



HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY

MEMORANDUM

DATE: November 26, 2024

TO: Dr. Jeremy Earle, Executive Director

THRU: Faith Phinn, Deputy Executive Director *LP 12/5/24*

FROM: Maria Chevasco, Project Coordinator *M. 11/26/2024*

SUBJECT: Los Verdes – Program Grants Recommendation

Please find attached the approval recommendation for Los Verdes' commercial business incentive applications. This document outlines the key merits, alignment with HBCRA objectives, and the positive impact these incentives are expected to have on the local community.

Key Highlights:

1. **Alignment with Program Criteria:** Located in District 8, a priority area, Los Verdes meets program goals by proposing a multi-year lease and contributing to economic growth.
2. **Community Impact:** Los Verdes fosters a family-friendly atmosphere, creates local jobs, and increases foot traffic, strengthening the District 8 community.
3. **Enhancement to Local Culture:** The restaurant highlights Colombian cuisine and culture, blending dining and entertainment to enrich the city's diversity.
4. **Visibility Benefits:** Its prime location and appealing signage attract customers, enhancing District 8's reputation as a vibrant dining destination.

Reviewed/Approved by:



Dr. Jeremy Earle, Ph.D., AICP, FRA-RA
City Manager/CRA Executive Director

12-2-21

Date



HBCRA Internal Recommendation

Los Verdes
144 NE 1st Avenue
Hallandale Beach, FL 33009

Total project cost for Signage: \$ 10,675.00
 Total funding requested Signage: \$ 4,270.00 (60/40 match)
 Total funding requested for TLS: \$ 48,300.00 (65/35 match – 12 months)
 Total funding recommended for TLS: \$ 30,800.00 (65/35 match – 8 months)
 Total funding: **\$ 35,070.00**
 Lease Terms: 5-year Lease

THIS LEASE (this "Lease"), dated as of April 5, 2024 between URBALO LLC, a Florida limited liability company, having a mailing address at c/o 144 NE 1st Avenue, Hallandale Beach FL 33009 ("Landlord") and GENESIS HALLANDALE, LLC, a FLORIDA for profit corporation, having a mailing address at 18230 NE 4th Ct., Miami, FL 33160 ("Tenant").

W I T N E S S E T H :

WHEREAS Landlord is the owner of the building (the "Building") known as 144 NE 1st Ave, Hallandale Beach FL 33009 and

WHEREAS, Tenant is desirous of leasing a portion of the ground floor within the Building which has been built-out as a restaurant space, commonly known as 144 NE 1st Ave, Hallandale Beach FL 33009 and Landlord is willing to lease such space to Tenant, on the terms and conditions hereinafter set forth.

NOW, THEREFORE, Landlord and Tenant agree as follows:

I.

DEMISE OF PREMISES- TERM

Demise

(A) Landlord hereby demises to Tenant and Tenant hereby rents from Landlord, subject to the covenants and agreements contained in this Lease, a portion of the ground floor consisting of a total of approximately 2900 square feet (1565 interior square footage included in the total of 2900 square feet), commonly known as 144 NE 1st Ave, Hallandale Beach FL 33009 (collectively, the "Premises"). A floor plan of the Premises is exhibited hereto.

Term; Commencement Date; Expiration Date; Option

(B) The term of this Lease ("Lease Term" or "Term") shall begin on May 1, 2024 ("Commencement Date") and shall end, unless sooner terminated, April 31, 2029. Tenant shall have an option to extend the Lease for one (1) additional five year period provided that Tenant notifies Landlord, in writing, via certified mail return receipt requested, of its intent to exercise said Option at least 90 days prior to the expiration of the initial lease term. This written notice requirement shall be strictly construed and equity shall not intervene to allow Tenant to obviate or deviate, in any way, from the written option exercise notice requirement set forth herein. If Tenant is in default of this Lease, whether said default has been declared by Landlord in writing or not, then such Option to Renew shall be deemed null and void. The failure on the part of the Tenant to strictly

Lease Year	Base Rent
5/1/2024 – 04/31/2025	\$11,000.00*
5/1/2025 – 04/31/2026	\$12,500.00*
5/1/2026 – 04/31/2027	\$12,500.00*
5/1/2027 – 04/31/2028	\$12,875.00*
5/1/2028 – 04/31/2029	\$13,261.25*

(Option Period If Exercised)	Base Rent
5/1/2029 – 04/31/2030	\$13,791.70^
5/1/2030 – 04/31/2031	\$14,343.36^
5/1/2031 – 04/31/2032	\$14,917.09^
5/1/2032 – 04/31/2033	\$15,513.77^
5/1/2033 – 04/31/2034	\$16,134.32^

*Such amounts do NOT include Tenant's proportionate share (based upon the square footage of the building) of expenses, CAM, Taxes and Insurance. Tenant's proportionate share of the building is 40.7% and therefore, by way of example, Tenant would pay 40.7% of the real property tax bill and Landlord's insurance. Additionally, Tenant shall pay sales tax of 7.5%. Annual rent increases for the five-year Option period shall be set at 4% per annum, meaning year 1 of the 5-year option period, rent shall be 4% higher than year 5 of the initial Lease Term, and so on and so forth with successive 4% increases per year.

^ 4% per annum annual rent increases are exemplified in the table above. However, as per the LOI, during the Option period, the rent shall increase at 4% per annum or fair market rate, whichever is greater.

(B) For the purposes of this Lease, "Additional Rent" shall mean all sums of money, other than Fixed Rent as shall become due and payable from Tenant to Landlord under or pursuant to this Lease, including Tenant's Tax Payment, Tenant's Insurance Payment and Tenant's Operating Expense Payment. Tenant shall pay to Landlord any and all Additional Rent commencing on the Rent Commencement Date. The term Fixed Rent and all Additional Rent, shall be collectively referred to in this Lease as "Rent". All Rent shall be paid to Landlord, at its office, or at such other place as Landlord shall designate to Tenant, in lawful money of the United States of America.

Commercial Signage Grant Program

- Applicant requested amount: \$ 4,800.00
- Program maximum funding: \$ 4,270.00 (60/40 match)
- Recommended award amount: **\$ 4,270.00**



Tenant Lease Surety/Tenant Rent Subsidy

- Applicant requested amount: \$48,300.00
- Program maximum funding: \$30,800.00 (65/35 match)
- Recommended award amount: **\$30,800.00 (8 months)**

Applicant Background/Introduction

On October 16, 2024, Javier Penagos submitted applications for two HBCRA Commercial Incentive Programs: the Commercial Signage Grant and the Tenant Lease Subsidy Program on behalf of Los Verdes. This popular Colombian-inspired restaurant is poised to become a dynamic addition to Hallandale Beach’s District 8, offering an exceptional dining and entertainment experience. Established in 2004, Los Verdes has grown exponentially from a single fast-food establishment into a prominent brand with 14 thriving locations across South Florida.

The mission of Los Verdes is to provide a premier sports-viewing experience paired with great food and drinks in a lively and welcoming atmosphere. The restaurant distinguishes itself through high-quality offerings, excellent customer service, and a vibrant environment featuring the latest sports broadcasting technology. Guests can enjoy a menu rich in gourmet burgers, wings, arepas, and other Colombian-inspired favorites, all crafted with fresh, high-quality ingredients. The establishment also boasts a full-service bar featuring craft beers, creative cocktails, and non-alcoholic options to cater to diverse tastes.

Located at 144 NE 1st Ave in District 8, Los Verdes is strategically positioned in the heart of Hallandale Beach. With extended hours from 11:00 am to midnight daily, it offers convenience for families, sports enthusiasts, and casual diners alike. The restaurant’s family-friendly vibe, spacious outdoor seating, and vibrant murals contribute to a welcoming, dynamic atmosphere that invites patrons to enjoy both the food and the experience.

By addressing a growing demand for venues that combine dining and entertainment, Los Verdes is poised to fill a critical market need in the community. Its slogan, Food That Makes You Feel Good! captures the essence of its brand and the promise it delivers to every guest. With its commitment to high standards, innovation, and community engagement, Los Verdes is well-positioned to enhance the cultural and economic vibrancy of Hallandale Beach.

Location Evaluation

The business is in the priority area identified in the HBCRA program application as District 8 144 NE 1st Avenue from Hallandale Beach to NE 5th Street. Typically, HBCRA investments are in locations/businesses with high visibility.



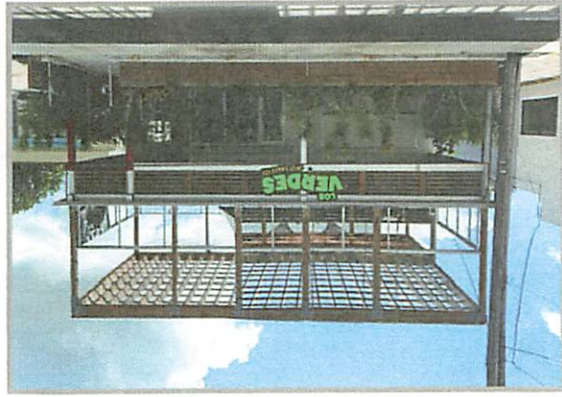
Application Evaluation

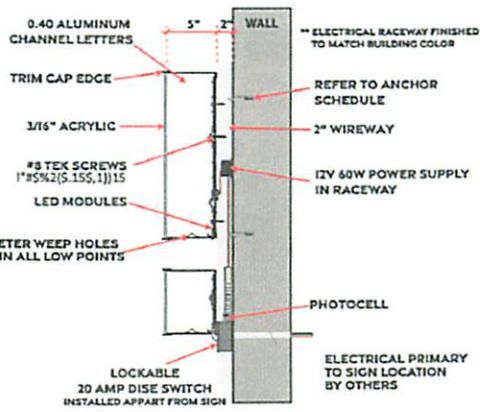
Los Verdes applied for two (2) HBCRA Commercial Business Incentives programs. After a thorough evaluation of the applications submitted, staff recommends approving the Commercial Signage Grant and Tenant Lease Subsidy based on the following considerations:

1. **Alignment with Program Criteria:** Los Verdes operates within District 8, a designated priority area under the HBCRA boundaries, and has a multi-year lease. This aligns directly with the objectives of both programs, which aim to support businesses contributing to the economic vitality and appeal of the community.
2. **Community Impact:** As a family-friendly establishment, Los Verdes fosters a welcoming environment that serves as a gathering place for residents and visitors alike. By creating local job opportunities and boosting foot traffic in District 8, the restaurant strengthens the neighborhood's economic foundation and enhances its sense of community.
3. **Enhancement to Local Culture:** With its Colombian-inspired cuisine, vibrant atmosphere, and innovative approach to blending dining with entertainment, Los Verdes adds a unique cultural dimension to Hallandale Beach. The restaurant's offerings, from gourmet burgers to traditional Colombian dishes, celebrate diversity while providing a venue for meaningful social interaction.
4. **Visibility Benefits:** Strategically located at 144 NE 1st Ave, Los Verdes benefits from high visibility in a busy area of District 8. The addition of attractive signage and the restaurant's inviting design further contribute to drawing customers, bolstering the area's reputation as a vibrant dining and entertainment destination.

By meeting program objectives and addressing community needs, Los Verdes exemplifies the type of business the HBCRA aims to support through its incentive programs.

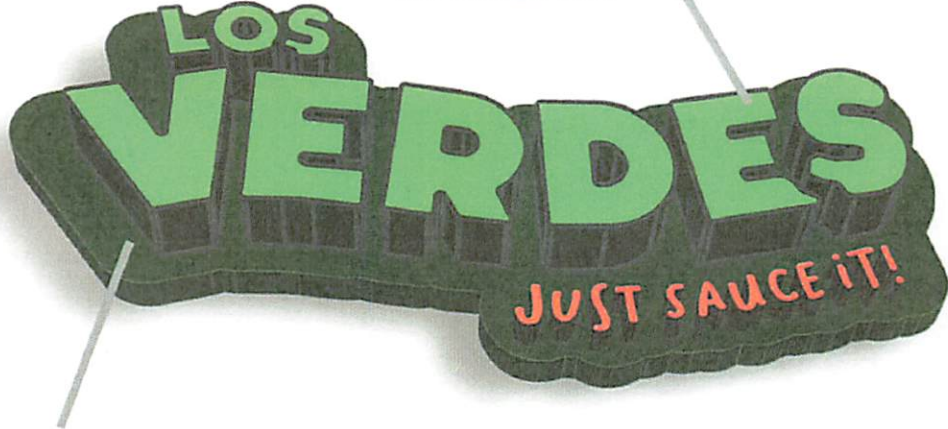
Considering these factors and based on the thorough evaluation of Los Verdes two (2) applications, the staff recommends the approval of both the Commercial Signage Grant and Tenant Lease Subsidy. Los Verdes commitment to community impact, job creation, local culture enhancement, and strategic visibility efforts align with the goals of the HBCRA's incentive programs. We believe that this project not only serves the best interests of the applicant but also contributes significantly to the economic and cultural growth objectives of the HBCRA.



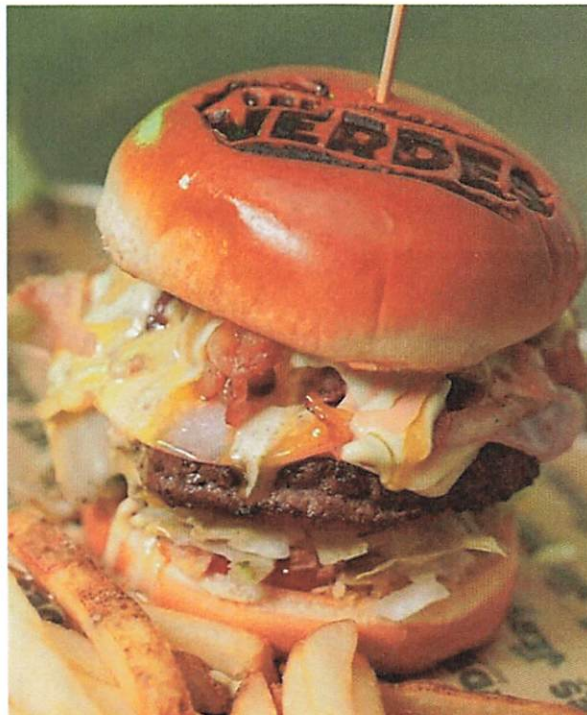


39"X85"

LED Illuminated Chennel letters. UL Certified
Faces color: Green -Ultracast Transucent Vynil up to 9 years outdoor durability.
or White - acrylic color
Slogan face color: Orange
Return Deep: 3" or 5"
Return Color: Black
Trim of letters: Black



Aluminum Tray/Wireway custom cut and fabrication
Painted to match logo Color - Pantone - Green TBD









1
Selected contractor.

ESTIMATE

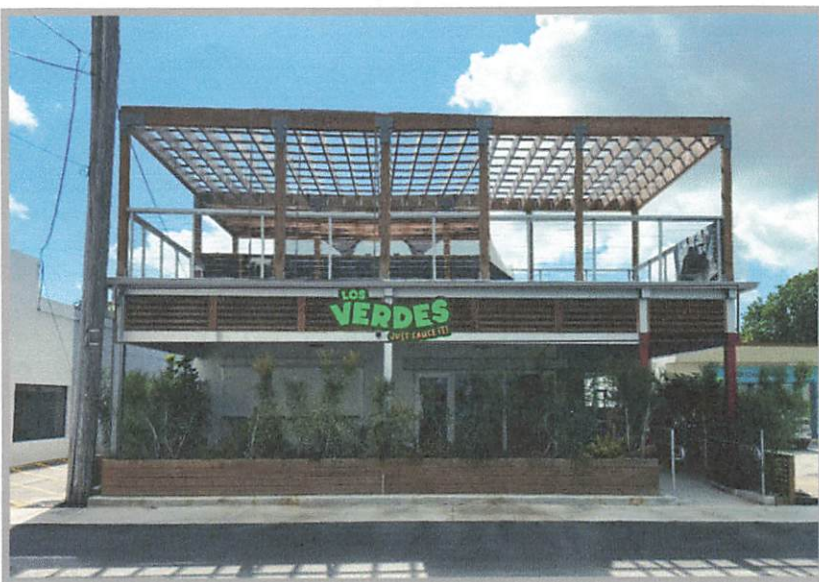
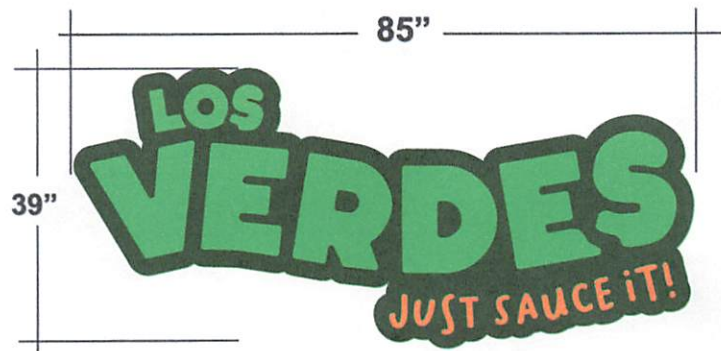
42924-1133

Customer:
Los Verdes - Hallandale Beach
144 NE 1st Ave, Hallandale Beach, FL 33009
Attn, Javier Penagos

Dear Javier,
We appreciate the opportunity to quote on your signage needs. This quotation, good for 25 days, is based on the specifications you provided me and how I interpreted them.

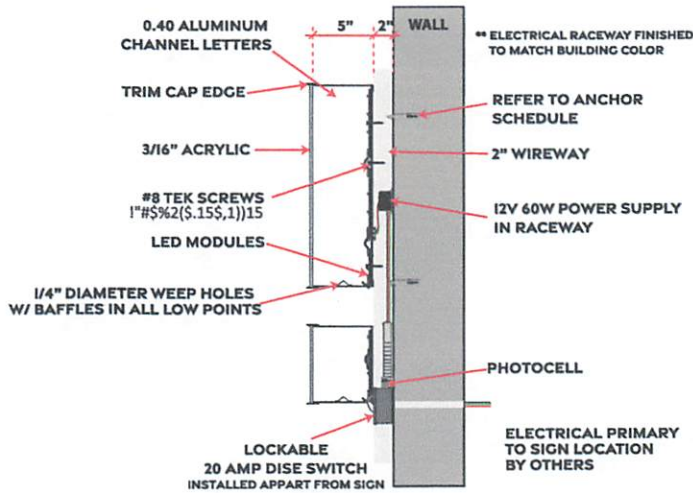
Description:

2 Custom illuminated Signs - LOS VERDES - Just Sauce it!
Custom fabrication and installation- 2 sides.



ESTIMATE

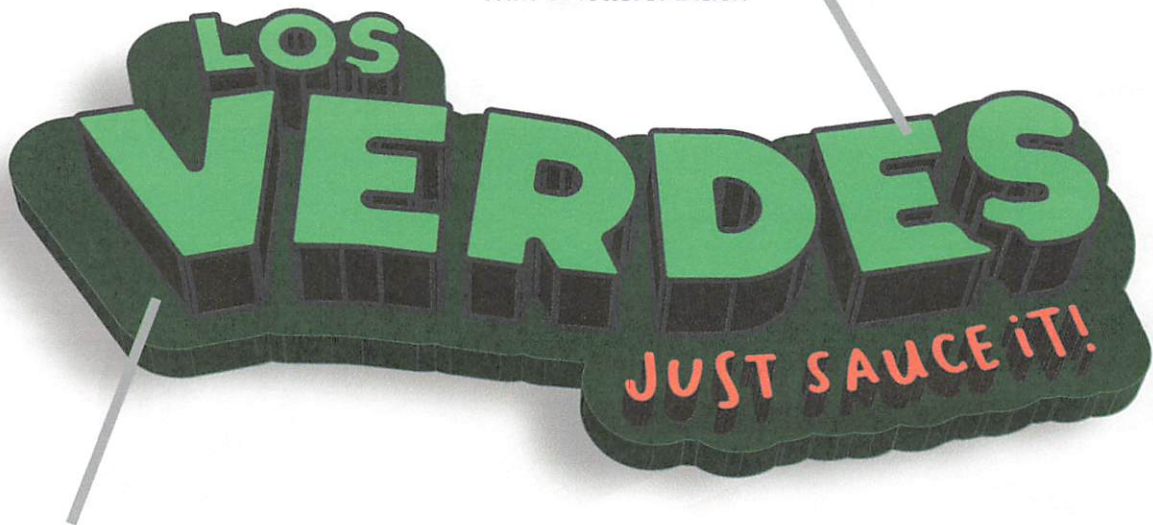
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39"X85"

LED Illuminated Chennel letters. UL Certified
 Faces color: Green -Ultracast Transucent Vynil up to 9 years outdoor durability.
 or White - acrylic color

Slogan face color: Orange
 Return Deep: 3" or 5"
 Return Color: Black
 Trim of letters: Black



Aluminum Tray/Wireway custom cut and fabrication
 Painted to match logo Color - Pantone - Green TBD

• Materials, labor and Installation.....**\$10.675.00 + tax**

NOTES:

- Professional installation performed by SOLUTIONS ELECTRICAL CORP (Please see license and Insurance attached)
- Price does not include Taxes,Permit, Permit fees, Permit process, Inspections, engineering, drawings,etc. TBD
- Primary Electrical lines not included, must be provided by customer.



City of Hallandale Beach

Business Tax & Regulations Division
400 S. Federal Highway, Hallandale Beach FL 33009
(954) 457-2220, Option 4

LOCAL BUSINESS TAX RECEIPT

Business Name:	Genesis hallandale llc DBA: Los Verdes	Business Type(s):	463 Restaurants
Business Location:	144 NE 1 AVE HALLANDALE BEACH, FL 33009	Mailing Address:	144 NE 1 AVE HALLANDALE BEACH, FL 33009
Owner:	Diego Zuluaga		
License Number:	BTR-24-06858	License Type:	Business Tax Receipts
Issued Date:	11/18/2024	Classification:	General BTR
Expiration Date:	9/30/2025	Fees Paid:	\$296.57
Restaurants - # of Seats:	150		
Comments/Conditions:	RESTAURANT SEATING - 150		

Please be advised that you must notify the City's Business Tax & Regulations Division if there is a change in the business name, business location, mailing address, or business operations.

RENEWALS – All Business Tax Receipts shall expire on the 30th day of September of each year. It is the responsibility of the business/property owner to ensure that their Business Tax Receipt is renewed by September 30th of each year. Failure to receive a renewal reminder notice will not exempt you from paying any penalties for the late payment.

TO BE POSTED IN A CONSPICUOUS PLACE

