



City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	Item Type:		1 st Reading	2 nd Reading
9/26/2023	<input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input type="checkbox"/> Other	Ordinance Reading	N/A	N/A
		Public Hearing	<input type="checkbox"/>	<input type="checkbox"/>
		Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>
		Quasi-Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
File No.:				
23-319				
Fiscal Impact (\$):	Account Balance (\$):	Funding Source:	Project Number:	
\$125,000	\$25,000	001-8090-534010	N/A	
Contract/P.O. Required	RFP/RFQ/Bid Number:	Sponsor Name:	Department:	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	N/A	Andrea Lues, Procurement Director	Procurement	
Strategic Plan Focus Areas:				
<input type="checkbox"/> Finance & Budget		<input checked="" type="checkbox"/> Organizational Capacity		<input type="checkbox"/> Infrastructure/Projects
Implementation Timeline:				
Estimated Start Date: 10/1/2023 Estimated End Date: 9/30/2028				

SHORT TITLE:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA AUTHORIZING A FIVE-YEAR AGREEMENT WITH THE HALLANDALE CHAMBER OF COMMERCE, INC. IN AN ANNUAL AMOUNT NOT-TO-EXCEED TWENTY-FIVE THOUSAND DOLLARS (\$25,000) PER FISCAL YEAR FROM OCTOBER 1, 2023 THROUGH SEPTEMBER 30, 2028 FOR A TOTAL NOT TO EXCEED CONTRACT AMOUNT OF ONE HUNDRED TWENTY-FIVE THOUSAND (\$125,000) DOLLARS; AND PROVIDING FOR AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

This item seeks City Commission approval of the attached performance agreement between the City and The Hallandale Chamber of Commerce, Inc ("Chamber of Commerce") in an annual amount not-to-exceed of \$25,000 per fiscal year for a total amount for the five-year agreement of \$125,000. The contract term is from October 1, 2023 through September 30, 2028. Approval of

this item authorizes the City Manager to execute the agreement with the Chamber of Commerce for the five-year agreement term.

Background:

The Vision of the Chamber of Commerce is to promote and offer outreach within the business community with the aim of fostering new growth and continuing investment in the City of Hallandale Beach.

The Mission of the Chamber of Commerce:

- To serve as a unified voice for businesses and individuals with the goal of improving our community.
- To respond to inquiries about business in the area, residential choices, education, travel, and tourism.
- To be a source for information and a welcome center for visitors and residents.

The City and the Chamber of Commerce have an agreement in place that is set to expire on September 30, 2023. A chamber of commerce is an organization of businesses seeking to further their collective interests, while advancing their community. Staff is requesting approval of a five-year agreement for the performance measures stated below. Historically, each Chamber of Commerce agreement had a one-year term which meant a new agreement would need to be drafted and executed annually.

Current Situation:

The following performance measures (Exhibit 2) are included as part of the agreement:

1. Business Ambassador, Marketing and Promotions

The Chamber of Commerce will serve as an ambassador between the business community and the City. Recognizing the value in unified messaging, the Chamber of Commerce and the City will work collaboratively to keep the business community informed with key updates and resources.

2. Quarterly Good Morning Hallandale Beach Townhall Meeting

The quarterly "Good Morning Hallandale Beach" virtual townhall is designed to enhance the overall business development in the community by understanding, and reporting on key issues which may impact the viability of the business community.

3. State of the City

The Chamber of Commerce will organize one State of the City address. The Chamber of Commerce will create digital marketing content for website, social media marketing, and e-news distribution. The Chamber of Commerce will be acknowledged as a sponsor of the event.

4. #HBJOBS / #HBJOBSNOW – Talent Lives Here

As the catalyst for business and community growth, the Chamber of Commerce and its partners will use this initiative in efforts to connect the business community to individuals looking for employment in the City. The Jobs Now initiative will focus on being a hub to promote open positions at companies who are hiring in Hallandale Beach, sharing resources and training for businesses and individuals as well as highlighting local companies providing innovative ways to retain and create jobs.

The Chamber of Commerce will be paid for successful completion of each performance measure. Below is a table depicting the cost breakdown for the entirety of the agreement:

FISCAL YEAR	DATES OF SERVICE	ANNUAL COST
FY23-24	October 1, 2023 – September 30, 2024	\$25,000
FY24-25	October 1, 2024 – September 30, 2025	\$25,000
FY25-26	October 1, 2025 – September 30, 2026	\$25,000
FY26-27	October 1, 2026 – September 30, 2027	\$25,000
FY27-28	October 1, 2027 – September 30, 2028	\$25,000
GRAND TOTAL		\$125,000

Why Action is Necessary:

Pursuant to Chapter 23, Section 23-6, Award of Contract, the City Manager, shall have the authority to recommend to the City Commission award of contracts.

Cost Benefit:

The performance agreement will provide for accountability before any funds are released. The existence of a Chamber of Commerce to advocate for businesses and to create relationships between business leaders and City Officials is an important element of any business development effort.

PROPOSED ACTION:

The City Commission considers the attached Resolution.

ATTACHMENT(S):

Exhibit 1 – Proposed Resolution
Exhibit 2 – Performance Agreement

Prepared By: Andrea Lues
Andrea Lues
Procurement Director

Reviewed By: Noemy Sandoval
Noemy Sandoval
Assistant City Manager