adjourn the meeting at 7:34 p.m., seconded by Board Member Martinez. Motion carried with a 3-0 vote with Chair Tourgeman and Vice Chair Karp absent.

Accepted this _____ day of _____, 2026.

_____
Eli Tourgeman, Chair

Attest:

_____
Genesis Guevara
Deputy Town Clerk

Town of Surfside
Resort Tax Board
November 9, 2026

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.A
Date: November 9, 2026
From: Frank Trigueros, Tourism Director
Subject: Snow Moon Soiree

Background/Analysis: –

In 2025, the former Resort Tax Board added the Snow Moon Soiree to the Town's events calendar with the goal of developing a signature Surfside event that would generate interest among prospective visitors and serve as an additional incentive to visit the destination.

The two-day event was conceptualized and curated by local event producer ReLeaf Designs and took place at the Surfside Community Center.

2025 Event Overview

The event featured two distinct experiences:

- **Saturday – Adults-Only White Party:** An evening celebration featuring two complimentary adult beverages per guest, gourmet food, a professional sand sculpture, live music, a fire performance and live mermaid performers.
- **Sunday – Family-Friendly Activities:** A day of activities for all ages, including a sand sculpture workshop, mermaid workshop, surfing lessons, a picnic-style BBQ, yoga and Aqua Zumba.

While the event was well executed and promoted, it coincided with one of the coldest weather fronts South Florida had experienced in approximately 30 years, with temperatures dropping into the low 30s. The unusually cold conditions negatively affected attendance and required several last-minute adjustments to the programming.

2026 Event Considerations

ReLeaf Designs is unavailable to produce the event in 2026. As a result, staff is seeking the Board's direction on whether to:

- Retain Snow Moon Soiree as part of the Town's annual events calendar and select a new event producer.
- Reimagine the event with a different concept or format.
- Discontinue the event and remove it from the calendar.

Fiscal Impact: –

The Board should also discuss the proposed budget and overall scope of the event moving forward. The 2025 Snow Moon Soiree had a total budget of **$110,000**, which is currently included in the Town's event budget for 2026.

Potential considerations include:

- Maintaining the existing $110,000 budget or reducing the allocation.
- Retaining the two-day format or consolidating the event into a single day.
- Adjusting the programming and entertainment to better align with the Board's goals and available resources.

Town of Surfside
Resort Tax Board
November 9, 2026

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.B
Date: November 9, 2026
From: Frank Trigueros, Tourism Director
Subject: Plastic Transformation Machine for Events

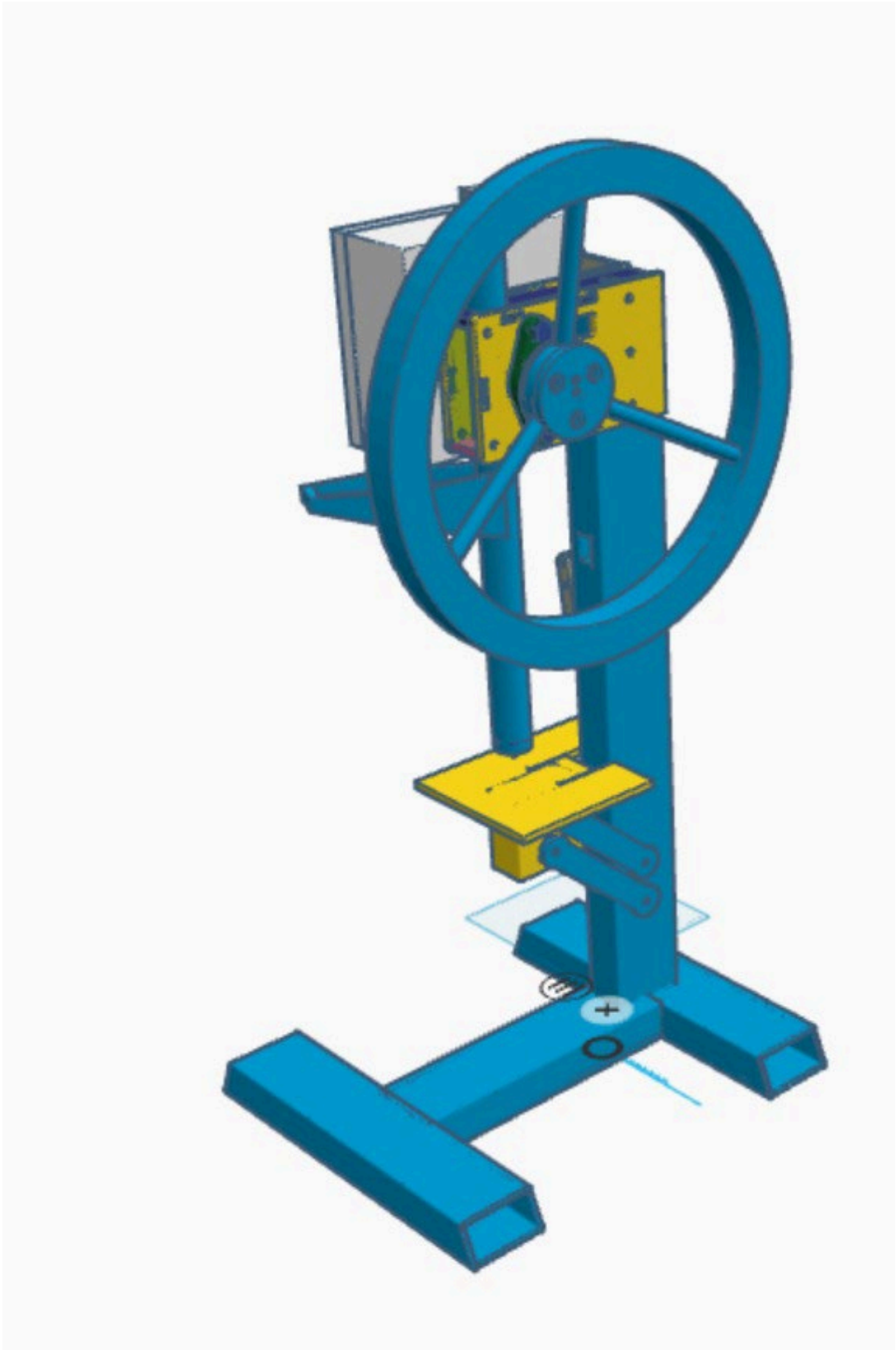
Background/Analysis: –

At its meeting last month, the Board opted to move forward with three @PlasticFisherman events in 2027. During those discussions, the possibility of incorporating a plastic transformation machine into the events was explored; however, its high cost made it difficult to include in the budget for all three events.

Since the meeting, vendor Rodrigo Butori has identified a more affordable machine and is asking the Board to consider sponsoring a portion of its cost. This would allow the equipment to be available at all, or most, of the 2027 events.

The machine would provide an interactive educational experience, allowing attendees to see firsthand how discarded plastic waste can be transformed into tangible, functional objects with long-term use. Its inclusion would further enhance the events while reinforcing the environmental message at the core of the @PlasticFisherman initiative.

Fiscal Impact: – $2,000 towards the purchase, roughly 50%.



Cotia, 28 de outubro de 2026.

PROPOSTA COMERCIAL – 180/2026

A/C Rodrigo Butori – Plastic Fisherman,

Esta proposta comercial tem escopo de fornecimento de máquinas do tipo Precious Plastic. Informações adicionais podem ser consultadas em nosso site: https://www.preciousplasticcotia.com.br, incluindo contatos de nossos clientes, publicações e links para as nossas redes sociais.

Nossas máquinas são baseadas nos projetos do portal original Precious Plastic e receberam atualizações para a realidade de infraestrutura do Brasil: aço, motorização, elétrica e segurança. Além disso, somos certificados como parte da rede mundial Precious Plastic, disponível para consulta em: https://community.preciousplastic.com/map#alex-uemura .

Injetora Manual de Bancada – Esta máquina transforma os flocos de plástico em uma massa mole, que pela ação do volante, é injetada sob alta pressão diretamente dentro de um molde fechado, que resulta em objetos diversos, como brindes, chaveiros, bijuterias, utensílios. Veja aqui. Nosso modelo possui dois sistemas de acoplamento aos moldes, aumentando a produtividade. É possível fabricar moldes exclusivos. É fornecida para rede 220V monofásica. Potência: 1kw/h. Mais informações e exemplos de moldes aqui.

a. Molde de Injeção 3D (Feito com 2 placas de 16,5mm de alumínio Aeronáutico): modelos diversos (animais marinhos, saboneteira, Jenga, porta-copos redondo ou hexagonal, suporte para celular, pente). Os moldes podem ser personalizados com a logomarca do cliente, de acordo com o tamanho e viabilidade técnica (preço sob consulta). Para outros modelos de moldes, viabilidade e preço sob consulta.



Injetora Manual de Bancada

MÁQUINAS E MOLDES	QTDE	UNITÁRIO	TOTAL
Injetora Manual de Bancada - 220V Monofásica	1	**R$ 12.500,00**	**R$ 12.500,00**
*Molde 3D (Feito com 2 placas de 16,5mm de alumínio Aeronáutico)**	5	R$ 1.850,00	R$ 9.250,00
TOTAL MÁQUINAS + MOLDES		**R$ 14.350,00**	**R$ 21.750,00**
Desconto à vista de 5% (compra nacional)			**R$ 1.087,50**
TOTAL MÁQUINAS + MOLDES			**R$ 20.662,50**

* Animais marinhos, saboneteira, Jenga, porta-copos, suporte para celular.

Prazos e Garantia

- **Prazo**: o prazo de fornecimento padrão é de 30 dias após a confirmação da compra.
- **Instalação:** o suporte de instalação é dado on-line, bastando um conhecimento básico de eletricidade. Oferecemos também instalação e treinamento no local, valor a combinar.
- **Garantia e manutenção:** os equipamentos são devidamente testados antes do envio. Oferecemos 90 dias de garantia, conforme a legislação vigente. A garantia abrange apenas defeitos de fabricação, sendo a assistência dada diretamente em nossa oficina (não trabalhamos com representantes externos). Caso necessário, oferecemos suporte técnico de forma online durante e após o período da garantia, além do fornecimento de peças de reposição. É importante ressaltar que qualquer alteração ou intervenção de terceiros causa a cessão imediata da garantia. Após o período de garantia, o suporte técnico online ou presencial é cobrado à parte.

Condições de Pagamento

- No ato da confirmação da compra, será feita a conversão do valor total para dólar e o pagamento será feito de forma integral, mediante a emissão da Nota Fiscal. **Frete não incluído nesta proposta.** Esta proposta tem validade de 30 dias. Seguem dados bancários:

  Nome da Empresa: Precious Plastic | CNPJ: 45.359.094/0001-28
  Instituição: 403 - Cora SCD | Agência: 0001 Conta: 2018551-1
  PIX: 45.359.094/0001-28

Ficamos à disposição para esclarecer o que for necessário.

Gratos pela oportunidade.

PRECIOUS PLASTIC COTIA
www.preciousplasticcotia.com.br
preciousplastic.cotiabr@gmail.com
11 91065-1871

Town of Surfside
Resort Tax Board
November 9, 2026

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.C
Date: November 9, 2026
From: Frank Trigueros, Tourism Director
Subject: Art Exhibition on Beach Path

Background/Analysis: –

Over the years, art exhibitions and cultural programming have consistently been among the interests expressed by members of the Tourist Board. While temporary art exhibitions have frequently ranked high on the Board's wish list, the Town's limited exhibition space has presented challenges in attracting artists and accommodating proposals.

Resident and visual artist Gabriel Matarazzo has submitted a proposal for a temporary art exhibition along Surfside's Walking Path. The concept celebrates one of the Town's most distinctive natural features: the seagrape tree. Through an innovative artistic presentation, the exhibition would showcase the leaves of this native tree and their transformation throughout the seasons, creating a visual experience that complements and enhances the surrounding natural landscape rather than detracting from it.

If approved, the exhibition would introduce a new cultural attraction along the beachfront, enhancing the visitor experience and adding to Surfside's tourism offerings during the winter season, when visitation to the area is at its peak.

Fiscal Impact: – To be presented at the meeting along with visuals. Board has $164,000 - 54,000 available for any initiative not budgeted for depending on what happens with the Snow Moon Soiree event which is up for discussion.

Town of Surfside
Resort Tax Board
November 9, 2026

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.D
Date: November 9, 2026
From: Frank Trigueros, Tourism Director
Subject: Traditional Destination Advertising in Travel Media

Background/Analysis: –

It has been several years since Surfside's Tourist Board invested in traditional paid destination advertising, whether in print or digital travel publications. This type of advertising was customary during the Town's engagement with a marketing agency from 2016 to 2020.

Advertising in traditional travel media outlets, both print and digital, while often expensive, offers destinations an opportunity to reach travelers in a more intentional, credible and travel-focused environment. While social media and paid digital advertising remain essential to destination marketing, traditional travel publications continue to play an important role in influencing travel decisions, building destination awareness and positioning a destination within the broader tourism marketplace. Key benefits include reaching an audience already interested in travel, building credibility and prestige, and creating opportunities for storytelling and destination positioning.

If attracting more visitors to Surfside and generating additional Resort Tax revenue through the Tourist Bureau's own marketing efforts are priorities for the Board, staff would like to gauge members' interest in exploring traditional advertising opportunities with established travel publications such as *AFAR*, *Condé Nast Traveler*, *National Geographic Traveler* and *Travel + Leisure*.

A sample advertising proposal from *AFAR* is attached for the Board's consideration. According to the publication's media information, *AFAR* has the highest average household income among travel publications, and its readers rank among the highest in annual travel spending.


Surfside
FLORIDA
x
AFAR
Meet Me in Surfside
A Charming Coastal Escape, Made for Discovery.



Discover the Miami escape hiding in plain sight.

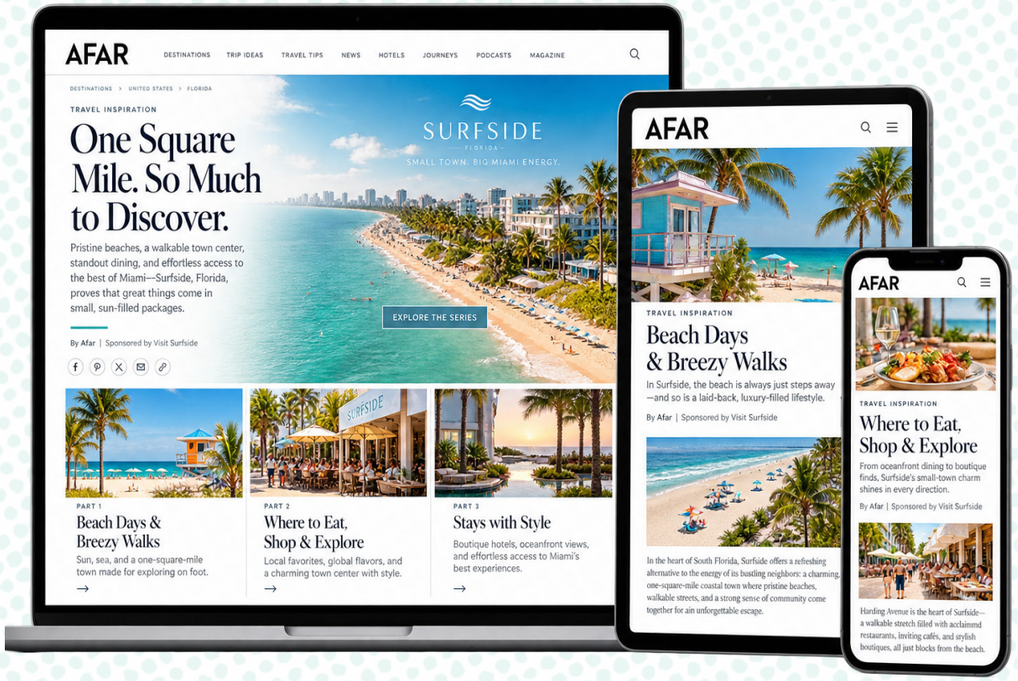
In just one square mile, Surfside delivers an irresistible combination: the charm of a walkable beach town with the sophistication of Miami at its doorstep.

Visit Surfside and Afar will bring that distinctive story to life through a high-impact partnership spanning bespoke content, premium print, and targeted media.

Together, we'll showcase the beaches, dining, and neighborhood hidden gems that make Surfside feel refreshingly different, all while giving travelers numerous reasons to make this charming coastal town their next South Florida escape.

Custom Content

One Square Mile. So Much to Discover.



Illustrative mockups shown for creative concepting purposes only. Final imagery, copy, and user experience will be developed collaboratively with Visit Surfside Florida during the creative development process.

Afar will create a bespoke three-part content series that captures the distinctive character of Surfside and transforms its many layers into high-impact travel inspiration.

Through immersive storytelling and actionable recommendations, we'll showcase the experiences that make this intimate coastal town feel like a world of its own, from standout dining and sophisticated stays to the effortless luxury of having greater Miami within easy reach.

Each story will be crafted to inspire discovery and drive deeper consideration, giving travelers both the emotional spark and grounded next steps to plan their perfect Surfside visit.

Includes:

3x Bespoke Custom Articles • Strategic Promotion Across Afar's Ecosystem • Evergreen, Searchable Destination Storytelling

Visit Florida x Afar Print



Illustrative mockups shown for creative concepting purposes only. Final imagery, copy, and user experience will be developed collaboratively with Visit Surfside Florida during the creative development process.

A Natural Fit for Florida's Moment in Print.

Surfside will take center stage within Afar's Spring 2027 VISIT FLORIDA Section, an exceptionally aligned environment for introducing travelers to its elevated take on the Florida escape.

The Spring issue's focus on well-being, culture, and meaningful travel creates a natural editorial backdrop for Surfside: a destination where travelers can walk almost everywhere and experience the charm of a beach town without sacrificing the sophistication of Miami.

The program surrounds custom and brand creative with a robust amplification package, turning print into a multi-channel opportunity to build awareness and inspire action.

Includes:

Custom Full-Page Advertorial • Full-Page Brand Ad • Daily Wander Newsletter Sponsorship • VISIT FLORIDA Instagram Carousel Inclusion • Afar.com Display Media

Spring 2027 | The Good Life Issue; In-home start: April 20, 2027 (tentative)

Afar Magazine Brand Page

Give Surfside Another Moment in the Spotlight.



Beyond the VISIT FLORIDA partnership, Surfside can extend its premium print presence with a dedicated full-page brand placement in the 2027 Afar Magazine issue of its choice.

This flexible placement allows Surfside to select the editorial environment that best complements its priorities. It's another high-impact opportunity to place Surfside directly into the hands of Afar's affluent, influential travelers—and keep the destination top of mind throughout the year.

Includes:

1.00 Full Brand Page in 2027 Issue of Choice

Afar Magazine Brand Page



SPRING 2027

The Good Life

(WELLNESS ISSUE)

An exploration of how travel can help us live healthier, more connected, and more meaningful lives.

IN-HOME START DATE

APRIL 20, 2027

SUMMER 2027

The Passions

(TRAVEL TO... ISSUE)

A celebration of the experiences travelers care deeply about once they arrive, from food and culture to traditions and local discoveries.

IN-HOME START DATE

AUGUST 17, 2027

FALL 2027

Epic Trips

Bigger, bolder, better. This issue features over-the-top trips to far-flung locales as well as unexpected adventures in North America.

IN-HOME START DATE

OCTOBER 26, 2027

WINTER 2028

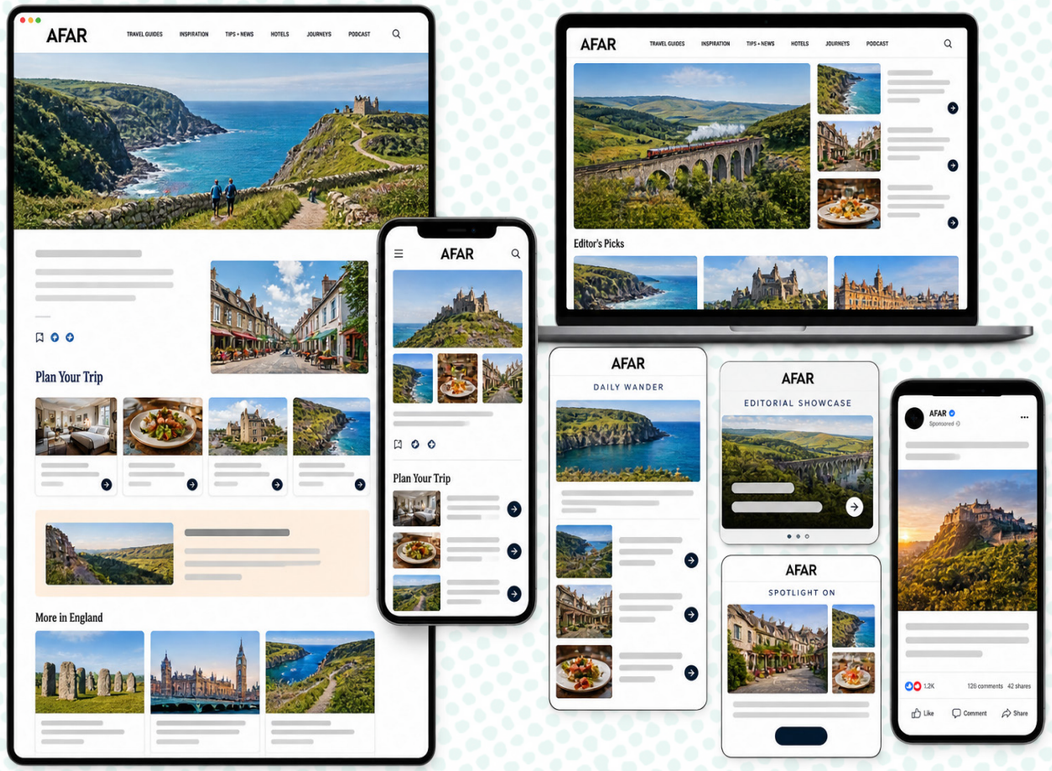
Where to Go Next

Our annual guide to the most compelling places to travel in the year ahead, guiding travelers to the right places at the right time and making it easy to plan and book.

IN-HOME START DATE

JANUARY 4, 2028

Targeted Afar Media



Illustrative mockups shown for creative concepting purposes only. Final imagery, copy, and user experience will be developed collaboratively with Visit Surfside Florida during the creative development process.

From New York City to Surfside.

A dedicated Afar media plan will extend Surfside's story beyond its core content, surrounding travelers with high-impact destination inspiration across moments of discovery, consideration, and active trip planning.

With a strategic focus on the New York City market, premium run-of-site placements will keep Surfside visible across Afar.com, while contextual targeting can align the destination with relevant travel environments.

Includes:

Dedicated Media Investment • NYC Geo-Targeting • Premium Afar Digital Placements



Commitment Investment

2027 Investment Option I: $25,000 NET

Visit Florida Spring 2027 Co-Op Package
- Full-page advertorial opposite of brand ad
- Sponsorship of Afar's Daily Wander Newsletter
- Inclusion in VISIT FLORIDA Instagram Carousel
- Afar.com Display Media 100K impressions

2027 Investment Option II: $60,000 NET

Custom Content Series
- 3x Custom Articles
- 1x DW Newsletter Banner
- 3x DW Promo Ave Placements
- 3x Amplified FB posts

Afar Print
- 1.00 Brand Page in Choice of 2027 Issue, East of the Mississippi

Afar Media
- ROS
- CST
- Avalanche Banners
- Options to Geo-Target



Audience Snapshot

Who They Are
- Median Age: 41 — *Rank #1 for Affluent Millennials!*
- Average HHI: $336,159 — *Rank #1 against all travel media!*
- Average Net Worth: $3.7MM+ — *Rank #1 and more than $750K higher than other travel media!*
- Most likely to influence others' travel decisions

Discerning, Affluent Travelers
Afar Ranks #1 for the highest concentration of travelers who:
- Stay at a 5-star or luxury boutique hotels
- Fly first class or private
- Eat at Michelin-starred restaurants
- Spend the most on travel annually

The Right Audience for Surfside
- 11 Domestic trips taken annually
- Ranks #1 for preferring to take vacations in the U.S. rather than abroad
- **Ranks #1 for travel to the Southeast**
- 60% of our audience has children in the household — *Rank #1 against all travel media!*
- Take the most trips/year: 16 — *Rank #1 against all travel media!*

Unduplicated in the Travel Media Space
- 79% Don’t read Conde Nast Traveler
- 72% Don't read Travel +Leisure

Source: Ipsos US Global Influentials Study, 2025: Compared to CNT and Travel + Leisure



Thank You!

Colleen Schoch
Olivia Wilkey

Town of Surfside
Resort Tax Board
November 9, 2026

DISCUSSION ITEM MEMORANDUM

Agenda #: 7.E
Date: November 9, 2026
From: Frank Trigueros, Tourism Director
Subject: 2027 Historical Walking Tours with HistoryMiami Museum

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Background/Analysis: –

Exploring available dates for 2027 Historical Walking Tours with HistoryMiami Museum's Resident Historian, Dr. Paul George. Tours consist of a one-hour walking tour of part of Town while highlighting interesting historical facts about our municipality. The Tours have been very popular year after year, often reaching capacity registration.

Fiscal Impact: – $1,700 per tour.