



HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY

MEMORANDUM

DATE: November 25, 2024

TO: Dr. Jeremy Earle, Executive Director

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

FROM: Maria Chevasco, Project Coordinator *M.C. 11/25/2024*

SUBJECT: Ceviche Avenue – Program Grant Recommendation

Please find attached the approval recommendation for Ceviche Avenue commercial business incentive application. 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:** Ceviche Avenue, located in District 8, meets RRESG eligibility through its priority-area status and proposed multi-year lease, aligning with the program's mission to support rental obligations.
2. **Community Impact:** As a cherished local restaurant, Ceviche Avenue enriches the Hallandale Beach community by celebrating Peruvian cuisine, fostering a welcoming atmosphere, and sustaining jobs.
3. **Enhancement to Local Culture:** By showcasing Peru's rich culinary heritage, Ceviche Avenue contributes to cultural appreciation and adds a unique dimension to Hallandale Beach's dining scene.
4. **Visibility Benefits:** Located at 101 NE 3rd Street, Ceviche Avenue enjoys high visibility, driving foot traffic to District 8 and enhancing the neighborhood's appeal as a dining destination.

Reviewed/Approved by:



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

12-2-24

Date



HBCRA Internal Recommendation

The Blues Burgers
801 N Federal Hwy
Hallandale Beach, FL 33009

Total funding requested RRESG:	\$ 7,684.00 (2 Months Past Due)
Total funding requested RRESG:	\$ 5,378.80 (65/35 match – 4 months)
Total funding recommended:	\$ 13,062.80 (2 Months Past Due and 65/35 match – 4 months)
Total funding:	\$ 13,062.80
Lease Terms:	2-year Lease

COMMERCIAL LEASE AGREEMENT

This Lease is made on June 1st, 2018 by and between JACKELINE KELS hereinafter referred as Landlord and ALEYDA ISABEL RIVERA and MARISON PIMENTEL, owners and legal Representatives of "CEVICHE AVENUE LLC" Restaurant, hereinafter referred as the Tenants.

1. The Landlord agrees to rent to the tenants the following Property: 101 NE 3rd Hallandale FL 33009, a fully equipped Restaurant, with everything in working condition.

2. The rental payments will be \$2,500 TWO THOUSAND FIVE HUNDRED + Taxes at the current rate of 6% of the value of the rent + Water Sewer and Garbage Service for \$300 THREE HUNDRED per month FOR THE FIRST SIX MONTHS of the lease, which are June, July, August, September, October and November of 2018.

3. Since January 1st 2024, the monthly payment of the rent will be \$3,842 THREE THOUSAND Eight Hundred Forty Two + Water Sewer and Garbage Service for \$300 THREE HUNDRED per month, to the rest of the lease. The payments will be payable by the first day of each month. If any rental payment is not made within the five (5) days of its due date, the tenants should pay an additional late charge of 5% (five percent) of the rental payment due.

4. The \$300 dollars payment made for Water, Sewer and Garbage recollection service will be paid by the tenants to the Landlord until the water meter new installation is made, then the Tenants will start paying the service to the corresponding Service Provider.

5. The term of the Lease will be from January 1st, 2024 to May 30th 2026, If the Tenants are in full compliance with all the terms of this lease at the expiration of the lease, they shall have the option to renew it.

6. The Tenants will pay the Landlord a Security Deposit of \$5000.00 FIVE THOUSAND DOLLARS. This deposit will be held as warranty for the repair of any damage to the property or equipment by the tenants. The deposit will be returned to the tenants within ten (10) days of the termination of this Lease, minus any amounts needed to repair the property, without interest.

7. The Tenants are also paying in advance the Landlord the amount of \$5000 FIVE THOUSAND DOLLARS for the First and Last Month of



Restaurant Rent Emergency Stability Grant

- Applicant requested amount: \$13,062.80
- Recommended award amount: \$13,062.80 (2 Months Past Due and 65/35 match – 4 months)

Applicant Background/Introduction

On November 12, 2024, Aleyda Rivera and Marisol Pimentel met with Hallandale Beach Community Redevelopment Agency (HBCRA) staff to submit their application for the Restaurant Rent Emergency Stability Grant (RRESG). Established in June 2018, Ceviche Avenue is a beloved casual dining restaurant located in Hallandale Beach's District 8 at 101 NE 3rd Street. Owned and operated by Aleyda Rivera and Marisol Pimentel, this charming mom-and-pop establishment has become a cornerstone of the community, celebrated for its authentic Peruvian cuisine and welcoming atmosphere. The restaurant's mission is rooted in bringing people together through exceptional food and service, offering a modern yet soulful take on Peru's rich culinary heritage.

Ceviche Avenue offers diners a journey into the vibrant and diverse world of Peruvian gastronomy. From the flavors of the Pacific coast to the peaks of the Andes and the lush Amazon rainforest, the menu reflects centuries of culinary evolution, influenced by Peru's indigenous heritage and the cultures of Spanish, Japanese, Chinese, and African immigrants. The team takes pride in using only the freshest ingredients and masterfully blending traditional techniques with contemporary twists. Signature dishes like Anticuchos, Saltado de Mariscos, Lomo Saltado, and, of course, ceviche, exemplify the restaurant's commitment to authenticity and quality.

The restaurant's unassuming exterior belies a cozy, homey interior where guests are treated to an experience that goes beyond the food. Weekends come alive with live music, creating a warm and festive ambiance that enhances the dining experience. Customers often describe Ceviche Avenue as a "hidden gem," where the combination of exceptional food, personalized service, and family-oriented vibes leaves a lasting impression. Reviews highlight the warmth of staff, who make every guest feel like family.

Ceviche Avenue has firmly established itself as more than just a restaurant; it is a gathering place for the Hallandale Beach community. With its unique offerings and dedication to cultural authenticity, the restaurant not only enriches the local dining scene but also serves as a vibrant representation of Peruvian heritage. The business's focus on quality, culture, and community makes it a worthy candidate for the Restaurant Rent Emergency Stability Grant, ensuring its continued contribution to the district's vibrancy and charm.

Location Evaluation

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



Application Evaluation

Ceviche Avenue has applied for the Restaurant Rent Emergency Stability Grant (RRESG) under the HBCRA Commercial Business Incentive Program. After a comprehensive review of the submitted application, staff recommends approving the grant based on the following considerations:

- **Alignment with Program Criteria:** Ceviche Avenue operates within District 8, a designated priority area under the HBCRA boundaries, and has proposed a multi-year lease, fulfilling key eligibility requirements for the RRESG. The program's purpose is to assist restaurants in meeting their rental obligations, and Ceviche Avenue fits the profile of a business needing critical support.
- **Community Impact:** As a beloved small business, Ceviche Avenue plays a vital role in the Hallandale Beach community by offering a unique dining experience that celebrates Peruvian cuisine. The restaurant fosters a welcoming environment where patrons feel at home, contributes to the local economy, and helps sustain employment opportunities. Its live music events and cultural ambiance enhance the area's vibrancy and create a sense of community for residents and visitors alike.
- **Enhancement to Local Culture:** Ceviche Avenue is a cultural asset, introducing patrons to the rich culinary traditions of Peru, shaped by its diverse history and natural bounty. The restaurant not only offers delicious food but also serves as a hub for cultural appreciation, showcasing the flavors, techniques, and stories behind Peruvian gastronomy. Its authenticity and dedication to quality add a unique and valuable dimension to the city's culinary landscape.
- **Visibility Benefits:** Strategically located in a high-traffic area at 101 NE 3rd Street, Ceviche Avenue benefits from strong visibility, attracting both residents and visitors. Its presence in District 8 draws foot traffic to the neighborhood, contributing to the area's growth and appeal as a dining destination.

The Restaurant Rent Emergency Stability Grant provides essential rental assistance during a period of economic uncertainty. Rising operational costs, supply chain challenges, inflation, and fluctuating customer demand have created significant financial strain for small dining establishments like Ceviche Avenue. By offering up to six months of rent relief—covering two months of past-due rent and four months at 35%—the RRESG helps alleviate financial burdens, reducing the risk of closure and ensuring that restaurants can continue to thrive.

Staff supports this one-time funding opportunity for Ceviche Avenue, recognizing its importance as a cultural and economic contributor to Hallandale Beach and its alignment with the goals of the HBCRA. Approval of this application will help sustain this local gem and preserve its positive impact on the community.

Marketing Plan Highlights:

Ceviche Avenue, a family-oriented restaurant established in June 2018, has demonstrated resilience and commitment to overcoming financial challenges while continuing to serve the Hallandale Beach community. Recognizing the need to adapt to changing market dynamics, the owners have implemented a thoughtful and proactive business strategy to strengthen their operations and enhance their appeal to customers.

Key initiatives include:



- **Enhanced Digital Presence:** Ceviche Avenue has expanded its digital marketing efforts, actively engaging with customers through social media platforms to boost visibility and connect with a broader audience. By leveraging these tools, they aim to keep patrons informed about promotions, events, and menu updates.
- **Delivery Services Partnership:** To accommodate the growing demand for convenient dining options, the restaurant has partnered with Uber Eats and DoorDash. These collaborations allow customers to enjoy their authentic Peruvian cuisine from the comfort of their homes, increasing accessibility and revenue streams.
- **Weekend Entertainment:** Ceviche Avenue has introduced live entertainment on weekends, including karaoke and music performances, to create an inviting and vibrant atmosphere. This initiative not only enhances the dining experience but also encourages repeat visits and draws new patrons.
- **Catering Services Expansion:** To diversify their offerings and tap into new markets, the restaurant has developed a competitive catering menu. This service is targeted toward local companies and events, helping to generate additional income and broaden their customer base.
- **Extended Weekend Hours:** To better serve their patrons and attract evening diners, the restaurant plans to extend its weekend operating hours to 10:00 p.m., providing more opportunities for customers to enjoy their culinary offerings.
- **Community Outreach and Promotions:** Ceviche Avenue has launched a flyer distribution campaign to reach nearby residents and businesses. This grassroots effort complements their online marketing initiatives and ensures a strong local presence.
- **Facility Enhancements:** The owners have made small but impactful improvements to the interior and exterior of the restaurant. These updates contribute to a more welcoming and polished dining environment, enhancing the overall customer experience.

Through these targeted efforts, Ceviche Avenue is positioning itself to remain competitive in the local dining scene, strengthen customer loyalty, and achieve long-term sustainability. The owners' dedication to innovation and community engagement underscores their commitment to preserving the restaurant's role as a cherished local establishment.

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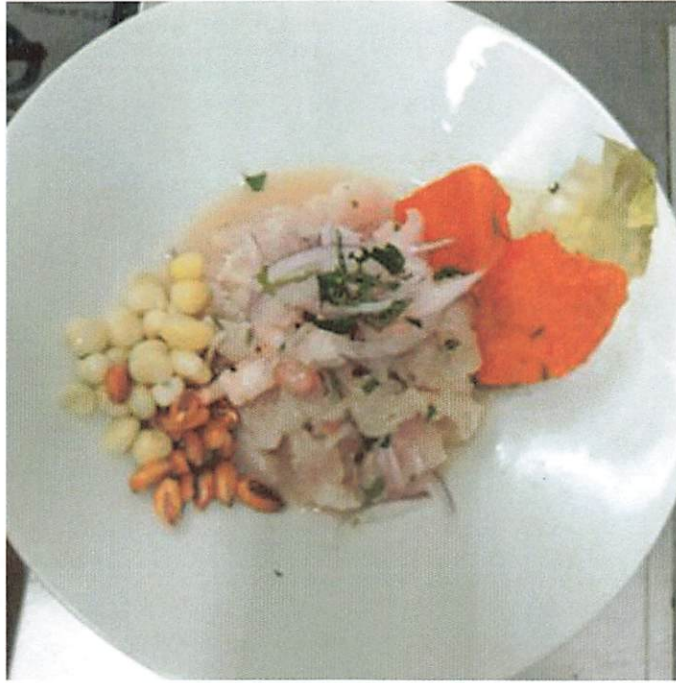


Ceviche Ave.

PERUVIAN RESTAURANT









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:	Ceviche Avenue LLC DBA: Ceviche ave	Business Type(s):	463 Restaurants
Business Location:	101 NE 3 ST HALLANDALE BEACH, FL 33009	Mailing Address:	101 NE 3 ST HALLANDALE BEACH, FL 33009
Owner:	Aleyda Rivera		
License Number:	BTR-22-00964	License Type:	Business Tax Receipts
Issued Date:	9/30/2024	Classification:	General BTR
Expiration Date:	9/30/2025	Fees Paid:	\$147.74
Restaurants - # of Seats: 34			

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



City of Hallandale Beach

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

Certificate of Use

Business Name:	Ceviche Avenue LLC DBA: Ceviche ave	Business Type(s):	102 Commercial Use
Business Location:	101 NE 3 ST HALLANDALE BEACH, FL 33009	Mailing Address:	101 NE 3 ST HALLANDALE BEACH, FL 33009
Owner:	Aleyda Rivera		
License Number:	CU-24-05938	License Type:	Certificate of Use
Issued Date:	9/30/2024	Classification:	Certificate of Use
Expiration Date:	9/30/2025	Fees Paid:	\$250.00
Square footage of business:	8000		
Is this a home-based business?:	No		
Restaurants - # of Seats:	34		

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 Certificates of Use shall expire on the 30th day of September of each year. It is the responsibility of the business/property owner to ensure that their Certificate of Use 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



Letter of Transmittal

TO: City Manager's/CRA Office
ATTN. Dr. Jeremy Earle, Executive Director / City Manager

DATE: November 25, 2024
RE: Restaurant Rent Emergency Stability Grant

We are sending you

Attached Courier FedEx USPS Pick Up

1

Letter to restaurants for signature

Copies	Description
1	RRESG – Ceviche Avenue

THESE ARE TRANSMITTED as checked below:

- For approval
- For your use
- As requested
- For review and signature
- Approved as submitted
- Approved as noted
- Returned for corrections
- Returned after loaned to us

REMARKS: Please find attached for your review and signature the Staff recommendation for Ceviche Avenue. All backup documentation has been attached. The total funding request is \$13,062.80 – 2 months past due rent and an additional 35% subsidy for 4 months.

J.E. 11/25/2024

Copy to:

From:

If enclosures are not as noted, kindly notify us at once.