



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

Meeting Date:	May 17, 2023		File No.	23-152	Item Type: <i>(Enter X in box)</i>	Resolution	X	Other
Fiscal Impact: <i>(Enter X in box)</i>	Yes	No	Ordinance Reading: <i>(Enter X in box)</i>		1st Reading		2nd Reading	
	X		Public Hearing: <i>(Enter X in box)</i>		N/A	N/A	Yes	No
Funding Source:	5910-583050		Advertising Requirement: <i>(Enter X in box)</i>		Yes	No		
						X		
Account Balance:	\$214,363		RFP/RFQ/Bid Number:					
Contract/P.O. Required: <i>(Enter X in box)</i>	Yes	No	Project Number:		C1514			
Redevelopment Goals: <i>(Enter X in box)</i>								
Compact & Urban Development Projects								
Goal 1 - Catalytic projects that support the growth of local economy <input type="checkbox"/>								
Goal 2 - Transit supportive Development <input type="checkbox"/>								
Goal 3 - Neighborhood-level enhancements <input type="checkbox"/>								
Improve Connectivity within community								
Goal 1 - Development of complete streets <input type="checkbox"/>								
Goal 2 - Facilitate & Identify safe access to multiple modes of transportation <input type="checkbox"/>								
Goal 3- Provide Strategic parking solutions <input type="checkbox"/>								
Create CRA Resiliency								
Goal 1- Utilize innovative means to create sense of place to attract residents & visitors <input checked="" type="checkbox"/>								
Goal 2- Use diverse architectural styles & messaging to create iconic buildings & destinations <input type="checkbox"/>								
Goal 3- Prepare for sustainable future through smart technology, social & economic development Programs and environmental measures <input type="checkbox"/>								
Sponsor Name:	Dr. Jeremy Earle, Executive Director		Department:		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 \$275,000 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 \$275,000; 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 Hallandale Beach Community Redevelopment Agency (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 Nights in the Park events. The HBCRA worked with the South Beach Wine and Food Festival (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.

The Hallandale Beach Event series is a part of the HBCRA's strategic plan to promote economic development by branding the City as a destination for food, arts, and entertainment, while also attracting not only local but international exposure to the local participating restaurants.

For the past three years, the HBCRA and SOBEWFF have hosted a series of exciting events that have included a private dinner that jumpstarts the Hallandale Event series on Friday where a special celebrity chef, such as Jet Tila, Esther Choi, and Jernard Wells has partnered with the selected restaurant's chef, two Foodie Movie Nights in the Park, the Goya Foods' Fun and Fit as a Family featuring the

Kidz Kitchen, both of these events were hosted at the Peter Bluesten Park and had special appearances from the Food Network's celebrity chefs like Jacques Torres, Jet Tila, Robert Irvine, Rocco DiSpirito, Geoffrey Zakarian, Duff Goldman, Aarti Sequeira, among others, and last but not least the Hallandale Beach Food & Groove which offers an exciting wine, food, and art experience and the star event of the Hallandale Beach series. These events have been well received by the public, especially Food & Groove.

Food & Groove since its first year has been 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 and have generated crowds of more than 3,300 over the weekend.

On February 2023 the HBCRA and SOBEWFF collaborated for the fourth year for two enchanting and unique evenings, a private dinner on February 24 where attendees enjoyed the culinary mastery of the Food Network Star Chef Jernard Wells and Icebox's own Chef Omar Martinez. The acclaimed chefs teamed up for a flavor-packed dinner at the Icebox Café, then on Saturday, February 25 the guests were transported to a land far away under the theme of 1001 Arabian Nights. Guests were able to experience a journey through the international flavors of the different cuisines the Hallandale Beach restaurants have to offer. In addition to the wide range of dishes, Food & Groove also featured an evening of nonstop entertainment, live performances from musicians, fire throwers, and acrobatics from still walkers. All the participating restaurants had the opportunity to showcase their food and enter the Best of Show awards based on presentation, uniqueness, and tastiness. This year's first place went to Chef Irie, second place to Ajjacos, and third place to Dr. Limon.

It is important to note that the 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 our local restaurants to showcase their culinary creations.

Current Situation:

Due to the success of these events in February 2020, May 2021, February 2022, and February 2023, the HBCRA is seeking to partner once again with SOBEWFF to produce two signature events. The Hallandale Beach Event Series will kick off with an intimate dinner on Friday, February 23, 2024, and a much larger Food & Groove

that will host 1,400 patrons. Food & Groove will take place on Saturday, February 24, 2024, with a “Festival of Lights” theme.

Per the SOBEEFF proposal, the cost to produce this event would be \$275,000. 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 SOBEEFF that a portion of the ticket sales would go to local community organizations. This year’s ticket revenue from Food & Groove was \$65,000. Over the past four years, the HBCRA has given a total of \$79,500 to two (2) local community organizations: \$9,500 to the Kiwanis Club of Hallandale Beach in 2020, and \$70,000 to the Police Athletic League of Hallandale Beach (PAL) from 2021 to 2023.

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 SOBEEFF in the amount of \$275,000 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 \$275,000 for the Hallandale Beach Event Series 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:

\$275,000

ATTACHMENT(S):

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