



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

#24-0285

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

FROM: Greg Chavarria, City Manager

DATE: March 19, 2024

TITLE: Motion Approving a License Application and Agreement for the Sale,
Service, and Consumption of Food and Alcoholic Beverages on the Public
Beach for DiamondRock FL Tenant, LLC d/b/a The Westin Beach Resort
and Spa - **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve a license application and license agreement between the City of Fort Lauderdale and DiamondRock FL Tenant, LLC, 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, The Westin Beach Resort and Spa, located at 321 N Fort Lauderdale Beach Blvd, Fort Lauderdale.

Background

On November 1, 2022, the City Commission adopted an ordinance (2nd reading) authorizing 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 A1A.

On November 21, 2023, the City Commission adopted an ordinance (2nd reading) amending the City of Fort Lauderdale Code of Ordinances, Chapter 8, Article 3 and created a new Code 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 DiamondRock FL Tenant, LLC has submitted a license application to sell, serve and deliver food and alcoholic beverages for consumption on the City beach at The Westin Beach Resort and Spa. 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 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 433 Rooms. Per the Ordinance, the application fee is calculated at total sum of \$10,825.

Resource Impact

Revenue related to this agreement will be included in the FY 2023 operating budget in the account listed below:

Revenue as of February 27, 2024					
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	\$0	\$3,100	\$10,825
				TOTAL AMOUNT ►	\$10,825

Strategic Connections

This item is a 2024 Commission Priority, advancing the Public Places initiative.

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, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation