



**Hallandale Beach**  
COMMUNITY REDEVELOPMENT AGENCY

## Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

<b>Meeting Date:</b>	September 28, 2022		<b>File No.</b>	<b>Item Type:</b> <i>(Enter X in box)</i>	<b>Resolution</b>		<b>Other</b>	
			22-368		X			
<b>Fiscal Impact:</b> <i>(Enter X in box)</i>	Yes	No	<b>Ordinance Reading:</b> <i>(Enter X in box)</i>		<b>1<sup>st</sup> Reading</b>		<b>2<sup>nd</sup> Reading</b>	
	X				N/A		N/A	
			<b>Public Hearing:</b> <i>(Enter X in box)</i>		Yes	No	Yes	No
		X						
<b>Funding Source:</b>	5910-583050		<b>Advertising Requirement:</b> <i>(Enter X in box)</i>		Yes		No	
							X	
<b>Account Balance:</b>	\$615,000		<b>RFP/RFQ/Bid Number:</b>					
<b>Contract/P.O. Required:</b> <i>(Enter X in box)</i>	Yes	No	<b>Project Number:</b>		C1514			
<b>Redevelopment Goals:</b> <i>(Enter X in box)</i> <ul style="list-style-type: none"> <li><b>Compact &amp; Urban Development Projects</b> <ul style="list-style-type: none"> <li>Goal 1 - Catalytic projects that support the growth of local economy <input type="checkbox"/></li> <li>Goal 2 - Transit supportive Development <input type="checkbox"/></li> <li>Goal 3 - Neighborhood-level enhancements <input type="checkbox"/></li> </ul> </li> <li><b>Improve Connectivity within community</b> <ul style="list-style-type: none"> <li>Goal 1 - Development of complete streets <input type="checkbox"/></li> <li>Goal 2 - Facilitate &amp; Identify safe access to multiple modes of transportation <input type="checkbox"/></li> <li>Goal 3- Provide Strategic parking solutions <input type="checkbox"/></li> </ul> </li> <li><b>Create CRA Resiliency</b> <ul style="list-style-type: none"> <li>Goal 1- Utilize innovative means to create sense of place to attract residents &amp; visitors <input checked="" type="checkbox"/></li> <li>Goal 2- Use diverse architectural styles &amp; messaging to create iconic buildings &amp; destinations <input type="checkbox"/></li> <li>Goal 3- Prepare for sustainable future through smart technology, social &amp; economic development Programs and environmental measures <input type="checkbox"/></li> </ul> </li> </ul>								
<b>Sponsor Name:</b>	Dr. Jeremy Earle, Executive Director		<b>Department:</b>	HBCRA				

**SHORT TITLE:**

**A RESOLUTION OF CHAIR AND BOARD OF DIRECTORS OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY, HALLANDALE BEACH, FLORIDA, APPROVING THE FUNDING FOR FLORIDA INTERNATIONAL UNIVERSITY IN AN AMOUNT NOT TO EXCEED \$235,000 FOR THE FOOD NETWORK & COOKING CHANNEL SOUTH BEACH WINE AND FOOD FESTIVAL INCLUDING THE HALLANDALE BEACH FOOD & GROOVE EVENT; AUTHORIZING THE EXECUTIVE DIRECTOR AND HBCRA ATTORNEY TO NEGOTIATE AND FINALIZE AN AGREEMENT WITH FLORIDA INTERNATIONAL UNIVERSITY TO PROVIDE FUNDING FOR THE FOOD NETWORK & COOKING CHANNEL SOUTH BEACH WINE AND FOOD FESTIVAL INCLUDING THE HALLANDALE BEACH FOOD & GROOVE EVENT IN AN AMOUNT NOT-TO-EXCEED \$235,000; AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE THE AGREEMENT; AUTHORIZING THE EXECUTIVE DIRECTOR TO TAKE ALL ACTION NECESSARY TO IMPLEMENT THE TERMS OF THE AGREEMENT; APPROVING AN ALLOCATION OF UP TO \$10,000 TOWARDS THE COSTS ASSOCIATED WITH PERMIT FEES AND CITY OF HALLANDALE BEACH SUCH AS POLICE AND FIRE PERSONNEL NECESSARY TO PRODUCE THE EVENTS; AND PROVIDING AN EFFECTIVE DATE.**

**STAFF SUMMARY:**

**Background:**

On October 11, 2019, the HBCRA Board of Directors approved a resolution authorizing the Executive Director to execute an agreement with Florida International University (FIU), in the amount of \$75,000 to host two Foodie Movie Night in the Park events. The HBCRA worked with SOBEWFF team to execute an agreement. The SOBEWFF team also offered to produce the Food and Groove event, and market it as a part of the SOBEWFF. Staff recognized that this would be an incredible opportunity for our own local restaurants to get both regional and international exposure on a level that they would not normally receive. On October 21, 2019 the HBCRA Board of Directors approved a resolution authorizing the Executive Director to execute an agreement with FIU in the amount of \$140,000 to produce our Food & Groove event.

On February 21- 22, 2020 the HBCRA and SOBEWFF hosted a series of events including two foodie movie nights in the park and the Food & Groove event. These events were well received by the public, especially Food & Groove. Food & Groove was a sold-out event, where patrons were able to enjoy food from Hallandale's finest restaurants and caterers. These events spurred positive praise, feedback and media coverage from our residents, visitors and media outlets.

On May 21-23, 2021 the HBCRA and SOBEWFF collaborated for the second year on a partnership that generated crowds of more than 2,600 guests during three exceptional events in Hallandale Beach. The series of events kicked off on Friday with a dinner hosted by Jet Tila and Davide D'Agostino at Etaru Hallandale. On Saturday, foodie fanatics attended a once again sold-out Hallandale Beach Food & Groove at the Village at Gulfstream Pegasus Park and children and adults were welcomed to Peter Bluesten Park for fun in the sun on Saturday and Sunday to the Goya Foods' Fun and Fit as a Family featuring Kidz Kitchen with special appearances by celebrity chefs which included Robert Irvine, Rocco DiDpirito, Jet Tila and Geoffrey Zakarian.

On February 2022 the HBCRA partenered with SOBEWFF for its third year in a row to host the Hallandale Beach Event Series. These events generated crowds of more than 3,300 guests over three days. The weekend opened with a dinner hosted by Esther Choi and Luca Spiga at Etaru Hallandale. On Saturday patrons were invited to an all-white themed Hallandale Beach Food & Groove. The event was hosted by MasteChef finalist and Tik Tok sensation Nick DiGiovanni and the local Hallandale Beach participating restaurants had the opportunity to showcase their food and participate in the Best of Show Awards. Families were once again invited to a two action-packed weekend during Saturday and Sunday to the Goya Foods' Family Fun Fest at Peter Bluesten Park featuring the Food Network culinary personalities such as Rocco DiSpirito, Robert Irvine, Jet Tila, Duff Goldman, Aarti Sequeira, Jernard Wells and the Zakarian Family.

It is important to note that SOBEWFF event is a national, star-studded, five-day destination event showcasing the talents of the world's most renowned wine and spirits producers, chefs and culinary personalities. The festival attracts more than 65,000 guests annually to its 100+ events throughout the five-day weekend, which take place at various locations throughout South Florida. Partnering with the SOBEWFF has increased tourism traffic and allowed for our local restaurants to showcase their culinary creations.

The HBCRA Staff conducted a windshield survey with all participating restaurants to gain feedback from the event. The participating restaurants stated that not only did they enjoy the event, but they also saw an increase in sales due to the exposure gained through the partnership with SOBEWFF.

At the July 13, 2020 HBCRA Board meeting members of the SOBEWFF team gave a presentation to the Board regarding the positive impacts these events had not only on the City but the individual businesses that participated as well. At that time the HBCRA Board requested that staff bring plans for the event in 2021.

As a final note, that through the diligence of both HBCRA staff and the team from the SOBEWFF, the events came in under budget.

**Current Situation:**

Due to the success of these events in February 2020, May 2021 and February 2022, the HBCRA is seeking to partner once again with SOBEWFF to produce one signature event. The signature event would be a much larger Food & Groove and it will host 1,200 patrons. This signature event will be a part of the Hallandale Beach Event Series, and would take place on Saturday, February 25, 2023.

Per the SOBEWFF proposal the cost to produce this event would be \$235,000. This cost would include payment to multiple vendors and the administration fee to produce the events. The HBCRA is also cognizant of its local community organizations and the pivotal role they play in community development. The HBCRA has negotiated with the organizers of the SOBEWFF that a portion of the ticket sales would go to local community organizations.

Additionally, the HBCRA is requesting that the HBCRA Board of Directors allocate an additional amount not to exceed \$10,000 towards the costs associated with permit fees and City personnel such as Police and Fire, to produce the events.

**Recommendation:**

HBCRA Staff recommends that the HBCRA Board of Directors approve the resolution authorizing the Executive Director to execute an agreement with SOBEWFF in the amount of \$235,000 to produce the Food & Groove event.

**Why Action is Necessary**

Pursuant to the HBCRA By-Laws the HBCRA Board of Directors must approve all procurement of all goods and services in an amount more than \$50,000. Pursuant to Section 23-8(5) of the City of Hallandale Beach Procurement Code the procurement of the services of Florida International University in an amount not to exceed \$40,000 for an events called the Food & Groove in connection with the South Beach Wine and Food Festival is permissible as unique circumstances exist and the Board of Directors of the HBCRA finds that competitive bidding is not in the best interest of the HBCRA.

**Fiscal Impact:**

\$235,000

**ATTACHMENT(S):**

- Exhibit 1 – Resolution
- Exhibit 2 – Draft Proposal from SOBEWFF

Exhibit 3 – CRA Attorney Opinion – Events  
Exhibit 4 – AG Opinion 2010-40