



Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

Meeting Date:	October 20, 2021		File No. 21-453	Item Type: (Enter X in box)	Resolution X	Other	
Fiscal Impact: (Enter X in box)	Yes	No	Ordinance Reading: (Enter X in box)	1st Reading N/A		2nd Reading N/A	
	X		Public Hearing: (Enter X in box)	Yes	No	Yes	No
Funding Source:	Commercial Investment Program 5910-583050		Advertising Requirement: (Enter X in box)	Yes		No	
						X	
Account Balance:	\$315,000		RFP/RFQ/Bid Number:		N/A		
Contract/P.O. Required: (Enter X in box)	Yes	No	Project Number:		C1514		
	X						
Redevelopment Goals: (Enter X in box) Compact & Urban Development Projects Goal 1 – Catalytic projects that support the growth of local economy <input type="checkbox"/> Goal 2 – Transit supportive Development <input type="checkbox"/> Goal 3 – Neighborhood-level enhancements <input type="checkbox"/> Improve Connectivity within community Goal 1 – Development of complete streets <input type="checkbox"/> Goal 2 – Facilitate & Identify safe access to multiple modes of transportation <input type="checkbox"/> Goal 3- Provide Strategic parking solutions <input type="checkbox"/> Create CRA Resiliency Goal 1- Utilize innovative means to create sense of place to attract residents & visitors <input checked="" type="checkbox"/> Goal 2- Use diverse architectural styles & messaging to create iconic buildings & destinations <input type="checkbox"/> Goal 3- Prepare for sustainable future through smart technology, social & economic development Programs and environmental measures <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 EVENT; 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 EVENT 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; APPROVING AN ALLOCATION OF UP TO \$10,000 TOWARDS THE COSTS ASSOCIATED WITH PERMIT FEES AND CITY OF HALLANDALE BEACH SUCH AS POLICE AND FIRE PERSONNEL NECESSARY TO PRODUCE THE EVENTS; AND PROVIDING AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

In an effort to promote economic development related activities by the private sector within the City of Hallandale Beach, the Hallandale Beach Community Redevelopment Agency (HBCRA) is once again seeking to partner with the South Beach Wine & Food Festival (SOBEWFF) to host an event series, which is designed to highlight our local restaurants and other food offerings within the City. The cost of the event which has come in under budget for two years in a row is \$315K. As was done previously, based on the success of the events, the HBCRA will be able to contribute funds to local organizations. Previously the HBCRA has provided almost \$30K to the Police Athletic League (PAL) in order to help with their youth sports programming.

Background:

The mission of the 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 March of 2020, like much of the nation, the City of Hallandale Beach declared a state of emergency in response to the deadly Coronavirus/COVID-19 pandemic that had begun to sweep the globe. Since the period surrounding the emergency declaration by National, State, County and Local government

respectively, the virus has continued unabated, and the lives of those internationally, nationally, and locally have been severely impacted. Thousands have died, stay at home orders, social distancing, self-isolation, and quarantine became the buzzwords for a nation, as cities and their businesses struggled to cope with the effects of the pandemic.

Fast forward to the present, and one finds that although society has for the most part reopened, businesses such as restaurants continue to struggle due to the ongoing effects of the pandemic, including a shortage of workers. Hallandale Beach businesses are no exception to this rule. Many of our restaurants and other businesses have been forced to close their doors and lay off employees. Many others in an effort to stay afloat have made significant changes to their operations including utilizing more of a takeout or deliver model in order to try and survive.

In order to execute the requirement of FS. 163.345 and "afford maximum opportunity to the rehabilitation or redevelopment of the community redevelopment area by private enterprise," the HBCRA Board of Directors, approved a series of aggressive new economic development focused incentives, which were designed to promote business development within the City and CRA.

An integral part of this economic development related programming was the approval of an Arts and Culture in Public Places initiative, that was designed to support art and cultural activities, including the culinary arts, incentivize the local economy, and create brand awareness and a cultural identity for the City of Hallandale Beach.

Since the approval of the approval of the new HBCRA incentive packages and the Art in Public Places initiative, the HBCRA has used art, food, culture, and music as a tool to aid in the redevelopment and economic development of the City.

On October 11, 2019, as a part of its economic development efforts, the HBCRA Board of Directors approved a resolution authorizing the Executive Director to execute an agreement with Florida International University (FIU) and SOBEWFF to host a series of events including two foodie movie nights in the park and the City of Hallandale Beach (COHB) first annual Food & Groove festival. The event took place from Feb 21-22, 2020. 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.

The SOBEWFF's motto is "eat, drink and educate." The festival 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 now 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.

Due to the extensive international reach of the SOBEWFF, Hallandale Beach restaurants were able to be a part of a global marketing initiative that they would never have been able to pay for by themselves. The marketing initiative of the SOBEWFF introduced our local restaurants to thousands of potential customers.

On October 14, 2020 the HBCRA Board of Directors approved funding not to exceed \$315,000 for the HBCRA Executive Director to execute an agreement with FIU, SOBEWFF, The Food Network & Cooking Channel, and Goya Foods to host the 2nd annual Food & Groove festival, and Goya Foods Fun and Fit Events. This year's events took place from May 21-23, 2021 and was named the Hallandale Beach Series by SOBEWFF due to the enormous amount of positive feedback from the restaurant and event attendees. The events consisted of a private dinner hosted by celebrity chef Jet Tila at one of Hallandale Beach upscale eateries called ETARU, 2nd annual Food & Groove at Gulfstream Park Pegasus, and Goya Foods Fun and Fit Events at Bluesten Park.

It is important to note, that both events not only came back under budget, but through our very unique agreement with SOBEWFF, the HBCRA has been able to provide almost \$30,000 to date for the PAL. This amount represents the profits from the events which would normally have gone to SOBEWFF.

Current Situation:

As a part of its economic development efforts to support our local businesses during the pandemic, for two consecutive years, the HBCRA has partnered with SOBEWFF and Florida International University (FIU) to produce a sold out, signature culinary arts and cultured events for residents, tourist, and food connoisseurs to enjoy. The HBCRA is seeking to partner with SOBEWFF for the 3rd consecutive year to bring back the highly anticipated SOBEWFF Hallandale Beach Event Series, as a way to market and promote our local businesses, and hopefully drive new business growth, and subsequent employment of Hallandale Beach residents.

As the HBCRA continues to host annual unique festivals such as the SOBEWFF Hallandale Beach Event Series, we anticipate these events will continually increase in size and attendance. For example, due to tickets being sold out weeks prior to the events, SOBEWFF has increased tickets for our Food and Groove event from 500 to 1000 potential attendees.

The 2022 SOBEWFF Hallandale Beach Event Series will take place from February 24-27, 2022. The series will commence on Friday evening with an intimate, dinner or brunch at one of Hallandale Beach's exclusive restaurants. The event will continue Saturday with the adults only Hallandale Beach Food & Groove, where

patrons will be able to enjoy some of the world's best wines and alcoholic beverages, food, and of course art. The events will also include two days (Saturday & Sunday) of fun-filled, family friendly activities, that will feature celebrity chefs, delicious food, and kid-friendly fun activities at Peter Bluesten Park.

Per the SOBEWFF proposal, the cost to produce these three events would not exceed \$315,000. The cost would include payment to multiple vendors and the administration fee to produce the events. Due to the COVID-19 pandemic, these events would be structured 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-sanitizing 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 an amount not to exceed \$315,000

Fiscal Impact

\$315,000

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

PROPOSED ACTION:

The HBCRA Board of Directors consider the attached Resolution

ATTACHMENT(S):

Exhibit 1 - Resolution

Exhibit 2 - Proposal from SOBEWFF