



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

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

DATE: April 21, 2015

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

Recommendation

It is recommended that the City Commission approve an ordinance establishing a program to allow Fort Lauderdale Beach area hotels and restaurants to provide food and non-alcoholic beverage service on the beach.

Background

At the September 16, 2014 City Commission Conference meeting the revised proposal to provide food and non-alcoholic beverage service on the beach was presented. The proposal included making the entire beach from Fort Lauderdale Beach Park to Sunrise Boulevard one delivery zone, and allowing any restaurant and hotel to participate in the program provided that they meet the minimum standards for delivery. These minimum standards include:

- 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 MyFortLauderdaleBeach.com 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.
- 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.

Service will be allowed on the beach in front of the Sonesta Hotel and the Sunrise Lane area which is owned by the Florida Trust for Historic Preservation, Inc. and operated by the Bonnet House, Inc. but is encumbered by an easement in favor of the City for public beach purposes. However, the beach immediately in front of the Bonnet House property (owned by the Florida Trust for Historic Preservation, Inc. and operated by the Bonnet House, Inc., without any easement in favor of the City for public beach purposes) will be omitted from this program. The revised delivery zone map is provided as Exhibit 1.

Since the proposed program is new and has not been tested, staff will monitor its success and propose changes, if necessary. The consensus of the Commission was to move forward with the program, with the conditions that the proposed surcharge on each purchase be eliminated, and that the web link used to order food is abbreviated for ease of use. The new proposed web link will be MyFTLB.com, which will list each lifeguard stand with the hotels and restaurants eligible to serve that lifeguard stand zone.

Additionally, for the first year of the program, staff will monitor any impacts resulting from the program. If the volume of trash that is removed in the initial year of the program necessitates a permanent cleaning service for subsequent years, staff will recommend an additional fee to cover the cost of that service. Additionally, the BID will purchase additional trash/recycle receptacles to address any increase in volume resulting from this program.

The attached ordinance (Exhibit 2) is the first reading to establish the proposed program. Also on this agenda, is a resolution for waiver of conflicts of interest (CAM 15-0504) to allow the properties and business entities with which the BID Committee Members are employed or associated to participate in the program to provide food and beverage service on the beach.

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

- 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.

Related CAMs: #15- 0504

Attachments:

Exhibit 1 – Delivery Zone Map

Exhibit 2 – Draft Ordinance

Prepared by: Donald Morris, AICP, Economic Reinvestment Administrator

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