

2021 FLORIDA REDEVELOPMENT ASSOCIATION ROY F. KENZIE AWARDS

Award Entry Category: Cultural Enhancement

**Hallandale Beach Community Redevelopment Agency
BE Local (Buy & Eat Locally) Campaign**

Submitted by

Hallandale Beach Community Redevelopment Agency

Jeremy Earle, Ph.D., AICP, FRA-RA | City Manager/CRA Executive Director

City of Hallandale Beach

400 South Federal Highway

Hallandale Beach, FL, 33009

Award Entry Category: Cultural Enhancement



Hallandale Beach Community Redevelopment Agency BE Local (Buy & Eat Locally) Campaign



The BE Local (Buy & Eat Locally) campaign was created by the Hallandale Beach Community Redevelopment Agency to promote local businesses and encourage the community to dine and shop in Hallandale Beach. This campaign consists of:

- Social media promotions and advertisements
- Media pitches
- Video highlights
- Email marketing
- Radio and newspaper/magazine advertisements
- And more

Local businesses participate FREE of charge. In addition to digital promotions, participating restaurants and retail businesses receive flyers, window decals, and other promotional items to assist them with exposure to the community.



BE local - Initiatives

1

**HALLANDALE
EATS RESTAURANT
WEEK**

2

**ORDER-IN
HALLANDALE
BEACH**

3

**HALLANDALE
HIRES**

HALLANDALE EATS RESTAURANT WEEK

The HBCRA presented its Inaugural Hallandale Eats – Restaurant Week, September 24- 30, 2020. The weeklong event was created to encourage Hallandale Beach residents, as well as visitors to “buy and eat locally” in effort to support the local economy. Hallandale Eats featured twenty-two (22) of Hallandale’s top eateries that participated FREE of cost.

The event allowed patrons to enjoy prix-fixed meals to-go or for delivery for an affordable price in effort to promote safety. In addition to free digital promotions, participating locations also received branded delivery bags, posters & other printed materials that reminded patrons to shop and eat locally in the City of Hallandale Beach.

Promotional materials provided

- Restaurant posters
- Branded to-go bags
- The official Hallandale Eats logo watermarked on websites and social media posts
- Prix-fixed menus displayed on website

HALLANDALE
EATS WEBSITE

CLICK



Hallandale Eats Graphics & Promotional Materials

CLICK  each box to view.

1

Promotional Video

2

Outreach Video

3

Staff Outreach
Video

4

Restaurant packet

5

Full Restaurant
Listing

6

Restaurant Registration



• Restaurant Packet •

PRESENTED BY THE HALLANDALE BEACH
COMMUNITY REDEVELOPMENT AGENCY



COHBCRA.ORG/HALLANDEATS



OVERVIEW

- ABOUT HALLANDALE EATS
- THINGS TO KNOW
- THE BENEFITS
- MUTUAL AGREEMENT
- HOW TO PARTICIPATE
- CONTACT INFO

COHBCRA.ORG/HALLANDEATS



THINGS TO KNOW

WHEN:

Thursday September 24 – Wednesday September 30, 2020

MENU:

Must be a prix-fixed menu. Prix- fixed menu must be available to-go, for delivery, or for dine-in (if applicable).

EVENT PROMOTION:

Hallandale Eats falls under the umbrella of the Hallandale Beach CRA's BE Local Initiative. A 2 week marketing campaign will be designed for maximum event exposure using social media, newsletters, flyers, email and media outreach.

COHBCRA.ORG/HALLANDEATS

will be the main source for event information.

COHBCRA.ORG/HALLANDEATS



RESTAURANT PROMOTION:

Participating restaurants will receive Hallandale Eats print and digital marketing materials. This will include:

- Restaurant posters
- Branded To Go Bags
- The official Hallandale Eats logo to be watermarked on your website and social media posts.

THE BENEFITS



Hallandale Eats is designed especially for you and your business. HBCRA is pleased to work with you and fellow restaurants to create an opportunity to highlight the many diverse dining options available in Hallandale. **What's in it for you? It's all about you!**

BENEFITS

Participating restaurants will receive Hallandale Eats print and digital marketing materials. This will include posters, branded to-go bags, and the official Hallandale Eats logo to be used on your website and social media posts.



MARKETING EXPOSURE

Whether you're an established or a new dining option, the marketing exposure will help gain new diners. The HBCRA will target diners of all ages and backgrounds to showcase your restaurant.



SHOWCASE YOUR RESTAURANT

The HBCRA will feature restaurant logos, photos, menus and other relevant materials on the event website. All relevant materials must be submitted by Wed. September 9th at midnight to be featured. [Click HERE to submit.](#)



COHBCRA.ORG/HALLANDEATS



HBCRA AGREEMENT

- As the organizer of Hallandale Eats, The HBCRA agrees to:
- Collect, maintain, and display information about Hallandale Eats and participating restaurants on COHBCRA.ORG/HALLANDEATS
- Provide participating restaurants with tools and tips to help spread the word to diners and to maximize the impact of the activation.
- Heavily promote the event and participating restaurants using traditional and online media.



COHBCRA.ORG/HALLANDEATS



HOW TO PARTICIPATE



Hallandale Eats falls under the Hallandale Beach Community Redevelopment Agencies' BE Local Initiative. Participation is currently **FREE** of charge.

[CLICK HERE to do the following:](#)

- Register Your Business for Hallandale Eats
- Submit Prix Fixed Menus
- Submit Logo(s)
- Submit Relevant Photos

WHAT IS BE LOCAL?

BE Local is a campaign created by the Hallandale Beach CRA to help promote businesses and entice the community to dine and shop in the Hallandale Beach area. It consists of social media promotions and advertisements, media pitches, video highlighting local businesses, website page, email marketing, radio and newspaper/magazine advertisements. Local businesses can participate **FREE** of charge and will be included in all promotions. In addition, participating restaurants and retail businesses will receive flyers, window decals, and other promotional items to help spread the word.

COHBCRA.ORG/HALLANDEATS





Savor new experiences and favorite spots as some of the best restaurants in Hallandale Beach offer -

Outrageous TO GO! DEALS ON MEALS

Featuring Hallandale's Top Eateries

Join the HBCRA as we showcase the diverse cuisine of Hallandale Beach. Due to COVID-19, patrons will be able to experience Hallandale Eats from the comfort of their home as take out and delivery will be available!

www.cohbcra.org/hallandaleats

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COMMUNITY REDEVELOPMENT AGENCY



Restaurant Questions?
Please Contact Participating
Restaurants Directly.

Other Questions, Comments, Concerns?
Contact: mchevasco@hallandalebeachfl.gov
or Call the HBCRA Hotline M-F 9 AM-5 PM
at 954-787-2055



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Outrageous TO GO! DEALS ON MEALS

Featuring Hallandale's Top Eateries

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cohbcra.org/hallandaleats

SPONSORED BY THE HALLANDALE BEACH
COMMUNITY REDEVELOPMENT AGENCY



*All menu items are priced per person unless otherwise indicated. Menu details are at the discretion of the participating restaurant. Set prices do not include taxes & gratuity. The Hallandale Beach CRA highly recommends ordering Hallandale Eats meals to-go or for delivery. However in-person dining options may also be available at certain locations. If dining-in, please call restaurants directly to confirm that they are participating in Hallandale Eats and ask for reservation requirements. Contact participating restaurants directly for specific details/restrictions. Face coverings are required at participating locations.

954.787.2055



cohbcra.org/hallandaleats

loyal to
local.



THINGS TO KNOW!

- Experience some of the best food in Hallandale Beach during: **Hallandale Eats!**
Visit cohbcra.org/hallandaleats and click on individual restaurants for participation details.
- All menu items are priced per person unless otherwise indicated.
- Prix fixe specials are available September 24 - 30, 2020. Menu details are at the discretion of the participating restaurants.
- To Go/Delivery orders are recommended. Reservations are recommended if dining-in (call participating restaurants directly for dine in options).
- Menus are subject to change without notice based on product availability.
- Coupons may not be accepted at some restaurants during Hallandale Eats Week. Please check with the restaurant and/or refer to coupon restrictions for redemption policies.
- If you are dining in and are unable to keep your reservation for any reason, PLEASE BE CONSIDERATE AND CANCEL as soon as possible to give other diners and the restaurant the opportunity to fill those seats!
- Please check with the individual restaurants in advance to inquire if they can adjust certain items on their Hallandale Eats menus to accommodate dietary restrictions.

SPONSORED BY THE HALLANDALE BEACH
COMMUNITY REDEVELOPMENT AGENCY



954.787.2055



cohbcra.org/hallandaleats

* Restrictions apply. For details and participating restaurants, visit cohbcra.org/hallandaleats

ORDER-IN Hallandale Beach Initiative

In March 2020, the HBCRA team quickly responded to the COVID-19 crisis' devastating impact on our local restaurants by launching "Order-In", a promotional campaign to encourage Hallandale Beach residents to order from local restaurants for delivery and takeout meals. Restaurants were able to sign up to be included in the listing on social media and the HBCRA website. In addition, restaurants were provided with information and assistance on how to register for delivery service on popular apps including UberEats, Grubhub, Doordash, and Postmates. Over 70 restaurants participated. Residents were encouraged to Order-In and support our local restaurants. A full listing of participating restaurants was located on the HBCRA website and was advertised on social media and through email marketing campaigns.

Full
Listing

Restaurant
Registration

CLICK





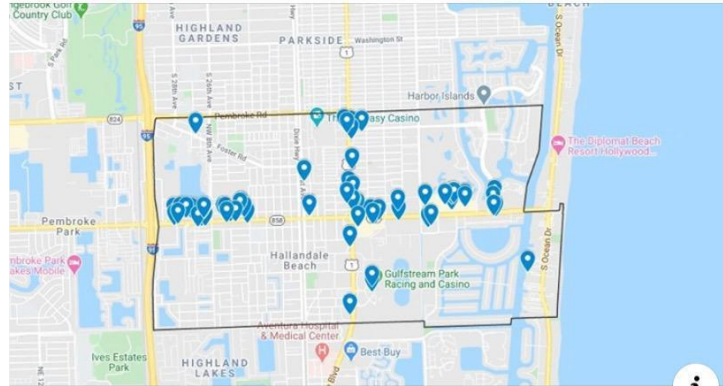
OrderIn
HALLANDALE BEACH



The Hallandale Beach Community Redevelopment Agency encourages our residents to support the many local restaurants offering delicious meals through delivery and takeout.

We also suggest purchasing gift cards for the restaurants, bars and breweries that make Hallandale the diverse community that we have come to know and love. This is great way to help these local staples be successful through these hard times.

#OrderInHallandaleBeach Check out which restaurants are offering take out or delivery right here in Hallandale Beach!



OrderIn
HALLANDALE BEACH



CORONAVIRUS (COVID19) UPDATE



OrderIn
HALLANDALE BEACH

**RESTAURANTS OFFERING
TAKE-OUT OR DELIVERY**

WWW.COHBBCRA.ORG • (954) 457-2228



2

A Touch Of Cuba

117 E Hallandale Beach Blvd
(954) 399-9181

Bagel Cove Bakery and Deli

668 W Hallandale Beach Blvd
(754) 999-8999

Boneclair

2351 E Hallandale Beach Blvd
(954) 367-3683

Boston Market

1665 E Hallandale Beach Blvd
(954) 455-8535

Burger King

1030 W Hallandale Beach Blvd
954-663-2723

Burger King

2301 E Hallandale Beach Blvd
(954) 455-5441

Carini's Pizza & Pasta

814 N Federal Hwy
(954) 457-4444

Ceviche Avenue

101 Ne 3rd St
754-217-4113

Chimychurri Grill

1403 E Hallandale Beach Blvd
(954) 613-3945

Christine Lee's

(The Villages at Gulfstream)
801 Silks Run, Suite 1580
(954) 457-6225

Cliantro Asian Bistro

1719 E Hallandale Beach Blvd
(954) 404-7826

Darna Cafe

800 E Hallandale Beach Blvd
(754) 777-0505

WWW.COHBBCRA.ORG • (954) 457-2228



3

Denny's

1025 W Hallandale Beach Blvd
(954) 458-0306

Doggi's Arepas Bar

801 N Federal Hwy #118
(754) 400-8115

Domino's Pizza

410 N Federal Hwy
(954) 456-3030

Don Lolo's

850 W Hallandale Beach Blvd
(954) 455-2191

Dr. Limon Ceviche Bar

801 N Federal Hwy #106
954-982-7664

Dunkin Donuts

825 W Hallandale Beach Blvd
954-454-5655

Dunkin Donuts

201 N Federal Hwy
954-378-7981

Dunns River Island Cafe

908 W Hallandale Beach Blvd
954-842-3268

Eddie Hill's Restaurant

134 N Federal Hwy
954-454-0023

El Tamarindo Coal Fire Pizza

712 Atlantic Shores Blvd
954-456-4447

El Tayta

1712 E Hallandale Beach Blvd
954-457-5554

Firehouse Subs - Hallandale

701 E Hallandale Beach Blvd
(754) 400-8885

WWW.COHBBCRA.ORG • (954) 457-2228



4

Flanigan's Seafood Bar & Grill

4 N Federal Hwy
954-458-2566

Flashback Diner

220 S Federal Hwy
(954) 454-8300

Grub01

889 Foster Rd
(754) 816-5779

Hummus Achla

658 W Hallandale Beach Blvd
954-455-2118

Ihop

1020 W Hallandale Beach Blvd
(800) 501-6155

Il Mercato Cafe

1454 E Hallandale Beach Blvd
(954) 457-3700

Juniper On The Water

1975 S Ocean Drive
(954) 544-3370

KFC

815 W Hallandale Beach Blvd
(954) 454-5618

La Estancia Argentina

801 N Federal Hwy #101
954-454-9900

La Granja Hallandale

720 W Hallandale Beach Blvd
954-454-0609

Las Vegas Cuban Cuisine

1727 E Hallandale Beach Blvd
(954) 457-8383

Leroy's BBQ Smokehouse

812 W Hallandale Beach Blvd
(954) 613-4077

WWW.COHBBCRA.ORG • (954) 457-2228

Little Caesars Pizza
924 W Hallandale Beach Blvd
(954) 458-2500

Marash Turkish Cuisine
710 W Hallandale Beach Blvd
(754) 201-1238

Marco's Pizza
701 W Hallandale Beach Blvd
Suite 101
(754) 231-2800

Matteos Of Hallandale
1825 E Hallandale Beach Blvd
(954) 455-4050

McDonald's
835 W Hallandale Beach Blvd
(954) 457-7415

McDonald's
111 N Federal Hwy
(954) 456-0451

Moises Bakery
115 E Hallandale Beach Blvd
(954) 457-9780

Nando Italian
2500 E Hallandale Beach Blvd
(954) 457-7379

**Om'echaye Wellness
& Fitness Center**
1100 E Hallandale Beach Blvd
954-456-6945

Padrino's Cuban
2500 E Hallandale Beach Blvd
(954) 456-4550

WWW.COHCRA.ORG • (954) 457-2228

Taqueria Mexicana El Tarazco
622 NE 8th St
(954) 613-7879

The Juice Mafia
801 N Federal Hwy #108
(954) 674-2356

The Knife Parrilla Argentina
602 E Hallandale Beach Blvd
(786) 866-3999

TooJay's Traditional Deli
1430 E Hallandale Beach Blvd
954-624-8753

Tu Pizza
800 E Hallandale Beach Blvd
(954) 842-4234

Upper Deck Ale & Sports Grille
906 E Hallandale Beach Blvd
(954) 454-8878

Urban Thai And Sushi
660 W Hallandale Beach Blvd
(954) 399-8516

Wingstop
645 W Hallandale Beach Blvd
(754) 217-3398

Wonton Garden
709 W Hallandale Beach Blvd
(954) 454-7259

Woodone Ramen
800 E Hallandale Beach Blvd
754-263-3084

Yard House
(The Villages at Gulfstream)
601 Silks Run, Suite 1490
954-454-9950

Zaatar Shawarma Falafel Station
1021 W Hallandale Beach Blvd
(954) 544-2014

WWW.COHCRA.ORG • (954) 457-2228

Panera Bread
1729 E Hallandale Beach Blvd
(954) 457-9310

Piola
1703 E Hallandale Beach Blvd
(954) 457-9394

Pizza Hut
718 N Federal Hwy
(954) 458-8800

Pollo Tropical
601 W Hallandale Beach Blvd
(954) 458-6767

Screaming Carrots Company
826 W Hallandale Beach Blvd
(754) 400-9614

See Thai & Japanese Cuisine
1111 E Hallandale Beach Blvd
(954) 456-8878

Starbucks
1805 E Hallandale Beach Blvd
(954) 458-2655

Steak 'N Shake
990 Federal Hwy
(954) 457-0542

Subway
624 W Hallandale Beach Blvd
(954) 454-8259

Sushi Yummy
801 N Federal Highway # 201
954-628-5340

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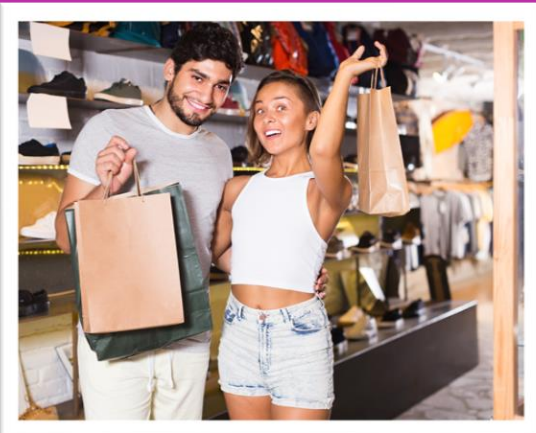
WWW.COHCRA.ORG • (954) 457-2228

BE LOCAL RECRUITMENT / PROMOTIONS

The HBCRA provided printed materials, digital materials, phone banking and e-newsletters to entice Hallandale Beach businesses to register for the BE Local initiative. HBCRA Ambassadors also visited businesses to distribute resources and spread awareness of upcoming events and opportunities.

Over 70 businesses registered for BE Local.

BE Local Promo Video



CLICK



Alongside social media promotions the HBCRA also developed www.belocalhb.com to highlight local businesses and serve as a hub for resources events, and promotions.

The Website Features:

- Hallandale Beach Shopping Directory
- Hallandale Beach Dining Directory
- Upcoming HBCRA Events
- Promotional Videos
- Job Listings / Contacts
- Press / Media

belocalhb.com

CLICK





We Are Proud To Be
**loyal to
local.**

**10%
OFF**

Your Next Purchase!
When You Register On

Belocalhb.com



eat



discover



shop



dress



**be
safe**

WHAT IS BE LOCAL?

The Hallandale Beach Community Redevelopment Agency created the **BE LOCAL** campaign to encourage the community to buy & shop locally in the Hallandale Beach area. This initiative has a goal to support our local economy & business owners during the COVID-19 crisis and forward.

* Discount may be redeemed one time only, by a single customer and at the discretion of the business owner. Not valid on prior purchases, gift cards, gift certificates, taxes, shipping and processing charges. Consumer must pay applicable sales tax. Offer may not be combined with any other sale, promotion, discount code, coupon and/or offer. Promotion has no cash value. Offer cannot be sold or otherwise bartered. Business owners have the right to deny discount in extenuating circumstances.



954.787.2055



Belocalhb.com

BE a foodie.



BE in the know.



**eat
local.**



We Are Proud To Be
**loyal to
local.**

- eat
- shop
- discover
- dress
- be safe



WHAT IS BE LOCAL?

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PRESENTED BY



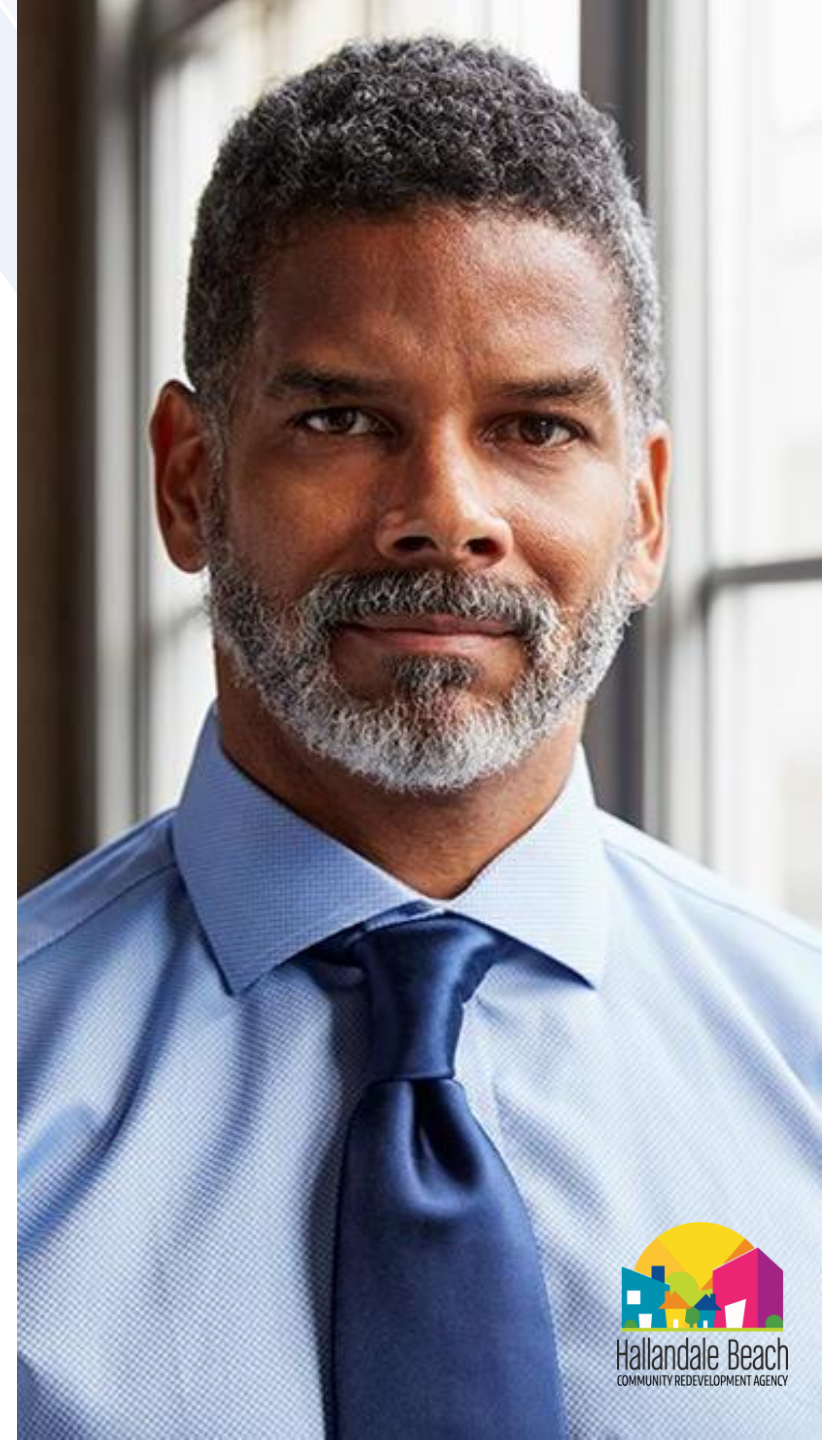
BELOCALHB.COM • 954.787.2055

HALLANDALE HIRES - JOB POSTING CAMPAIGN

The COVID - 19 Pandemic brought many challenges to local business owners, especially in the area of employment. The City of Hallandale Beach is morphing into a “new normal,” and local businesses have experienced shortages in staffing. Several business owners reached out to the HBCRA team for assistance with finding employees.

As a result, the HBCRA created the Hallandale Hires campaign which falls under the BE Local initiative. Hallandale Hires offers local businesses the opportunity to submit open positions directly on the BE Local website. The initiative also lists these open positions in directory form on the BE Local website for potential job seekers. A social media campaign and E-newsletter Campaign was created to promote this initiative.

[Learn More](#)





Hallandale

Hires!

Current Job Openings

ATTENTION
Hallandale Beach Businesses!
Are you currently hiring?

Submit your available
positions today.

QUESTIONS?

Contact Maria Chevasco at
mchevasco@hallandalebeachfl.gov

SUBMIT CURRENT OPENINGS AT BELOCALHB.COM

*Hallandale Hires is a brought to you by the Hallandale Beach Community Redevelopment Agency's BE Local initiative. It was created to serve as a resource to Hallandale Beach businesses and residents. The CRA offers no guarantee of available position postings and/or employment. All listings will be verified by the Hallandale Beach CRA, posted to www.belocalhb.com and advertised on social media! *



Hallandale

Hires!

Current Job Openings!

ATTENTION
Hallandale Beach and Surrounding Areas!
Are you searching for employment?
The Hallandale Beach CRA is excited to present Hallandale Hires!

**Check out available positions
in Hallandale Beach.**

QUESTIONS?

Contact Maria Chevasco at
mchevasco@hallandalebeachfl.gov

VIEW CURRENT OPENINGS AT BELOCALHB.COM

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HBCRA BE LOCAL: COMMUNITY IMPACT

The goal of BE Local is to help stabilize local restaurants & businesses by providing the support they need to sustain during the COVID-19 Pandemic and beyond. The CRA team believes that it will take a city-wide joint effort to help Hallandale Beach remain the diverse & thriving city they have come to know and love. Through the CRA's financial assistance, initiatives, events and promotions coupled with information and access to local, state, and federal financial resources 24 businesses received financial assistance.

These efforts have assisted many business owners with keeping their doors open.

24

Businesses received financial assistance

70+

Businesses were advertised and highlighted to the community