



City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	File No.:	Item Type:	1 st Reading	2 nd Reading	
5/20/2026	26-182	<input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input 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:	
\$100,000	\$100,000		001-1930-534040	N/A	
Contract Required:	P.O. Required:	RFP/RFQ/Bid Number:	Sponsor Name:	Department:	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	n/a	Dr. Jeremy Earle	City Manager's Office	
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 checked="" type="checkbox"/> Economic Development & Affordable Housing	
Implementation Timeline:					
Estimated Start Date: 6/1/2026			Estimated End Date: 12/31/2026		

SHORT TITLE:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AUTHORIZING AN AGREEMENT WITH SOFAR SOUNDS LLC FOR PRODUCTION OF A CURATED MUSIC CONCERT SERIES FOR HALLANDALE BEACH'S 100TH ANNIVERSARY IN 2027 IN AN AMOUNT NOT TO EXCEED ONE HUNDRED THOUSAND DOLLARS (\$100,000); AND PROVIDING FOR AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

The City seeks Commission approval to partner with Sofar Sounds for an amount not to exceed \$100,000 to produce a curated concert series as part of, and leading up to, Hallandale Beach's 100th anniversary in 2027.

As the City approaches this milestone, there is an opportunity to create experiences that reflect not only its history, but its evolving cultural identity. Rather than a single

commemorative event, this initiative introduces a series of live music experiences designed to unfold across time and place, inviting residents and visitors to engage with Hallandale Beach in a more immersive and meaningful way.

The series is designed to foster discovery, encourage movement throughout the community, and create shared cultural moments that contribute to a stronger sense of place.

This initiative serves both as a centennial celebration effort and a long-term cultural investment, positioning Hallandale Beach as a city where experiences are not only hosted but intentionally designed to reflect and shape community identity.

Background:

Over the past year, the Commission has requested the development of events that reach more nuanced audiences and cultural explorers throughout the tri-county area. There has been continued interest in elevated experiences, like the Fever Candlelight Concerts, that expand the breadth of performance styles and genres while attracting a broader audience to experience Hallandale Beach as a destination for cultural programming.

With that direction in mind, the City has engaged Sofar Sounds, a live global music platform known for producing intimate, discovery-driven concerts in unconventional spaces.

Operating in more than 400 cities worldwide, Sofar specializes in transforming everyday environments into curated cultural experiences that highlight emerging artists and foster meaningful audience engagement. The organization has produced over 45,000 concerts globally, partnering with major brands such as Sony, Delta, and Lexus, while maintaining a strong focus on grassroots artist development and local community integration. Notably, Sofar has hosted early performances for artists such as Billie Eilish, Leon Bridges, and Olivia Dean prior to their mainstream recognition.

Sofar's audience base is largely composed of culturally engaged participants, with a strong Millennial presence and a demonstrated interest in experiential programming. Their model emphasizes authenticity, discovery, and connection, values that align with the City's goal of expanding cultural offerings while attracting new and diverse audiences.

For Hallandale Beach, Sofar proposes a six-show "Discovery Series," featuring intimate performances in unexpected locations throughout the City. Each event will feature curated emerging artists and will be offered as free, RSVP-based experiences open to the public.

As part of the partnership, Sofar will provide full event production, including sound, staging, lighting, and on-site hosting. The agreement also includes integrated marketing and content development, such as promotion through Sofar's South Florida network, artist-led social media amplification, and the production of digital content assets, including a full performance video and short-form social media clips.

Current Situation:

In alignment with the Commission's direction, the City continues to invest in placemaking and cultural programming. As part of this effort, there is a growing need to introduce

experiences that both activate public spaces and attract new audiences. Traditional event models often rely on centralized locations and broad programming, which do not consistently support the City's goal of connecting all four quadrants or encouraging exploration beyond established areas.

To address this, Hallandale Beach and Sofar Sounds propose *Hallandale Sounds*, a curated mini-concert series that transforms locations such as North City Beach Park, South City Beach Park, and other City landmarks into stages. The series uses music as a vehicle to connect the City's past, present, and future across all four quadrants.

Each concert is intentionally designed in response to its location, pairing genre, atmosphere, and experience with the historical, cultural, and physical character of each quadrant; a key differentiator of this series. Think Blues, Jazz, or Soul fusion in the NW quadrant at OB Johnson Park, and Bossa Nova and Lofi tailored to the multicultural coastal energy of the NE quadrant. A classical crossover at the Curci House, and something like smooth jazz, indie, or instrumental performance in SE at North City Beach Park.

From heritage-rooted performances that reflect the City's longstanding community identity to coastal and contemporary experiences that mirror its evolving landscape, each event is uniquely "of place," creating experiences that could only occur in Hallandale Beach. This approach moves beyond simply hosting events in different locations; it creates a cohesive narrative across the City, where each performance contributes to a broader story of place.

Sofar Sounds is uniquely positioned to implement this vision through its decentralized, experience-driven model. By design, Sofar events are hosted in varied and often unexpected locations, aligning with the City's objective to activate public spaces and distribute cultural programming more equitably throughout the community.

Additionally, Sofar's established audience network and marketing infrastructure provide access to a demographic that may not typically engage with municipal programming. Their ability to attract experience-driven attendees, many of whom are willing to travel for events, creates an opportunity to introduce new visitors to Hallandale Beach while also re-engaging residents in a different context.

Beyond audience development, the content generated through these events extends the City's reach beyond the physical experience. Professionally produced video and social media assets allow each performance to live beyond a single moment, contributing to a broader narrative about the City's cultural evolution leading up to its centennial.

Through this partnership, the City is not only hosting events but also implementing a strategic, place-based model for cultural activation that can inform future programming and long-term placemaking efforts.

Why Action is Necessary:

Pursuant to Code of Ordinances, in accordance with Procurement Code Section 23-10, Exception to competitive solicitation requirements, (6) Other exceptions, p. Entertainment and entertainment related expenses for city sponsored events. Furthermore, 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 Sofar Sounds provides a comprehensive, turnkey approach to cultural programming that combines event production, audience development, and content creation within a single investment.

The proposed series includes six fully produced concerts, along with integrated marketing and digital content deliverables that extend the impact of each event. This bundled approach reduces the need for multiple vendors and allows for a more cohesive execution of the City’s cultural objectives.

From an economic development perspective, the series is expected to generate indirect benefits through increased foot traffic, support for local businesses, and enhanced visibility for Hallandale Beach as a cultural destination. By activating multiple locations across the City, the initiative encourages movement and exploration, distributing potential economic activity more broadly.

Equally important are the intangible benefits. The series supports community-building through shared experiences, strengthens the City’s cultural identity, and contributes to a sense of momentum leading into the 100th anniversary. The partnership also introduces a new audience segment to the City, individuals who prioritize experiential engagement and are likely to return for future programming.

Given Sofar’s global reach, proven model, and ability to deliver both live and digital engagement, the proposed investment represents a strategic opportunity to elevate the City’s cultural programming while maximizing both immediate and long-term returns.

PROPOSED ACTION:

The City Commission considers the attached Resolution.

ATTACHMENT(S):

- Exhibit 1 – Resolution
- Exhibit 2 - Sofar Sounds Presentation and Proposal

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