



CITY OF HALLANDALE  
CITY MANAGER

2008 MAR -3 AM 9:51

February 27, 2008

Patricia M. Ladolcetta  
Director of Finance  
City of Hallandale Beach  
400 S. Federal Hwy.  
Hallandale Beach, FL 33009

Dear Ms. Ladolcetta,

The Hallandale Beach Area Chamber of Commerce would like to formally request that the City of Hallandale Beach include a donation for the Chamber in the 2008/2009 budget in the amount of \$50,000.00.

Part of the funds that were allocated in 2007/2008 by the city allowed the Chamber to hire a professional Executive Director and was used to help promote not only the business members but the entire community as well. Some of the projects that part of the donation went to is promotion of a Health Fair that took place on May 26th in conjunction with the EMS Division of the City of Hallandale Beach, as well as the 2nd Annual Taste of the Town, a one day food & wine event that was promoted throughout Broward & Dade Counties, bringing first time attendees from out side the area to attend. Other projects included were increased website traffic for the chamber through an newly developed website, an updated chamber membership data program to give the Board of Directors a more accurate knowledge of membership activity, promotion of the new 2007/2008 Membership Directory and Resource Guide being used to promote the city to visitors, as well as people and businesses interested in relocation. A portion of the funds made it possible to mail over 2,000 of the books to the business community in Hallandale Beach and Pembroke Park, giving them a resource guide to use with important phone numbers for local, county, state and federal governmental agencies It has allowed other Chamber operating funds to be used to hire a part-time employee for clerical and reception duties in the Chamber office, thereby allowing the new Executive Director to concentrate on building the Chamber membership and other administrative duties.

The funds requested for the 2008/2009 budget period will be used to continue the many Chamber projects that are underway to promote the City of Hallandale Beach and increase the city's tax base by encouraging new business development and visitors to the area.

Best regards,

A handwritten signature in black ink, appearing to read "Carl Watson".

Carl Watson  
Executive Director

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(954) 454-0541 info@hallandalebeachchamber.com

A small, handwritten mark or signature in the bottom right corner of the page.