



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

#25-0323

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

FROM: Rickelle Williams, City Manager

DATE: June 3, 2025

TITLE: Motion Approving a License Application and Agreement for the Sale, Service, and Consumption of Food and Alcoholic Beverages on the Public Beach - Atlantic Hotel Group Assets, LLC for the Atlantic Hotel and Spa located at 601 North Fort Lauderdale Beach Boulevard - **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve a license application and an agreement, in substantially the forms attached, with Atlantic Hotel Group Assets, LLC, for the sale, service, and consumption of food and alcoholic beverages on the public beach directly in front of the Atlantic Hotel and Spa, located at 601 North Fort Lauderdale Beach Boulevard.

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-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.

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-year pilot period language, clarified language, and re-established 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 Atlantic Hotel Group Assets, LLC is eligible to submit a license application for the sale, service, and delivery of food and alcoholic beverages on city beaches. The application fee for the sale, service, and delivery of food and alcoholic beverages on city beaches is calculated at an amount equal to \$25 multiplied by the number of guest rooms at the applicant's upland hotel and shall be due annually on January 1st of each year. The

Atlantic Hotel and Spa currently has a total of 124 guest rooms resulting in a \$3,100 application fee.

On February 19, 2025, staff received the application package from Atlantic Hotel Group Assets, LLC for the Atlantic Hotel and Spa. Following submittal of the application by the applicant and prior to City Staff bringing forward the proposed agreement for City Commission consideration, staff completed the application review process, including confirming the documentation and property records, and requiring that the applicant provide insurance coverage documentation and the partially executed agreement.

The Atlantic Hotel and Spa was originally approved for operation in 2024; this is its first renewal. If approved, the 2025 agreement will expire on December 31, 2025.

Resource Impact

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

Revenue as of May 20, 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	\$34,625	\$3,100
			TOTAL AMOUNT ►		\$3,100

Strategic Connections

This is a FY 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, Assistant to the Director, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation