



Guide to Special Events Booking & Policies

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Updated: August 4, 2021

Section 1 - Introduction and Background

Welcome! The purpose of this document is to provide all the steps and requirements to hold a successful event within any common area on the St. Pete Pier. This document does not apply to tenant leased space. i.e. Doc Fords, Teak.

St. Pete Pier - Programmable Spaces Map

The St. Pete Pier is owned by the City of St. Pete. The property encompasses 26 acres. **Exhibit A** details the programmable spaces. The capacities shown will need to be reduced to accommodate set up and equipment as applicable. Additionally, governmental regulations, i.e. COVID-19, will also affect capacities.

Colliers International Tampa Bay - Operations Team

The St. Pete Pier is operated by Colliers International. The management team is located on-site.

Phone Number: 727-822-7437

Juniper Duffin, Senior Property Manager
Tyler Spencer, Assistant Property Manager
Todd Beatty, Chief Engineer
TJ Hill, Building Engineer
Logan Carey, Maintenance Technician

Pier Events, LLC- Event Manager

In partnership with Colliers International, Pier Events, LLC is the official event programming company for the St. Pete Pier. Pier Events, LLC is your **primary point of contact** to hold your events on the St. Pete Pier.

Name: Ferdian Jap
Phone: 727-452-6984
Email: ferdianj@gmail.com

Section 2 - Event Definitions

Event Types

A special event is defined as any pre-planned event, whether publicly or privately sponsored and expected to draw 50 or more people at any one time, whether as participants or spectators. If you are planning an event that has less than 50 people, no application or permit is required. For events held in a tenant leased space you must contact the tenant directly to schedule an event.

Shelters and Picnic Tables

First come first serve basis and no reservation are accepted.

Private Gathering

Private gatherings are invite-only events that are not open to the public. Event is not advertised to the public and tickets are not sold. Examples include birthday parties, corporate retreat / meetings /ceremony, & weddings.

Public Assembly

Public Assembly means any gathering, demonstration, rally, gala, ceremony, or celebration of any kind that is being advertised to the public, whether free or a paid admission. These events normally require minimal additional infrastructure. Examples include rallies, demonstrations, charity events & galas.

Procession/Parade

Procession/Parade means any public or private march, run, walk, or parade of any kind. A procession may also include a pre- and post-celebration assembly within a defined area.

Festival

Festival means any event advertised and open to the public, whether free or paid admission. This may involve any of the following: musical acts, large, amplified sound & stage, non-food & beverage vendors, large/multiple tent structures, food & beverage vendors, and would require other additional infrastructure such as power, lighting, etc.

Section 3 - Application Process

Application Steps & Deadlines

Step 1 - Event Request Form

Submit Event Request Form available at www.StPetePierEvents.com. You should have the following information available prior to submitting a form:

- User(s) Contact information
- Event Name
- Proposed Event Date & Time
- Type of Event
- Event Description
- Event website, social media link, etc.
- Expected Attendance
- Location of Event on the Pier
 - Preferred First and Second Location

Step 2 - Calendar Review

Event Manager will review request form to determine if any conflicts exist. Conflicts can include the following, but not limited to:

- Date, Time, & Location: When your preferred date, time, or location is already booked for another event.
- Competing event type: When the proposed event theme or type conflicts with another planned event. For example, a beer festival occurring back-to-back.
- Large scale event occurring elsewhere: When the proposed event occurs during a largely planned event elsewhere in the area, thus limiting resources and infrastructure. For example, during the St. Pete Grand Prix or a large festival at Vinoy Park.

Step 3 - Submit Event Permit Application

If no conflicts are identified during the event calendar review, submit a full permit application along with fee(s). This will be emailed to you. Once reviewed, you will receive an email of approval or denial. If denied, the reason(s) why will be identified. The date, time, and location will then be added to the Event Calendar.

Step 4 - Event Overview Meeting

An Event Overview meeting will be scheduled. During this meeting, details and the logistics of your event will be confirmed. We will review the site management requirements outlined in Section 4 of this document. This meeting will be held onsite, and the primary contact of your event should be present for this meeting as well as the day of the event.

Step 5 - City Permit Application Review Meeting (if needed) - see Section 5 for more details.

If the event requires a City Permit you will be notified, and it is highly recommended that the primary contact of your event be present for this meeting.

Step 6 - Cost Estimate Letter

After the meeting, a cost estimate letter will be produced. Once agreed upon and signed, you may announce your event and/or start selling tickets (if applicable). All fees and expenses are at the sole risk you and/or your user. See additional details in Section 5.

Step 7 - Use Agreement

A use agreement will be sent to you for signature. This must be returned with the required certificate of insurance following all coverage and additional insured requirements. It will not be executed if it is not returned with the correct certificate of insurance. **Deadline: Full execution fourteen (14) days prior to the event.**

Application Summary

The above application steps can be summarized as follows:

1. Submit Event Overview Form on www.stpetepier.org
2. Once cleared of conflicts, submit an EVENT PERMIT APPLICATION & pay application fee.
3. Attend Event Overview Meeting
4. Attend City Permit Application Review Meeting (if applicable)
5. Sign Cost Estimate Letter
6. Sign Use Agreement
7. Provide Insurance and any additional requirements.

Permit Application Fees

Permit Application fees vary on the type of event and expected attendance. Application fees are non-refundable.

Event Type	Application Fee
Private Gathering 25-100 People in Attendance	\$35
Private Gathering More than 100 People in Attendance	\$50
Public Assembly	\$50
Procession/Parade	\$100
Festival	\$100

Event Permit Application Deadlines

- Private Gathering - 2 months prior
- Public Assembly - 3 months prior
- Procession/Parade - 7 months prior
- Festival - 9 months prior
- Any event in Spa Beach Park - 9 months prior
- Any event serving Alcohol - 9 months prior

Permit Applications received for events occurring after the deadline will be processed on a case-by-case basis with the payment of an expedited application Fee of an additional \$150.

Section 4 - Site Management Requirements/Fees

Depending on the type and size of the event, following will be required:

- St. Petersburg Police Extra Duty \$50.00/hr, Sergeant \$55.00/hr
- St. Petersburg Fire Prevention \$ TBD
- St. Petersburg Emergency Medical Services \$ TBD
- St. Petersburg Traffic Management \$50.00/hr, Sergeant \$55.00/hr
- Sanitation/Janitorial: \$25.00/hr
- Private Security:
 - Regular rate: \$25.00/hr
 - OT rate: \$35.00/hr
 - Note: No armed guards are allowed
- Event Site Manager: Day rate starting from \$200 to \$500 per day
- Administrative Fee: \$250.00

The number of each required personnel will be determined by each individual City department, depending on the type and size of your event. The total costs associated with these services will be billed to the user. This will be communicated during the event overview meeting and on the cost estimate letter.

Wedding Ceremonies

Rental Fee	\$300
Admin Fee	\$250
Event Manager	\$150
Total	\$700 PLUS
Refundable Security Deposit	\$500

- Not to exceed 4 hours including set up and breakdown.
- Max number of people 250
- Area will not be closed off to the public

Section 5 - City Permit Requirements

Permits are required based on the size and location of the event. Not all events require a permit. Per the timeline outlined above, the application along with other required documentations will be submitted to the City of St. Petersburg on a quarterly basis. A notification will be provided with the date and time of this meeting. Your attendance is recommended. The City of St. Pete will make the final determination of staffing requirements and permit approval.

Additional permits required may include but are not limited to:

- Assembly Permit

- Tent Permit
- Pyrotechnic permit

Marine/Water Events

Any events utilizing any parts of the water surrounding the St. Pete Pier may require additional permits from the St. Petersburg Police Marine Unit, the Coast Guard, and/or the Florida Fish & Wildlife Conservation Commission. Additional staffing may also be required by each agency and/or event manager, including but not limited to: Marine Patrol, Coast Guard, or lifeguards.

Cost Estimates and Security Deposit

A cost estimate for your event will be prepared based on information compiled from your application. Upon your execution of the cost estimate letter, we will confirm the date, time, and location for your event.

Based on the type and size of your event, a security deposit may be required. The amount will range from \$500 - \$10,000. The deposit will be refunded upon verification by Pier Events, LLC staff that the event area has been RETURNED TO ITS ORIGINAL CONDITION. Costs associated with restoring the area to the ORIGINAL condition include, but are not limited to, labor, materials, and equipment required for repairs or cleaning.

Denial or Rejection of Event Permit

The application and/or permit (as applicable) will be reviewed by Pier Events, LLC, and City of St. Petersburg, and may be rejected if one or more of the following conditions apply:

- A conflict exists as outlined in previous section.
- Failure to submit application within the time periods specified.
- The application contains material misrepresentation or fraudulent information. i.e. The attendance or size of event is misrepresented.
- The applicant has any outstanding balance from any previously held event on the St. Pete Pier.
- The use or event proposed would present a health or safety risk to the public or participant.
- Use is prohibited by law.

Section 6 - Event Cancellation or Postponement

User may cancel or postpone a scheduled event with a minimum of 60-day notice prior to the date of the scheduled event and will be entitled to a complete refund of all fees paid, excluding any application fees. No refunds will be issued for cancellations or postponements if the notification is less than 60 days prior to the scheduled event. See sample Use Agreement **Exhibit B**, attached for additional details.

Section 7 - Property Specific Considerations and Information

Food, Beverage, & Vending During Events

The St. Pete Pier is an active public space consisting of multiple tenants serving food, beverage, and other products or services year-round. Please keep in mind the following when selecting vendors and planning your event:

- Consider food & beverage vendors that are not competing with any of the existing tenants. We recommend contacting the existing tenants to see how they can partner with you on your event.
- Consider vendors that do not compete or sell the same items as any tenants in the Pier Marketplace.
- Consider placement of your vendors to not be in direct competition with any existing tenants.

Additionally, all vendors must comply with the following:

- All food vendors must be licensed by the Florida Department of Health
- All food vendors must comply with Fire Regulations when cooking on-site, including but not limited to the possession of:
 - Minimum of 6-ft hose for propane tanks to any point of ignition
 - K1 series fire extinguisher (up to date)
 - Regular fire extinguisher (up to date)
- Use of plywood or other materials to prevent any grease spill to property.
- All vendors must comply with St. Pete Pier code provisions.
- Each vendor must have a trash can within 6ft of their booth.
- Vendors are not allowed to “roam” outside permitted event area.

Any violation is grounds for dismissal from the Pier District.

Serving or Selling Alcoholic Beverages

The St. Pete Pier holds an annual license to sell alcoholic beverages year-round and during events. Therefore, we reserve the right to sell or serve any alcoholic beverages during an event. Nonprofit applicants may apply for their own Temporary Alcohol License, in which the St. Pete Pier’s license will be put in escrow. However, a fee will apply, and rates are determined depending on the event with a minimum buyout fee of \$5,000.

Private catering packages for hosted events are also available upon request for private parties, weddings, etc.

Event Ticketing

Any events that are ticketed must use our preferred ticketing provider, EventLive. Any events not using EventLive will incur a minimum buyout fee of \$1,500, depending on the event size and type.

Parking

Parking at the St. Pete Pier may not be reserved for your guests or attendees. It is available on a first come first serve bases and paid for at the pay stations. However, a pre-purchased parking permit may be arranged for any production vehicles, trucks, staff vehicles, or vendor vehicles.

No production trucks and/or vehicles can parked be within event area unless prior approval is granted and contained within your Use Agreement.

See attached **Exhibit E** event parking guidelines and fees.

Facility Amenities & Use

Access to power, water, and other amenities are available in a limited capacity throughout the property. However, use of the amenity is not guaranteed and the capacity may be inadequate for certain special

events. It is the responsibility of the user(s) to ensure there is adequate capacity and to provide any backup equipment for your use. This will be discussed and determined during the event overview meeting.

See attached **Exhibit F** for additional details - TBD

On-site Signage/Banners - Outside of Permitted Event Area

No signage of any kind can be placed on the property prior to the event. Allowable signage outside of the permitted event area that may be placed with prior written permission may include:

- Directional signs to the event area the day of the event
- Directional signs for vendors during load in
- Directional signs for parking area the day of the event.

All directional signage placed outside of event area must be preapproved and follow the attached signage requirements, **Exhibit G**. Any signs placed must be removed immediately after the event. Signs not removed immediately at the end of the event may be removed by our team and incur a clean-up fee after the event.

Section 8 - Location & Rental Fees

<u>Location</u>	<u>Rate/Day</u>	<u>Rate/Hour (4hr min)</u>	
Fishing Deck	N/A	\$100	
Great Lawn	\$1,000	\$150	
North Event Plaza	\$500	\$100	
Wet Classroom	\$500	\$100	
Overlook	\$500	\$100	
Tilted Lawn	\$1,500	\$150	
Pier Plaza	\$2,000	\$200	
Spa Beach	\$1,500	\$150	
Spa Beach Park	\$3,500	N/A	
Benoist Plaza	\$1,000	\$100	
Family Park	\$2,500	\$250	
North View Edge	\$1,000	\$100	
Market End	N/A	\$100	
Marketplace	\$1,500	\$150	Monday to Thursday Only
Entrance Plaza	\$500	\$75	

See attached **Exhibit A** of programmable spaces.

Section 9 - Rules & Regulations

General

- User must comply with City of St. Petersburg Codes as outlined in attached **Exhibit C**.

- User must comply with City, County, and State COVID-19 Requirements for Outdoor Large-Scale Special Events
- Authorized staff of property manager or event manager shall have the authority to enter your event premises at any time in their official duty, including but not limited to, any private or VIP areas.
- Misrepresentation of any kind with the intent to obtain an event permit may result in the prohibition of obtaining an event permit of no less than 2 years.
- Property Manager or Event Manager shall have the authority to revoke a permit upon default of any rules & regulations.
- Distribution of glass containers or Styrofoam of any kind are prohibited.

Tents

- Tents set up on the Pier MUST be weighted down on ALL CORNERS
- Tents larger than 10x10 must be set up by a professional tent company.
- There is no staking to the ground of any kind or size allowed.
- Tents must comply with any applicable local or state tent laws and regulations and can be reviewed here:
https://library.municode.com/fl/st._petersburg/codes/code_of_ordinances?nodeId=PTIISTPECO_CH8BUBURE_ARTIIBUCO_S8-37TETEST
- Tent permits must be filed if required by the Fire Marshall. This will be communicated during the event overview meeting.

Waste Management

- User(s) is responsible for the cleaning of event area, along with restoring it to the same condition prior to use.
- Litter must be picked up before, during, and after an event.
- It is the responsibility of the user to ensure that there are ample trash cans and recycling containers located throughout the event grounds and that they are emptied during the event to prevent overflow. These can be self-supplied or rented through Pier Event Manager.
- All trash must be disposed in designated dumpsters. This will be communicated during the event overview meeting.
- Depending on the size of the event, we may require additional dumpsters for waste disposal. This will be determined during the event overview meeting and outlined in the cost estimate letter.

Restrooms

- Additional portable restrooms are required, depending on the type, size, and location of your event.
- Restroom facilities on the St. Pete Pier may be used to negate the number of required portable restrooms, depending on the location of an event. This will be discussed and communicated during the event overview meeting.
- The Florida Department of Health has detailed requirements specifying the number of portable restrooms needed at special events based on the anticipated number of attendees.

- One hand washing station is required for every 10 portable restroom units.
- Portable restrooms must be serviced daily if used for a multiple day event. This includes cleaning, restocking, and emptying of sewage waste. This should be scheduled either prior to or after the event daily (multiple day event).
- Placement of portable restrooms must:
 - Not block any right of way or exits.
 - Not obstruct use of any amenities outside of the event premises.
 - Be leak free.
 - Not visually obstruct any natural elements.
 - Not be prominently visible from areas outside of the event premises.

Load In & Load Out: The primary contact of the user must always be present during load in and load out (set up and break down). Vendors will not be allowed on property without the primary contact.

- The St. Pete Pier will be open to the public during the load in and load out of your event. For the safety of visitors, vendors driving their vehicles on to the property MUST:
 - Check in at a predetermined check-in location.
 - Be escorted by a member of the property/event manager’s staff when entering or exiting the St. Pete Pier.
 - Unload/load any supplies and immediately exit the property.
 - Obtain authorization for access to only preapproved areas. Note: The St. Pete Pier was developed to be pedestrian-friendly, and public vehicles are not allowed within the park except on roadways and parking lots.

Use of St. Pete Pier Logo & Name

The St. Pete Pier Logo is trademarked. **Exhibit H** outlines the steps to take if you would like to use the logo.

Preferred Vendors

Preferred vendors of the St. Pete Pier have gone through the Event Manager’s vetting for professionalism, their ability to deliver high quality services, and have met all the insurance and licensing requirements. These vendors have also gone through orientation and training on all of St. Pete Pier’s amenities, rules, and regulations.

There is not a requirement to use vendors. However, any third-party vendors not on this list will be charged a 10% service fee on the total invoiced amount to conduct business on the St. Pete Pier. This fee will go towards additional event managers for the oversight of the load in or out.

Tents, Rentals, & Power:

1. Elite Events & Rentals, LLC www.eliteeventsandrentals.com Contact: Mike Lopez 727-791-7082
Mike@eliteeventsandrentals.com
2. US Tent Rental www.USTentRental.com

Stage & Lighting: Bay Stage Live www.BayStageLive.com

Audio/Video: Audio Visual Support Services, Inc. www.AVSSincTampa.com

Sound Production: ESI Audio www.ESIAudio.com

Wedding Planning & Coordination:

1. Wilder Mind Events, wildermindevents.com, Contact: Delaney Driver, 940-631-983
2. Elan Event Studio www.ElanEventStudio.com

Event Production: Big City Events www.BigCityEventsFL.com

Catering:

1. Puff n Stuff Catering www.puffnstuff.com
2. Orange Blossom Catering www.orangeblossomcatering.com
3. Good Food Events & Catering www.goodfoodtampa.com

Bartending Services: Udream Events www.udreamevents.com

Restrooms: Handy-Can Portable Restrooms www.handy-can.com

Fencing: Tampa Fence Rental www.tampafencerental.com