



**NW 7<sup>th</sup> Avenue Corridor - Community Redevelopment Agency**

**Meeting Agenda**

**Arcola Lakes Library**

**8240 NW 7th Avenue Miami, FL 33150**

**November 3, 2021**

**6PM**

- I. Call to Order
- II. Roll Call and Introductions
- III. Reasonable Opportunity for the Public to be Heard — County Rule 6.06 (2 minutes per speaker)
- IV. Approval of Agenda
- V. Approval of Minutes
  - A. April 27, 2021
- VI. Action Items
  - A. Resolution Approving the Fiscal Year 2021-2022 NW 7th Avenue Community Redevelopment Agency Budget in the Amount of \$4,813,371
  - B. Resolution Retroactively Approving Option-to-Renew Number Three with the Miami Urban Contemporary Experience's (MUCE) for Marketing and Business Outreach Services in the Amount of \$141,000
- VII. Discussion Item
  - A. Vacancy for Economic Development Coordinator
  - B. Re-opening Grant Programs/Acceptance of Applications (Nov '21 - Mar' 22)
- VIII. Marketing Update
  - A. MUCE Arts & Culture Festival 2021
- IX. Adjournment



## 7<sup>TH</sup> AVENUE CORRIDOR REDEVELOPMENT AGENCY EMERGENCY VIRTUAL MEETING

**OFFICIAL MINUTES - TUESDAY, APRIL 27, 2021**

I. **Call to Order** – CRA Board Chairwoman Bryant called the meeting to order at 1:07 p.m.

II. **Roll Call**

Dr. Mae Bryant, Chairwoman	Present
Eugene Lomando, Vice Chairman	Present
Charesse Chester	Present
Mack Samuel	Present
Yvonne White Edwards	Via Zoom
John L. Gay, Jr.	Present

Others Present:

Jorge Fernandez and Chimene Y. Graham, Office of Management and Budget (OMB)  
Terrence Smith, County Attorney's Office (CAO)  
Kevin Greiner, Economic Development Coordinator  
Leroy Jones and Alice Townsend, Neighbors And Neighbors Association, Inc.  
Ashlee Thomas/Bart Mervil, MUCE, Inc.

III. **Public Comment/Reasonable Opportunity to be Heard** – There were no public comments.

IV. **Approval of Agenda** –

Mack Samuel moved approval of the Agenda, with a second from Gene Lomando. Motion passed.

V. **Approval of September 27, 2020 Minutes** –

Moved by Mack Samuel with a second from Charesse Chester. Motion passed.

VI. **Action Items**

- A. Spring 2021 Grant Recommendations – The Board approved bifurcation of Cliff's Restaurant (pending additional information) and recommended approval of the following BIIG applicants: Excel; C&M Bakery; Nick's Photo; Dandy Photography; Deli Food Village; Almirose d/b/a Rose Boutique and Whip-Lash Holdings, Inc. in the amount of \$62,625, with a Motion by Mack Samuel and second from Gene Lomando.

The Board approved funding of the following CIP applicants: Whip-Lash Holdings, Inc.; USA Real Estate; C&M Bakery; 14600 Inc. (Parcel #1/Parcel #2) in the amount of \$237,500 (to account for C&M Bakery's required 25% match for their \$50,000 grant request). Mack Samuel moved approval with a Second from Charesse Chester. Motion approved.

VII. **Discussion Item**

- A. Emergency Grant Program – Based on the challenges experienced by NANA with recruiting qualified applicants for the Emergency Grant Program, staff recommended the sunseting of the program. The Board approved and directed Jorge to negotiate a new OTR with NANA for just the regular grant programs.
- B. Board Retreat – Chairwoman Bryant requested a retreat, in light of the 1½ year interruption due to Covid-19. A retreat will be scheduled for the July/August timeframe.

VIII. **Economic Development Coordinator Update**

For the sake of time, Kevin indicated that there are a number of viable properties up for sale and/or open to a joint development deal with the CRA. These developments would be discussed in detail at the next meeting or Board retreat.

IX. **Marketing Update**

MUCE gave an overview of the update of the development of the CRAs ancillary website. The MUCE Team has been working with Charesse Chester and will be providing a link to the Members for their initial reaction and feedback. Due to the Covid-19 numbers decreasing, the Board asked staff to work with MUCE to pivot to planning an in-person street festival for the fall.

X. **Adjournment** – 3:13 p.m.



**Date:** October 26, 2021

**To:** Honorable Chairwoman Mae Bryant, PhD.  
and Members, NW 7<sup>th</sup> Avenue Board of Directors

**From:** Jorge M. Fernandez  
Executive Director

**Subject:** NW 7<sup>th</sup> Avenue Corridor Community Redevelopment Agency 2021 Preliminary Roll

On July 1, 2021, the Miami-Dade County Property Appraiser released the 2021 Preliminary Roll values. As noted in the table below, the NW 7<sup>th</sup> Avenue Community Redevelopment Area (CRA) only realized a 3.8 percent over the 2020 Preliminary Roll for the original area and 6.5 percent growth for the expansion area. For the Original Area, this was a decrease from last year's growth, year-over-year, of 17 percent. For the Expansion Area, this represented a 2% increase from the prior year.

	2020 Roll	2021 Roll	Growth	Percentage Growth
Original Area	186,182,245	193,387,099	7,204,854	4 Percent
Expansion Area	62,652,792	66,831,409	4,178,617	6.7 Percent

The revenue deposited into the CRA's trust fund is calculated on the growth of the tax roll from the base year. As noted in the table below, the base year for the original CRA area is 2003 while the base year for the expansion area is 2012. The increment value is the difference between the base year and current year taxable values.

	Base Year Roll	2020 Roll	Increment Value	Percentage Growth
Original Area	54,233,325	193,387,099	139,153,774	257 Percent
Expansion Area	48,055,633	66,831,409	18,775,776	39 Percent

The amount deposited into a CRA's trust fund is based on the increment value multiplied by the millage rate for each taxing authority required to contribute to the trust fund. In the case of the CRA, both countywide and Unincorporated Municipal Service Area (UMSA) revenues are deposited. The revenue estimates in the table below assume that the County Commission adopts the proposed millage rates of 1.9283 for UMSA and 4.6669 for countywide. Based on those millage rates, the revenue to be deposited into the CRA's trust fund for FY 2021-22 is detailed in the table below.

	Increment Value	UMSA Revenue	Countywide Revenue	Total Revenue
Original Area	\$131,948,920	\$250,042	\$605,154	\$855,196
Expansion Area	\$14,597,159	\$31,927	\$77,270	\$109,197
				\$964,393

We look forward to working with the Board in developing the FY 2021-22 budget that address the needs of the Area.

**RESOLUTION NO. CRA-02-2021**

RESOLUTION APPROVING THE FISCAL YEAR 2021-22 BUDGET FOR THE N.W. 7TH AVENUE CORRIDOR COMMUNITY REDEVELOPMENT AGENCY AND THE N.W. 7TH AVENUE CORRIDOR COMMUNITY REDEVELOPMENT AREA IN THE TOTAL AMOUNT OF \$4,838,620.00; AND DIRECTING THE EXECUTIVE DIRECTOR OR THE EXECUTIVE DIRECTOR'S DESIGNEE TO SUBMIT THE BUDGET TO MIAMI-DADE COUNTY FOR APPROVAL BY MIAMI-DADE BOARD OF COUNTY COMMISSIONERS

**WHEREAS**, the Board of Commissioners ("Board") of the N.W. 7<sup>th</sup> Avenue Corridor Community Redevelopment Agency ("Agency") desires to approve the annual budget for Fiscal Year 2021-22 budget for the Agency and the N.W. 7<sup>th</sup> Avenue Corridor Community Redevelopment Area ("area"); and

**WHEREAS**, this Board desires to accomplish the purpose outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE N.W. 7TH AVENUE COMMUNITY REDEVELOPMENT AGENCY**, that:

**Section 1.** The matters contained in the foregoing recital are incorporated in this Resolution by reference.

**Section 2.** This Board approves the Agency's and the area's budget for Fiscal Year 2019-20 in the total amount of \$4,838,620.00, in the form attached hereto as Exhibit 1 and incorporated herein by reference. This Board further directs the Executive Director or the Executive Director's designee to submit the budget to Miami-Dade County for approval by the Miami-Dade Board of County Commissioners.

The foregoing resolution was offered by Commissioner \_\_\_\_\_, who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

Dr. Mae D. Bryant, Chairwoman	
Eugene Lomando, Vice Chairman	
Charesse Chester	Mack Samuel
Yvonne White Edwards	John L. Gay

The Chairperson thereupon declared the resolution duly passed and adopted this 3<sup>rd</sup> day of November, 2021.

**N.W. 7<sup>th</sup> AVENUE COMMUNITY  
REDEVELOPMENT AGENCY AND  
ITS BOARD OF COMMISSIONERS**

By: \_\_\_\_\_  
Mack Samuel  
N.W. 7<sup>th</sup> Avenue CRA Secretary

Approved by CRA Attorney as  
to form and legal sufficiency. \_\_\_\_\_

Terrence A. Smith

# **N.W. 7<sup>TH</sup> AVENUE CORRIDOR**

## **COMMUNITY REDEVELOPMENT AGENCY**



### **FY 2021 - 2022 BUDGET NARRATIVE**

[www.miamidade.gov/redevelopment/nw-7th-avenue-corridor.asp](http://www.miamidade.gov/redevelopment/nw-7th-avenue-corridor.asp)



## NW 7th Avenue Corridor Community Redevelopment Agency *Fiscal Year 2021 - 2022 Proposed Budget*

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### Introduction and Overview

Chapter 163, Part 3 of Florida State Statutes, known as the "Community Redevelopment Act of 1969" authorized local governments to establish Community Redevelopment Agencies to revitalize areas designated as slum and blight.

The NW 7th Avenue Corridor Community Redevelopment Agency (CRA) was created by the Miami-Dade County Board of County Commissioners (BCC) in 2004. On March 16, 2004, the BCC adopted Resolution R-293-04, establishing the boundaries of the CRA and declaring the area to be slum or blighted and in need of redevelopment, per Florida Statutes, Chapter 163. Subsequently, on June 22, 2004, the Board approved the CRA's Community Redevelopment Plan (Plan) pursuant to Resolution R-780-04 and the funding of the Plan when it enacted Ordinance No. 04-124 (Trust Fund). Upon creation of the CRA, the BCC appointed itself as the CRA Board of Commissioners. On February 7, 2006, the BCC established a citizen's Board of Commissioners for the CRA and delegated certain redevelopment powers to the Board. During Fiscal Year 2008-2009, seven citizens were appointed to the CRA Board (O-06-18).

The original Redevelopment Plan called for the development of a new car automotive retail marketing, sales, and distribution center, commonly referred to as the "Automall" as the primary redevelopment project. On December 7, 2005, the Developer, Potamkin Development I-95 LLC, decided to continue the negotiations.

On February 21, 2012, the CRA Board adopted a revised Redevelopment Plan which the BCC approved on September 6, 2012. Approval of the revised Redevelopment Plan extended the boundaries of the redevelopment area and broadened the redevelopment strategy for the area.

The NW 7th Avenue Community Redevelopment Area boundary is generally defined as the area bounded on the north by 119th Street, south by the municipal boundary of the City of Miami, east by I-95 and west by the by the properties bordering on NW 7th Avenue in unincorporated Miami-Dade County.

The expansion area is generally bounded on the north by the City of Miami Gardens, south by the municipal boundary of the City of North Miami, east by I-95 and west by the westernmost property lines of the parcels that abut the westerly right-of-way along NW 7th Avenue.



The goals of the NW 7th Avenue CRA continue to be the re-positioning of the corridor as a major regional employment center; providing support for the growth and expansion of existing businesses in the CRA; supporting development of new business in the CRA; providing training and increased employment opportunities for residents of Northwest Miami-Dade, and; redevelopment of the 7th Avenue corridor, through support of a mix of business, residential and commercial opportunities.

The N. W. 7th Avenue CRA Board Members are: Dr. Mae Bryant, Chairwoman; Gene Lomando, Vice Chairman; Charesse Chester, Marketing Liaison; John L. Gay, Jr. Technology Liaison; Mack Samuel, Secretary and Yvonne White Edwards, Zoning Liaison.

## **Revenues**

The Agency's primary revenue source consists of tax increment financing (TIF), which is generated through the incremental growth of ad valorem revenues beyond an established base year within the CRA Area. For FY 2021-22, revenues include Countywide (\$682,424) and Unincorporated Municipal Service Area (\$281,969) TIF payments totaling \$969,393. Additional revenues of \$6,000 are projected from interest earnings and \$3,842,978 has been carried over from prior fiscal years.

## **Expenditures**

Proposed administrative expenditures in FY 2021-22 total \$211,404 and include direct support from County staff (\$148,438), advertising and notices (\$8,000), printing and publishing (\$5,000), travel and educational seminars (\$5,000) and meeting costs (\$500). Administrative costs represent 4 percent of total funds contemplated to be spent in this budget, excluding the 1.5 percent County Administrative Charge (\$14,466).

Proposed operating expenditures total \$4,838,620 and include the following programming and expenses:

- Development Opportunities/Land/Parcel Acquisitions (\$2,613,467)  
The Board has budgeted funds to be able to acquire land or participate in development activities that may arise within the Redevelopment Area.
- Commercial Improvement Grant Program (\$835,000)  
The Commercial Improvement Program (CIP) funds improvements such as façade, lighting, landscaping, correction of code violations, interior improvements, building improvements to include sewer connections. In conversations with the community, the CRA Board decided to mirror a similar program that Miami-Dade County uses for commercial type improvement activities. This allocation includes funding for a new round of grants (\$465,355) in fiscal year 2021-2022 and existing grants from previous years (\$369,645).

1.

<b>CIP Grantees</b>	<b>Funding Remaining</b>	<b>Expiration</b>
1. Cliff's Restaurant (2014)	\$61,420	Working with County's Housing Dept to resolve issues
2. Cavalier Mortgage (2015)	\$20,725	Expired- Pending approval of close-out package
3. Eckert Insurance Group, Inc. (2020)	\$50,000	8/22



4. 14600 Inc. (Parcel 1) (2021)	\$50,000	10/23
5. 14600 Inc. (Parcel 2) (2021)	\$50,000	10/23
6. C&M Bakery (2021)	\$37,500	10/23
7. USA Real Estate and Investment	\$50,000	10/23
8. Whiplash Holdings (2021)	\$50,000	10/23

- Business Innovation and Investment Grant Program (\$279,500)

The Business Innovation Investment Grant (BIIG) Program is designed to support growth and expansion of established businesses in the CRA, as well as encourage outside businesses to locate within the CRA boundaries by assisting with their capital investments. This allocation includes funding for a new round of grants (178,8765) in fiscal year 2021-2022 and existing grants from previous years (\$100,625).

Grantee	Funding Remaining	Expiration
1. Beyond 2006, Inc. (2020)	\$10,000	12/22
2. Eckert Insurance Group, Inc. (2020)	\$10,000	10/23
3. JT Exquisite Hair (2020)	\$8,000	8/22
4. Da House of Cutz (2020)	\$10,000	8/22
5. Rose Boutique(2021)	\$6,570	10/23
6. C&M Bakery (2021)	\$10,000	10/23
7. Dandy Photography (2021)	\$10,000	10/23
8. Deli Food Village (2021)	\$10,000	10/23
9. Excel Medical Associates (2021)	\$10,000	pending
10. Nick's Photo (2021)	\$10,000	8/23
11. WhipLash Holdings (2021)	\$6,055	pending

The grants under this program will be used to assist businesses invest in new equipment and technology. The program aims to create or retain jobs in the area and enhance the skill level of those jobs.

- Infrastructure Improvements - \$205,000

Investment in upgrades to streets, sidewalks, lighting, sewer lines and utility lines.

- Landscaping/Streetscaping (\$200,000)

The CRA may provide landscape and streetscape improvements throughout the CRA area within the right of way. Additionally, the CRA may provide a landscape master plan for the Area that will facilitate improvements on the corridor.

- Contractual Services, Business Outreach/Marketing Consultant/Culture Festival (\$150,000)

The business outreach/marketing services will fund events that create the opportunity to market and promote the businesses located within the CRA, reach businesses outside the CRA and coordinate the annual Uptown Avenue 7 Street Fair & Art Bazaar. Due to COVID-19, plans were underway for a comprehensive virtual Street Fair and Business Service outreach and a robust website re-boot. However, the Board voted to move forward with planning an in-person festival.

- Contractual Services, Economic Development Coordinator (\$100,000)

To cover the costs associated with an economic development coordinator for the CRA. This company/entity will provide support for the Agency's development mission on the corridor.

- Marketing Services (\$100,000)

Marketing services promote the CRA to the surrounding community, business, residents and those located outside the CRA desirous of relocation. For the current fiscal year, the CRA completed Phase 1 of the Streetscape Improvements portfolio with the purchase and installation of 150 FPL light pole banners. Planned website development and banner renewals, among other projects which may be identified.

- Contractual Services, Grants Program Administrator (\$90,000)  
To cover costs associated with a grants coordinator for the CRA. This company/entity will oversee the CRA's grant programs.
- Audits and Studies (\$30,000)  
External audit to be conducted each fiscal year, per Florida Statute.
- Legal Services (\$25,000)  
Legal services to the CRA are provided by the Miami-Dade County Attorney's Office.
- Memberships and State Fees (\$3,000)  
All CRAs are required by the State of Florida to pay a Special District fee. Additionally, the CRA maintains membership in the Florida Redevelopment Association (FRA).
- Meeting Room Expenses (\$1,000)  
To cover costs associated with the CRA monthly meetings.



## N.W. 7th Avenue Corridor Community Redevelopment Agency

FY 2021-2022  
Beginning October 1, 2021

	FY 2019-20 Amended Budget	FY 2020-21 Proposed Budget	FY 2020-21 Actual Budget	FY 2021-22 Proposed Budget
<b>REVENUES</b>				
UMSA Tax Increment Revenue (TIR)	202,251	262,530	262,530	281,969
County Tax Increment Revenue (TIR)	489,492	635,381	635,381	682,424
Carryover from Prior Year	2,153,081	2,660,202	3,415,574	3,842,978
Interest Earnings	52,872	67,643	5,062	6,000
<b>Revenue Total</b>	<b>2,897,696</b>	<b>3,625,756</b>	<b>4,318,547</b>	<b>4,813,371</b>
<b>EXPENDITURES</b>				
<b>Administrative Expenditures:</b>				
Employee Salary and Fringes	-	-	-	-
Contractual Services	-	-	-	-
Audits and Studies	-	-	25,249	30,000
Printing and publishing	5,000	5,000	-	5,000
Clerk and Meeting Costs	500	500	-	500
Advertising and Notices	8,000	8,000	-	8,000
Travel (includes educational conferences/seminars)	5,000	5,000	-	5,000
Other Admin. Expenses (Direct County Support)	118,580	130,438	130,438	148,438
<b>(A) Sub Total Administrative Expenses</b>	<b>137,080</b>	<b>148,938</b>	<b>155,687</b>	<b>196,938</b>
County Administrative Charge at 1.5%	10,376	13,469	13,469	14,466
County Reimbursement of Advances (1/3)	-	-	-	-
<b>(B) Sub Total Admin. Expenses &amp; County Charge</b>	<b>147,456</b>	<b>162,407</b>	<b>169,156</b>	<b>211,404</b>
<b>Operating Expenditures:</b>				
Legal Services	25,000	25,000	25,000	25,000
Marketing Services	95,000	75,000	3,663	100,000
Contractual Services - Grants Prog Admin (NANA)	80,000	80,000	68,333	90,000
Contractual Services - Econ Dev Coordinator	85,000	85,000	66,949	100,000
Contractual Services - Business Outreach (MUCE)	-	95,000	66,641	150,000
Emergency Grants Program - COVID-19	600,000	445,000	43,500	-
Landscaping/Streetscaping	200,000	200,000	-	205,000
Infrastructure Improvements	205,000	-	-	200,000
Business Investment & Improvement Grant (BIIG)	150,000	150,000	10,000	279,500
Commercial Improvement Grant Program (CIP)	250,000	250,000	21,032	835,000
Memberships and State Fees	800	800	1,295	3,000
Development Opportunities/Land/Parcel Acquisitions	1,078,440	2,068,956	-	2,613,467
Meeting Room Expenses	1,000	1,000	-	1,000
<b>(C) Sub Total Operating Expenses</b>	<b>2,770,240</b>	<b>3,625,756</b>	<b>306,413</b>	<b>4,601,967</b>
<b>(D) Reserve</b>	<b>(20,000)</b>	<b>(162,407)</b>		<b>-</b>
<b>Expenditure Total (B+C+D)</b>	<b>2,897,696</b>	<b>3,625,756</b>	<b>475,569</b>	<b>4,813,371</b>



The NW 7<sup>th</sup> Avenue  
Community Redevelopment Agency

**Date:** November 3, 2021

**To:** Mae Bryant, Chairwoman  
and Board Members  
NW 7<sup>th</sup> Avenue Community  
Redevelopment Agency

**From:** Jorge M. Fernandez, Executive Director  
NW 7<sup>th</sup> Avenue Community Redevelopment Agency

**Subject:** Resolution: Retroactive Approval of Amendment No. 4/Option-to-Renew No. 3 with Miami Urban Contemporary Experience, LLC for Marketing/Website Services

### **Recommendation**

It is recommended that the Board of Commissioners (Board) of the N.W. 7<sup>th</sup> Avenue Corridor Community Redevelopment Agency ("Agency") retroactively authorize and approve the Executive Director or Executive Director's designee's action in executing Amendment No. 4 to the current contract with the Miami Urban Contemporary Experience, LLC (MUCE), in the amount not to exceed \$141,000.00, and to exercise all provisions contained therein.

### **Fiscal Impact**

A total of \$141,000 has been budgeted for FY 2021-22 for the Agency's Marketing/Website services.

### **Background**

On September 20, 2018, the Agency entered into an Agreement with MUCE, to provide marketing services for an annual Arts & Culture Festival (CRA Resolution # 07-2018 ). Subsequently, the Board approved two additional options-to-renew. The most recent occurred on September 20, 2020, wherein the Agency entered into an Agreement with MUCE, to provide various marketing/website development services and an arts and culture festival. Due to the pandemic, the festival was conducted virtually. However, since the approval of Amendment No. 3, the Board requested that MUCE pivot to plan an in-person festival at the April 27, 2021 CRA meeting.

On September 20, 2021, the term of MUCE's contract was set to expire. This item was originally to be taken up at the September Agency meeting. However, due to the disruptions caused by COVID-19 and various spikes, the meeting was cancelled. Therefore, to ensure that MUCE could continue providing services to the Agency, the Executive Director executed Amendment No. 4. For the reasons enumerated herein, staff is recommending approval of Amendment No. 4 for continued marketing services by MUCE.

MUCE has continued to successfully market the CRA throughout the duration of their Agreement and the fourth Arts & Culture Festival is slated for November 13, 2021.

Attachments

**RESOLUTION NO. CRA-03-2021**

RESOLUTION BY THE BOARD OF COMMISSIONERS OF THE N.W. 7TH AVENUE CORRIDOR COMMUNITY REDEVELOPMENT AGENCY RETROACTIVELY APPROVING AND AUTHORIZING THE EXECUTIVE DIRECTOR OR EXECUTIVE DIRECTOR'S DESIGNEE ACTION IN EXECUTING AMENDMENT NO. 4 TO THE CONTRACT WITH MIAMI URBAN CONTEMPORARY EXPERIENCE, LLC (MUCE), A FLORIDA LIMITED LIABILITY COMPANY, FOR THE MARKETING, EVENT MANAGEMENT, PRODUCTION AND PROMOTION SERVICES FOR THE UPTOWN AVENUE 7 ARTS & CULTURE FESTIVAL (STREET FAIR) IN AN AMOUNT NOT TO EXCEED \$141,000.00 FOR THE PURPOSE OF COVERING THE COSTS ASSOCIATED WITH MARKETING AND THE 2021 CULTURE FESTIVAL; AND AUTHORIZING THE EXECUTIVE DIRECTOR OR EXECUTIVE DIRECTOR'S DESIGNEE TO EXERCISE ALL PROVISIONS CONTAINED THEREIN

**WHEREAS**, this Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference; and

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE N.W. 7<sup>TH</sup> AVENUE CORRIDOR COMMUNITY REDEVELOPMENT AGENCY**, that:

**Section 1.** The matters contained in the foregoing recitals are incorporated in this Resolution by reference.

**Section 2.** This Board retroactively approves and authorizes the Executive Director or Executive Director's designee's action in executing Amendment No. 4 to the RFP No. 7THAV2018-002, Uptown Avenue 7 Arts & Culture Festival Agreement ("Agreement") between the Agency and the Miami Urban Contemporary Experience, LLC ("MUCE"), in substantially the form attached hereto as Exhibit \_\_ and incorporated herein by reference, for the purpose of marketing activities, with an effective date of September 20, 2021, and in an amount not to exceed

\$141,000.00, for the purpose of marketing (website development and maintenance) and costs associated with the 2021 Culture Festival (Street Fair), and to exercise all provisions contained therein.

The foregoing resolution was offered by Commissioner \_\_\_\_\_ who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_, and upon being put to a vote, the vote was as follows:

Dr. Mae D. Bryant, Chairwoman	
Eugene Lomando, Vice Chairman	
Charesse Chester	John L. Gay, Jr.
Mack Samuel	Yvonne White Edwards

The Chairperson thereupon declared the resolution duly passed and adopted this \_\_\_\_\_ day of \_\_\_\_\_.

**N.W. 7<sup>th</sup> AVENUE COMMUNITY  
REDEVELOPMENT AGENCY AND  
ITS BOARD OF COMMISSIONERS**

By: \_\_\_\_\_  
Mack Samuel  
N.W. 7<sup>th</sup> Avenue CRA Secretary

Approved by CRA Attorney as  
to form and legal sufficiency. \_\_\_\_\_

Terrence A. Smith

**AMENDMENT NO. 4 – OPTION-TO-RENEW #3**

**AGREEMENT BETWEEN THE  
NW 7<sup>TH</sup> AVENUE CORRIDOR COMMUNITY REDEVELOPMENT AGENCY  
AND  
MIAMI URBAN CONTEMPORARY EXPERIENCE, LLC  
FOR  
RFP NO. 7THAV2018-003, EVENT MANAGEMENT, PRODUCTION & PROMOTION  
SERVICES FOR THE “UPTOWN AVENUE 7” ARTS & CULTURE FESTIVAL**

This Amendment No. 3 (“Amendment”) is entered this 20th day of September, 2021, to amend the Agreement (“Agreement”), dated September 20, 2018, between the N.W. 7th Avenue Corridor Community Redevelopment Agency (“Agency”), whose address is 111 N.W. 1st Street, 22nd Floor, Miami, Florida 33128, and Miami Urban Contemporary Experience, LLC (MUCE) (“Contractor”) whose business address is 9925 N.W. 25<sup>th</sup> Avenue, Miami, Florida 33142 for the N.W. 7<sup>th</sup> Avenue Community Redevelopment Agency, Uptown Avenue 7 Arts & Culture Festival.

**RECITALS**

**WHEREAS**, the Agency was created by the Miami-Dade County Board of County Commissioners in 2004 and serves the NW 7th Avenue Corridor of unincorporated Miami-Dade County (hereinafter referred to as the “Area”); and

**WHEREAS**, the mission of the Agency is to: reposition the Area as a major regional employment center; support the growth and expansion of existing businesses in the Area; support development of new business in the Area; provide training and increased employment opportunities for residents of Northwest Miami-Dade; and redevelop the Area, supporting a mix of business, residential and commercial opportunities within the Area; and

**WHEREAS**, the Agency has historically expressed a desire to effectively market the Area to the local businesses and community, in particular, and the County at large; and

**WHEREAS**, the Agency and the Contractor entered into the Agreement for the purpose of the Contractor providing a promotional and marketing festival concept contained within the Area boundaries to be known as the Uptown Avenue 7 Arts & Culture Festival (the “Festival”), as more fully described in the Scope of Work/Services (Attachment A), the Agency's Request for Proposals (RFP No. 7THAV2018-002) and all associated addenda and attachments, incorporated herein by reference; and

**WHEREAS**, the Agency and MUCE entered into an Agreement on September 20, 2018, which expired on September 20, 2019; and

**WHEREAS**, the parties extended the term of the Agreement until September 20, 2021 upon the execution of Amendment No. 4, Option-to-Renew No. 3; and

**WHEREAS**, the parties desire to extend the term of the Agreement for an additional one-year period,

**NOW, THEREFORE**, in consideration of the mutual covenants and agreements herein contained, the parties hereto agree as follows:

- I. The above recitals are incorporated herein and are approved.
- II. Section 2 of the Agreement is hereby amended to read as follows:

**1. TERM OF THE AGREEMENT**

This Agreement shall commence on September 20, 2021 and shall terminate on September 20, 2022. The exercise of the one-year option to renew the third of four options for a total of five years is at the sole discretion of the Agency if such extensions are deemed to be in the best interest of the Agency and the Area. In the event the Agency makes such determination to exercise the option to renew this Agreement, written notice from the Agency shall be given to the Contractor.

**2. SCOPE OF SERVICES**

The Contractor shall perform the services as more fully described in Attachments A and B, attached hereto and incorporated by reference.

- III. Section 3 of the Agreement is hereby amended to read as follows:

**3. PAYMENT**

- A. **Payment.** The Agency shall fund up to a maximum \$141,000.00 of the culture festival and marketing/business outreach costs. The Agency shall fund its share of the cost in no more than twelve (12) disbursements after the Contractor has expended and documented their expenditure of their share of the cost. All invoices shall be approved by the Contractor prior to submittal to the Agency and in accordance with the scope of work/services as more fully described in Attachments A and B. All payments will be made on a reimbursement basis with the exception of an advance for the Advertising and Producers' Fee. The Contractor will provide an actual accounting of all advances after the event. All requests for payment must include a coversheet on the Contractor's letterhead and be accompanied by actual invoices for services from vendors when applicable. The Contractor will obtain all necessary permits/licenses as may be required for the Event and shown in Attachment A, Scope of Services, Culture Festival.
- B. **Prompt Payment.** Upon receipt and review of a proper invoice submitted by the Contractor, the Agency shall reimburse the Contractor in a timely manner as prescribed herein. In accordance with Sections 218.73, 218.74, and 218.76, Florida Statutes, upon receipt of a proper invoice, the Agency shall reimburse the Contractor within forty-five (45) calendar days. In accordance with Section 2-8.1.4 of the Code of Miami-Dade County, known as the Sherman S. Winn Prompt Payment Ordinance, and Miami-Dade County Administrative Order 3-



19, Prompt Payment, upon receipt of a proper invoice, the Agency shall reimburse the Contractor within forty-five (45) calendar days; or within thirty (30) calendar days if the Contractor is a small business, a minority business, or a women business enterprise. Failure of the Agency to adhere to the Prompt Payment requirements described herein shall render the Agency subject to paying interest on the amount due to the Contractor. The Contractor shall also pay its subcontractor(s) as authorized under this agreement in a timely manner as indicated in the corresponding subcontract.

IV. Section 4 of the Agreement is hereby amended to read as follows:

**4. BUDGET**

The Agency agrees to pay from its Tax Increment Trust Fund, for the budget year of FY 2021 - 2022 marketing funds, an amount no more than \$141,000.00. Said funds are to be used for the items detailed in the attached budgets (Attachment C) for the Event/Work. The Agency shall fund its share of the cost in no more than twelve (12) disbursements after the Contractor has expended and documented the expenditures. Documentation detailing the source and extent of the cost shall be provided with each invoice. Request for reimbursement shall be transmitted on the Contractor's letterhead with all documentation attached.

- V. **Attachment A**, Scope of Services, is hereby replaced with Attachments A and B, Scope of Services, attached hereto and incorporated herein by reference.
- VI. **Attachment B**, Budget, is hereby replaced with Attachment C, Amended Contractor Budget & Payment Overview, attached hereto and incorporated herein by reference.
- VII. All provisions in the Agreement and any attachments thereto in conflict with this Amendment shall be and hereby are changed to conform with this Amendment.
- VIII. All other terms and conditions not in conflict with this Amendment remain unchanged as agreed to in the original Agreement.
- IX. **Counterparts**. This Agreement is executed in three (3) counterparts, and each counterpart shall constitute an original of this Agreement.

[SIGNATURES APPEAR ON FOLLOWING PAGE]

IN WITNESS WHEREOF the Agency and the Contractor have accepted, made and executed this MOU upon the terms and conditions above stated on the day and year first above written.

**MIAMI URBAN CONTEMPORARY  
EXPERIENCE, LLC:**

By: Ashlee Thomas

Name: Ashlee Thomas

Title: President

Date: 09 / 28 / 21

**N.W. 7<sup>TH</sup> AVENUE CORRIDOR  
COMMUNITY REDEVELOPMENT  
AGENCY:**

By: \_\_\_\_\_

Name: Jorge Fernandez

Title: Executive Director

Date: 9 / 29 / 21

STATE OF FLORIDA )  
 ) :SS  
COUNTY OF MIAMI-DADE)

The foregoing instrument was acknowledged before me by means of [ ] physical presence or [ ] online notarization this 28<sup>th</sup> day of September, 2021 by \_\_\_\_\_ as \_\_\_\_\_ of Miami Urban Contemporary Experience, LLC, a Florida limited liability company, who is \_\_\_\_\_ is personally known to me or \_\_\_\_\_ has produced Drivers license as identification.

NOTARY SEAL:

NOTARY PUBLIC

Print Name: Jessica Santos

Commission No. GG982596

My Commission Expires: 4/28/24



Jessica Santos  
Comm. #GG982596  
Expires: April 28, 2024  
Bonded Thru Aeron Notary

WITNESS:

By: Chimene Y. Graham

Name: Chimene Graham

Date: 9 / 29 / 21

Approved for form and legal sufficiency:

Terrence A. Smith  
Assistant County Attorney

**ATTACHMENT A**  
**SCOPE OF SERVICES**

MUCE LLC - 2021 Marketing/Arts & Culture Festival, NW 7th Avenue CRA

Contractor hereby agrees to perform the marketing services detailed below to the Agency in connection with the implementation of the Agency's Redevelopment Plan as described in this Agreement. The Services to be provided are enumerated below.


- a) Event Design:
  - 1. Site selection, and recommend site for the Street Fair to the Agency's Board
  - 2. Parking logistics
  - 3. Street Fair program design — recommend event program to the Agency's Board
  - 4. Street Fair site plan
  - 5. Signage design and installation
  - 6. Complete detailed line-item budget for the Street Fair
- b) Event Organization:
  - 1. Event set-up and tear-down
  - 2. Arrange security
  - 3. Procure all required permitting
  - 4. Arrange for music, sound-system(s), stage(s), etc.
  - 5. Arrange for food vendors, food service, food trucks, etc.
  - 6. Design and procure all required furniture and fixtures. Including tents, benches, electrical power, generators, lighting, porta-potty's, etc.
  - 7. Arrange for set-up and removal of all furniture and fixtures
  - 8. Provide staff to manage the event
  - 9. Event location returned to its pre-event condition.
- c) Media and Promotions:
  - 1. Design event logo and marketing material
  - 2. Arrange and manage marketing, using multiple media and communications outlets, including print, electronic and social media campaign
  - 3. Arrange television and radio guest appearances to market the Agency, the Area and the community
  - 4. Produce an event promotional video – 60 seconds – in multiple formats
  - 5. Produce final event video – 3 minutes
  - 6. Design, recommend, and purchase event promotional items, including, but not limited to T-shirts, posters, cups, mugs, etc.
- d) Street Fair Funding:
  - 1. Design a practical funding strategy to raise funds to offset the Agency's costs for the event
  - 2. Identify and approach philanthropic donors, businesses, elected officials and others to provide grants, in-kind services, purchase advertising, underwrite, or otherwise fund the Street Fair.
- e) Uptown Avenue 7 Arts & Culture Festival 2019 Pre-planning activities:
  - 1. Acquire festival contract
  - 2. Conduct budget review
  - 3. Marketing pop-ups 1, 2 & 3
  - 4. Search for headliner acts(s)
  - 5. Sponsorship acquisition
  - 6. Conduct media events
  - 7. Sponsored activities
  - 8. Fundraiser activation

## CONTRACTOR BUDGET & PAYMENT SCHEDULE

<b>Uptown Avenue 7 Street Fair &amp; Art Bazaar</b> <b>Date of Event: Saturday, November 13, 2021 11am-7pm</b> <b>Location: Arcola Lake Library, 8240 NW 7th Avenue, Miami, FL 33150</b>		
<b>VENDOR</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
Kid Zone	Mini-Carnival + Inflatables	\$3,000.00
Entertainment	Community Performance Arts	\$15,000.00
Entertainment – Headliner Act	Headliner (i.e., Fantasia)	\$20,000.00
CRA Lounge + Programming	Exclusive Programming dedicated to CRA business, prospects, vendors, sponsors, etc.	\$3,000.00
MUCE	Art Tent rental; Art Staffing; Admin; Load-in/Out; Interactive Art Stations	\$11,000.00
Marketing Manager	Marketing, Media + Sponsorship	\$4,500.00
Festival Manager + Sponsorship	Event Supervisor + Coordinator	6,000.00
Technical	Vendor Tents; Audio; Lights/Sound; Port-a-Potties	\$8,000.00
Technical – Stage	Stage with the works	\$12,000.00
Labor/Event Staff/Security/Parking Attendants)	Day of Staffing	\$4,000.00
UA7 Marketing Collateral (t-shirts/mugs/face masks)	Happy Endings, Inc.	\$3,500.00
Festival Signage	Vendor needed	\$12,000.00
Discretionary	Unforeseeable	\$3,000.00
Video for Festival	Footage of all festival areas + Re-cap	\$10,000.00
Marketing Budget	No more than 20% of the total budget	\$20,000.00
<b>Total from In-kind Services/Grants/MUCE Sponsors (Comm. Monestime; Miami-Dade County, Libraries; GMCVB; Miami-Dade County, Dept. of Cultural Affairs:</b>		\$31,000.00
<b>Total Cost for 2021 Street Festival:</b>		\$166,000.00
<b>Total CRA Requested Cost:</b>		\$135,000.00

<b>PAYMENT/DISBURSEMENT SCHEDULE</b>	<b>AMOUNT</b>
<b>Payment #1 – September 2021</b>	<b>\$52,500.00</b>
<b>Payment #2 – October 2021</b>	<b>\$38,750.00</b>
<b>Payment #3 – December 2021</b>	<b>\$23,750.00</b>
<b>Final Payment – January 2022 – May 2022 (after receipt of 2021 Video and Final Report)</b>	<b>\$20,000.00</b>
	<b>\$135,000.00</b>

*Chimere Graham* 9/20/2021

 9/30/21

**ATTACHMENT B**  
**SCOPE OF SERVICES**

MUCE, LLC - Marketing/Website Services, NW 7th Avenue CRA 2021

Contractor hereby agrees to perform the marketing/website services detailed below to the Agency in connection with the implementation of the Agency's Redevelopment Plan as described in this Agreement. The Services to be provided are enumerated below.

- a) Website Maintenance: Monthly maintenance of content
  - 1. Adding digital newsletters to website
  - 2. Maintenance of the MUCE Arts & Culture Fest information
  - 3. Refreshing monthly calendar
  - 4. Checking for new subscribers
  - 5. Adding to mailing list
  - 6. Updating photos to keep content relevant
  - 7. Periodic facts/data checks to ensure website information is up-to-date
  - 8. Updating the Agency website twice annually
  - 9. Any non-technical request for content changes requested by CRA staff/Board
- b) On-going annual marketing and public relations services, including, but not limited to press releases and public communications.
- c) Attend Agency meetings and workshops, as noticed by email.
- d) Attend meetings as scheduled by the Executive Director or designee to discuss the progress of the work, as noticed by telephone or email.

	Frequency/Number	Timeframe	Status
1. An alternate Agency web site expressing and containing:	1		DONE
a) General Information regarding the CRA including its programs, grants, incentives and activities, history, relevant demographic and economic data, and Action Plan. Content will be provided by CRA staff.		11/2020	DONE
b) Stock photography of the Uptown Area	1	11/2020	DONE
c) #iamuptown Campaign: One-page high quality photo of CRA business with one paragraph description and quote from the owner. Also 4 bullet facts about the business: Business name, owner's name, founding date, and best reason to be on 7th Avenue (quote from the owner)	48	10/2020 – 9/2021	20 complete as of July 15
d) Uptown Branded Promotional Video: 60 second branded video that promotes the corridor to work, live, play, the Agency and Area's new brand and business environment	1	12/2020	DONE

e) A digital “Mall” map of the CRA: Translate the Area business directory database into a single, interactive map showing the location of each business, its products/services, and a link to the business web site. Agency staff will provide all data.	1	11/2020 - 9/2021	DONE
f) Video interviews with businesses, residents, and organizations in the area	24	10/2020-9/2021	Completed 7 videos 6/1/2021 Budget only available for (7) videos
g) Uptown branded video vignettes: art-specific, culture-specific, resident-specific	3	12/2020-9/2021	Pending   date: 9/2021
h) A method to capture email addresses of web site visitors to grow the Agency’s email distribution list	1	10/2020 – 9/2021	DONE
2. A Digital newsletter, or news feed/update on the new Agency Website, produced monthly	12	11/2020-9/2021	(6) completed   On-going
a) Managing a social media campaign — driving periodic messaging and news regarding the Agency and Area;	44	10/2020-9/2021	30 completed   On-going
b) Organizing virtual promotions; and	44	10/2020-9/2021	30 completed   On-going
<b>Additional Services</b>			
1. Public Relations services, including monitoring public reaction to and media coverage of Agency Projects and/or activities, including press releases, public statements and media interviews.	As requested	10/2020-9/2021	As needed
2. Web design services for individual CRA business.	As requested	10/2020-9/2021	As needed

### CONTRACTOR BUDGET & PAYMENT SCHEDULE

Uptown Avenue 7 Website Maintenance September 2021 – September 2022 Website URL: <a href="http://uptownavenue7.com">uptownavenue7.com</a>			
VENDOR	DESCRIPTION	MONTHS	AMOUNT
Monthly Web Maintenance	Maintaining/updating new monthly content, analytic reports, minor design changes, monitoring and responding to subscriptions, questions received through the CRA’s ancillary website; press releases	12 \$500.00/ month	\$6,000
		<b>Total Cost:</b>	<b>\$6,000.00</b>

Chimene Graham 9/20/2021



9/30/21

## ATTACHMENT C

### CONTRACTOR BUDGET & PAYMENT OVERVIEW

- A. Marketing – Culture Festival      The cost to deliver the Scope of Services (Scope) is \$135,000.00 annually, payable in the installments as detailed on page 2 of 6.

MUCE will provide invoice packages detailing Team Member activities and progress towards accomplishment of contracted task, a close-out report and video.

For additional services not specifically listed in the Scope, MUCE will receive a request for services from the CRA/Agency and prepare a cost estimate to complete said tasks(s). Estimates for additional tasks, as requested by the CRA/Agency, will be completed using the hourly rates for personnel detailed below (C).

- B. Marketing - CRA Website Maintenance

The cost to deliver the Scope is \$6,000 annually, payable in equal monthly installments of \$500.00 over a twelve- month period.

MUCE will provide regular reports and invoices detailing Contractor and/or third-party vendor activities and progress towards accomplishment of contracted tasks.

For additional services (C), not specifically listed in the Scope, MUCE will receive a request for services from the CRA/Agency and prepare a cost estimate to complete said task(s).

#### C. Rate Schedule for Additional Services, Sub-Contracting Activities

Task	Description	Estimate
Website Design Upgrades/Request	Technical website upgrades, design requests which require web developer expertise and change design elements of the website. For example: ADA compliance revision; re-design of buttons, shapes, elements, colors; and any other requests requiring technical assistance	\$10,000
Website Design Services for Individual CRA Businesses	Businesses within the CRA District	TBD
Public Relations	Including monitoring public reaction to, and media coverage of, Agency projects and/or activities, including media interviews	TBD
Other Activities		TBD



Ashlee Thomas, President  
Miami Urban Contemporary Experience, LLC (MUCE)

9/20/2021

Date





COMMISSIONER JEAN MONESTIME, THE NW 7TH AVENUE CRA,  
THE MIAMI-DADE COUNTY PUBLIC LIBRARY SYSTEM & MUCE PRESENT

# UPTOWN AVE 7

*Free Family Fun Day!*

**SATURDAY, NOV. 13 • 12PM-7PM**

## ARTS & CULTURE FESTIVAL

ART GALLERY • INTERACTIVE ART ACTIVITIES • LIVE PERFORMANCES  
YOGA • LUNCH & LEARN WITH THE CRA • FREE MIXOLOGY CLASS  
TASTE OF UPTOWN AVE 7 • FOOD TRUCKS • VENDORS ROW • KIDS ZONE

ARCOLA LAKES LIBRARY PLAZA  
8240 NW 7TH AVE, MIAMI, FL 33150



**WWW.UPTOWNAVENUE7.COM**





# MUCE



ART EXHIBITIONS. INSTALLATION. FESTIVALS. CULTURAL PROGRAMMING

## UPTOWN AVENUE 7 ARTS & FESTIVAL REPORT

SEPTEMBER – OCTOBER. 2021

### PROGRAMMING:

As a part of the Uptown Theme: Parade of Cultures, musical acts represent the multicultural flavor of South Florida.

### HEADLINING ACTS

#### **Bad Boy Recording Artist: [Carl Thomas](#)**

About Carl Thomas: Carl Thomas is an R&B singer from Chicago, Illinois.

With the single "[I Wish](#)" released in late 1999, topping the R&B charts for six consecutive weeks, creating strong interest. [Emotional](#), his debut album was released on April 18, 2000. On the strength of this single, and the album's other singles, "Summer Rain" at No. 18, which also appeared on the soundtrack to the 2000 film version of [Shaft](#), and the title track "Emotional" at No. 8 on the R&B charts, the album was [certified platinum](#) with over 1 million in sales. Later rapper [Jay-Z](#)'s "[I Just Wanna Love U \(Give It 2 Me\)](#)" interpolated Thomas' "I Wish" on his 2000 album [The Dynasty: Roc La Familia](#). He sung in the track "Everyday" on [The Understanding](#).

#### **Haitian Compas Group: [Harmonik](#)**

The Haitian Band Harmonik came to National Acclaim during their appearance on America's Got Talent. The band is regional favorite in many Caribbean Communities. They serve as the pre-headlining act for the 4<sup>th</sup> Annual Uptown Avenue 7 Arts & Culture Festival.

### **COMMUNITY ACTS:**

**HIP HOP KIDZ:** Vibrant hip hop dancers ages 6 – 15 take the stage to represent this African American art form with exhilarating dance and musical performances.

**Evelyn Uzan + Band:** Latinx vocalist Evelyn Uzan and her band grace the stage to bring an array of jazz, R&B, Soul, and Latin funk.

**We Dem Zoe:** this iconic Miami Hip Hop group features radio personality Stichez and DJ Epps. The Band rocks the house and is a favorite to the Miami landscape.

**MAINSTAGE HOST: BET'S CHELLO DAVIS:** A Miami Native and local favorite, Chello Davis will bring his comedic skills and family fun humor to the mainstage of the Uptown Festival.

# MUCE



ART EXHIBITIONS. INSTALLATION. FESTIVALS. CULTURAL PROGRAMMING

## **FESTIVAL OFFERINGS :**

20 -30 LOCAL VENDORS | 17 currently confirmed  
2 FOOD TRUCKS | Soul Food + Tacos/Mexican  
2 FOOD VENDORS : Corn Dogs/ Hot Dogs, Mocktails + Frosties

## **BREAKING THE CYCLE YOUTH ZONE:**

Community Partner and business withing the CRA Zone, Breaking the Cycle (BTC), will active the Uptown Festival Youth Zone. Centered in fun & fitness, the BTC Youth Zone will feature:

- rock climbing
- dunk tanks
- a pre-festival cycle ride for cyclists. (cycle ride will begin & end at Arcola lakes library)
- Dance Fit sessions
- Reading Fun
- Voucher lottery sign-up for new private school on Uptown

## **5K WALK WITH THE STARR INSTITUTE:**

The Non-profit, The Starr Institute will join the festival, hosting a pre-festival 5k Walk/Run to bring awareness to child trafficking and sexual abuse and how to prevent it. The Starr institute provides safety workshop for youth to help them stay safe from social media predators. The founder, Starr Davis, is a survivor, published author of the Abuse Algorithm, and 2021 L'Oréal Paris Woman of the Year.

The 5K registration is on the festival grounds. ***The Uptown Shuttle*** will take participating patrons to Arcola Lakes Park and return all patrons to festival grounds to enjoy the 4<sup>th</sup> Annual Arts Festival.

## **DINNER & CONVERSATION WITH NORTH DADE POLICE**

Hosted by: Hot 105's Jill Tracey  
Catered by: Uptown Local Chef: Dario Stephens

Community residents can enjoy dinner and conversation with North Dade Police to explore ways both resident and police can create safe communities.

## **\*ARTIST MURAL ZONE:**

This year features an Artist Mural Zone who will creatively reimagine the Uptown Corridor with Mural Art. Patrons will be able to pose and share the Vision of Uptown, painted by local featured artist.

\*this replaces the traditional Pop-up art exhibit. | Traditional artist will be placed in Vendor's row to sell their artwork this year.



# MUCE

ART EXHIBITIONS. INSTALLATION. FESTIVALS. CULTURAL PROGRAMMING

## **INTERACTIVE STATIONS:**

The MUCE Mural Maze | Patrons paint the community mural during the festival  
Live Painting Class | great for all ages  
Sidewalk Chalk Art | great for all ages  
Gian Jenga + Connect 4  
Yoga with Go Green Fashionista

## **OTHER FESTIVAL ITEMS:**

UPTOWN Shuttle bus with King Studios confirmed  
- Parking is an outstanding item | will likely use the local church  
Technical, lighting, and sound confirmed  
Digital Banner currently running on I95 N/S Bound  
Street team fliers being distributed 50K  
Radio Ads & interviews being confirmed for week of festival :WMBM, HOT 105, 99JAMZ  
Social Media Ads currently running on Instagram & Facebook  
Currently working on News Article & TV with PR company Ingage