



Guide to Special Events Booking & Policies

Contents

Introduction & Background	4
The New Pier District	4
Colliers International Tampa Bay.....	4
Pier Events, LLC	4
Special Event Types.....	5
Private Gathering	5
Public Assembly	5
Procession/Parade	5
Festival	5
Application Steps & Deadlines	6
Application Fees.....	6
Application Summary.....	7
Application Deadlines	7
Insurance Requirements	7
Police, Fire, EMS, Security, Sanitation, & Site Manager Requirements.....	8
City Permit Requirements.....	9
Cost Estimates.....	9
Denial or Rejection of Event Permit.....	9
Event Cancellation or Postponement	10
Food, Beverage, & Vending During Events	10
Parking	11
Facility Amenities & Use/Tenant Access.....	11
Marine/Water Events	11
On-site Signage/Banners.....	11
Location, Capacity, & Rental Fees.....	11
Rules & Regulations	12
General.....	12
Vending/Busking	12
Tents.....	12
Waste Management	12
Restrooms.....	13
Load In & Load Out	13

Use of St. Pete Pier Logo & Name..... 13
Preferred Vendors..... 14

Introduction & Background

Welcome! We are glad you are considering holding your event on the St. Pete Pier. We have created this guide to present all the steps and requirements to hold a successful event on the St. Pete Pier.

The New Pier District

The Pier District encompasses 34 acres along the City of St. Petersburg waterfront. The district is comprised of both The Approach and The Pier. The Approach connects the City's downtown core to the Pier. The Pier consists of 3065ft long over water segment. The Pier also includes Spa Beach, a City of St. Petersburg Parks property. There are numerous usable areas for events throughout the entire Pier District.

Colliers International Tampa Bay

Colliers International was chosen by the City of St. Petersburg to manage the entire Pier District, including leasing and the day to day operations of the Pier District. Colliers is often referred to as "Property Manager" in this guide.

Pier Events, LLC

In partnership with Colliers International, Pier Events, LLC is the official event programming company for the entire Pier District. Pier Events will be programming "Official Pier Events" that include daily activities and 100+ special events throughout the year. Pier Events will also be your primary point of contact to hold your events on the St. Pete Pier. Pier Events is often referred to as "Event Manager" in this guide.

With years of professional event production, from small private events to large scale festivals, our dedicated team will be with you along the way! We strive to make this the most streamlined application process and for any requirements to as 'event-friendly' as possible, while balancing the need to protect this new and exciting community gem.

We look forward to working with you on your successful event!

Special Event Types

A special event is defined as any pre-planned event, whether publicly or privately sponsored and expected to draw 25 or more people at any one time, whether as participants or spectators. Any special event planned at any location in the Pier District requires a permit, except for special events planned within a defined Pier tenant space. For events held in a Pier Tenant space, a notification to our events team is recommended to avoid any direct conflict.

Furthermore, not all events are equal! Some events will require a more extensive approval process than others. Let us know which of these categories your event falls into. Let us know as well if you think your event does not fit into one of these categories.

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 being 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 is required. 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, walks, or parade of any kind that requires access to public or private right-of-way throughout the entire pier district. 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 is required, which involves local or national musical acts, large amplified sound and stage, non f&b vendors, large or multiple tent structures, food & beverage vendors, & requires other additional infrastructure such as power, lighting, etc.

Application Steps & Deadlines

The first step to plan your event on the St. Pete Pier is to submit an Event Overview Form available at the St. Pete Pier website at www.StPetePier.org. You should have the following information available prior to submitting a form:

- Event Name
- Proposed Event Date & Time
- Secondary Preferred Event Date & Time
- Set up & Break Down Time requested
- Type of Event
- Event Description
- Event website, social media link, etc.
- Expected Attendance
- Location of Event on the Pier
 - Preferred First and Second Location
- Information about you or the event producer

We will then take the information you provided and check whether 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. We will suggest or recommend another option should this conflict occur.
- 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 large 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.

Should no conflicts exist, we will inform you to submit a full Event Permit Application along with the appropriate fee. Once received we will send you confirmation that your event has been approved and we will reserve the date, time, and location for you. An Event Overview meeting will be scheduled as soon as possible once we receive and review the application.

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) at your own risk. All the additional requirements outlined in next sections must be satisfied and a signed Use Agreement must be signed 14 days prior to the event day.

Application Fees

Application fees vary on the type of event and expected attendance. This fee is non-refundable should you choose not to move forward with your event.

Event Type	Application Fee
Private Gathering Less than 100 People in Attendance	\$35
Private Gathering More than 100 People in Attendance	\$50
Public Assembly	\$50
Procession/Parade	\$75
Festival	\$75

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. Sign Cost Estimate Letter
5. Attend any additional City of St. Petersburg Meeting (if applicable)
6. Sign Use Agreement
7. Provide Insurance and any additional requirements

Application Deadlines

Deadline for submitting an Event Overview Form vary depending on the type of event:

- 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

Applications received for events occurring after the deadline outlined can still proceed with a payment of an Expedited Application Fee.

Insurance Requirements

Refer to Appendix C of Booking Policy for requirements for your event.

In general, all events must carry:

- (1) **Commercial General Liability insurance** with a minimum of \$1,000,000 per occurrence, 2,000,000 aggregate limit, and \$100,000 Damage to Rented Premises limit.
- (2) **Workers Compensation insurance** per State of Florida requirements and employer's liability insurance in an amount of at least \$1,000,000 each accident, \$1,000,000 each employee, and \$1,000,000 for disease.

(3) **Automobile Liability** in an amount of at least \$1,000,000 combined single limit. Coverage shall include bodily injury and property damage arising out of ownership of use of any automobile, including non-owned and hired automobiles.

Proof of insurance must be submitted on an ACORD Certificate of Insurance Form a minimum of 30 days prior to load in date.

Additional insurance may also be required depending on your event. This includes but not limited to:

- Liquor Liability
- Hazardous Material Endorsement
- Participant Liability Insurance

All insurance certificates must list the following as additional insured:

- **City of St. Petersburg**
- **Colliers International Tampa Bay Florida**
- **Pier Events, LLC**

Certificate Holder:

Colliers International REMS US, LLC
600 2nd Ave. NE
St. Petersburg, FL 33701

Email Certificate to: tyler.spencer@colliers.com

Police, Fire, EMS, Security, Sanitation, & Site Manager Requirements

Safety is our number one priority. Depending on the type and size of your event, you may be required to hire the following personnel from the City of St. Petersburg:

- St. Petersburg Police Extra Duty
- St. Petersburg Fire Prevention
- Emergency Medical Services
- Traffic Management

The number of each required personnel will be determined by each individual department, depending on the type and size of your event. Costs associated with these services will also be determined by each department and will be billed to the event producers. We may also require you to have additional Private Security to staff your event.

Additionally, depending on the type and size of your event, we will require a minimum number of Pier staff, including but not limited to and billed at the rates below:

- Sanitation/Janitorial: \$TBD/hr
- Private Security: \$TBD/hr

- Event Site Manager: \$TBD/hr

City Permit Requirements

Per our management agreement with the City of St. Petersburg, not all events will require city permitting. Notwithstanding, the rules and regulations applied to events on the pier may be more stringent than rules applied by the City of St. Petersburg's Special Events or the Parks & Recreation Department.

However, most large public events will require a permit to be approved by the City of St. Petersburg. Per the timeline outlined above, we will submit all applications along with other required documentations to the City of St. Petersburg on a quarterly basis. You will be notified of this meeting and you are encouraged to attend to answer any questions that may arise. Note that the City will have final say in any staffing requirements and the eventual permit issuance.

Additional permits required may include but not limited to:

- Assembly Permit
- Tent Permit
- Pyrotechnic permit

Cost Estimates

A cost estimate for your event will be prepared based on information compiled from your application, City departments, property manager, and event managers. Upon your agreement to pay all the associated costs, 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 deposit will be refunded upon verification by staff that the rental area has been RETURNED TO THE SAME CONDITION PRIOR TO USE. This will be standard when assessing any dispute of damages. In the event of damages or when additional cleaning is needed after the event, the event producer will be responsible for all costs associated with restoring the area to the same condition prior to use. Costs include but not limited to labor, materials, and equipment required for repairs.

Denial or Rejection of Event Permit

We may deny or reject an application or permit due to one or more of the following grounds:

- 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
- The applicant has any outstanding balance from any previously held event
- Applicant does not comply with all applicable rules & regulations, city ordinances, traffic rules, state health laws, fire codes, and alcohol licensing regulations

- The use or event proposed would present an unreasonable danger to health or safety to the public or participant
- Use is prohibited by law
- Use does not conform to the St Pete Pier’s brand message and/or values.

Event Cancellation or Postponement

Event applicant and producer may cancel or postpone a scheduled event with a minimum of 60-day notice from 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 made 29 days or less prior to the scheduled event date.

The City, Property Manager, and Event Manager may cancel or postpone an event any time for any condition affecting the public health & safety or any condition that would place the facilities, grounds, or other natural resources at risk of damage or destruction if the event were permitted to take place. Should the event be cancelled or curtailed due to any unforeseen circumstances that affects the public health & safety once set up commences or once gates are opened, the event producer is entitled credit only for any fees in excess of actual use. This shall be calculated solely by Property and Event Manager using any actual man hours saved due to the result of the curtailment or cancellation.

Food, Beverage, & Vending During Events

The St. Pete Pier is an active public space consist of multiple permanent anchor tenants serving food, beverage, and other products or services year-round. We ask that you consider the following when selecting vendors and planning your event:

- Consider food & beverage vendors that are not competing with any anchor restaurant or tenants.
- Consider vendors that do not compete or sell the same items as any vendors in the Pier Marketplace
- Consider placement of your vendors to not be in direct competition with any permanent 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 should consider using environmentally and marine life friendly materials
- Each vendor must have a trash can within 6ft of their booth
- Vendors are not allowed to “roam” outside your permitted event area
- Vendors may not park their personal vehicles within your event area

We reserve the right to deny admittance on the pier property to any vendors that do not comply with the above requirements.

Parking

Parking at the St. Pete Pier shall always be accessible to the public and may not be reserved for your guests or attendees. However, a pre-purchased parking permit may be arranged for any production vehicles, trucks, staff vehicles, or vendor vehicles. The number of available permits is limited and will vary depending on your event day.

No production trucks and/or vehicles can parked be within your permitted event area unless otherwise preapproved by the property manager.

Facility Amenities & Use

The St. Pete Pier was designed with events in mind. Access to power, water, and other amenities are available 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 event producer to ensure there is adequate capacity and to provide any backup equipment for your use.

Tenant Access

Tenant Access means that this document does **not** provide access to tenant leased premises. Permission is required to be obtained by User and given by business owner.

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.

On-site Signage/Banners

No signage of any kind can be placed on the St. Pete Pier property prior to your event. Any signage may be placed within your permitted event during 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.

Any signs placed must be removed immediately after the event. Signs not removed in a reasonable time may be removed by our team and incur a clean-up fee after the event.

Location, Capacity, & Rental Fees

COMING SOON

Rules & Regulations

Event producers must comply with all rules & regulations outlined in this guide along with any applicable city ordinances, traffic rules, parks & recreation rules, state health laws, fire codes, and alcohol licensing regulations. Non-compliance may result in your application being denied, event cancellation, or fees assessed post event.

General

- Property Manager and Event Manager shall have the authority to designate areas on the St. Pete Pier where specific activities can occur or to prohibit activities within designated areas
- 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 finding a violation of any rules & regulations
- Games of chance of any kind are prohibited unless otherwise deemed lawful by State Laws.
- Any activities related to an event may not interfere with the use and enjoyment of other facilities by the public
- Distribution of glass containers of any kind are specifically prohibited
- No person, except law enforcement officers, shall carry, possess, or use firearms or any weapon.

Vending/Busking

- Vending of any kind is prohibited on the St. Pete Pier property unless the vendor is a part of the Pier Marketplace or a permitted event
- Distribution of any marketing materials in the Pier District is prohibited unless otherwise permitted by Property or Event Manager
- 'Roaming' of any kind is specifically prohibited. Roaming is defined as a person or persons walking around the St. Pete Pier property with the intent of approaching attendees for any purpose of marketing, selling, survey, or petition gathering.
- Performers & artists may not perform for the purposes of collecting tips or donations on the St. Pete Pier property without a permit issued by Property or Events Manager

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
- Tent permits must be filed if required

Waste Management

- Event producers are responsible for the cleaning of rental area and return it to the same condition prior to use

- Litter must be picked up before, during, and after an event
- Event producers may choose to hire private waste management or sanitation during the event to replace property manager's waste management staff
- It is the responsibility of the event producer to ensure that there are enough trash cans located throughout the event grounds and that they are emptied during the event to prevent overflow
- All trash must be disposed in designated dumpsters
- Depending on the size of the event, we may require additional dumpsters for waste disposal

Restrooms

- Additional portable restrooms are most likely 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
- 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
- Placement of portable restrooms must consider the following:
 - Does not block any right of way or exits
 - Does not obstruct use of any amenities outside of the event premises
 - Any leaks should not discharge into any body of water
 - Does not visually obstruct any natural elements
 - Is not prominently visible from areas outside of the event premises

Load In & Load Out

- A representative of the event producer must always be present during load in and load out. Vendors will not be allowed on property otherwise.
- Areas of the St. Pete Pier will most likely 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 pier property MUST:
 - Check in at a predetermined check-in station
 - Follow a property/event manager's lead and follow cart when entering or exiting the St. Pete Pier
 - Unload or load any supplies and immediately exit the property
 - Exception to this rule can be made by the Property or Event Manager only to preapproved preferred vendors listed in this guide
- Vehicles are not allowed on ANY event lawn unless otherwise permitted

Use of St. Pete Pier Logo & Name

The use of St. Pete Pier name is allowed only in connection with the location of your event. The use of the St. Pete Pier logo on any material is strictly prohibited without a written consent from the City of St. Petersburg Marketing Department.

The use of the St. Pete Pier's name or logo that would cause brand confusion as to your event being an official St. Pete Pier event is strictly prohibited. Examples: The use of "St. Pete Pier's Night Market" is not allowed. The use of "Night Market on the St. Pete Pier" is not allowed. The use of "St. Pete Night Market" Location: St. Pete Pier, is an allowable use.

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 has 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.

While you are not required to use any of these vendors, any third-party vendors not on this list may be charged up to 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 during load in or out to ensure all rules and regulations are followed.

Tents, Rentals, & Power: 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: Elan Event Studio www.ElanEventStudio.com

Event Production: Big City Events www.BigCityEventsFL.com

Event Ticketing: EventLive www.EventLiveUS.com

Catering:

Puff n Stuff Catering www.puffnstuff.com

Orange Blossom Catering www.orangeblossomcatering.com

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