



CITY COUNCIL AGENDA ITEM

SUBJECT: 2026 Taxi Franchise Request

STAFF CONTACT: Teresa Daugherty, Revenue Supervisor

COUNCIL MEETING CYCLE: February 16, 2026

RECOMMENDED COUNCIL ACTION:

Grant taxi franchise request for Julies Beachside Services LLC.

BACKGROUND/SUMMARY:

- Julies Beachside Services is located at 1103 Wyld Palms Dr. in Foley, AL.
- Julie Goens, owner of Julies Beachside Services, wants to operate a taxi service in the City of Gulf Shores.
- Julie will be driving a 2024 Subaru Outback.
- Julie has applied for a City of Gulf Shores Business License.
- Julie had an ASE certified inspection on her vehicle.
- We have a current certificate of insurance on file, naming the City of Gulf Shores as an additional insured and policy limits meet requirements as per the Gulf Shores Code of Ordinances Sec. 22-22.
- She is working on obtaining her Operator's Permit with the City of Gulf Shores Police Department.
- Recommend taxi franchise request for Julies Beachside Services LLC as residents of the city benefit from having taxi services available to them.

RELATED ISSUES:

None



SMALL TOWN, BIG BEACH™

PREVIOUS COUNCIL ACTIONS:

Similar taxi franchise applications have been approved by council in accordance with Gulf Shores Code of Ordinances, Chapter 22-26.

FINANCIAL IMPACT:

Each potential franchisee pays a \$250 non-refundable application fee; upon approval a \$200 franchise fee is due along with a business license fee of \$135.00. Annual business license fees are based on gross receipts; license fees start at \$135. Individual drivers also pay an annual permitting fee; \$25 for new and \$10 for renewal.

KEY DATES:

N/A

ATTACHMENTS:

None