



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

**#15-0503**

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

**FROM:** Lee R. Feldman, ICMA-CM, City Manager

**DATE:** June 2, 2015

**TITLE:** Ordinance Establishing a Program to Allow Food and Non-Alcoholic  
Beverage Service on the Beach

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**Recommendation**

It is recommended that the City Commission adopt an ordinance establishing a program to allow food and non-alcoholic beverage service on the beach.

**Background**

At the April 21, 2015 City Commission Regular meeting, the City Commission adopted the first reading of an ordinance to establishing a program to provide food and non-alcoholic beverage service on the beach.

The program has been designed so that high standards of service shall be met, including at a minimum the following:

- Each permit holder shall be required to pay a \$1,000 fee for a license to use the public beach. All applicants shall be properly licensed by the applicable regulatory agency for food and beverage service delivery.
- All delivery staff employed by the permit holder shall wear uniforms and nametags indicating their name and the name of the restaurant/hotel they are representing. Uniforms shall reflect the high standard of service that is to be provided as part of this program. As such, uniforms shall consist of collared shirts and cotton/linen/poly shorts or pants. Cut-off shorts are not permitted.
- To ensure that food is delivered on a timely basis (not to exceed 45 minutes) and that no vehicles are used in the delivery of food and beverages, permit holders shall be located within 660 feet (1/8 mile) from a designated lifeguard stand. Lifeguard stands will be the landmarks from which to measure required distances. Informational signs will be provided at each stand that directs the beach goer to a web link hosted on the Beach Business Improvement District's (BID) website to view and contact food and beverage service permit holders eligible to deliver to that stand.
- All permit holders shall have consistent service hours daily and shall be open for business as long as there is a lifeguard is on duty within the areas that they are permitted to serve.

- All permit holders shall use recycled food and beverage containers that identifies where the order originated. Applicants may propose alternatives, but all containers shall be made from recycled material.
- All permit holders are responsible for clean-up of their containers and accessory items.

The program will be in effect on September 8, 2015, immediately after Labor Day. The September 8, 2015 effective date will allow sufficient time for the Beach Business Improvement District Committee (BID) and staff to inform eligible restaurants and hotels of the program, review and process applications, and ensure that every participant has sufficient time to prepare for the program.

### **Resource Impact**

There will be a positive fiscal impact with the collection of the licensing fee.

### **Strategic Connections**

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included in the Business Development Cylinder of Excellence, specifically advancing:

- Goal 7: Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, ports and rail connections.
- Objective 2: Facilitate a responsive and proactive business climate.

*This item advances the Fast Forward Fort Lauderdale Vision Plan: We Are Prosperous.*

Attachment:

Exhibit 1 – Draft Ordinance

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Prepared by: Donald Morris, AICP, Economic Reinvestment Administrator

Department Director: Jenni Morejon, Sustainable Development