



## Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

<b>Meeting Date:</b>	August 19, 2019		<b>Item Type:</b> (Enter X in box)	<b>Resolution</b> x	<b>Ordinance</b>	<b>Other</b>	
<b>Fiscal Impact:</b> (Enter X in box)	<b>Yes</b>	<b>No</b>	<b>Ordinance Reading:</b> (Enter X in box)	<b>1st Reading</b>		<b>2nd Reading</b>	
	x		<b>Public Hearing:</b> (Enter X in box)	<b>Yes</b>	<b>No</b>	<b>Yes</b>	<b>No</b>
<b>Funding Source:</b>	Art in Public Places Program 5910-583050		<b>Advertising Requirement:</b> (Enter X in box)	<b>Yes</b>		<b>No</b>	
						X	
<b>Account Balance:</b>	\$130,000.00		<b>RFP/RFQ/Bid Number:</b>	N/A			
<b>Contract/P.O. Required:</b> (Enter X in box)	<b>Yes</b>	<b>No</b>	<b>Project Number:</b>	C1514			
	x						
<b>Strategic Priority:</b> (Enter X in box) <p><b>Capital Improvements</b></p> <p>Goal 1 - Undertake Total Improvements of Public Realm <input type="checkbox"/></p> <p>Goal 2 - Promote Public/Public and Public/Private Partnership <input checked="" type="checkbox"/></p> <p><b>Promote Projects with Large-Scale Impacts</b></p> <p>Goal 1 - Issue a Request for Proposals (RFP) for NW infill Housing <input type="checkbox"/></p> <p>Goal 2 - Issue a Request for Qualifications (RFQ) for Dixie Highway/Foster Road parcel <input type="checkbox"/></p> <p><b>Priority Area:</b></p> <p>North West Quadrant <input type="checkbox"/></p> <p>FEC Corridor <input type="checkbox"/></p> <p>Southwest Quadrant <input type="checkbox"/></p> <p>Northeast Quadrant <input type="checkbox"/></p> <p>Southeast Quadrant <input type="checkbox"/></p>							
<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 A CHANGE ORDER IN THE AMOUNT OF \$80,900 TO THE AGREEMENT BETWEEN THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY AND ARTSERVE, INC. FOR A TOTAL AGREEMENT AMOUNT NOT EXCEED \$105,900; AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE THE CHANGE ORDER AND ANY OTHER DOCUMENTS AS NECESSARY TO AMEND THE AGREEMENT AND IMPLEMENT THE CHANGE ORDER; AND PROVIDING AN EFFECTIVE DATE.**

**Staff Summary:**

**Background:**

The mission of the Hallandale Beach Community Redevelopment Agency (HBCRA) is to promote economic development and enhance the quality of life by eliminating and preventing blighted conditions through the facilitation of community partnerships, business growth, job creation, and neighborhood rehabilitation. During the past year, the HBCRA Board of Directors and HBCRA administration have discussed various art initiatives within the City of Hallandale Beach. These initiatives include artwork on traffic signal boxes, art on fire hydrants, new decorative manhole covers, and murals.

In March of 2012, the HBCRA adopted the Community Redevelopment Plan wherein specific areas within the CRA boundaries were designated as Special Redevelopment Areas and Districts. The HBCRA Plan also stated that the CRA's strategic priorities included creating an image and sense of community for CRA area.

On February 11, 2019 the HBCRA prepared a memo to the Board of Directors describing the implementation of the "12 months of Art" Program. The memo detailed that ArtServe would assist with the implementation, marketing and execution. ArtServe is a multidisciplinary arts nonprofit organization that empowers artists and cultural entities to achieve their vision, improve the cultural fabric of their community.

The memo proposed that the HBCRA, in conjunction with ArtServe, would develop a year-round monthly program of art and culture related activations, designed to create a new vibrant energy, and rebrand the City of Hallandale Beach as a major arts destination. The memo also stated that ArtServe would assist with the management of general market communication, graphic design, concepts, and media placement, securing the talent and the general promotion of the upcoming "12 months of Art". The procurement of the services through this firm in an amount not to exceed \$25,000 were authorized in accordance with

HBCRA By-Laws, section 2.10 policies and procedures, waiving the procurement requirement of quote for any expenditure over \$2,500. The waiver of the procurement process was authorized by the HBCRA Executive Director per this section which states that the HBCRA reserves the right to amend or adjust these policies as they pertain to the HBCRA in writing and with the approval of the Executive Director in a manner that best suits the HBCRA.

### **Current Situation:**

As of today, the HBCRA continues to work diligently with ArtServe to create monthly programming art and culture activities for the City of Hallandale Beach. As of today, ArtServe has proposed cultural events for the the months of July, August and September. ArtServe is proposing to administer the “12 Months of Art” Program by providing the following services and deliverables:

### **Artist Participants**

During this period, ArtServe agrees to utilize its resources to assist in contacting and securing artist participants for cultural events and programming.

### **Advertising/Marketing**

ArtServe shall advise and propose marketing and advertising solutions to The City of Hallandale Beach which includes media plan creation, negotiation with all media vendors, creation and fulfillment of all insertion orders and corresponding spread sheets for order and fulfillment tracking, invoicing, tear sheet verification, and overseeing the payment of all assets.

### **Graphic Design**

Graphic design services will be provided, in part, by ArtServe during the term of this agreement. This includes the creation of new designs and new messaging will be applied to the collateral material, advertising assets, etc. Our in-house assets will be utilized on behalf of The City of Hallandale Beach during the term of this period.

### **Talent Acquisition**

ArtServe shall research, propose and secure talent for the onsite entertainment, including negotiating performance fees, organizing schedules, and leveraging the artists' talents in marketing efforts to promote the proposed events. ArtServe will assist in the creation of the “run of show” rundown in order to help manage the moment-to-moment tracking of the talent.

### **New Artist Participants**

ArtServe will work with The City of Hallandale Beach to discover new Artists. ArtServe will utilize its database, networks, and resources to attract new artists to the City.

### **Media Opportunities**

ArtServe may organize opportunities with the media vendors, leverage talent assets, and work with select artists and/or media players for editorial coverage to combine for both pre-show and on-site engagement opportunities for festival guests.

ArtServe will generate invoices for The City of Hallandale Beach CRA for the monthly retainer, total talent fee, and total advertising/marketing placement costs. The Advertising / Marketing invoices will be accompanied by tear sheets (proof of run) of each ad placement or radio production script. Digital analytics will also be delivered if attainable / available.

ArtServe in conjunction with the HBCRA has proposed the following 8 events for the remainder of the fiscal year:

- Paint the “H” project – an oversized HALLANDALE art piece will grace a city park. The piece will be painted by individual artists.
- Hallandale Hydrants – 100 colorful art hydrants will provide a splash of color and vivify the community in Hallandale Beach
- Hydrant Release Party- celebrate the release of the hydrant project with live music, food, fun and art events! Enjoy a hot nighttime neon art party in Hallandale with live music and more.
- Foster Park Mural Project – Artist -20 Murals: Foster Park will be transformed through the power of artwork.
- Foster Park Mural Release Party- Foster Park Mural release parties will commemorate the artists` had work during a community celebration.
- Movies Under the Stars- Enjoy the popcorn and candy as you enjoy Hollywood movies on a gain 14' wide screen.
- Taste of Hallandale – celebrate local eateries and divine culinary creations.

### **Recommendation:**

File No. 19-328

Due to the large amount of events which the HBCRA proposes for the next two months, and due to the inordinate amount of Staff time that would be required to manage all of the vendors, supplies, and payments, the HBCRA proposes that ArtServe in a manner similar to what they have done with other cities, manage the vendor, supplies and marketing payment process.

HBCRA Staff recommends that the HBCRA Board of Directors, approve a change order to Art Serve`s existing agreement, granting an additional \$90,000 to ArtServe for the administration, production and execution of the "12 Months of Art" programming for the remainder of the fiscal year. These funds will be used for the marketing materials and services associated with developing and implementing these signature events that will draw visitors to our community, and hopefully drive tourism traffic to our local businesses which is the core goal of the new arts programming. It is important to note that the additional funding do not represent an increase to ArtServes fees for itself, but instead reflects the payments necessary for the artists, marketing materials and supplies.

### **Why Action is Necessary**

Pursuant to the HBCRA By-Laws section 2.10 policies and procedures, the HBCRA adopts the City`s Procurement, Finance and Human Resources policies and procedures as such may be amended from time to time. The HBCRA reserves the right to amend or adjust these policies as they pertain to the CRA in writing and with approval of the Executive Director in a manner that best suits the CRA. Pursuant to Code of Ordinances, Chapter 23, Section 23-4, Competitive Bidding Required, all purchases of and contracts for equipment, supplies and contractual services, when the estimated cost shall exceed \$50,000 shall be based on competitive bids.

### **Fiscal Impact:**

\$80,900

<b>Attachment(s):</b>
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Exhibit 1- Resolution

Exhibit 2- Art Serve Proposal & Schedule of Events

