



Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

Meeting Date:	July 13, 2020		File No.	Item Type: (Enter X in box)	Resolution		Other	
			20-210		X		Click or tap here to enter text.	
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)		N/A		N/A	
					Yes	No	Yes	No
Funding Source:	5910-531010		Advertising Requirement: (Enter X in box)		Yes		No	
							X	
Account Balance:	\$1,640,702		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 \$110,000; 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.

On February 10, 2020, the HBCRA Board approved an increase to the Purchase Order for Mosaic Group in the amount of \$30,000. The increase in Purchase Order was as a result of the HBCRA's aggressive efforts to promote economic development through its art and cultural initiative programming such as the South Beach Food and Wine Festival (SOBEFF). More precisely, the funds were approved to be used specifically for marketing materials and services associated with developing and implementing marketing strategies that would draw visitors to our community, and hopefully drive tourism traffic to our local businesses, which is the core goal of economic development. Numerous discussions with our business owners who participated in our events and promotional materials, revealed that there were significant increases to their revenues, as well as to the number of customers that visited their establishments.

To achieve success in these efforts of promoting our business community, thereby driving business growth and additional job creation, the HBCRA through a piggyback agreement, partnered with the Mosaic Group. The Mosaic Group is a full-service marketing/public relations company that has been providing stellar marketing services to the HBCRA.

Current Situation

The City of Hallandale Beach executed a declaration of emergency in response to the Corona Virus (COVID-19) on March 9, 2020, which led to "Stay at Home" orders designed to promote social distancing and self-quarantine. As a result,

many businesses have been forced to either close their operations or change their mode of operations. These Stay at Home orders resulted in massive unemployment across various industries.

To mitigate further economic threat as a result of COVID-19, HBCRA Staff were tasked to inform business owners throughout the community, about the various financial options that exist to help them. Additionally, Staff took major concrete steps to support and promote local restaurants and retailers that remained open for business by providing curbside services where appropriate, by highlighting these businesses in numerous social media campaigns. Staff has also been reaching out to businesses to gather information via surveys in order that programs can be created that not only meet their current needs but ensures that the City of Hallandale Beach does not lose its economic base.

The Purchase Order increase for Mosaic Group that was approved on February 10, 2020 for \$30,000 has been utilized differently, due to the unforeseen changes that has been enacted due to COVID-19. Since the "Stay at Home" declaration, the Mosaic group has been providing public relations and marketing services to allow for effective communication between HBCRA Staff, the City, and business owners. These services were not included in their previous Purchase Order increase on February 10, 2020. As a result, there is not enough funding to pursue the previous agreement that was approved. **To date the HBCRA has spent \$28,007 towards COVID-19 marketing services. It is important to note that these funds are reimbursable expenses per FEMA requirements, and the HBCRA will be submitting for those reimbursements with the help of the City's Grants Manager, Noemy Sandoval.**

Over the next few months, in an effort to support our business community and mitigate to any extent possible, the further deterioration of our local economy due to impacts from COVID-19, the HBCRA will be re-introducing our BE Local campaign and our BEACON Hallandale Program. The BE Local campaign, which was first created months ago, is designed to heavily promote our local retailers, restaurants and other businesses in our community. The program was created in order to encourage our own local Hallandale Beach residents and visitors to "buy local" as much as they can in order to support our local economy. Our business development and promotional campaign will include promotional videos, the development of a micro website, radio and digital advertising.

In order to help our local businesses, while also continuing to address COVID-19 related challenges that currently exist, such as the pause on "reopening the economy," and the promotion of our affordable housing and residential programs, additional funding in the amount of \$30,000 will be required to in essence, replace the funding that was exhausted by focusing our marketing efforts primarily on COVID-19 related items.

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:

The fiscal impact is \$30,000

PROPOSED ACTION:

HBCRA Staff recommends that the HBCRA Board of Directors, approve a Purchase Order increase for Mosaic Group, granting an additional \$30,000 to be used specifically towards marketing and public relations efforts, in connection with BE Local campaign and regular marketing services.

ATTACHMENT(S):

Exhibit 1 – Resolution
Exhibit 2 – Mosaic Group Proposal
Exhibit 3 – BE Local Rest-Retail Recruitment
Exhibit 4 – BE Local Campaign