



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#25-0128

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

FROM: Susan Grant, Acting City Manager

DATE: March 4, 2025

TITLE: Motion Approving a License Application and an Agreement for the Sale,
Service, and Consumption of Food and Alcoholic Beverages on the Public
Beach for the Q Club Hotel, LLC d/b/a Hilton Fort Lauderdale Beach
Resort - **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve a license application and license agreement between the City of Fort Lauderdale and Q Club Hotel, LLC d/b/a Hilton Fort Lauderdale Beach Resort, 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, Hilton Fort Lauderdale Beach Resort, located at 505 N 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.

On November 21, 2023, the City Commission adopted an ordinance (2nd reading) amending the City of Fort Lauderdale Code of Ordinances, Chapter 8, Article 3 and created a new Code Section 8-55.4 Titled "Sale, Service and Consumption of Food and Alcoholic Beverages".

Pursuant to Section 8-55.4, of the Code of Ordinances of the City of Fort Lauderdale, the Hilton Fort Lauderdale Beach Resort has submitted the license application for the sale, service and delivery of food and alcoholic beverages on city beaches by upland hotels. 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 Hilton Fort Lauderdale Beach Resort currently has 374 Rooms. Per the Ordinance, the application fee is \$9,350.

Resource Impact

Revenue related to this agreement will be included in the FY 2025 operating budget in the account listed below:

Revenue received as of February 7, 2025					
ACCOUNT NUMBER	COST CENTER NAME (Program)	ACCOUNT/ACTIVITY NAME	AMENDED BUDGET	AMOUNT RECEIVED	AMOUNT
10-001-6001-572- 329-501	Parks & Rec Administrative Support	Other Fees & Permits/Beach Food and Beverage Service Permit	\$70,000	\$0	\$9,350
			TOTAL AMOUNT ►		\$9,350

Strategic Connections

This is a 2025 Commission Priority, advancing Public Spaces and Community initiatives.

This item supports the 2029 Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

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, Asst to the Director, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation