



PARKS AND RECREATION DEPARTMENT BEACH FOOD AND ALCOHOLIC BEVERAGES APPLICATION

PRD.BFABA

LICENSE APPLICATION FOR THE SALE, SERVICE, AND DELIVERY OF FOOD AND ALCOHOLIC BEVERAGES ON CITY BEACHES BY UPLAND HOTELS

PROCESS: Pursuant to Section 8-55.4, of the City's Code of Ordinances, the Parks and Recreation Department will review all applications from upland hotels for a license to sell, serve, and deliver food and alcoholic beverages on City beaches. Applicants will be notified via e-mail, if application does not meet the submittal requirements and if changes or additional information is required. Completed applications should be provided to the Parks and Recreation Department no later than November 1 in order to allow time to process the application for approval prior to January 1.

An application for a license to sell, serve, and deliver food and alcoholic beverages on the Public Beach for consumption by an upland hotel guest or any person who rents a beach chair from a city-approved beach concessionaire shall be submitted to the city's Parks and Recreation Department by email to cbean@fortlauderdale.gov on forms provided by the department and shall be subject to the minimum requirements set by the department. The Parks and Recreation Department is responsible for the processing and administration of license applications.

FEES: All application fees for the sale, service, and delivery of food and alcoholic beverages on city beaches are calculated at an amount equal to Twenty-Five Dollars (\$25) times the total number of guest rooms at Applicant's upland hotel and shall be due annually on January first of each year, and may be amended from time to time by the City Commission. In addition to the application fee, any additional costs incurred by the City shall be paid by the applicant. Any additional costs, which are unknown at the time of application, are later incurred by the City, shall be paid by the applicant prior to the issuance of the license.

LICENSE FEE: NUMBER OF HOTEL GUEST ROOMS X \$25.00

INSTRUCTIONS: The following information is required pursuant to Section 8-55.4 of the City's Code. The application must be filled out accurately and completely. Please print or type and answer all questions. Indicate N/A if does not apply.

SALE, SERVICE, AND DELIVERY OF FOOD AND ALCOHOLIC BEVERAGES ON CITY BEACHES APPLICATION		
OWNERSHIP / OPERATOR INFORMATION		
PROPERTY OWNER / OPERATOR	Jefast Pelican Grand LLC, I / Cassandra Jerlsbogen	
PROPERTY OWNER SIGNATURE		
Address, City, State, Zip	Carl Krooks gata 25 C, 252 18 Helsingborg, SWEDEN	
Phone Number / E-mail Address	(464) 236-1201	tpieri@pelicanbeach.com
PROOF OF OWNERSHIP	Tax Record	AGENT AUTHORIZATION Not Applicable
APPLICANT / AGENT'S NAME	Thomas J Pierri	
APPLICANT / AGENT'S SIGNATURE		
Address, City, State, Zip	2000 N Ocean Blvd, Fort Lauderdale, FL 33305	
Phone Number / E-mail Address	(954) 556-7575	tpieri@pelicanbeach.com
BUSINESS / HOTEL INFORMATION		
BUSINESS / HOTEL NAME	Pelican Grand Beach Resort	
BUSINESS / HOTEL ADDRESS	2000 N Ocean Blvd, Fort Lauderdale, FL 33305	
NUMBER OF HOTEL GUEST ROOMS	157	MULTIPLY X \$25 \$ 3,925
		LICENSE FEE

☐ **SUBMITTAL REQUIREMENTS:**


- ☐ **APPLICATION PACKAGE** consisting of the application above and following operational plan set and supporting documentation uploaded to the City of Fort Lauderdale's application webpage.

☐ **OPERATIONAL PLAN SET:**

- ☒ **SITE PLAN** depicting a layout of the hotel's property boundary lines and lines representing the extension of side boundary lines east into the Public Beach representing the proposed location for food and any beverage service on the Public Beach, a detailed description and design of a temporary beachfront structure, if any, including the material to be used for the structure. Any temporary beachfront structure plans shall satisfy all applicable permitting requirements of the City Code and shall be reviewed and processed by the City's Development Services Department.
- ☒ **TRAFFIC CONTROL PLAN** with safety guidelines for service providers and hotel guests expected to cross State Road A1A or any other right-of-way in order to access the Public Beach to ensure no undue interference with the passage of the public on State Road A1A. The traffic control plan and personnel necessary to implement said plan shall be furnished at the sole cost and expense of each licensee.
- ☒ **PLAN FOR THE CONTINUOUS CLEANUP** and deposit of all trash and debris in proper receptacles in compliance with sanitary facilities and any safety inspection requirements, as deemed necessary by the Fire-Rescue, Parks and Recreation Department, and Development Services Department;

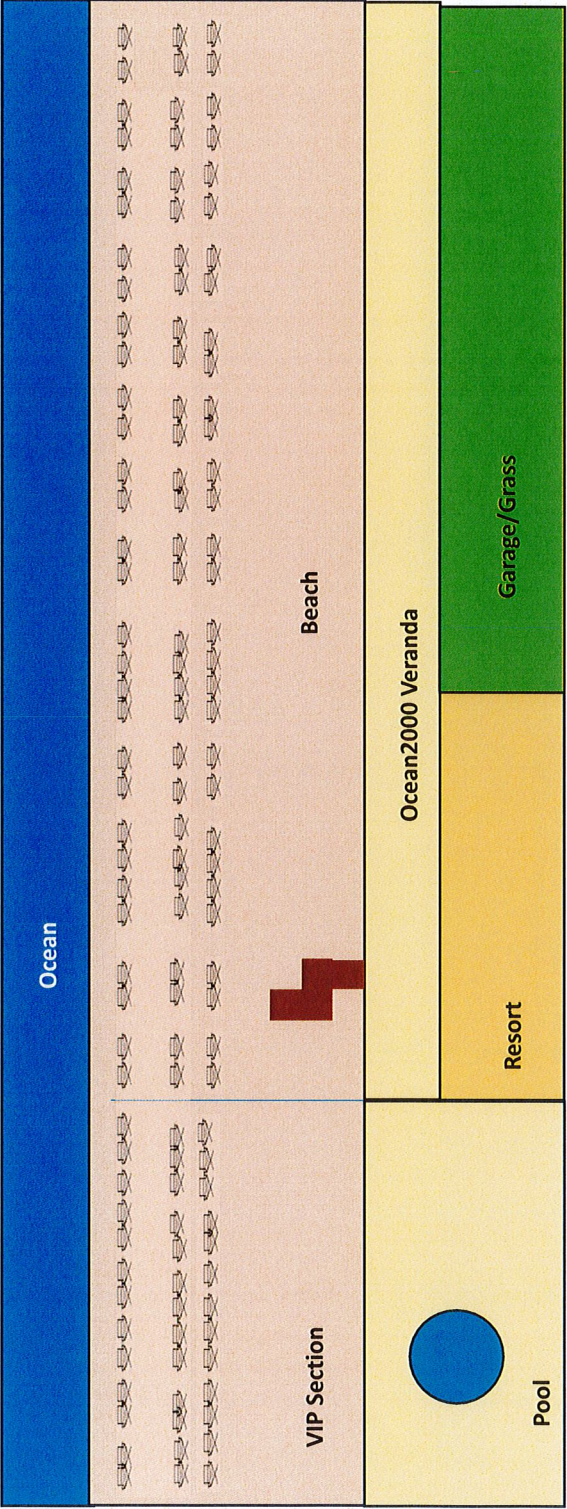
☐ **SUPPORTING DOCUMENTATION:**

- ☒ **APPLICATION** completed (all pages filled out as applicable)
- ☒ **PROOF OF OWNERSHIP** (warranty deed or tax record), including corporation documents if applicable
- ☐ **PROPERTY OWNERS SIGNATURE** and/or Agent Authorization Letter Signed by Property Owner
- ☒ **CODE OF ORDINANCE NARRATIVES** providing point-by-point responses, on upland hotel's letterhead, dated, and signed by the upland hotel's owner/operator or authorized agent, referencing all applicable sections of the Code and indicating how the submittal complies with the criteria.
- o Food and/or beverages to be served, sold or delivered
 - o Policy to ensure that hotel guests and other customers consuming alcoholic beverages and all employees serving or otherwise handling alcoholic beverages are 21 years of age or older
 - o Policy to ensure service providers wear uniforms and name tags that identify the upland hotel as the employer, as more specifically set forth in the license application
 - o Describe the Mobile Point-of-Sale (POS) system that will be used and is compatible with other credit card processing software and necessary electronic equipment to facilitate and manage the food and beverage sale transactions to customers sitting in a city-approved beach concessionaire chair
 - o Statement of Commitment to the exclusive use of recyclable or reusable food and beverage containers, cutlery, and condiment packaging, that all clearly identify the upland hotel as the service provider
 - o Applicant's Hours of Operation on the Public Beach shall be limited to seven (7) days per week, between the hours of 10:00 a.m. through 6:00 p.m. for the months of October, November, December, January, February, March, April and May, and between the hours of 10:00 a.m. through 7:00 p.m. for the months of June, July, August, and September. Any change or deviation to these operating hours requires prior City Commission approval
 - o Statement of Compliance with all applicable federal, state and local laws.
- ☒ **FOOD SERVICE LICENSE** that is current and active with the State of Florida.
- ☒ **LIQUOR LICENSE** that is current and active with the State of Florida.


APPLICANT AFFIDAVIT		STAFF INTAKE REVIEW	
I acknowledge that the Required Documentation and Technical Specifications of the application are met.		For Staff use only:	
PRINT NAME:	Thomas J Pierri	LICENSE NUMBER:	
SIGNATURE:		REVIEWED BY:	
DATE:	2.9.24	DATE:	



- Pelican Grand Beach Resort Boundary lines
- Lines representing the extension of the side boundaries east into the public beach representing the location for the food and beverage service on the public beach
- Service providers enter and exit into the location from the building.



100% occupancy – 40 VIP set ups 90 regular set ups

 = chairs



City of Fort Lauderdale
Parks and Recreation Department
Beach Food and Alcoholic Beverage Division
701 S Andrews Ave.
Fort Lauderdale, FL 33316

RE: Pelican Grand Beach Resort, 2000 N Ocean Blvd.

Dear Sirs and Madams,

We are the owners of Jefast Pelican Grand I, LLC dba Pelican Grand Beach Resort, located at the address referenced above. A Copy of our warranty deed is attached for your convenience.

By this letter, we do hereby authorize Mr. Thomas (TJ) Pierri, General Manager of the Pelican Grand Beach Resort, to represent Jefast Pelican Grand I, LLC on all matters related to our attached license application for the Sale, Service and Delivery of Food and Alcoholic Beverages on the City Beaches by Upland Hotels. A copy of our signed application is attached.

Should you have any questions or require anything further, please let us or Mr. Pierri know at your earliest convenience. My direct telephone number is, +46 42 36 12 01, and Mr. Pierri's telephone number is 954.556.7575. Mr. Pierri's email is tpierri@pelicanbeach.com.

Sincerely,

Cassandra Jertshagen
Jefast Pelican Grand I, LLC

By: Cassandra Jertshagen

Title: CEO

Cc: TJ Pierri



February 3, 2024

Parks & Recreation Department
Carolyn Bean
Assistant to Director and Special Events
cbean@fortlauderdale.gov
954.828.5348

RE: Beach Food & Alcoholic Beverages Application
Code of Ordinance Narrative

Dear Carolyn,

Please see the below Code of Ordinance Narrative as it relates to our application for Beach Food & Alcohol Service. Should you have any questions regarding this Narrative, or the application, please let us know.

Food & Beverage to be Served, Sold or Delivered -

The Food and Beverage that will be served to the guests of the Pelican Grand Beach Resort will be the items that are listed on the attached menus. In addition to this, other items such as water, soda, iced tea and lemonade will be included. As it pertains to items that contain alcohol, guests may order traditional mixed drinks if they wish, such as gin and tonic, rum and coke, vodka and soda. At no time will we be offering any alcohol served straight up in shot format. This service policy has been in place for the restaurant and lounge since opening the establishment. It is part of our responsible vending commitment.

Policy for Team Member & Patron are Appropriate Age -

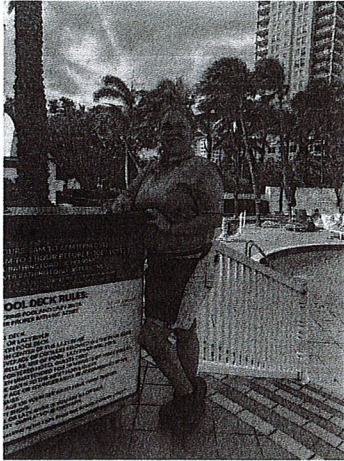
Being a responsible vender is extremely important to the Pelican Grand. As a responsible vendor, this starts with ensuring that all team members who are service alcohol to patrons are of appropriate age to serve alcohol. Verification of their identity is completed upon their initial hiring, and verified through E-Verify. Additionally, all Team Members in a service role are required to RCS Training (<https://rcstraining.com/>). This is a certification that we require to have been completed prior to starting their first day of employment. To ensure all Team Members are up to date on new regulations and policies related to alcohol service, we sponsor and host an annual training for all servers and bartends here on site with a certified instructor for the program. Documents of completion for the course for all servers and bartenders are kept on site in both their employee file and with the F&B Manager.

Policy to ensure Proper Uniform is Worn -

During New Hire Orientation, all Team Members are given a copy of the Employee Handbook as well as it is reviewed at that time. In the section regarding grooming standards, it states that uniform expectations. It states that uniforms that are issued will be clean, free of wear and tear, and worn properly for all scheduled shifts. Additionally, for all Food & Beverage Team Members, we have a Uniform Pin that is worn versus a name tag due to company branding. This allows for the Team Members to verbally introduce themselves. Each Team Member signs a memo stating they received their handbook and understand all expectations. Before a Team Member starting their shift, they participate in a Pre-Shift meeting. This meeting covers important daily information related to operations, and ongoing information related to the resort. During this time, the manager ensures that all Team Members are in proper uniform. For this role of Beach Server, the Team Member's uniform will be a pair of Navy Blue Shorts, Light Blue Polo shirt with the Pelican Grand Beach Resort Logo, Navy Blue Apron and a Navy Blue hat



for sun protection. Team Members in this role will also be allowed to wear sunglasses. Both Sunscreen and Bug Spray are provided to the Team Members complimentary.



Mobile Point of Sale –

The current point of sale is Micros. For the 2024 year, our partner company, Noble House Hotels & Resorts, will continue with this POS and utilize a Tablet Version that Micros offers to be able to take orders at the beach. Our current credit card processor is SHIFT4. At this time, the Pelican Grand Beach Resort is a cashless resort. For this initiative, we will be offering the amenity of serving food and alcohol on the beach with the payment process of Room Charge only. Registered Guests of the resort will be able to charge their food and beverages back to their room, and settle all their charges from their visit upon departure.

Sustainability Commitment –

The Pelican Grand Beach Resort and Noble House Hotels are committed to ensuring we “Pay It Forward”! This is our motto in making efforts to embrace sustainability and make sure we make things better for those who come after us. Please see attached our Sustainability Commitment. As it pertains to the food and alcohol service, we will be using reusable containers for the food, and recyclable cutlery and beverage containers. We have listed them below.

Item	Product	Vendor	Link
Food Containers	Bamboo Steamer	Helen's Asian Kitchen	https://helensasiankitchen.com/products.html
Cutlery	Agave Cutlery Individuals	ReRoute Americas	https://rerouteamericas.com/
Beverage Containers	PET 12oz cup	ReRoute Americas	https://rerouteamericas.com/
Straws	7.75" Unwrapped Straw	Phade	https://www.phadeproducts.com/

ONLINE SERVICES

[Apply for a License](#)

[Verify a Licensee](#)

[View Food & Lodging Inspections](#)

[File a Complaint](#)

[Continuing Education Course Search](#)

[View Application Status](#)

[Find Exam Information](#)

[Unlicensed Activity Search](#)

[AB&T Delinquent Invoice & Activity List Search](#)

LICENSEE DETAILS

11:11:28 AM 12/18/2023

Licensee Information

Name:	JEFAST PELICAN GRAND I LLC (Primary Name) PELICAN GRAND BEACH RESORT/OCEAN2000 LOUNGE/OCEAN2000 RESTAURANT (DBA Name)
Main Address:	2000 NORTH OCEAN BOULEVARD FORT LAUDERDALE Florida 33305
County:	BROWARD
License Location:	2000 NORTH OCEAN BOULEVARD FORT LAUDERDALE FL 33305
County:	BROWARD

License Information

License Type:	Retail Beverage
Rank:	4COP
License Number:	BEV1617399
Status:	Current,Active
Licensure Date:	01/13/2012
Expires:	03/31/2024

Special Qualifications

Qualification Effective

Invoice Sent	01/31/2012
Dual Beverage and Tobacco License	01/13/2012
Hotel/Motel - COP & Package	01/13/2012
Over the Counter	01/13/2012

This instrument prepared by (and after recording, return to):

Susan K. Robin, Esq.
Akerman LLP
201 East Las Olas Blvd., Suite 1800
Fort Lauderdale, FL 33301

Property Appraiser's Identification No.:
See attached Tax ID Schedule

TRUSTEE'S SPECIAL WARRANTY DEED

This Trustee's Special Warranty Deed is made as of the 15th day of March, 2024, between **JEFast PELICAN GRAND I LLC, a Florida limited liability company**, as Termination Trustee under the Plan of Termination of Pelican Grand Beach Resort, a Hotel Condominium, recorded on November 16, 2023 as Instrument # 119234045 the Public Records of Broward County, Florida, and supplemented by that certain Termination Certificate recorded on even date herewith in the Public Records of Broward County, Florida (collectively, the "**Plan of Termination**"), whose post office address is 2000 North Ocean Boulevard, Fort Lauderdale, Florida 33305 ("**grantor**"), and **JEFast PELICAN GRAND I LLC, a Florida limited liability company**, whose post office address is 2000 North Ocean Boulevard, Fort Lauderdale, Florida 33305 ("**grantee**");

WITNESSETH

GRANTOR, for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, by these presents does grant, bargain, sell, alien, remise convey and confirm unto grantee, its successors and assigns forever, the land lying and being in Broward County, Florida, more particularly described as:
SEE EXHIBIT "A" ATTACHED HERETO

***Note to Recorder:** This deed is partially exempt from documentary stamp tax pursuant to Rule 12B-4.013(28)(e), F.A.C., because it is a deed from a trustee conveying real property to a beneficiary having a beneficial ownership interest in the trust property equal to 99.0338% ("Grantee's Beneficial Interest") and there is no consideration for the transfer to Grantee of Grantee's Beneficial Interest. Documentary stamp tax in the amount of \$6,755.00 is being paid on the deed with respect to the consideration paid by Grantee to or for the account of the other beneficiaries having the remaining beneficial ownership interests in the trust property equal to 0.9662%.*

TOGETHER WITH all the improvements thereon and appurtenances thereto.

TO HAVE AND TO HOLD the same in fee simple forever.

SUBJECT TO: (i) taxes and assessments for calendar year 2024 and all subsequent years not yet due and payable; (ii) zoning ordinances, restrictions, prohibitions and other requirements imposed by governmental authority; (iii) covenants, conditions, restrictions, reservations, limitations and easements of record (excluding those pertaining to the condominium terminated by the Plan of Termination), without re-imposing any of same; and (iv) that certain first priority Consolidated, Amended and Restated Mortgage, Assignment of Leases and Rents and Security Agreement executed by Jfast Pelican Grand I LLC, originally in favor of PFP Holding Company V, LLC, a Delaware limited liability company, recorded February 13, 2018, as Instrument Number 114888478, as modified of record and subsequently assigned to American National Insurance Company, a Texas insurance company, by that certain Assignment of Mortgage and Other Loan Documents recorded November 18, 2022, as Instrument Number 118525254, and as amended and restated by that certain Amended and Restated Mortgage, Assignment of Rents, Security Agreement, Financing Statement and Fixture Filing, recorded November 18, 2022, as Instrument Number 118525255, as modified of record (as same may be amended and assigned from time to time, the "**Mortgage**"), grantor hereby ratifying and confirming the continued first priority lien of said Mortgage.

SUBJECT TO the matters described above, grantor specially warrants the title to said property and will defend the same against the lawful claims of all persons claiming by, through or under Grantor, but against none other.

[Remainder of Page Intentionally Left Blank]

EXHIBIT A

Lots 8, 9, 10, 11, 12, 13, 14 and 15, inclusive, Block 19, LAUDERDALE BEACH, according to the Plat thereof, as recorded in Plat Book 4, at Page 2, of the Public Records of Broward County, Florida.



Traffic Control Plan

- The Pelican Grand Beach Resort is located on North Ocean Blvd.
- Since the Pelican Grand Beach Resort is located directly on the beach, the team members will not need to cross any public streets to be able to serve Food and Beverages to the patrons of the Pelican Grand.
- Food and Beverage offerings will be from the main kitchen. All menu items will be curated based on their ability to travel well, and ease of consumption on the beach. Hot and cold items will be offered.
- Any beverages containing alcohol will come from Q2K Lounge which is located at the north end of the building. Both the main kitchen and the bar are easily accessible to obtain ordered items.
- Tablets will be used on the beach to take orders, as well as mobile ordering in the future. There will be a server station located at the top of the beach stairs on the veranda for the beach servers to utilize additional items to properly service the guests.

A handwritten signature in black ink, appearing to read "TJ Pierri", is positioned above the printed name.

TJ Pierri
General Manager
Pelican Grand Beach Resort



February 3, 2024

Parks & Recreation Department
Carolyn Bean
Assistant to Director and Special Events
cbean@fortlauderdale.gov
954.828.5348

RE: Pelican Grand Continuous Clean Up Plan

Dear Carolyn,

Please see the below Continuous Clean Up Plan as it relates to our application for Beach Food & Alcohol Service. Should you have any questions regarding this Narrative, or the application, please let us know.

Purpose: To establish a continuous cleanup plan that is aligned with the city's Fire-Rescue, Parks & Recreation Department, & Development services.

Collection Schedule

- Dedicated receptacle
- Collection Schedule: A daily collection schedule with timeframes.
- Designated associates for routine patrols to monitor and collect trash.

Safety Inspections

- Schedule regular safety inspections to identify and address potential littering on the beach.
- Document inspections and promptly address any issues identified.

Education

- Conduct periodic educational campaigns to raise awareness about the importance of keeping the beach clean

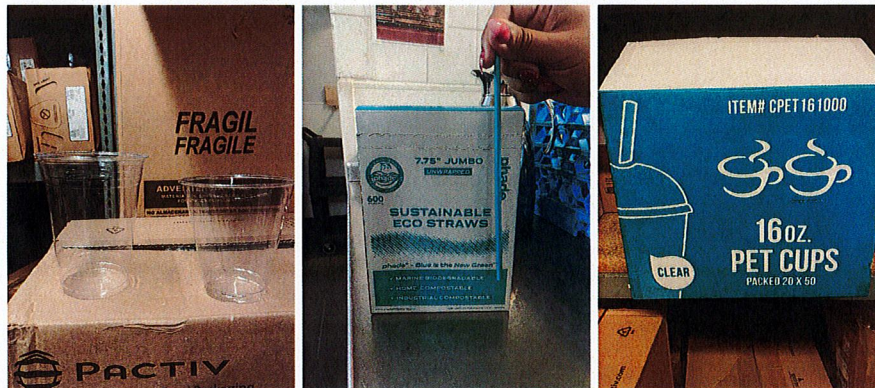
Monitoring & evaluation

- Manager on Duty (MOD) walkthrough to ensure all standards are in place and evaluate the cleanup plans effectiveness.
- Solicit feedback from guests and staff

Supplies Used

- Bamboo trays – dish washable
- Agave Cutlery – biodegradable
- PET cups – Made from recycled plastic & a recyclable material

TJ Pierri
General Manager
Pelican Grand Beach Resort

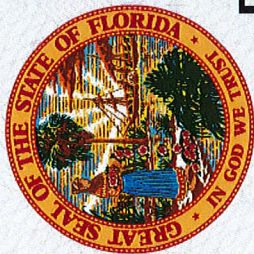


Hours of Operations –

The Pelican Grand Beach Resort will be operating in conjunction of the hours the pool chairs service year round.

Monday through Sunday (7 days/week)
10am until 6pm

TJ Pierri
General Manager
Pelican Grand Beach Resort



Ron DeSantis, Governor

Melanie S. Griffin, Secretary



STATE OF FLORIDA DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

DIVISION OF HOTELS AND RESTAURANTS

THE SEATING FOOD SERVICE (2010) HEREIN IS LICENSED UNDER THE

PROVISIONS OF CHAPTER 509, FLORIDA STATUTES

NBR. OF SEATS: 72

JEFEST PELICAN GRAND I LLC

OCEAN 2000 RESTAURANT
2000 N OCEAN BLVD
FORT LAUDERDALE FL 33305

LICENSE NUMBER: SEA1621312

EXPIRATION DATE: DECEMBER 1, 2024

Always verify licenses online at MyFloridaLicense.com

ISSUED: 12/13/2023

Do not alter this document in any form.

This is your license. It is unlawful for anyone other than the licensee to use this document.





Ron DeSantis, Governor

Melanie S. Griffin, Secretary



STATE OF FLORIDA DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

DIVISION OF HOTELS AND RESTAURANTS

THE HOTEL (2001) HEREIN IS LICENSED UNDER THE
PROVISIONS OF CHAPTER 509, FLORIDA STATUTES
NBR. OF UNITS: 156

JEFEST PELICAN GRAND I LLC

PELICAN GRAND BEACH RESORT
2000 N OCEAN BLVD
FORT LAUDERDALE FL 33305

LICENSE NUMBER: HOT1620856

EXPIRATION DATE: DECEMBER 1, 2024

Always verify licenses online at MyFloridaLicense.com

ISSUED: 12/13/2023

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This is your license. It is unlawful for anyone other than the licensee to use this document.

