



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 THE FUNDING FOR URBAN LEAGUE OF BROWARD COUNTY, INCORPORATED IN AN AMOUNT NOT TO EXCEED \$111,752 FOR THE PROVISION OF SERVICES TO THE CITY OF HALLANDALE BEACH RESIDENTS LIVING IN THE COMMUNITY REDEVELOPMENT AREA WITH THE INTENT TO FILL INDUSTRY GAPS FOR ENTRY TO MIDDLE SKILLS EMPLOYMENT OPPORTUNITIES INCLUDING ASSISTANCE IN FILLING THE PROJECTED INITIAL 64 JOB OPPORTUNITIES FASHION ARTS AND DESIGN DISTRICT; AUTHORIZING THE EXECUTIVE DIRECTOR AND HBCRA ATTORNEY TO NEGOTIATE AND FINALIZE AN AGREEMENT WITH URBAN LEAGUE OF BROWARD COUNTY, INCORPORATED IN AN AMOUNT NOT TO EXCEED \$111,752; 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. During the past year, the HBCRA Board of Directors, HBCRA administration and residents have discussed various community capacity building initiatives (for individuals as well as entrepreneurs) within the City of Hallandale Beach to facilitate social equity. The goal is not only to provide our residents with the ability to participate in the economic development, and redevelopment efforts that the HBCRA is now undertaking, but to also increase their opportunities for success.

The additional investments that the HBCRA will make within the business community will not only strengthen it, but create a stronger local economy that will then hire local workers who also live in Hallandale Beach. However, for local businesses to thrive, they need a skilled workforce, therefore vocational/workforce training is vital. A stronger local economy also means more opportunities for entrepreneurship. The HBCRA in essence will be creating a feeder system that covers the development of the worker/employee themselves, the development of businesses and also the development of the local community members as entrepreneurs. These entrepreneurs will then become job creators and will be able to reinvest in their community.

These significant economic development and community capacity building efforts will operate under the Hallandale Beach BEACON program. BEACON is an acronym for BUSINESS ENGAGEMENT and COMMUNITY OPPORTUNITY NOW. This is a very unique strategy that combines traditional redevelopment with social equity. The combination of the two will also lead, over time, to reduced gentrification, and continue the elimination of slum and blighted conditions

The HBCRA Business Engagement efforts which covers the economic development principles of business retention, expansion and attraction will include:

1. Continued business visitations and outreach, which are already in process.
2. Additional Business Marketing and Promotion, which is currently occurring.
3. The Creation of a Merchant Association or Ambassador Program – This program will be designed to allow the business community including non-chamber members, to have a voice and let their concerns be known to the City/HBCRA so that we can work together to address them. This program will be in conjunction with the Hallandale Beach Chamber of Commerce.
4. Business Entrepreneurial Training - During business visitations, business owners have requested assistance in them understanding how to run a business better, or better yet, how to grow their business.
5. Individual Business Mentoring.

The HBCRA Community Opportunity efforts which covers workforce development, entrepreneurial training, and vocational training opportunities will include:

1. Vocational Training – Broward Technical Colleges
2. Interviewing skills and resume writing - Broward Technical Colleges
3. Workforce Development Training – Urban League of Broward County (ULBC)
4. Entrepreneurial Training – CareerSource Broward (CSBD), Service Corp of Retired Executives (SCORE), Small Business Development Council (SBDC) and The Kaufman Foundation.

The HBCRA will bring together under one program called BEACON, the types of organizational expertise that already exists in the marketplace across South Florida and the nation. HBCRA staff does not have to reinvent the wheel, but needs to be strategic regarding leveraging the skillsets of others in order to make Hallandale Beach one of the best Cities in South Florida to live, work and play.

Current Situation:

The ULBC, which is a part of the National Urban League, gave a presentation of their organization at the CRA Board meeting on August 19, 2019, illustrating the tremendous resources that our residents across the City could utilize and the potential for future partnerships focusing on Entrepreneurship and Workforce Services.

Founded in 1975, the ULBC is located in Fort Lauderdale, Florida with a mission to enable African-Americans and other underserved urban residents to secure economic self-reliance, parity, power and civil rights. ULBC acts as a catalyst for change and leadership through innovative educational, social, and economic programming, asset building, research, advocacy, and partnership building. The Urban League operates 18 programs serving approximately 14,000 individuals and families annually through a six-prong approach: Education, Entrepreneurship, Jobs, Justice, Housing, and Health.

ULBC WorkForce Development Overview

With more than three decades of job training and workforce development experience, ULBC is poised to provide services to the City of Hallandale Beach residents with the intent to fill industry gaps for entry to middle skills employment opportunities that exist in the City of Hallandale Beach. ULBC proposes to assist the City in fulfilling its desire to provide workforce development related services to City residents, including helping with workforce development services directly related to filling the projected initial 64 job opportunities for residents of the City of Hallandale Beach in the Fashion Arts and Design District (FADD), which are based on HBCRA commercial incentives. Workforce Development Service Offerings from ULBC are as follows (the attached narrative has detailed descriptions):

- **Outreach & Orientation Services** - Outreach services include but are not limited to outreach with other organizations within the City of Hallandale who serve the target population. The typical participant will be as young as 16 years of age through adulthood who resides in Hallandale Beach and is unemployed, underemployed, never-before employed or aspiring career advancement. ULBC will conduct outreach through engagement with local churches, community laundry mats, barber shops, participation in community fairs and through other ULBC program referrals.
- **Intake & Screening** - Following orientation, prospects will meet one on one with the intake specialist for approximately two hours to confirm eligibility, review the intake and commitment forms as well as an Impact Survey (assesses various client needs).

- **Individual Job Coaching** - During the 90 minute individual session with the Job Developer (JD), the participants will engage in the My Next Move-ONET Career Interest Survey instrument to determine fields of interest. The JD will also develop a career development plan with the participant. The JD will work to connect the participant to training opportunities that respond to their career interests and goals. In addition to the ONET, ULBC will administer other workforce assessments. These assessments will help ULBC determine level of education and soft skills needed for work. ULBC will make referrals to Broward County Public Schools, Broward County Libraries and or local colleges for academic support as needed including but not limited to online classes for high school credentialing.
- **Soft Skills Education** - The Workforce Excellence Series Curriculum consists of several flexible modules designed to help the unemployed and underemployed understand and deliver what 21st century companies expect of their employees. This promising practice utilizes specific trainings modules aimed at strengthening various soft skills from the perspective of the employer. The soft skills training modules are as follows: Adaptability; Communication; Dependability; Presentation; Respect; Reasoning; Suitability; Transitioning; and Work ethics. The modules collectively help the unemployed, underemployed and aspiring incumbent workers successfully navigate the workplace. The Workplace Excellence will include 15-20 hours of education based on level of need.
- **Hard Skills Training** - The Critical Occupation Response through Education (CORE) program addresses the growing critical skilled workforce shortage in advanced manufacturing, aviation and aerospace, and information technology. The academic component of the program provides participants with a career pathway into these sectors by earning a Certification or Industry recognized credential in one the targeted industries including but not limited to: Supply Chain Industries, Hospitality, Customer Service, and others in partnership with Broward College. Presently, trainings run from 8 to 20 hours to earn a certificate or credential.
- **Employment Placement & Follow Up Services** - The Job Developer will work with Hallandale residents to individually prepare suitable and qualified candidates for available positions within Hallandale Beach. Services include resume review/editing, mock interviewing and scheduling interviews with local employers. ULBC will secure employment verifications and follow up with each participant placed through their first 90 days of employment (probation period).
- **Employer Cultivation** - ULBC will work with local employers to broker the relationship and understand the unique needs within their business. ULBC

will work with employers to conduct employer-specific onsite hiring fairs at the Hepburn Center or other City of Hallandale Beach location. Employers can showcase their company, highlight the available job opportunities and requisite qualifications. ULBC will identify potential City of Hallandale Beach residents who are interested and/or qualified to fill employment opportunities.

- **Employment Fairs** - ULBC will conduct an employment fair restricted to City of Hallandale Beach employers to expose residents to the opportunities. Employment fairs last 4-6 hours and include preparation support for job seekers to update their resumes and secure professional attire prior to engaging with the employers. Only employers with job opportunities will be able to attend. The job fair can also be restricted only to those who have completed the ULBC Elevate Initiative.

Recommendation:

HBCRA Staff recommends that the HBCRA Board of Directors, approve funding for a partnership between the HBCRA and the Urban League of Broward County in an amount not to exceed \$111,792, for a full suite of services directly related to workforce development, for City of Hallandale Beach residents.

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:

\$111,792.

Attachment(s):

Exhibit 1 – Resolution
Exhibit 2 – Suite of Services
Exhibit 3 – Workforce Development Costs