

3P-1

Agenda Item #:

**PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS**

AGENDA ITEM SUMMARY

Meeting Date: March 12, 2013 **Consent** **Regular**
 Workshop **Public Hearing**

Department: Cooperative Extension Service

Submitted By: Cooperative Extension Service

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to approve: Agreement with Riviera Beach Community Redevelopment Agency (CRA) for an amount not to exceed \$10,000 as start-up funding for a new GreenMarket located within the municipal boundaries of the City of Riviera Beach.

Summary: CRA will operate a seasonal GreenMarket in Riviera Beach, which will provide outlets for 40 small growers and businesses from November through March each season. This Agreement will help assist CRA with start-up funding to operate the GreenMarket, since this will be CRA's first year of operating a GreenMarket within the City of Riviera Beach. Funding for the GreenMarket in an amount not to exceed \$10,000 is available from the Agricultural Economic Development program funds. **District 7 (AH)**

Background and Justification: Palm Beach County's GreenMarkets have been, for over 16 years, one of the major programs of the Office of Agricultural Economic Development and the Agricultural Enhancement Council. With GreenMarkets in West Palm Beach, Delray Beach, Boca Raton, Palm Beach Gardens, Wellington and Lake Worth, the estimated attendance during the 2011-2012 season was over 206,000 with more than 150 vendors participating. This Agreement will help assist CRA with start-up funding to operate a GreenMarket in Riviera Beach, which will help increase the 2013-2014 season. Funding for the GreenMarket in an amount not to exceed \$10,000 is available from the Agricultural Economic Development program funds.

Attachments:

1. Agreement
 2. Riviera Beach Community Redevelopment Agency Request
 3. Staff Letter of Recommendation
-

Recommended By: Audrey R. Norman 2/27/2013
 Department Director **Date**

Approved By: [Signature] 3/7/13
 Assistant County Administrator **Date**

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	<u>\$10,000</u>	_____	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	_____	_____	_____	_____	_____
In-Kind Match (County)	_____	_____	_____	_____	_____
NET FISCAL IMPACT	<u>\$10,000</u>	_____	_____	_____	_____
# ADDITIONAL FTE	_____	_____	_____	_____	_____
POSITIONS (Cumulative)	_____	_____	_____	_____	_____

Is Item Included in Current Budget? Yes ___ No X
 Budget Account No.: Fund 0001 Dept. 310 Unit 1700 Object 3401
 Program _____

B. Recommended Sources of Funds/Summary of Fiscal Impact:

Agricultural Economic Development Program

C. Departmental Fiscal Review: Jean McGeary

III. REVIEW COMMENTS

A. OFMB Budget and/or Contract Dev. and Control Comments:

<u>J. H. [Signature]</u> 2/27/13 OFMB/Budget JB PM 2-27-13 BTM	<u>Jan J. Jacobson</u> 3/5/13 Contract Development and Control 3-5-13 [Signature]
---	---

B. Legal Sufficiency:

Anne Delgant 3-6-13
 Assistant County Attorney

C. Other Department Review:

 Department Director

This summary is not to be used as a basis for payment.

**AGREEMENT BETWEEN PALM BEACH COUNTY AND RIVIERA
BEACH COMMUNITY REDEVELOPMENT AGENCY FOR THE
GREENMARKET IN RIVIERA BEACH**

THIS AGREEMENT is made and entered into on _____, by and between Palm Beach County, a political subdivision of the State of Florida (hereinafter referred to as County), and Riviera Beach Community Redevelopment Agency, a body corporate and politic created pursuant to Part III, Chapter 163, Florida Statute, whose Federal I.D. Number is 65-0139390, having its principal address at 2001 Broadway, Suite 300, Riviera Beach, Florida, 33404 (hereinafter referred to as CRA).

WITNESSETH:

WHEREAS, The County has an interest in the economic and cultural benefits in the establishment of a GreenMarket (a seasonal retail farmers' market) within the boundaries of Palm Beach County; and

WHEREAS, it is the policy of the County to stimulate and encourage the agriculture economic growth in Palm Beach County; and

WHEREAS, CRA will be in its first year of operating a GreenMarket in the City of Riviera Beach; and

WHEREAS, the goals for the GreenMarket include creating a venue for the sale of locally grown agricultural products, food products, plants, and other products appropriate to a GreenMarket; and

WHEREAS, CRA's GreenMarket will operate from November through March each season; and

WHEREAS, the Cooperative Extension Service Department assists GreenMarkets within Palm Beach County with startup funds through its Agricultural Economic Development Program; and

WHEREAS, County desires to provide funding to CRA for the GreenMarket in Riviera Beach, in an amount not to exceed Ten Thousand Dollars (\$10,000) for start-up funding and cooperative administrative assistance for CRA to fully establish a GreenMarket within the municipal boundaries of the City of Riviera Beach; and

WHEREAS, funding for the GreenMarket in an amount not to exceed Ten Thousand Dollars (\$10,000) is available from the Agricultural Economic Development Program funds;

and

WHEREAS, GreenMarkets serve a public purpose; and

WHEREAS, both parties desire to enter into this Agreement.

NOW THEREFORE, in consideration of the covenants and promises contained herein, the parties hereby agree to the following terms and conditions:

1. The above recitals are true and correct and are incorporated herein.
2. The term of this Agreement shall be for twenty-four (24) months, commencing upon the date of execution of this Agreement by both parties.
3. County shall fund an amount not to exceed Ten Thousand Dollars (\$10,000) on a reimbursable basis to CRA to help offset costs for the establishment and operation of the CRA GreenMarket, as specifically set forth in Exhibit "A", attached hereto and incorporated herein. This funding shall be subject to the availability of funds lawfully appropriated for its purpose by the Board of County Commissioners of Palm Beach County.
4. CRA shall name the GreenMarket "Riviera Beach Market at the Marina."
5. County will use its best efforts to provide said funds to CRA on a reimbursable basis within forty-five (45) days of receipt of the following information:
 - (a) A written statement from CRA that the GreenMarket has been started;and
 - (b) CRA shall provide a list of each invoice paid by CRA and shall include the vendor invoice number; invoice date; and the amount paid by CRA along with the number and date of the respective check for said payment. CRA shall attach a copy of each vendor invoice paid by CRA along with a copy of the respective check.
 - (c) CRA shall provide County any further documents deemed necessary by the County within seven (7) calendar days of request by County.
6. Invoices received from CRA, pursuant to paragraph 5 above, will be reviewed and approved by County's representative to verify services have been rendered in conformity with this Agreement before any reimbursement funds will be distributed to CRA.
7. CRA incurred expenses for the GreenMarket beginning on November 1, 2012. Those expenses incurred by CRA for the GreenMarket, subsequent to November 1, 2012 are eligible for reimbursement by County pursuant to the terms and conditions of this Agreement.

8. The funds provided to CRA may be used as a match for other local, State or Federal grant programs, but CRA may not submit reimbursement requests for the same expenses to County or other fund sources to receive duplicate reimbursement for the same expenses.

9. CRA warrants and represents that all of the employees and participants in the GreenMarket are treated equally during employment, and for the provision of services without regard to race, color, religion, disability, sex, age, national origin, familial status, ancestry, marital status, sexual orientation, or gender identity or expression.

10. CRA shall be responsible for all costs of operation and maintenance of the GreenMarket.

11. The parties agree that, in the event CRA is in default of its obligations under this Agreement, County shall provide CRA thirty (30) days written notice to cure the default. In the event CRA fails to cure the default within the thirty (30) day cure period, County shall have no further obligation to honor reimbursement requests submitted by CRA for the GreenMarket deemed to be in default.

12. Notwithstanding any provision of this Agreement to the contrary, this Agreement may be terminated by County, without cause, upon thirty (30) days prior written notice to the other party. This Agreement may be terminated by County, with cause, upon expiration of the thirty (30) day cure period provided for in Section 11 above.

13. CRA shall provide its final reimbursement request(s) and final accounting data to County within twenty four (24) months from the date of execution of this Agreement. Failure to submit completed reports within the specified time frame will result in a delay in payment and/or termination of this Agreement.

14. In the event CRA ceases to exist, or ceases or suspends the GreenMarket for any reason, any remaining unpaid portion of the Agreement shall be retained by County and County shall have no further obligation to honor reimbursement requests submitted by CRA. The determination that CRA has ceased or suspended the GreenMarket shall be made solely by County, and CRA agrees to be bound by County's determination.

15. CRA agrees to abide by, and be governed by, all applicable federal, state, county, and municipal laws, including but not limited to, Palm Beach County's ordinances, as said laws and ordinances exist and are amended from time to time. In entering into this Agreement, Palm Beach County does not waive the requirements of any County or local ordinance or the requirements of obtaining any permits or licenses which are normally

required to conduct business or activity conducted by CRA. Failure to comply may result in County's refusal to honor reimbursement requests for the GreenMarket.

16. County reserves the right to withhold reimbursement if the GreenMarket is not started in November 2013 and run through March 2014 as specified in Exhibit "A".

17. It is understood and agreed that CRA is merely a recipient of County funding. CRA is, and shall be, in the performance of all work, services, and activities under this Agreement an Independent Contractor and is not an agent, servant or employee of County or its Board of County Commissioners. All persons engaged in any of the work or services performed pursuant to this Agreement shall at all times, and in all places, be subject to CRA's sole direction, supervision, and control. CRA shall exercise control over the means and manner in which it and its employees perform the work, and in all respects CRA's relationship and relationship of its employees to County shall be that of an Independent Contractor and not as employees or agents of County.

18. In the event a claim or lawsuit is brought against County or any of its officers, agents or employees, CRA shall indemnify, save and hold harmless and defend County, its officers, agents, and/or employees from and against any and all claims, liabilities, losses, judgments, and/or causes of action of any type arising out of or relating to any act or omission of CRA, its agents, servants and/or employees in the performance of this Agreement. The foregoing indemnification shall survive termination or expiration of this Agreement.

19. CRA shall, on a primary basis and at its sole expense, agree to maintain at all times during the life of this Agreement insurance coverage's, limits, including endorsements, as described herein. The requirements contained herein, as well as County's review or acceptance of insurance maintained by CRA are not intended to and shall not in any manner limit or qualify the liabilities and obligations assumed by CRA under the Agreement.

A. Commercial General Liability. The CRA, as a governmental entity is self insured and carries its insurance through the League of Cities.

B. Business Automobile Liability. The CRA, as a governmental entity is self insured and carries its insurance through the League of Cities.

C. Worker's Compensation Insurance & Employers Liability. The CRA, as a governmental entity is self insured and carries its insurance through the League of Cities.

D. Additional Insured. CRA shall endorse the County as an Additional Insured with a CG 2026 Additional Insured – Designated Person or Organization endorsement, or its equivalent, to the Commercial General Liability. The Additional Insured endorsement shall read “Palm Beach County Board of County Commissioners, a Political Subdivision of the State of Florida, its Officers, Employees and Agents.” CRA shall provide the Additional Insured endorsements coverage on a primary basis.

E. Certificate(s) of Insurance. Prior to execution of this Agreement, CRA shall deliver to the County’s representative as identified in Article 29, a Certificate(s) of Insurance evidencing that all types and amounts of insurance coverage’s required by this Agreement have been obtained and are in full force and effect. The certificate(s) of insurance shall include a minimum ten (10) day endeavor to notify due to cancellation or non-renewal of coverage. Certificate Holder shall be:

Palm Beach County
Office of Agricultural Economic Development
559 N. Military Trail
West Palm Beach, Florida 33415

F. Right to Review. County, by and through its Risk Management Department, in cooperation with the Office of Agricultural Economic Development, reserves the right to review, modify, reject or accept any required policies of insurance, including limits, coverage’s, or endorsements, herein from time to time throughout the life of this Agreement. County reserves the right, but not the obligation, to review and reject any insurer providing coverage because of its poor financial condition or failure to operate legally.

20. Upon request by County, CRA shall demonstrate financial accountability through the submission of acceptable financial audits performed by an independent auditor.

21. CRA shall maintain books, records, documents, and other evidence which sufficiently and properly reflect all costs of any nature expended in the performance of this Agreement for a period of not less than five (5) years after completion or termination of this Agreement. Upon advance notice to CRA, County shall have the right to inspect and audit said books, records, documents, and other evidence during normal business hours.

22. County and CRA may pursue any and all actions available under law to enforce this Agreement including, but not limited to, actions arising from the breach of any provision

set forth herein.

23. Any costs or expenses (including reasonable attorney's fees) associated with the enforcement of the terms and conditions of this Agreement shall be borne by the respective parties.

24. This Agreement shall be governed by the laws of the State of Florida and any and all legal action necessary to enforce this Agreement shall be held in Palm Beach County, Florida. No remedy herein conferred upon any party is intended to be exclusive of any other remedy, and each and every other remedy shall be cumulative and shall be in addition to every other remedy given hereunder or now or hereafter existing at law or in equity or by statute or otherwise. No single or partial exercise by any party of any right, power, or remedy shall preclude any other or further exercise thereof.

25. CRA shall not pledge County's credit or make it a guarantor of payment or surety for any contract, debt, obligation, judgment, lien, or any form of indebtedness. CRA further warrants and represents that it has no obligation or indebtedness that would impair its ability to fulfill the terms of this Agreement.

26. As provided in Section 287.132-133, Florida Statutes, by entering into this Agreement or performing any work in furtherance hereof, CRA certifies that it, its affiliates, suppliers, subcontractor and consultants who will perform hereunder, have not been placed on the convicted vendor list maintained by the State of Florida Department of Management Services within the thirty six (36) months immediately preceding the date hereof. This notice is required by Section 287.133(3)(a), Florida Statutes.

27. This Agreement represents the entire Agreement between the parties and supersedes all other negotiations, representations, or agreement, either written or oral, relating to this Agreement. This Agreement may be modified and amended only by written instrument executed by the parties hereto.

28. In the event that any section, paragraph, sentence, clause, or provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such holding shall not affect the remaining portions of this Agreement and the same shall remain in full force and effect.

29. Any notice given pursuant to the terms of this Agreement shall be in writing and hand delivered or sent by U.S. Mail. All notices shall be addressed to the following:

AS TO THE COUNTY:

Arthur Kirstein, IV
Agricultural Economic Development Coordinator
Cooperative Extension Service
559 N. Military Trail
West Palm Beach, Florida 33415

AS TO CRA:

Ms. Annetta Jenkins
Director of Neighborhood Services
Riviera Beach Community Redevelopment Agency
2001 Broadway, Suite 300
Riviera Beach, FL 33404

30. The preparation of this Agreement has been a joint effort of the parties, and the resulting document shall not, solely as a matter of judicial constraint, be construed more severely against one of the parties than the other.

31. County and CRA each binds itself and its partners, successors, executors, administrators and assigns to the other party and to the partners, successors, executors, administrators and assigns of such other party, in respect to all covenants of this Agreement. Except as above, neither County nor CRA shall assign, sublet, convey or transfer its interest in this Agreement. Nothing herein shall be construed as creating any personal liability on the part of any officer or agent of County, nor shall it be construed as giving any rights or benefits hereunder to anyone other than County and CRA.

32. The parties' warranties, agreements, covenants and representations set forth in this Agreement shall survive the expiration or termination of this Agreement.

33. Palm Beach County has established the Office of the Inspector General in Palm Beach County Code, Section 2-421 - 2-440, as may be amended. The Inspector General's authority includes but is not limited to the power to review past, present and proposed County contracts, transactions, accounts and records, to require the production of records, and to audit, investigate, monitor, and inspect the activities of CRA, its officers, agents, employees, and lobbyists in order to ensure compliance with this Agreement's requirements and detect corruption and fraud. Failure to cooperate with the Inspector General or interfering with or impeding any investigation shall be in violation of Palm Beach County Code, Section 2-421 - 2-440, and punished pursuant to Section 125.69, Florida Statutes, in the same manner as a second degree misdemeanor.

34. No provision of this Agreement is intended to, or shall be construed to, create any third party beneficiary or to provide any rights to any person or entity not a party to this Agreement, including but not limited to any citizen or employees of the County or CRA.

(REMAINDER OF PAGE INTENTIONALLY LEFT BLANK)

Handwritten initials, possibly "BA", in the bottom right corner of the page.

IN WITNESS WHEREOF, the undersigned parties have signed this Agreement on the date first above written.

SHARON R. BOCK, CLERK & COMPTROLLER

PALM BEACH COUNTY, FLORIDA, BY ITS BOARD OF COUNTY COMMISSIONERS

By: _____
Deputy Clerk

By: _____
Steven L. Abrams, Mayor

APPROVED AS TO FORM AND LEGAL SUFFICIENCY

APPROVED AS TO TERMS AND CONDITIONS

By: _____
County Attorney

By: Audrey K. Norman
Department Director

RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY

Janetta Jendry
Witness

By: Tony Brown
Tony Brown
Executive Director

William Hatch
Witness

Date: Feb. 26, 2013

EXHIBIT "A"

**RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY'S
PROJECT DESCRIPTION AND GRANT UTILIZATION**


Project: Riviera Beach Community Redevelopment Agency (Federal I.D. Number 65-0139390) is a body corporate and politic created pursuant to Part III, Chapter 163, Florida Statutes, organized in part to operate a GreenMarket within the City of Riviera Beach. Annetta Jenkins, Director of Neighborhood Services will serve as the Project Manager/Contact. This Project is directed at providing a retail outlet to local growers and small businesses in the county. It will operate on Saturday from November until March with approximately 40 vendors.

FIXED EXPENSES LIST:

	DESCRIPTION:
Promotional T-Shirts	\$ 1,000.00
Radio Advertising	\$ 1,000.00
Signage	\$ 3,100.00
Tent & Accessories	\$ 600.00
Tables, Chairs, Umbrellas	\$ 500.00
Marketing and Promotion	\$ 3,800.00
	<hr/>
TOTAL	\$10,000.00

Site Location
Riviera Beach, Florida

Contact:
Ms. Annetta Jenkins
Riviera Beach Community Redevelopment Agency
2001 Broadway, Suite 300
Riviera Beach, FL 33404

CERTIFICATE OF COVERAGE								
Certificate Holder PALM BEACH COUNTY OFFICE OF AGRICULTURAL ECONOMIC DEVELOPMENT 559 N. MILITARY TRAIL WEST PALM BEACH, FL 33415	Administrator Issue Date 2/15/13 Florida League of Cities, Inc. Department of Insurance and Financial Services P.O. Box 530065 Orlando, Florida 32853-0065							
COVERAGES THIS IS TO CERTIFY THAT THE AGREEMENT BELOW HAS BEEN ISSUED TO THE DESIGNATED MEMBER FOR THE COVERAGE PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE COVERAGE AFFORDED BY THE AGREEMENT DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH AGREEMENT								
COVERAGE PROVIDED BY: FLORIDA MUNICIPAL INSURANCE TRUST								
AGREEMENT NUMBER: FMIT 0511	COVERAGE PERIOD: FROM 10/1/12	COVERAGE PERIOD: TO 10/1/13 12:01 AM STANDARD TIME						
TYPE OF COVERAGE - LIABILITY General Liability <input checked="" type="checkbox"/> Comprehensive General Liability, Bodily Injury, Property Damage, Personal Injury and Advertising Injury <input checked="" type="checkbox"/> Errors and Omissions Liability <input checked="" type="checkbox"/> Employment Practices Liability <input checked="" type="checkbox"/> Employee Benefits Program Administration Liability <input checked="" type="checkbox"/> Medical Attendants'/Medical Directors' Malpractice Liability <input checked="" type="checkbox"/> Broad Form Property Damage <input type="checkbox"/> Law Enforcement Liability <input checked="" type="checkbox"/> Underground, Explosion & Collapse Hazard Limits of Liability * Combined Single Limit Deductible N/A Automobile Liability <input type="checkbox"/> All owned Autos (Private Passenger) <input type="checkbox"/> All owned Autos (Other than Private Passenger) <input type="checkbox"/> Hired Autos <input type="checkbox"/> Non-Owned Autos Limits of Liability	TYPE OF COVERAGE - PROPERTY <input type="checkbox"/> Buildings <table style="display: inline-table; vertical-align: top; margin-left: 20px;"> <tr><td><input type="checkbox"/> Basic Form</td></tr> <tr><td><input type="checkbox"/> Special Form</td></tr> </table> <input type="checkbox"/> Miscellaneous <table style="display: inline-table; vertical-align: top; margin-left: 20px;"> <tr><td><input type="checkbox"/> Inland Marine</td></tr> <tr><td><input type="checkbox"/> Electronic Data Processing</td></tr> <tr><td><input type="checkbox"/> Bond</td></tr> </table> <input type="checkbox"/> Personal Property <table style="display: inline-table; vertical-align: top; margin-left: 20px;"> <tr><td><input type="checkbox"/> Basic Form</td></tr> <tr><td><input type="checkbox"/> Special Form</td></tr> </table> <input type="checkbox"/> Agreed Amount <input type="checkbox"/> Deductible N/A <input type="checkbox"/> Coinsurance N/A <input type="checkbox"/> Blanket <input type="checkbox"/> Specific <input type="checkbox"/> Replacement Cost <input type="checkbox"/> Actual Cash Value Limits of Liability on File with Administrator	<input type="checkbox"/> Basic Form	<input type="checkbox"/> Special Form	<input type="checkbox"/> Inland Marine	<input type="checkbox"/> Electronic Data Processing	<input type="checkbox"/> Bond	<input type="checkbox"/> Basic Form	<input type="checkbox"/> Special Form
<input type="checkbox"/> Basic Form								
<input type="checkbox"/> Special Form								
<input type="checkbox"/> Inland Marine								
<input type="checkbox"/> Electronic Data Processing								
<input type="checkbox"/> Bond								
<input type="checkbox"/> Basic Form								
<input type="checkbox"/> Special Form								
TYPE OF COVERAGE - WORKERS' COMPENSATION <input checked="" type="checkbox"/> Statutory Workers' Compensation <input checked="" type="checkbox"/> Employers Liability <table style="display: inline-table; vertical-align: top; margin-left: 20px;"> <tr><td>\$1,000,000 Each Accident</td></tr> <tr><td>\$1,000,000 By Disease</td></tr> <tr><td>\$1,000,000 Aggregate By Disease</td></tr> </table> <input type="checkbox"/> Deductible N/A <input type="checkbox"/> STR Deductible N/A				\$1,000,000 Each Accident	\$1,000,000 By Disease	\$1,000,000 Aggregate By Disease		
\$1,000,000 Each Accident								
\$1,000,000 By Disease								
\$1,000,000 Aggregate By Disease								
Automobile/Equipment - Deductible <input type="checkbox"/> Physical Damage NA - Comprehensive - Auto NA - Collision - Auto NA - Miscellaneous Equipment								
Other * The limit of liability is \$200,000 Bodily Injury and/or Property Damage per person or \$300,000 Bodily Injury and/or Property Damage per occurrence. These specific limits of liability are increased to \$1,000,000 for General Liability (combined single limit) per occurrence, solely for any liability resulting from entry of a claims bill pursuant to Section 768.28 (5) Florida Statutes or liability/settlement for which no claims bill has been filed or liability imposed pursuant to Federal Law or actions outside the State of Florida.								
Description of Operations/Locations/Vehicles/Special Items RE: GreenMarket in Riviera Beach RE: Palm Beach County Board of County Commissioners, a Political Subdivision of the State of Florida, its Officers, Employees and Agents is hereby added as an additional insured, except for Workers' Compensation and Employers Liability, as respects the member's liability for the above described event.								
THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE AGREEMENT ABOVE.								
Designated Member Riviera Beach Community Redevelopment Agency 2001 Broadway Suite 300 Riviera Beach FL 33404	Cancellations SHOULD ANY PART OF THE ABOVE DESCRIBED AGREEMENT BE CANCELED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING COMPANY WILL ENDEAVOR TO MAIL 45 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED ABOVE, BUT FAILURE TO MAIL SUCH NOTICE SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE PROGRAM, ITS AGENTS OR REPRESENTATIVES.  AUTHORIZED REPRESENTATIVE							

Riviera Beach Market at the Marina



Riviera Beach
Market at the Marina

The Start of a Truly Unique Experience
13th and Broadway, Riviera Beach, Florida

BACKGROUND

Why a Green Market?

Over the past several months, several Commissioners have expressed interest in activating the Marina District in advance of the major redevelopment as a means to build awareness, create jobs and small business opportunities, encourage locally grown and produced foods and food-related products, and begin to market the Marina as a destination.

TYPES OF MARKET VENDORS

There will be fresh, locally grown food, flowers and plants, food related and artisanal vendors present in the markets. Food vendors will offer prepared foods, fresh fruits and fresh vegetables. A vendor may have gourmet, fresh pet food.

TYPES OF MARKET ACTIVITIES

In addition to food products, our market will present additional activities to draw visitors. Some examples are music, a bounce house, and face painting. We will highlight our monthly concerts, community boating activities, cross promotional activities with the Tiki Restaurant and the Marina, Marina Day, a holiday lighting event, and a Fall Festival.

POTENTIAL CALENDAR

To take advantage of the seasonal opportunities, we are proposing a pilot phase from December 8 to March 9, for a total of twelve weeks.

BUDGET

A proposed line item budget is attached, for a total of \$45,790 in expenses against projected revenues of \$47,625.

MARKETING

We will use synergistic marketing including, but not limited to: marketing flyers – 10,000, event signage, radio spots, and TV18.

LOGISTICS

With our market manager and Green Market Committee in place, we will articulate the following for a smooth operation: volunteer plan; marketing plan for customers and vendors; budget including sources and uses; and a logistical plan, including permits, insurance, security, parking and utilities.

POTENTIAL DONORS/SPONSORS

We have identified the following sources:

Commissioner Shelby Lowe	\$4,000*
Commissioner Judy L. Davis	\$1,500*
McTech, Inc.	\$6,000* (in kind)
Waste Management	\$9,000* (in kind)
Vendor Fees	\$7,125
Other Sponsorships/Grants	\$16,000
CRA	\$4,000*

*Committed

CONCEPT: A Green Market to be located on CRA/City property located at 13th and Broadway. Parking will be captured on Old 13th and in the Marina. Tents will line Broadway and 13th. The CRA will have at least two branded tents for nonprofit and City/CRA informational use. The Market will be professionally managed with volunteer support, with the activity held on a weekly basis, commencing December 8th. Our goal is for 20 vendors, paying a weekly rental of \$20-\$25. We will reach out to local vendors, providing economic opportunity for Riviera Beach residents, while providing locally grown, healthy foods.

FOR MORE INFORMATION: Contact Annetta Jenkins, Market Project Manager, Riviera Beach CRA, 2001 Broadway, Suite 300, Riviera Beach, FL 33404; Telephone – 561-844-3408, Cell – 561-444-6965; Email – ajenkins@rbcrs.com.



Florida's Dynamic
Waterfront Community

Riviera Beach Market at the Marina

Request for Bids Pursuant to a Scope of Services

November 12, 2012

The Riviera Beach Community Redevelopment Agency (RBCRA) is desirous of soliciting bids from experienced market managers for a Green Market concept at the Riviera Beach Marina, to be located at 13th Street and Broadway, at the entrance to the Marina.

Over the past several months, several Commissioners have expressed interest in activating the Marina District in advance of the major planned redevelopment as a means to build awareness, create jobs and small business opportunities, encourage locally grown and produced foods and food-related products, and begin to market the Marina as a destination.

Services required are listed below. The time period for this pilot project engagement is from November 15, 2012 to March 15, 2013. The market will start and operate ASAP for a "soft opening" and "grand opening" and close for the winter season on March 9, 2013. Hours of operation are proposed to run from 2:00 pm to 7:00 pm on Saturdays.

Scope of Service:

Marketing Deliverables

- Develop and implement a multilayered marketing and promotions campaign that is result driven
- Assist with communicating the CRA's message and revitalization initiatives through the Market
- Engage businesses within the City of Riviera Beach to participate
- Engage and generate public interest in the Market
- Flyer Distribution with Street Team
- Media Coordination (Press Releases, Media buys, Social Media Promotions)
- Weekly Email Marketing Campaign E-blast
- Weekly SMS/Text Message Campaign
- Post Market on community, news, and online event calendars

Event Planning & Management Deliverables

The Market Manager will coordinate and manage the following efforts for The Market:

- Develop a detailed budget & action plan for the Market
- Assist with coordination and management of planning committee for the Market
- Vendor coordination and management
- Entertainment selection and coordination
- On-site event management, event logistics, and run of show development and execution
- Coordinate event equipment rentals, site layout, and booth setups
- Work with the CRA for signage and all print materials
- Coordinate vendor information meetings (how to become a vendor and vendor orientation)
- Coordinate volunteers (volunteer orientation will be held)
- Develop, distribute and collect evaluations/surveys and data
- Provide post event reports, evaluation results, and follow-up

Measuring & Tracking Deliverables

The Market Manager will develop feedback forms for both event participants and vendors that will be distributed in person and via e-mail to track their overall experience, expectations, and feedback on Market enhancements. Forms will be tallied at the end of each event to track marketing and Public Relations effectiveness and to get input on enhancing the efforts/activities. Other tracking strategies will include, but is not limited to:

1. Tracking the number of attendees at events
2. Evaluations for vendors to generate feedback on how the activities are assisting in their growth and development

Fees for Service (November-March)

November \$ _____

January \$ _____

December \$ _____

February \$ _____

March \$ _____

Total Consulting Fees: _____ (includes the deliverables above, meetings, travel, indirect cost, and up to _____ Team Members. Our hourly rate is \$ _____.



**County Cooperative
Extension Service**

559 North Military Trail
West Palm Beach, FL 33415-1311
(561) 233-1712
Fax: (561) 233-1768
www.pbcgov.com/coextension

**Palm Beach County
Board of County
Commissioners**

Steven L. Abrams, Chairman
Priscilla A. Taylor, Vice Chair
Hal R. Valeche
Paulette Burdick
Shelley Vana
Mary Lou Berger
Jess R. Santamaria

County Administrator

Robert Weisman

January 24, 2013

Mr. Steven Abrams, Mayor
Members of the Board of County Commissioners
Palm Beach County
301 N Olive
West Palm Beach, FL 33401

Dear Mayor Abrams

On November 14, 2012, the Palm Beach County Agricultural Enhancement Council voted to recommend, based upon staff recommendation, an agreement with the Riviera Beach Community Redevelopment Agency for \$10,000.00 for assistance in the establishment of a Riviera Beach GreenMarket.

It is therefore the recommendation of the Council to the Board of County Commissioners to consider approval of the agreement from Agricultural Economic Development funds.

Yours truly,

Lynn Cacella
Vice-Chair
Palm Beach County Agricultural Enhancement Council

cc: Audrey Norman
file

*"An Equal Opportunity
Affirmative Action Employer"*

Official Electronic Letterhead