



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

**#22-0686**

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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** July 5, 2022

**TITLE:** Discussion of Food and Beverage Service on the Beach - **(Commission District 2)**

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Staff is seeking direction from the City Commission to create legislation amending certain sections of the Code and implementing a policy that allows hotels across the street from the public beach to provide food and beverage service to their guests as well as members of the public. In recent months, City staff has been working with the hoteliers along Fort Lauderdale Beach Blvd to develop an elevated service level for their hotel guests and the public. The goal is to develop a program that assists beachfront hotels which continue to struggle to compete with other hotels in Florida and other beach communities that offer beach-side food and beverage service to their guests.

In 2015, the City Commission adopted an ordinance establishing a program to allow food and non-alcoholic beverage service on the beach. It provided for vendors to obtain permits to use the beach and sell food and beverage to customers on the beach. There was little to no participation in the program, effectively leaving no food and beverage service on the beach.

The program now proposed should better meet the high standards of service requested by hotel guests and the public:

- Upland property hotels can obtain permits from the city to use the public beach directly in front of their property to sell and serve their food and beverages (including alcohol) to customers sitting on the City- concessionaire provided chairs.
- All applicants for a permit shall be properly licensed by the applicable regulatory agency for food and beverage service delivery.
- Non-hotel guests may order and consume the food and beverage provided by the hotel, provided they are sitting in a City-concessionaire provided chair.

**Strategic Connections**

This item is a *2022 Commission Priority*, advancing the Economic Diversification initiative.

This item supports the *Press Play Fort Lauderdale 2024* Strategic Plan, specifically

advancing:

- The Business Development Focus Area
- Goal 5: Build an attractive global and local economic community marketplace

This item advances the *Fast Forward Fort Lauderdale 2035* Vision Plan: We Are Prosperous.

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Charter Officer: Chris Lagerbloom, ICMA-CM, City Manager