



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#23-0109

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Greg Chavarria, City Manager

DATE: February 7, 2023

TITLE: Motion Approving a License Application and Agreement for the Sale,
Service, and Consumption of Food and Alcoholic Beverages on the Public
Beach for MHF Las Olas Operating VI LLC for the Hotel Maren Fort
Lauderdale Beach - **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve issue a license application and license agreement between the City of Fort Lauderdale and MHF Las Olas Operating VI LLC, in substantially the forms attached, to allow for the sale, service, and consumption of food and alcoholic beverages on the public beach at the upland hotel named, Hotel Maren Fort Lauderdale Beach, located at 525 S Fort Lauderdale Beach Blvd.

Background

On November 1, 2022, the City Commission adopted an ordinance (2nd reading) authorizing a one-year pilot program to allow for the Sale, Service, and Consumption of Food and Alcoholic Beverages on the public beach directly in front of the hotels facing A1A.

Pursuant to Section 8-55.4, of the Code of Ordinances of the City of Fort Lauderdale, the MHF Las Olas Operating VI LLC has submitted a license application for to sell, serve and deliver food and alcoholic beverages for consumption on the City beach by Hotel Maren Fort Lauderdale Beach. The application fee for the sale, service, and delivery of food and alcoholic beverages on city beaches are calculated at an amount equal to \$25.00 times the number of guest rooms at the Applicants upland hotel and shall be due annually on January 1st of each year. The Hotel Maren currently has a total of 141 guest rooms. Per the Ordinance, the application fee is \$3,525.

Resource Impact

Revenue related to this agreement will be included in the FY 2023 operating budget in the account listed below:

Revenue as of January 12, 2023					
ACCOUNT NUMBER	COST CENTER NAME (Program)	ACCOUNT/ACTIVITY NAME	AMENDED BUDGET	AMOUNT RECEIVED	AMOUNT
10-001-6001-572-329-501	Parks & Rec Administrative Support	Beach Food and Beverage Service Permit	\$249,000	\$48,494	\$3,525
				TOTAL AMOUNT ►	\$3,525

Strategic Connections

This item is a 2022 Commission Priority, advancing the Public Places initiative.

This item supports the *Press Play Fort Lauderdale 2024* Strategic Plan, specifically advancing:

- The Public Places Focus Area
- Goal 3: Build a healthy and engaging community
- Objective: Improve access to and enjoyment of our beach, waterways, parks, and open spaces for everyone

This item advances the *Fast Forward Fort Lauderdale 2035* Vision Plan: We Are Here

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Space Element
- Goal 6: Be a community with high quality parks and recreational facilities that highlight the character of our City.

Attachments

Exhibit 1 – Application Package

Exhibit 2 – License Agreement

Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation

02/07/2023

CAM #23-0109