



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

#25-0467

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

FROM: Rickelle Williams, City Manager

DATE: May 20, 2025

TITLE: Motion Approving a License Application and an Agreement for the Sale,
Service, and Consumption of Food and Alcoholic Beverages on the Public
Beach – Jefast Pelican Grand I, LLC for The Pelican Grand Beach Resort
located at 2000 North Ocean Boulevard - **(Commission District 2)**

Recommendation

Staff recommends the City Commission approve a license application and an agreement, in substantially the forms attached, with Jefast Pelican Grand I, LLC for the sale, service, and consumption of food and alcoholic beverages on the public beach directly in front of The Pelican Grand Beach Resort located at 2000 North Ocean Boulevard.

Background

On November 1, 2022, the City Commission adopted Ordinance No. C-22-49 amending Chapter 8, Article III, of the Code of Ordinances of the City of Fort Lauderdale, Florida to create Section 8-55.4 titled "Sale, Service, and Consumption of Food and Alcoholic Beverages" for 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 State Road A1A.

On November 21, 2023, the City Commission adopted Ordinance No. C-23-43 amending the City of Fort Lauderdale Code of Ordinances, Chapter 8, Article III to remove the one-year pilot period language, clarified language, and re-established 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 Jefast Pelican Grand I, LLC, as owner or operator of the Pelican Grand Beach Resort, is eligible to submit a license application for the sale, service and delivery of food and alcoholic beverages on city beaches. The application fee for the sale, service, and delivery of food and alcoholic beverages on city beaches is calculated at an amount equal to \$25.00 multiplied by the number of guest rooms at the applicant's upland hotel and shall be due annually on January 1st of each year. The Pelican Grand Beach Resort currently has 157 guest rooms resulting in a \$3,925 application fee.

On March 13, 2025, City staff received the application package from Jefast Pelican Grand I, LLC for the Pelican Grand Beach Resort. Following the submittal of the application by the applicant and prior to City staff bringing forward the proposed agreement for City Commission consideration, staff completed the application review process, including confirming the documents and property records, requiring that the applicant provide insurance coverage documents and the partially executed agreement.

The Pelican Grand Beach Resort was originally approved for operation in 2024; this is its first renewal request. If approved, the 2025 agreement will expire on December 31, 2025.

Resource Impact

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

Revenue as of April 9, 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	\$42,025	\$3,925
				TOTAL AMOUNT ►	\$3,925

Strategic Connections

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

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 Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

Attachments

Exhibit 1 – Application Package

Exhibit 2 – License Agreement

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

Department Director: Carl Williams, Parks and Recreation