



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

#25-0100

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

FROM: Susan Grant, Acting City Manager

DATE: February 4, 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 Rahn Bahia Mar, LLC d/b/a Bahia Mar Beach Resort -
(Commission District 2)

Recommendation

Staff recommends the City Commission approve a license application and license agreement between the City of Fort Lauderdale and Rahn Bahia Mar, LLC d/b/a Bahia Mar Beach Resort, 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, Bahia Mar Beach Resort, located at 801 Seabreeze Blvd, Fort Lauderdale, FL.

Background

On November 21, 2023, the City Commission adopted an ordinance (2nd reading) (CAM 23-1110) authorizing the Sale, Service, and Consumption of Food and Alcoholic Beverages on the public beach by upland hotels located along State Road A-1-A, upon the approval of a license application and temporary license agreement by the City Commission and subject to certain terms and conditions outlined therein.

Pursuant to Section 8-55.4, of the Code of Ordinances of the City of Fort Lauderdale, Rahn Bahia Mar, LLC, is the operator of the Bahia Mar Beach Resort and the Lessee of the real property owned by the City of Fort Lauderdale ("City" or "Lessor") known as "Bahia Mar" subject to the restrictive covenants, terms and conditions outlined in that certain Master Lease Agreement between the City and Applicant with an effective date of April 13, 2022, submitted a license application to sell, serve and deliver food and alcoholic beverages for consumption on the City 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 Bahia Mar Beach Resort currently has a total of 296 guest rooms. Per the Ordinance, the application fee is \$7,400.

Resource Impact

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

Revenue as of January 21, 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	\$7,400
				TOTAL AMOUNT ►	\$7,400

Strategic Connections

This is a 2025 Commission Priority, advancing Public Spaces and Community initiatives.

This item supports the *Press Play Fort Lauderdale 2025* 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 – 2025 License Agreement

Prepared by: Carolyn Bean, Asst. to the Director, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation