



Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

Meeting Date:	October 14, 2020		File No.	Item Type: (Enter X in box)	Resolution		Other	
			20-388		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
						X		
Funding Source:	5910-583050		Advertising Requirement: (Enter X in box)		Yes		No	
							X	
Account Balance:	\$385,000		RFP/RFQ/Bid Number:		N/A			
Contract/P.O. Required: (Enter X in box)	Yes	No	Project Number:		C1514			
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 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 \$315,000 FOR THE FOOD NETWORK & COOKING CHANNEL SOUTH BEACH WINE AND FOOD FESTIVAL INCLUDING THE HALLANDALE BEACH FOOD & GROOVE AND THE GOYA FOODS FUN AND FIT EVENTS; AUTHORIZING THE EXECUTIVE DIRECTOR AND HBCRA ATTORNEY TO NEGOTIATE AND FINALIZE AN AGREEMENT WITH FLORIDA INTERNATIONAL UNIVERSITY TO PROVIDE FUNDING FOR THE FOOD NETWORK & COOKING CHANNEL SOUTH BEACH WINE AND FOOD FESTIVAL INCLUDING THE HALLANDALE BEACH FOOD & GROOVE AND THE GOYA FOODS FUN AND FIT EVENTS IN AN AMOUNT NOT-TO-EXCEED \$315,000; 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 year the HBRA 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.

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. The HBCRA worked with SOBEWFF team to execute an agreement. The SOBEWFF team also offered to produce the Food and Groove 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. On October 21, 2019 the HBCRA Board of Directors approved a resolution authorizing the Executive Director to execute an agreement with FIU in the amount of \$140,000 to produce our Food & Groove event.

On February 21- 22, 2020 the HBCRA and SOBEWFF hosted a series of events including two foodie movie nights in the park and the Food & Groove event. These events were well received by the public, especially Food & Groove. Food & Groove was a sold-out event, where patrons were able to enjoy food from Hallandale's finest restaurants and caterers. These events spurred positive praise, feedback and media coverage from our residents, visitors and media outlets.

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 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 has increased tourism traffic and allowed for our local restaurants to showcase their culinary creations.

The HBCRA Staff conducted a windshield survey with all participating restaurants to gain feedback from the event. The participating restaurants stated that not only did they enjoy the event, but they also saw an increase in sales due to the exposure gain through the partnership with SOBEWFF.

At the July 13, 2020 HBCRA Board meeting members of the SOBEWFF team gave a presentation to the Board regarding the positive impacts these events had not only on the City but the individual businesses that participated as well. At that time the CRA Board requested that staff bring plans for the event in 2021.

As a final note, that through the diligence of both CRA staff and the team from the SOBEWFF, the events came in under budget.

Current Situation:

Due to the success of these events in February 2020. The HBCRA is seeking to partner once again with SOBEWFF to produce two signature events. The two signature events would be a much larger Food & Groove and Goya Foods Fun and Fit event which was previously held at Jungle Island in Miami. These two signature events will be a part of the Hallandale Beach Event Series, the HBCRA will be recognized as a Gold sponsor for the 2021 festival. The Goya Foods Fun and Fit will be a new event for the City of Hallandale Beach, and that would be hosted at Bluesten Park. This event would bring together families and children alike with the chance to enjoy hands-on learning experiences, interactive demonstrations, healthy food sampling and fun fitness activities while learning the basics of a healthy lifestyle from celebrity chefs and culinary personalities. These events would take place over the weekend from February 27-28, 2021. Food & Groove held on Saturday evening and Goya Foods Fun and Fit would take place during the day on Saturday and Sunday.

Per the SOBEWFF proposal the cost to produce these two events would be \$315,000. This cost would include payment to multiple vendors and the administration fee to produce the events. The HBCRA is aware, that due to the COVID-19 pandemic, these events would need to be structured differently to ensure the safety and health of all our patrons. HBCRA along with SOBEWFF will establish social distancing requirements, mask enforcement requirement and will install portable hand-washing stations. Provisions have been made in the agreement that should the event not occur due to the pandemic, the HBCRA would not incur the total cost of producing these events. 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.

Additionally, the HBCRA is requesting that the HBCRA Board of Directors allocate an additional amount not to exceed \$10,000 towards the costs associated with permit fees and City personnel such as Police and Fire, to produce the 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 \$315,000 to produce the Food & Groove and Goya Foods Fun and Fit 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 events called the Food & Groove and Goya Foods Fun and Fit 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:

\$315,000

Attachment(s):

Exhibit 1 - Resolution

Exhibit 2 - Draft Proposal from SOBEWFF