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PRESS RELEASE

FOR IMMEDIATE RELEASE

THE HALLANDALE BEACH CRA ANNOUNCES SECOND ANNUAL HALLANDALE EATS RESTAURANT WEEK ENCOURAGING COMMUNITY SUPPORT FOR LOCAL EATERIES

Hallandale Beach, FL – October 7, 2021 – The Hallandale Beach Community Redevelopment Agency (HBCRA) is proud to present the second annual Hallandale Eats – Restaurant Week, taking place October 29 - November 14, 2021. This year’s theme, ***A Celebration of Restaurants in Our City*** will showcase the City’s wide range of diverse cuisine and dining experiences. The two-week long event falls underneath the CRA’s BE Local Initiative, which was created to encourage Hallandale Beach residents, as well as visitors to “buy and eat locally” in effort to support the local economy.

Throughout 2020 – 2021 many Hallandale businesses including restaurants, eateries and caterers experienced substantial loss in revenue or were forced to close their doors due to the COVID-19 crisis. As the pandemic progresses many of the remaining businesses are in the process of recuperating from these challenges. As a direct response the HBCRA developed an innovative and aggressive approach to providing support for local businesses including initiatives such as Hallandale Eats Restaurant Week, The BE Local Initiative , Order In-Hallandale Beach, and a \$500,000 small business stimulus fund which assisted Twenty-four (24) local businesses in remaining open and/or overcoming financial obstacles due to the pandemic.

Hallandale Eats 2021 will feature several of Hallandale’s top eateries participating free of cost. The event will also allow 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 will also receive branded delivery bags, printed collateral and support from the CRA that will encourage the community to not only patronize the event but consistently shop and eat locally in the City of Hallandale Beach.

According to City Manager and CRA Executive Director Dr. Jeremy Earle, “One of the CRA’s main priorities is to provide continuous support for local restaurants, eateries and businesses during the COVID-19 crisis and beyond. Our team believes that it will take a city-wide joint effort to help

Hallandale Beach remain the diverse & thriving city that we have come to know, enjoy and love. We encourage all Hallandale residents & surrounding areas to shop and eat locally.

For more information on Hallandale Eats Restaurant Week and a full list of participating restaurants, visit www.cohbcra.org/Hallandaleats

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ABOUT THE HALLANDALE BEACH CRA

Since 1996, the mission of the Hallandale Beach CRA is to promote economic development and enhance quality of life by eliminating and preventing blighted conditions through the facilitation of community partnerships, business growth, job creation, and neighborhood rehabilitation.