



Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

Meeting Date:	December 18, 2024		File No.	Item Type:	Resolution	Other		
			24-530	<i>(Enter X in box)</i>	X			
Fiscal Impact: <i>(Enter X in box)</i>	Yes	No	Ordinance Reading: <i>(Enter X in box)</i>		1st Reading		2nd Reading	
	X		Public Hearing: <i>(Enter X in box)</i>		N/A	N/A		
					Yes	No	Yes	No
Funding Source:	5910-583050		Advertising Requirement: <i>(Enter X in box)</i>			No		
						X		
Account Balance:	1,000,000.00		RFP/RFQ/Bid Number:					
Contract/P.O. Required: <i>(Enter X in box)</i>	Yes	No	Project Number:		46302			
	X							
Redevelopment Goals: <i>(Enter X in box)</i>								
Compact & Urban Development Projects								
Goal 1 - Catalytic projects that support the growth of local economy <input checked="" 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 THE CHAIR AND BOARD OF DIRECTORS OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY AWARDDING A RESTAURANT RENT EMERGENCY STABILITY GRANT IN THE AMOUNT OF \$13,062.80 TO CEVICHE AVENUE LLC; AUTHORIZING THE EXECUTIVE DIRECTOR AND HBCRA ATTORNEY TO NEGOTIATE AND FINALIZE THE GRANT AGREEMENT BETWEEN THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY AND CEVICHE AVENUE LLC; AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE THE GRANT AGREEMENT; AUTHORIZING THE EXECUTIVE DIRECTOR TO TAKE ALL ACTION NECESSARY TO IMPLEMENT THE TERMS OF THE GRANT 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 growth, job creation, and neighborhood rehabilitation.

On October 30, 2024, the HBCRA Board of Directors approved the Restaurant Rent Emergency Stability Grant (RRSEG), a critical support mechanism designed to assist restaurants within HBCRA boundaries during periods of financial hardship. This program reflects the HBCRA's commitment to fostering economic sustainability by providing targeted relief to stabilize operations and preserve businesses that serve as vital contributors to the community's economic and social fabric.

The RRESG is a critical support mechanism designed to assist restaurants within HBCRA boundaries during times of financial hardship. As economic volatility continues to challenge small and medium-sized dining establishments, this program provides targeted relief by covering up to six months of rental support.

The RRESG is available to all restaurants located within one of the Hallandale Beach CRA Priority Areas as follows:

- Pembroke Rd from I-95 to one block East of US-1
- US-1 from Pembroke Rd to Southeast 3rd Street
- South Dixie Hwy from Pembroke Rd to SW 11th Street
- Hallandale Beach Blvd from I-95 to NE 14th Avenue
- Foster Rd from NW 11th Avenue to South Dixie Hwy
- NE 1st Avenue from Hallandale Beach Blvd to NE 5th Street – District 8

Current Situation:

On November 12, 2024, Aleyda Rivera and Marisol Pimentel met with Hallandale Beach Community Redevelopment Agency (HBCRA) staff to submit their application for the Restaurant Rent Emergency Stability Grant (RRESG). Established in June 2018, Ceviche Avenue is a cherished casual dining restaurant located in Hallandale Beach's District 8 at 101 NE 3rd Street. Owned and operated by Rivera and Pimentel, this family-run establishment has become a cornerstone of the community, celebrated for its authentic Peruvian cuisine and welcoming atmosphere. The restaurant's mission is to bring people together through exceptional food and service, offering a modern and soulful interpretation of Peru's rich culinary heritage. With a menu that spans the Pacific coast, Andes mountains, and Amazon rainforest, Ceviche Avenue showcases centuries of Peruvian culinary tradition influenced by indigenous, Spanish, Japanese, Chinese, and African cultures. Signature dishes like Anticuchos, Saltado de Mariscos, Lomo Saltado, and ceviche highlight the restaurant's commitment to authenticity and quality.

Beyond its diverse and flavorful menu, Ceviche Avenue offers guests a warm, family-oriented experience. Its cozy interior provides an inviting atmosphere, enhanced by live music on weekends that creates a festive and memorable dining experience. Often described as a "hidden gem," the restaurant is lauded for its exceptional food, personalized service, and the familial care shown by its staff.

Ceviche Avenue applied for the Restaurant Rent Emergency Stability Grant (RRESG) under the HBCRA Commercial Business Incentive Program. After a comprehensive review of the submitted application, staff recommends approving the grant to address two months of past-due rent, totaling \$7,684.00, and subsidizing 35% of the rent for an additional four months, amounting to \$5,378.80. The total recommended funding for this application is \$13,062.80.

Recommendation:

Staff recommends approval of the Ceviche Avenue application for assistance. Approving this application provides necessary assistance that helps to ensure that Ceviche Avenue can sustain operations, meet its rental obligations, and continue serving as an essential contributor to the District 8 restaurant scene. This one-time funding opportunity reflects the HBCRA's dedication to promoting a resilient commercial landscape and supporting businesses that enhance Hallandale Beach's local economy and cultural vibrancy.

Fiscal Impact:

\$13,062.80

Why Action is Necessary:

Pursuant to the HBCRA Commercial Investment Program Policy, all applications must be presented to the HBCRA Board of Directors for approval.

PROPOSED ACTION:

The HBCRA Board of Directors approves the attached Resolution.

ATTACHMENT(S):

- Exhibit 1 – Resolution
- Exhibit 2 - RRESG Application
- Exhibit 3 – HBCRA Recommendation

Prepared By: *María Chevasco*

Maria Chevasco
Project Coordinator

Reviewed By: *Kathleen Weekes*

Kathleen Weekes
Redevelopment Manager

Reviewed By: *Faith Phinn*

Faith Phinn
Deputy Executive Director