



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#22-0926

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

FROM: Greg Chavarria, City Manager

DATE: October 3, 2022

TITLE: Second Reading – Ordinance Amending the City of Fort Lauderdale Code of Ordinances Section 8-55.2, titled “Franchises”, to Allow One (1) Option to Extend Concession Franchises for an Additional Term Not to Exceed Five (5) Years - (**Commission District 2**)

Recommendation

Staff recommends the City Commission consider an ordinance amending Section 8-55.2 of the City’s Code of Ordinances, titled “Franchises,” to allow one (1) option to extend concession franchises for an additional term not to exceed five (5) years with City Commission approval and written consent of the franchisee.

Background

To provide proposers with a greater period to make a return on their respective initial investments associated with capital costs, the following revision to franchises associated with the rental of beach cabanas, umbrellas, chairs, windbreakers, dugouts, and rafts.

Staff is proposing an amendment to sub-section 8-55.2(a) of the City’s Code of Ordinances to include the following language:

A franchise granted under this section may be extended for one (1) additional term not to exceed five (5) years with city commission approval and written consent of the franchisee.

The proposed regulations are attached as Exhibit 1.

Resource Impact

There is no fiscal impact associated with this action.

Strategic Connections

This item is a 2022 Top Commission Priority, advancing the Parks and Public Places initiative.

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

- The Public Places Focus Area
- Goal 3: Build a healthy and engaging community
- Objective: Improve access and enjoyment of our beach, waterways, parks and open spaces for everyone

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
- Parks, Recreation & Open Spaces Element
- Goal 2: Be a community with high quality parks and recreational facilities that highlight the character of the City

Attachment

Exhibit 1 – Ordinance

Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Phil Thornburg, Parks and Recreation