



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

**#24-1159**

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

**FROM:** Susan Grant, Acting City Manager

**DATE:** January 7, 2025

**TITLE:** Motion Approving a License and an Agreement for the Sale, Service, and Consumption of Food and Alcoholic Beverages on the Public Beach for the Beach Blvd Owner LLC d/b/a W Fort Lauderdale - **(Commission District 2)**

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**Recommendation**

Staff recommends the City Commission approve a motion to issue a license to allow for the sale, service, and consumption of food and alcoholic beverages on the public beach directly in front of the W Fort Lauderdale, located at 401 N Fort Lauderdale Beach Blvd.

**Background**

On November 1, 2022, the City Commission adopted an ordinance 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 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 W Fort Lauderdale submitted a 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 multiplied by the number of guest rooms at the applicants' upland hotel and shall be due annually on January 1<sup>st</sup> of each year. The W Fort Lauderdale currently has 517 Rooms. Per the Ordinance, the application fee is \$12,925.

**Resource Impact**

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

<b>Revenue as of November 21, 2024</b>					
<b>ACCOUNT NUMBER</b>	<b>COST CENTER NAME (Program)</b>	<b>ACCOUNT/ACTIVITY NAME</b>	<b>AMENDED BUDGET</b>	<b>AMOUNT RECEIVED</b>	<b>AMOUNT</b>
10-001-6001-572-329-501	Parks & Rec Administrative Support	Other Fees & Permits/Beach Food and Beverage Service Permit	\$70,000	\$0	\$12,925
				<b>TOTAL AMOUNT ►</b>	\$12,925

**Strategic Connections**

This item is a 2024 Commission Priority, advancing the Public Places initiative.

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