



Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

Meeting Date:	October 11,2019		Item Type: (Enter X in box)	Resolution x	Ordinance	Other	
Fiscal Impact: (Enter X in box)	Yes	No	Ordinance Reading: (Enter X in box)	1st Reading		2nd Reading	
	x		Public Hearing: (Enter X in box)	Yes	No	Yes	No
Funding Source:	5910-583050		Advertising Requirement: (Enter X in box)	Yes		No	
						X	
Account Balance:	\$400,000		RFP/RFQ/Bid Number:		N/A		
Contract/P.O. Required: (Enter X in box)	Yes	No	Project Number:		C1514		
	x						
Strategic Priority: (Enter X in box) Capital Improvements Goal 1 - Undertake Total Improvements of Public Realm <input type="checkbox"/> Goal 2 - Promote Public/Public and Public/Private Partnership <input checked="" type="checkbox"/> Promote Projects with Large-Scale Impacts Goal 1 - Issue a Request for Proposals (RFP) for NW infill Housing <input type="checkbox"/> Goal 2 - Issue a Request for Qualifications (RFQ) for Dixie Highway/Foster Road parcel <input type="checkbox"/> Priority Area: North West Quadrant <input type="checkbox"/> FEC Corridor <input type="checkbox"/> Southwest Quadrant <input type="checkbox"/> Northeast Quadrant <input type="checkbox"/> Southeast Quadrant <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 \$75,000 FOR AN EVENT IN PETER BLUESTEN PARK IN CONNECTION WITH THE SOUTH BEACH WINE AND FOOD FESTIVAL; AUTHORIZING THE EXECUTIVE DIRECTOR AND HBCRA ATTORNEY TO NEGOTIATE AND FINALIZE AN AGREEMENT WITH FLORIDA INTERNATIONAL UNIVERSITY TO PROVIDE FUNDING FOR THE EVENT IN PETER BLUESTEN PARK IN CONNECTION WITH THE SOUTH BEACH WINE AND FOOD FESTIVAL IN AN AMOUNT NOT-TO-EXCEED \$75,000; AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE THE AGREEMENT; AUTHORIZING THE EXECUTIVE DIRECTOR TO TAKE ALL ACTION NECESSARY TO IMPLEMENT THE TERMS OF THE AGREEMENT; 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.

The HBCRA Board approved of a package of aggressive new incentives that have been designed to “afford maximum opportunity to the rehabilitation or redevelopment of the community redevelopment area by private enterprise” as stated by FS. 163.345. The HBCRA Board also approved an Art in Public Places initiative to support art and cultural activities, incentivize the local economy, create brand awareness and a cultural identity for the City of Hallandale Beach.

Current Situation:

Since the approval of the approval of the new HBCRA incentive packages and the Art in Public Places initiative, the HBCRA has used art, culture and music as a tool to aid in the redevelopment and economic development of the City. The HBCRA has also partnered with ArtServe to create a series of cultural events that will help to brand the City of Hallandale Beach as a destination for the arts, while also attracting new visitors to our community. These new visitors will patronize our local business establishments thereby supporting job creation as well as the growth and sustainability of our community.

On August 15, 2019 the HBCRA held a teaser event called a Taste of Hallandale for the City employees. The purpose of the event was to celebrate Hallandale's eateries and divine culinary creations and kick start a series of cultural events,

which the HBCRA hopes will drive new tourism traffic to our restaurants and other businesses. This teaser event was the precursor to a larger scale event that would be open to the public that would not only promote economic development but also create brand awareness for the City of Hallandale Beach.

On September 18, 2019 Executive Director, Dr. Earle sent CRA Staff an article from the SunSentinel titled "Fort Lauderdale lineup cut in half for SoBe Wine and Food Fest, while Palm Beach presence grows," inquiring if Staff would be interested in trying to host an event. On September 25, 2019, CRA Staff contacted Lee Schrager, Festival Founder and Executive Director to inquire about a possible collaboration with the South Beach Wine & Food Festival (SOBEWFF). To our surprise Mr. Schrager was very responsive and excited about the possible collaboration. October 2, 2019, CRA Staff met with SOBEWFF team to tour Bluesten Park Facility and Gulfstream Park, for possible spaces to host events. On October 4, 2019 SOBEWFF team agreed to partner with the HBCRA to have an event called Foodie Movie Night in the Park which would be hosted by a Food Network star. The proposed event details are as follows:

Friday AND Saturday, February 21 and 22, 2020 – approximately 7pm-10pm

Ticket price: \$25 adult; \$10 kids per night

Attendance: Approx. 300-400 per night

- The Festival will work the Miami Film Festival to bring in two contemporary, family-friendly movies to screen at the bandshell on Bluesten Park – one movie each night.
- The Festival will arrange for 4-5 food trucks each night that will theme a dish around the movie being shown. Guests will get to sample the food from the food trucks as part of the ticket price.
- The Festival will bring in water, soda and wine sponsors to serve complimentary beverages.
- The Festival will bring in a Food Network or non-culinary celebrity to host each movie night. They will welcome guests and be incorporated into the overall event activation.
- The Festival may also bring in some other sponsors to incorporate activities for families such as face painting, games, etc.
- The City of Hallandale Beach would provide the facilities, maintenance, restrooms and all required permitting at no charge. The Festival would be responsible for all other costs related to the events.

- SOBEWFF request the ability to use the YMCA facility has a “back-up” in case of inclement weather.
- These events would be included in the overall Festival program of events and marketed/promoted as such. This will include website, social media and e-newsletter presence.

The SOBEWFF is requesting \$75,000 in funding from the HBCRA in exchange for producing these events as a part of the SOBEWFF 2020 festival. The HBCRA and the City of Hallandale Beach would be recognized as a Gold Level Sponsor for the festival with our logo and URL linked on their website and a mutually agreed upon ticket package across the festival's events.

The SOBEWFF's motto is eat, drink and educate; the festival 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 now 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.

In conjunction with the SOBEWFF, the HBCRA would also like to maximize this opportunity by hosting the “Taste of Hallandale” event, that would open to the public. By hosting this event during the SOBEWFF week, the HBCRA hopes to not only create brand awareness of the City of Hallandale Beach, but also aid economic development by assisting local restaurants to attract new customers that will spend their dollars here in Hallandale Beach.

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 \$75,000 to host events.

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 \$75,000 for an event in Peter Blusten Park 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:

\$75,000

Attachment(s):

Exhibit 1- Resolution