



Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

Meeting Date:	November 18, 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 \$160,000 FOR THE TASTE OF HALLANDALE FOOD FESTIVAL IN CONNECTION WITH THE SOUTH BEACH WINE AND FOOD FESTIVAL AND TWO MOVIE NIGHT EVENTS; AUTHORIZING THE EXECUTIVE DIRECTOR AND HBCRA ATTORNEY TO NEGOTIATE AND FINALIZE AN AGREEMENT WITH FLORIDA INTERNATIONAL UNIVERSITY TO PROVIDE FUNDING FOR THE TASTE OF HALLANDALE FOOD FESTIVAL IN CONNECTION WITH THE SOUTH BEACH WINE AND FOOD FESTIVAL AND TWO MOVIE NIGHT EVENTS IN AN AMOUNT NOT-TO-EXCEED \$160,000; 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 development, job creation, and neighborhood rehabilitation.

In February of 2018, the HBCRA Board approved 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. In June of 2019, The HBCRA Board, approved a revised package of incentives with reduced incentive amounts.

Over the past 11 months, the HBCRA Board has also approved an Arts and Culture in Public Places initiative, as well as a new Mural Program, which are designed to support art and cultural activities, bolster the local economy, by encouraging business visitations, and create brand awareness and a cultural identity for the City of Hallandale Beach.

Since 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 brand the City of Hallandale Beach as a destination for the arts, while also attracting new visitors to our community. With increased brand awareness of “Destination Hallandale Beach,” these new visitors will patronize our local business

establishments, thereby supporting job creation, as well as the growth and overall sustainability of our community.

On August 15, 2019, the HBCRA hosted a teaser event called "A Taste of Hallandale" for the City employees. The purpose of the event was to bring recognition to Hallandale's restaurants, and kick start a series of cultural and culinary 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.

On September 18, 2019, Executive Director, Dr. Earle sent CRA Staff an article from the Sun-Sentinel 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 between the HBCRA, the City of Hallandale Beach, and the South Beach Wine & Food Festival (SOBEWFF). Mr. Schrager was very responsive and excited about the possible collaboration. On October 2, 2019, CRA and City Staff met with SOBEWFF team to tour Bluesten Park Facility and Gulfstream Park, for possible spaces to host events.

Current Situation:

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. To that end, the HBCRA has been working with SOBEWFF team to execute an agreement. During negotiations, the SOBEWFF team offered to produce the Taste of Hallandale 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. The SOBEWFF team has proposed the following for the Taste of Hallandale:

Saturday, February 22, 2020 – approximately 11am-3pm

Location: Gulfstream Park

Ticket price: Approximately \$25 adult; \$10 kids

Attendance: Approx. 350-500 guests

- The Festival will work in collaboration with the HBCRA to produce a walk-around tasting event with 25-30 of the city's best restaurants and local food/drink companies.
- The Festival will hire and pay for an event production company to manage all aspects of this event.

- The HBCRA will curate the list of participating restaurants/companies and send out the invitations on behalf of the city and the Festival. The event producers will coordinate all logistics once the restaurants/companies have confirmed their participation.
- The Festival will bring in water, soda and wine sponsors to serve complimentary beverages.
- The Festival may also bring in some other sponsors to incorporate activities for families such as face painting, games, etc.
- This event 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 Festival will sell the tickets and manage on-site registration, but all ticket revenue generated from the event would go back into the community via mutually agreed-upon local Hallandale not-for-profit organizations.
- The HBCRA will cover all costs of the event not noted above including but not limited to facilities, maintenance, permitting, rentals, equipment, tenting, security, signage, etc.
- The Festival would require a \$40,000 administrative fee that would cover the costs of an event producer, marketing assets, ticketing platform, registration services and securing sponsors to provide wine, water and soft drinks.

The SOBEWFF team estimates that the cost of putting on the “Taste of Hallandale” would be approximately \$100,000. By allowing SOBEWFF to produce the Taste of Hallandale event, the HBCRA would not only be creating brand awareness for the City of Hallandale Beach; but also aid economic development by assisting local restaurants to attract new customers that will spend their dollars locally.

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 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. Partnering with the SOBEWFF would increase tourism traffic and allow for our local restaurants to showcase their culinary creations.

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 such as PAL and Kiwanis to name a few, for the first year of this event. Representatives from the local Kiwanis approached the HBCRA in the summer of 2019 and asked if they could partner with the HBCRA on the creation of the Taste of Hallandale Beach event. The Kiwanians were interested working with the HBCRA on this, due to the fact that they had taken part in a similar Taste of Hallandale Beach event in 2006. That event included not only local

restaurants with a brick and mortar establishment, but also local chefs and BBQ pit masters who did not have a brick and mortar establishment.

Due to the multiple vendors required for the HBCRA to take part in the SOBEWFF, the HBCRA recommends that in addition to their requested administration fee of \$40,000, the HBCRA Board allows FIU/SOBEWFF to make payments to the vendors. In order to do this, Staff recommends that the overall contract for FIU/SOBEWFF be set at an amount not to exceed \$140,000 (\$40,000 administration fee, and the approximate cost for the event, \$100,000).

Additionally, The HBCRA is requesting that the HBCRA Board of Directors allocate an additional amount not to exceed \$20,000 towards the costs associated with permit fees and City personnel such as Police and Fire, to produce the "Taste of Hallandale" and the two SOBEWFF Foodie Movie Nights 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 \$160,000 to produce the Taste of Hallandale event, and the two SOBEWFF Food Movie Night 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 \$40,000 for an event called the Taste of Hallandale 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:

\$160,000

Attachment(s):

Exhibit 1- Resolution