



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

**#24-0387**

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

**FROM:** Greg Chavarria, City Manager

**DATE:** May 7, 2024

**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  
- **(Commission District 2)**

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**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 on The Pelican Grand Beach Resort located at 2000 N Ocean 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.

On November 21, 2023, the City Commission adopted an ordinance (2<sup>nd</sup> reading) amending the City of Fort Lauderdale Code of Ordinances, Chapter 8, Article 3 and created a new Code 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, submitted 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 are calculated at an amount equal to \$25.00 times the number of guest rooms at the Applicant’s upland hotel and shall be due annually on January 1<sup>st</sup> of each year. The Pelican Grand Beach Resort currently has 157 Rooms. Per the Ordinance, the application fee is \$3,925.

**Resource Impact**

Revenue related to this agreement will be included in the FY 2024 operating budget in the account listed below:

<b>Revenue as of April 9, 2024</b>					
<b>ACCOUNT NUMBER</b>	<b>COST CENTER NAME (Program)</b>	<b>ACCOUNT/ACTIVITY NAME</b>	<b>AMENDED BUDGET</b>	<b>AMOUNT RECEIVED</b>	<b>AMOUNT</b>
10-001-6001-572-329-501	Parks & Rec Administrative Support	Other Fees & Permits/Beach Food and Beverage Service Permit	\$0	\$10,500	\$3,925
				<b>TOTAL AMOUNT ►</b>	<b>\$3,925</b>

**Strategic Connections**

This item is a 2024 Commission Priority, advancing the Public Places initiative.

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 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

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Prepared by: Carolyn Bean, Parks and Recreation

Department Director: Carl Williams, Parks and Recreation