



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

**#23-0110**

---

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

**FROM:** Greg Chavarria, City Manager

**DATE:** January 24, 2023

**TITLE:** **REVISED CM-7** - Motion Approving a License and an Agreement for the  
Sale, Service, and Consumption of Food and Alcoholic Beverages on the  
Public Beach for the Capri Hotel LLC d/b/a W Fort Lauderdale -  
(Commission District 2)

---

**Recommendation**

Staff recommends the City Commission approve a motion to issue a license to allow for the sale, service, and consumption of food and alcoholic beverages on the public beach directly in front on the W Fort Lauderdale, located at 401 N Fort Lauderdale Beach Blvd.

**Background**

On November 1, 2022, the City Commission adopted an ordinance (2<sup>nd</sup> 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.

Pursuant to Section 8-55.4, of the Code of Ordinances of the City of Fort Lauderdale, the Hilton Fort Lauderdale Beach Resort has submitted the license application for the sale, service and delivery of food and alcoholic beverages on city beaches by upland hotels. 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 Applicants upland hotel and shall be due annually on January 1<sup>st</sup> of each year. The W Fort Lauderdale currently has ~~547~~ **519** Rooms. Per the Ordinance, the application fee is ~~\$42,925~~ **12,975**.

**Resource Impact**

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

Revenue as of January 12, 2022					
ACCOUNT NUMBER	COST CENTER NAME (Program)	ACCOUNT/ACTIVITY NAME	AMENDED BUDGET	AMOUNT RECEIVED	AMOUNT
10-001-6001-572-329-501	Parks & Rec Administrative Support	Beach Food and Beverage Service Permit	\$249,000	\$26,961	\$12,925 <u>\$12,975</u>
				TOTAL AMOUNT ►	\$12,925 <u>\$12,975</u>

### **Strategic Connections**

This item is a 2022 Commission Priority, advancing the 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 to 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
- 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: Phil Thornburg, Parks and Recreation