



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

**#24-0288**

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

**FROM:** Greg Chavarria, City Manager

**DATE:** March 19, 2024

**TITLE:** Motion Approving a License Application and Agreement for the Sale,  
Service, and Consumption of Food and Alcoholic Beverages on the Public  
Beach for Atlantic Hotel Group Assets LLC d/b/a Atlantic Hotel and Spa -  
**(Commission District 2)**

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**Recommendation**

Staff recommends the City Commission approve a license application and license agreement between the City of Fort Lauderdale and Atlantic Hotel Group Assets, LLC, in substantially the forms attached, to allow the sale, service, and consumption of food and alcoholic beverages on the public beach at the upland hotel, Atlantic Hotel and Spa, located at 601 N Fort Lauderdale Beach Blvd, Fort Lauderdale.

**Background**

On November 1, 2022, the City Commission adopted an ordinance (2<sup>nd</sup> 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 (2<sup>nd</sup> 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 DiamondRock FL Tenant, LLC has submitted a license application to sell, serve and deliver food and alcoholic beverages for consumption on the City beach at The Westin Beach Resort and Spa. 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 times the number of guest rooms at the Applicant’s upland hotel and shall be due annually on January 1<sup>st</sup> of each year. The Atlantic Hotel and Spa currently has a total of 124 Rooms. Per the Ordinance, the application fee is calculated at total sum of \$3,100.

**Resource Impact**

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

<b>Revenue as of February 27, 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	\$0	\$3,100	\$3,100
				<b>TOTAL AMOUNT ►</b>	<b>\$3,100</b>

**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

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Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation