



Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

Meeting Date:	January 13, 2020		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:	5910-531010		Advertising Requirement: (Enter X in box)	Yes		No	
						X	
Account Balance:	\$1,732,000		RFP/RFQ/Bid Number:	N/A			
Contract/P.O. Required: (Enter X in box)	Yes	No	Project Number:	n/a			
	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 A CHANGE ORDER IN THE AMOUNT OF \$30,000 TO THE AGREEMENT BETWEEN THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY AND UPSCALE EVENTS BY MOSAIC, LLC D/B/A THE MOSAIC GROUP FOR A TOTAL AGREEMENT AMOUNT NOT EXCEED \$80,000; 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

Mosaic Group is an award winning, full-service marketing, public relations, event management and government relations firm based in West Palm Beach, Florida. The Mosaic Group is a certified small business, minority business enterprise and women-owned disadvantaged business enterprise firm. The Mosaic Group was incorporated in 2005 and has served over 300 clients, locally, regionally and globally.

To date the Mosaic Group has assisted the HBCRA in the development of a new CRA website, branding and marketing materials for events such as International Council of Shopping Centers (ICSC) and Taste of Hallandale to name a few.

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 has also approved an Art in Public Places initiative to support art and cultural activities, incentivize the local creative economy, and create brand awareness and a cultural identity for the City of Hallandale Beach.

As the HBCRA continues its efforts to promote economic development through its Commercial Investment Programs and Art initiative program full-service marketing services are needed to aid in the success of these programs. The 2012 CRA Redevelopment Plan states the following strategic objectives:

- Provide economic stimulation to the CRA
- Increase business opportunities within the CRA

- Partner with other entities within the CRA marketing and promotional efforts to increase visitors during non-seasonal periods
- Create more venues and activities and promotion of Hallandale Beach as a hub for regional tourism destinations
- Develop evening activities and venues to attract visitors to local businesses.
- Increase the coordination of tourism development efforts with outside agencies/organizations
- Promote Hallandale Beach to the world through electronic media.
- Identify events, functions and activities for opportunities to do Business-to-Business forums (i.e. Derby Week, Caribbean Arts and Book fair, conventions held in the City).

Current Situation:

On October 21, 2019 the HBCRA Board of Directors approved an award to Upscale Events by Mosaic, LLC for professional services in marketing, branding and public relations. In an effort to implement the Redevelopment Plan and establish a pro-active public relations program designed to increase national and international awareness of the City/CRA, a strategic marketing plan would need to be developed. A strategic marketing plan would include a marketing campaign and branding of the City of Hallandale Beach as major destination known for its food, art and entertainment. The marketing plan and campaign would also be in conjunction with our 12 Months of Art programming. The marketing campaign would call for Ad-buys, Google ads, radio ads and television ads to promote our CRA, City and our local businesses. Due to the large number of vendors and supplies and payments, the HBCRA proposes that Upscale events by Mosaic, LLC, manage the vendor, supplies and marketing payment process for FY 2019-2020.

Recommendation:

HBCRA Staff recommends that the HBCRA Board of Directors, approve a change order to Upscale events by Mosaic, LLC agreement, granting an additional \$30,000 to be used specifically towards marketing purchases in connection with our marketing campaign. These funds will be used for the marketing materials and services associated with developing and implementing marketing strategies that will draw visitors to our community, and hopefully drive tourism traffic to our local businesses which is the core goal of economic development.

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.

Fiscal Impact:

\$80,000

Attachment(s):

Exhibit 1 - Resolution

Exhibit 2 – Proposal from Upscale Events by Mosaic, LLC