



SMALL TOWN, BIG BEACH

COUNCIL AGENDA SUMMARY

TO: Mayor Craft and Members of the City Council

FROM: Teresa Daugherty, Revenue Supervisor

SUBJECT: 2026 Taxi Franchise Request

DATE: January 20, 2026

ISSUE: In accordance with Gulf Shores Code of Ordinances, Chapter 22-26, Jonathan Hall and Lana Pennington, Jola Transportation LLC dba A Wave We Go is requesting a taxi franchise. They have met the requirements of the City Taxi Ordinance.

RECOMMENDATIONS: Grant taxi franchise request for Jola Transportation LLC.

BACKGROUND: Jola Transportation LLC dba A Wave We Go owners Jonathan Hall and Lana Pennington currently operate a Shuttle/Party Bus service in Orange Beach, AL. They would like to expand this service into Gulf Shores. They plan to operate a 2007 E450SD E450 Econline Commercial Van.

PREVIOUS COUNCIL ACTION: None

BUDGET IMPLICATIONS: Each franchisee pays a one-time \$250 application fee and is required to maintain a business license. Annual business license fees are based on gross receipts and license fees start at \$135. In subsequent years, each franchisee will pay a \$200 franchise fee annually. Individual drivers also pay an annual permitting fee; \$25 for new and \$10 for renewal.

RELATED ISSUES: None

ATTACHMENTS: None

DEPARTMENT: Financial Services

STAFF CONTACT: Teresa Daugherty, Revenue Supervisor