



## Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

<b>Meeting Date:</b>	January 13, 2020		<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>	5910-531010		<b>Advertising Requirement:</b> (Enter X in box)	<b>Yes</b>		<b>No</b>	
						X	
<b>Account Balance:</b>	\$1,732,000		<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>	N/A			
	x						
<b>Strategic Priority:</b> (Enter X in box) <b>Capital Improvements</b> Goal 1 - Undertake Total Improvements of Public Realm <input type="checkbox"/> Goal 2 - Promote Public/Public and Public/Private Partnership <input checked="" type="checkbox"/>  <b>Promote Projects with Large-Scale Impacts</b> 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"/>  <b>Priority Area:</b> 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"/>							
<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 THE FUNDING FOR SERVICE CORPS OF RETIRED EXECUTIVES ASSOCIATION INC. D/B/A SCORE BROWARD CHAPTER 17 IN AN AMOUNT NOT TO EXCEED \$24,000 FOR THE PROVISION OF TOOLS, GUIDANCE AND SUPPORT TO LOCAL ENTREPRENEURS TO CONVERT IDEAS INTO COHESIVE AND SUCCESSFUL BUSINESSES IN ADDITION TO ASSISTING EXISTING BUSINESSES EXPAND AND GROW; AUTHORIZING THE EXECUTIVE DIRECTOR AND HBCRA ATTORNEY TO NEGOTIATE AND FINALIZE AN AGREEMENT WITH SERVICE CORPS OF RETIRED EXECUTIVES ASSOCIATION INC. D/B/A SCORE BROWARD CHAPTER 17 IN AN AMOUNT NOT TO EXCEED \$24,000; 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. 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, that 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:**

Founded in 1964 as a non-profit, Broward SCORE is an active chapter of over 70 volunteer mentors, workshop presenters, and business support personnel. The chapter offers a diverse program of business support services throughout the year at no or low cost to start-ups and existing businesses.

SCORE agrees to provide the following services upon request on an as-needed basis after an agreement with the HBCRA has been executed:

### **1. Business Education**

- Simple Steps for Starting a Business (target date - TBD): Four sessions to be held on sequential Saturdays. Each session will be three hours. Attendance is estimated at twenty five per session.
- Simple Steps for Growing a Business (target date – TBD): Five sessions held on five sequential Weds. Each session will be two hours. Attendance is estimated at twenty five per session.
- Up to eight individual workshops selected from the SCORE workshop catalog. Each session will be three hours. Attendance is estimated at fifteen per session.
- Workshops will be held at the Hepburn Center or an alternate location provided by the HBCRA.

### **2. Business Mentoring**

- One-on-one mentoring sessions at the Hepburn Center or at an alternate location provided by the HBCRA.
- This mentoring will include both start-up and existing businesses.
- Will be provided on an as needed basis with yearly workload estimated to be 100 mentoring sessions.

### **3. Business Consulting**

- Establish a three-member tune-up team. This team will primarily offer short-term consulting services for existing businesses.
- Perform three tune-up sessions and will provide written observations and recommendations.
- The support will be on an as needed basis, with a plan for advising five existing businesses each year.

### **HBCRA Responsibilities may include:**

- Request services in writing no later than sixty days prior to a planned event.
- Manage the marketing of programs and coordination of logistics.
- Accomplish direct mail marketing.
- Promote via social media.
- Perform In-Take registrations via Eventbrite.com.
- Facilitate sign-in sheets at educational events.
- Provide key registration data to SCORE.

- Submit funding requests through the HBCRA budgeting and financial management processes

The partnership with SCORE will provide proven tools, guidance and much needed support to local entrepreneurs to convert ideas into cohesive and successful businesses, in addition to assisting existing local businesses expand and grow.

**Recommendation:**

HBCRA Staff recommends that the HBCRA Board of Directors, approve providing funding for SCORE in amount not to exceed \$24,000 in order to provide entrepreneurial and business development mentorship and training to Hallandale Beach residents and businesses.

**Fiscal Impact:**

\$24,000

<b>Attachment(s):</b>
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Exhibit 1- Resolution  
Exhibit 2- SCORE Information