



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

#25-0112

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

FROM: Susan Grant, Acting City Manager

DATE: February 18, 2025

TITLE: Motion Approving a License Application and Agreement for the Sale,
Service, and Consumption of Food and Alcoholic Beverages on the Public
Beach for FLB Hotel, LLC d/b/a Conrad Fort Lauderdale Beach -
(Commission District 2)

Recommendation

Staff recommends the City Commission approve a license application and license agreement between the City of Fort Lauderdale and FLB Hotel, LLC d/b/a Conrad Fort Lauderdale Beach, 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, Conrad Fort Lauderdale Beach, located at 551 N Fort Lauderdale Beach Blvd., Fort Lauderdale, FL.

Background

On November 1, 2022, the City Commission adopted an ordinance amending the City of Fort Lauderdale Code of Ordinances, Chapter 8, Article 3 and creating a new Code Section 8-55.4, titled "Sale, Service and Consumption of Food and Alcoholic Beverages" authorizing a one-year program to allow the sale, service, and consumption of food and alcoholic beverages on the public beach by upland hotels facing A1A.

On November 21, 2023, the City Commission adopted an ordinance, amending Section 8-55.4 of the City's Code, to approve an expanded boundaries where the sale, service and consumption of food and alcoholic beverages will be permitted by the City Commission.

Pursuant to Section 8-55.4 of the Code of Ordinances of the City of Fort Lauderdale, the FLB Hotel, LLC has submitted a license application to sell, serve and deliver food and alcoholic beverages for consumption on the City beach at Conrad Fort Lauderdale Beach. The application fee for the sale, service, and delivery of food and alcoholic beverages on city beaches are calculated at an amount equal to \$25.00 times the number of guest rooms at the Applicant's upland hotel and shall be due annually on January 1st of each

year. The Conrad Fort Lauderdale Beach currently has a total of 290 Rooms. Per the Ordinance, the application fee is \$7,250.

Resource Impact

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

Revenue as of February 4, 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	\$0	\$7,250
			TOTAL AMOUNT ►		\$7,250

Strategic Connections

This is a 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, Asst. to the Director, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation