



City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	File No.:	Item Type:	1 st Reading	2 nd Reading	
10/22/2025	25-452	<input type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input checked="" type="checkbox"/> Other	Ordinance Reading	N/A	N/A
			Public Hearing	<input type="checkbox"/>	<input type="checkbox"/>
			Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>
			Quasi-Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
Fiscal Impact (\$):	Account Balance (\$):		Funding Source:	Project Number:	
\$49,050	\$16,350		8090-582010	EVT04	
Contract Required:	P.O. Required:	RFP/RFQ/Bid Number:	Sponsor Name:	Department:	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	N/A	Cathie Schanz, CPRE	Parks, Recreation, and Open Spaces	
Strategic Plan Focus Areas:					
<input type="checkbox"/> Fiscal Stability	<input type="checkbox"/> Resident Services	<input type="checkbox"/> Public Safety	<input type="checkbox"/> Infrastructure & Mobility	<input type="checkbox"/> Economic Development & Affordable Housing	
Implementation Timeline:					
Estimated Start Date: 10/22/2025			Estimated End Date: 2/28/2028		

SHORT TITLE:

DR. MARTIN LUTHER KING, JR. DAY COMMUNITY CELEBRATION DISCUSSION.

STAFF SUMMARY:

Summary:

City Commission direction on proceeding with a Partnership Agreement to implement the City's Dr Martin Luther King, Jr Day Community Celebration with the Hallandale Beach Community Civic and Cultural Association, Inc.

Background:

Dr. Martin Luther King, Jr. Day celebrates the life and legacy of the iconic civil rights leader, commemorating his tireless efforts for racial equality, justice, and nonviolent social change through community service, reflection, and learning about the ongoing struggle for human rights. The holiday, observed on the third Monday of January, honors Dr. King's vision of a more just and inclusive society.

For over thirty years the City of Hallandale Beach has supported an annual community led Dr. Martin Luther King, Jr. Day celebration. Partnering with a local organization, the City has supported commemorative activities including community parades and festivals.

In preparation for the 2025 celebration, the partner organization, Hallandale Beach Community Civic Association, Inc., notified the City that they would not partner with the City on the 2025 Dr. MLK, Jr Day Parade and Celebration. Once this decision was announced, other organizations reached out to express their interest in partnering with the City to produce the annual community celebration.

Due to the late timing of this decision, the City produced the 2025 event and established a process for selecting a partner organization to work with the City to produce future Dr. MLK, Jr Day community celebrations.

Current Situation:

On September 30, 2025, the City posted a Request for Event Provider (REFP) announcing to seek a partner to organize a meaningful commemorative community celebration for our community.

The goal of the RFEP is to partner with a community organization to produce the City's Dr. MLK, Jr. Day celebration to ensure a comprehensive community celebration. The RFEP sought a partner that would work in collaboration with other organizations to ensure a comprehensive community celebration.

The RFEP was sent via email directly to parties who previously expressed an interest in partnering with the City on the Dr. MLK, Jr. Day celebration and was shared on the City's website, social media, and sent through the City's email lists. The deadline for responses was October 13, 2025, and one proposal was received.

The evaluation Committee was comprised of Cathie Schanz, Parks, Recreation and Open Spaces Director, Cora Daise, Human Services Director, Cindy Betty, Chief of Staff, Sean Li, Assistant finance director.

The evaluation criteria for this REFP was:

1. Organization's Background, Experience and Personnel
2. Proposed Activities
3. Budget/ Financials
4. Fee to organize event

As illustrated in the attached summary rating sheet (Exhibit 2), the Hallandale Beach Community Civic and Cultural Assn, Inc proposal scored an average of 23 out of 100 points.

The proposal received from the Hallandale Beach Community Civic and Cultural Association, Inc did not provide a detailed description of the proposed activities, but it was clear from reading through the proposal that the organization is requesting to host the traditional activities of a parade from BF James Park to OB Johnson Park followed by a festival at OB Johnson Park. The proposal also did not include any of the required information on personnel involved.

The financials with in-kind services (pages 15-17), fee to organize (page 1), revenue from vendors (page 18), and cost proposal/ budget (pages 20-21) provided do not match. The financials with in-kind services report outlines \$5,332.28 in organization expenses and \$17,197.50 in in-kind donations. The revenue from vendors report lists \$2,600 in 'profit' from vendors. None of these numbers were included in the cost proposal/ budget.

The proposal requested a \$44,300 fee to organize the event (Cover Page, page 1) but the cost proposal/ budget lists a vendor organization fee of \$2,000 and an event planning fee of \$6,000 for a total of \$8,000. Assuming the total proposed event budget of \$44,300 was incorrectly listed as their fee to organize the event, the proposed event is between \$12,350 and \$17,350 over budget as follows:

CCCA Cost Proposal/ Budget total estimated cost	\$44,300
City Budgeted Funds:	-\$16,350
CCCA proposed revenue from Fundraising	-\$ 00
CCCA proposed revenue from Sponsorships	-\$ 00
Vendor Management Fee	-\$ 2,000
Event Planning Fees	-\$ 6,000
Vendor Fees proposed 'profit'	<u>-\$ 2,000</u>
Unfunded event costs:	\$17,350

This does not consider items that are listed on the Cost Proposal/ Budget as an event expense but also listed on the Financial with In-Kind Services Report as being provided by the CCCA as follows:

Item	CCCA Provided In-Kind Services Report	Cost Proposal/ Budget
Food (for volunteers	\$ 88.00	\$2,000
MLK Volunteer Shirts	\$ 558.40	included in \$2,000
MLK Volunteer Rain Geer	\$ 75.00	included in \$2,000
Liability Insurance	<u>\$ 330.88</u>	<u>\$3,000</u>
Total:	\$1,052.28	\$5,000

Removing these costs from the Cost Proposal/ Budget reduces the unfunded event costs to \$12,350. The proposal did not outline how the organization intended to make up for this shortfall.

Based on the information provided in the proposal, more information and further discussions are required with the Hallandale Beach Community Civic and Cultural Association, Inc. to negotiate a Partnership Agreement to implement the City's Dr. Martin Luther King, Jr Day Community Celebration.

Why Action is Necessary:

Pursuant to Code of Ordinances, in accordance with Procurement Code Section 23-9, Award, (e) The City Manager may award procurements within the delegated spending authority. All other procurements, except emergency procurements, require commission approval for award.

Cost Benefit:

Partnering with Hallandale Beach Community Civic and Cultural Association, Inc may maximize City resources by partnering with an organization that is able to provide other resources to match the City's funding to implement a successful program. The match may be in the form of organization funds, grant funds, donations, sponsorships, event revenue, or any combinations thereof.

PROPOSED ACTION:

The City Commission provide direction on proceeding with a Partnership Agreement with Hallandale Beach Community Civic and Cultural Association, Inc. for the City's Dr. Martin Luther King, Jr Day Community Celebration.

ATTACHMENT(S):

Exhibit 1 - Dr Martin Luther King, Jr Day Community Event Partnership Request for Event Provider (RFEP)

Exhibit 2 – Summary Rating Sheet for the Dr Martin Luther King, Jr Community Event Partnership Request for Event Provider (RFEP)

Exhibit 3 - Hallandale Beach Community Civic and Cultural Association, Inc. Proposal

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Parks, Recreation, and Open Spaces Director

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