



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

#25-0735

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

FROM: Rickelle Williams, City Manager

DATE: December 16, 2025

TITLE: First Reading – Ordinance Amending Chapter 8, Section 8.55.4 of the Code of Ordinances, Titled “Sale, Service and Consumption of Food and Alcoholic Beverages” to Create an Administrative Review Procedure for License Renewal Applications and Increase the License Application Fees - **(Commission Districts 1, 2, 3 and 4)**

Recommendation

Staff recommends the City Commission adopt an ordinance amending Chapter 8, Section 8.55.4 of the Code of Ordinances, titled “Sale, Service and Consumption of Food and Alcoholic Beverages” to increase the license application fees and create an administrative review procedure for license renewal applications, authorizing the City Manager or designee to review and approve license renewal applications after the first license term is approved by the City Commission, provided the license was not revoked by the City Commission during the immediate license term.

Background

On November 1, 2022, the City Commission adopted Ordinance No. C-22-49 amending Chapter 8, Article III, of the Code of Ordinances of the City of Fort Lauderdale, Florida to create Section 8-55.4 titled “Sale, Service, and Consumption of Food and Alcoholic Beverages” for a one (1)-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 State Road A1A (CAM #22-1042).

On November 21, 2023, the City Commission adopted Ordinance No. C-23-43 amending the City of Fort Lauderdale Code of Ordinances, Chapter 8, Article III to remove the one (1)-year pilot period language, clarified language, and re-established Section 8-55.4 titled “Sale, Service and Consumption of Food and Alcoholic Beverages” (CAM #23-1110).

Section 8-55.4 of the Code of Ordinances currently governs the license application process for the sale, service and consumption of food and alcoholic beverages to hotel guests within City boundaries who rent beach chairs from a City-approved beach concessionaire.

The proposed amendments would increase the current license applications fees and authorize the City Manager or designee to conduct an annual administrative review and approve license applications and companion agreements for qualified hotel owners or operators. The proposed amendments will generate additional revenue for the City and eliminate the lengthy approval process. This administrative review procedure will expedite the review and approval process for license renewal applications. Initial license applications and companion agreements would still require City Commission approval.

Key Changes to Section 8-55.4 include:

- Create an administrative review procedure authorizing the City Manager or designee to conduct the annual review and approval of the license application and companion agreement for eligible hotel owners or operators, after the City Commission approves the first license term, provided said license applicant qualifies for an administrative license renewal and complies with the terms and conditions outlined in section 8-55.4, except that any license revoked by the City during the immediate license term is not eligible for this administrative renewal process, but may apply for a new license before the City Commission. (Following reapproval by the City Commission, the applicant would be eligible for administrative renewals on an annual basis, subject to the exception detailed above).
- Increase the twenty-five-dollar (\$25) license application fee by five dollars (\$5) to an amount equal to thirty dollars (\$30.00) multiplied by the total number of guest rooms for each eligible license applicant's upland hotel or Breakers Avenue hotel plus an annual lump sum fee of one thousand two hundred dollars (\$1,200).

On August 27, 2025, City staff presented the proposed amendments to the Parks, Recreation, and Beaches Advisory Board (PRBAB) which received unanimous support by a vote of 8 – 0.

On November 10, 2025, City staff presented the proposed amendments to the Beach Business Improvement District (BBID). The BBID generally expressed support for the proposed amendments, noting the ongoing success of the program and indicating that the revisions appeared reasonable.

Resource Impact

There is an anticipated positive fiscal impact to the City associated with this item. The actual impact is contingent on the number of applications received.

Strategic Connections

This is a FY 2026 Commission Priority, advancing Public Spaces and Cultural 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 Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

Attachments

Exhibit 1 – Ordinance

Exhibit 2 – August 27, 2025, Parks Recreation and Beaches Board minutes

Exhibit 3 – November 10, 2025, Beach Business Improvement District Advisory Committee minutes

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