

## St Pete Pier™ Marketplace Info Sheet

Thank you for your interest in the St Pete Pier™ Marketplace. Below you will find pertinent information regarding the opportunities available to vendors.

As a reminder, at the present time the Marketplace cannot accommodate on site food or drink preparation. Any food items sold in the Marketplace must be prepared off site in a commercial food kitchen and prepackaged for individual retail sale and consumption off Pier property.

- Tent spaces:
  - Electric service is available adjacent to most tent locations at no additional charge. An extension cord will be required to access the electric. Details will be provided by Pier Management upon selection.
  - Tents are to be purchased by the tenant.
    - The EZ Up® Eclipse™ 10x0 Shelter (white) is the approved structure for use. With the required sidewalls, the estimated cost before tax is approximately \$1300
  
- Market Stalls:
  - Electric is available via an outlet contained within the stall at no additional charge.
  - Water is available on some but not all market stalls at no additional charge.

Signage is also a tenant cost. Due to specifications, the sign will be ordered through an approved vendor by Pier Management and billed to tenant's account. The cost will be disclosed prior to ordering.

The hours of operation of the Marketplace are currently Friday through Sunday from 10am to 6pm, rain or shine. Marketplace tenants are permitted up to two (2) excused absences per quarter, provided Pier Operations has been made aware of the absence in advance as outlined in the lease agreement.

Food trucks should contact the Pier Events team (Ferdian Jap: ferdianj@gmail.com) to request information on upcoming opportunities as these will not be part of the Marketplace operations.

Additional information can be found on the attached FAQs.

The attached application should be completed and submitted with the following information:

- Business plan (if available; strongly encouraged)
- Photos of product offering; typical set up, displays, etc. (please note that these items may not be returned if submitting hard copies)
- Optional: sample item(s) (may be returned upon request)

# FAQ – St. Pete Pier Marketplace

## **Where is the St. Pete Pier™ located?**

800 2<sup>nd</sup> Avenue NE, St. Petersburg, FL 33701

## **What are the operating hours at the St. Pete Pier™?**

Opens 30 minutes before sunrise and closes at 11:00 PM

Tampa Bay Watch: Mon-Fri 10:00 AM to 5:00 PM | Sat & Sun 10:00 AM to 7:00 PM

Gator Jim's Bait and Tackle: Sun-Sat 10:00 AM – 8:00 PM

Pier Restaurant Hours: To see a list of restaurants, see website: [www.stpetpier.org](http://www.stpetpier.org)

Pier Gear and Gifts: Sun-Sat 10:00 AM to 8:00 PM

Museum of History: Sun-Sat 10:00 AM to 5:00 PM

Marketplace Hours: Friday, Saturday, Sunday 10 AM – 6 PM

Glazer Family Playground: 7 a.m.-10 p.m.

Splash Pad: 9 AM-10 PM

## **Is there an admission fee?**

There is no charge to enter the Pier District. Most events are free to the public; however, there will be ticketed special events planned throughout the year. Events are subject to a ticketing fee.

## **Is there Security onsite?**

Yes, we have security 24/7.

## **Is there a lost and found?**

Yes, please contact security at (703) 863-1794

## **How do I contact St. Pete Pier™ Management?**

Office: (727) 822-Pier or (833) Pier-Fun

Hours: 8:30AM-5:30PM / Monday – Friday

Juniper Rodriguez, Pier Manager: 727-893-7262

[Juniper.rodriguez@stpete.org](mailto:Juniper.rodriguez@stpete.org)

Tyler Spencer, Facilities Assistant: (727) 893-7248

[Tyler.spencer@stpete.org](mailto:Tyler.spencer@stpete.org)

Todd Beatty, Senior Special Projects Coordinator: (727) 612-0063

[Todd.beatty@stpete.org](mailto:Todd.beatty@stpete.org)

**Are there going to be programmed events at the St. Pete Pier™?**

Yes, Pier Events Team will be booking and programming events throughout the common areas of the Pier District. There will be a minimum of 78 events the first year. They range from Level 1 – Level 5. Level 1 events are defined as minimum cost level and occur multiple times per month and are intended to be free to the public and Level 5 events are the largest events and may be free but may also require admission to enjoy extra amenities. Additionally, there will be programming Thursday-Sunday.

Pier Events Team Contact: Ferdian Jap: [ferdianj@gmail.com](mailto:ferdianj@gmail.com)

**Are bicycles allowed at the St. Pete Pier™?**

The St. Pete Pier™ is bicycle-friendly. Bike racks are available for personal bicycles. The Coast Bike Share program will provide service within the entire Pier District and Coast bikes can be parked at any bike rack within the Pier District at no charge.

**Are electric scooters allowed at the St. Pete Pier™?**

No electric scooters will be allowed on the Pier District and pedestrian walkways. They will be limited to Marina Drive only.

**Is fishing permitted at the St. Pete Pier™?**

Fishing is permitted on the Fishing Deck located to the east of the Pier Point building. Gator Jim’s Tackle is also available at the location for any angler needs.

**Are pets allowed at the St. Pete Pier™?**

The St. Pete Pier™ is pet-friendly and there are pet bag dispensers located throughout the Pier District. All pets in the park must be on a leash (that is six (6) feet or less) under the control of the owner or handler. For more information on service animals, visit:

<http://www.stpete.org/community/CAPI/>

**Will I be able to dock my boat at the St. Pete Pier™?**

We have a limited number of boat slips for short term tie ups at the Pier! Docking is first come, first served. No reservations.

**Is there transportation throughout the Pier District?**

Pedestrian paths have been provided to allow visitors to explore all the various attractions within the Pier District.

Additionally, the Johns Hopkins All Children's Tram system provides three (3) trams and four (4) tram stops located throughout the Pier District. To view a map of Tram Stop locations, click [here](#)

Each tram can carry up to 46 passengers and each has accommodations for persons using a wheelchair or walker. Trams may be augmented by smaller all-electric eco-shuttles which also have accommodations for persons using a wheelchair.

Tram/Shuttle operating hours (tentative):  
Sunday-Saturday 9AM-11PM  
Special events may impact these operational hours.

**What are the estimated wait times for a shuttle?**

Up to 10 Minutes

**Is there any other way to get to the Pier Head?**

Yes, we have (2) Eco-Shuttles that each carry (11) passengers. We will operate these as needed and may be available by reservation at an additional charge for special services such as weddings (price: TBD).

Coast Bike Share will be available throughout the Pier District as well.

**Can I charge my electric vehicle?**

Yes, there are 6 charging stations located in the Pelican Parking Lot. There is no fee for the charging, but users pay the normal rate to park and must comply with all regulations related to parking (i.e. no overnight parking). The Greenlots App is required.

**Can I rent a wheelchair?**

There are no wheelchair rentals at this time.

**Does the St. Pete Pier™ provide stroller rentals?**

There are no stroller rentals at this time.

**Is alcohol allowed within the Pier District?**

Yes, alcohol is permitted if it is in a Pier approved cup, which will be provided by the restaurants and cafes within the Pier District. It is not permissible for alcohol to be brought onto the Pier for personal consumption. For more information, visit:

<http://www.stpeteparksrec.org/pdfs/rentals/ParksOrdinances.pdf>

**Can I take transit to get to the Pier?**

Yes, the Downtown Looper is free and has a stop at Bayshore Drive and 2<sup>nd</sup> Avenue NE, right at the entrance to the Pier District. PSTA operates the Central Avenue Trolley which has a stop on Bayshore Drive just south of 2<sup>nd</sup> Avenue. Schedule info here:

<https://loopertrolley.com/schedules>

Coast Bike Share is another easy way to get to the Pier. Hubs with Coast Bikes are located throughout greater Downtown. Coast bikes may be parked at any bike rack within the Pier District at no charge.

**Where can guests who arrive by car park?**

There are two (2) parking lots as well as on-street metered parking located on the Pier along Pier Drive. Payment can be made at the Pay Stations within the parking lots, at meters for on-street parking, or via the Park Mobile app. Outside the Pier complex, metered street parking is available, as are several downtown parking garages and lots within walking distance of the Pier. Fees at these facilities vary. For more information, visit the City of St. Petersburg’s parking page:

[http://www.stpete.org/transportation/parking\\_management/public\\_garages\\_and\\_lots.php](http://www.stpete.org/transportation/parking_management/public_garages_and_lots.php)

The Downtown St Pete Looper is a free trolley service that runs 7 days a week with stops at the Sundial parking garage and Pier Entrance every 15 minutes. To find out more on route information and hours of operation, visit:

<https://www.psta.net/riding-psta/st-petersburg-downtown-looper/>

**What is the cost and how do I pay to park at the St. Pete Pier™?**

Paying in the Dolphin and Pelican parking lots will be through the Pay Stations located throughout the lots designated by signs above the machines that say: ‘Parking by License Plate Pay Here’. Visitors enter their license plate and can pay either by credit card or cash. ParkMobile will also be accepted by selecting Zone 2015 on the ParkMobile App via smartphone. Enforcement hours are 24 hours a day and 7 days a week.

**Weekday Rates** 12:00a.m. Monday through 5 p.m. Friday

First 4 hours = \$2 per  
hour 5th hour = \$3 per  
hour 6th hour = \$4 per  
hour

Parking in lots limited to 6 hours or less 6 hours cost \$15

**Weekend Rates**

5 p.m. Friday through 11:59 p.m. Sunday

First 4 hours = 2.50 per hour

5<sup>th</sup> hour = \$3.50

6<sup>th</sup> hour = \$4.50/hr

Parking in lots limited to 6 hours or less

6 hours cost \$18

On-Street Meters: Payment can be made with cash or credit card at meter or with Parkmobile App

First 3 hours = \$2.50 per hour  
4<sup>th</sup> hour = \$5  
Parking is limited to 4 hours in these locations  
4 hours of parking cost \$12.50  
9 a.m. – 10 p.m. 7 days per week

Motorcycle parking is available along Pier Drive in designated motorcycle spaces or if full, in the Dolphin and Pelican Lots at the rates stated above.

Monthly parking is not available at the Pier parking lots. Monthly parking and daily parking in excess of 6 hours is available at the Sundial Parking Garage – enter on 2<sup>nd</sup> Street North near 2<sup>nd</sup> Avenue North.

**Can employees park at St. Pete Pier™?**

Employees who choose to bike to work will be able to park their bicycles in secured bike parking areas. Employees who are driving cars will need to park off-site and walk or take transit to get to work. The Central Avenue Trolley and the free Looper Trolley provide service from the nearby parking garages to the Pier.

**Can I park overnight at the St. Pete Pier™?**

Overnight parking is not permitted in the Pier District

**How do I become a service vendor at the St. Pete Pier™?**

Contact Pier Operations -Tyler Spencer, Facilities Assistant [tyler.spencer@stpete.org](mailto:tyler.spencer@stpete.org)

**Is the St. Pete Pier™ hiring? Where can I find job postings?**

Contact Pier Operations and Business Directly. For more information, visit: <https://stpetepier.org/careers/>

**Where is the boarding for the Cross-Bay Ferry and where can I buy tickets?**

Visit [thecrossbayferry.com](http://thecrossbayferry.com) for more information on tickets and schedules.

**Is recycling available on the Pier?**

Yes, the trash cans throughout the property for guests have designated recycling containers. Cardboard should be broken down and placed into a separate container.

**What are the rules about signage?**

We want the Marketplace to remain walkable so additional impediments in the walkway are not desirable, particularly with social distancing. For this reason, no signage outside of the tents or stalls will be permitted. Pier Management will provide details regarding signage as soon as possible.

**Will there be any fans or misters through the Marketplace?**

There will not be any fans or misters installed at the Marketplace.

**Do we have to obtain a St. Petersburg Business Tax Certificate for our tent or kiosk?**

Yes

**Is there is a specific time frame to restock/deliver products? Can it be done during the day?**

We do not see any issues initially with this as the Marketplace loading zone will always remain open. We will however need to be mindful of traffic and pedestrians in this area.

**Are there plans for a 7-day a week operation? Can we operate outside of the established hours?**

Any tenants wishing to operate days or hours outside of 10am-6pm Friday through Sunday should reach out to Pier Management (Tyler Spencer or Juniper Rodriguez) directly.

**Are we allowed tables or a space for our registers and packaging supplies?**

Tenants may bring their own register stand, chair, etc. but it needs to be within their allocated "space."

**Is it possible to have the tents set-up on the Friday morning, and then left in a set-up position thru Sunday evening to shelter the display items, e.g. tables, racks, etc., as long as vendor products are not left overnight?**

It is our intent to leave the tents up for the weekend and evaluate. Please be aware that anything left in the tents overnight are left at the Tenant's risk.

**Will there be any storage options on site in the future?**

There are not any storage options at the moment, but we will continue to evaluate these needs periodically.

**Will trash be collected throughout the day?**

Our janitorial staff will collect trash at least 2x per day. All trash is to be bagged and recycled items are to be clean, dry, and kept separate. Boxes also need to be broken down for pick up.

# Commercial Lease Application

## 1. PROPERTY \*

Shopping Center Name: ST. PETE PIER™ Market Stall \_\_\_\_\_ 10 x 10 Tent \_\_\_\_\_

If a Market Stall is not available, is a Tent space acceptable? YES \_\_\_\_\_ NO \_\_\_\_\_

## 2. ENTITY OR INDIVIDUAL \*

Applicant wishes to enter the lease as an:  Entity  Individual

## 3. ENTITY

Applicant wishes to enter the lease as an:  INC  LLC  LP  Other \_\_\_\_\_

Entity Name \_\_\_\_\_ FEIN \_\_\_\_\_  
(Federal Employer Identification Number)

State of Formation \_\_\_\_\_ Year of Formation \_\_\_\_\_ Entity Website \_\_\_\_\_

Entity Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## 4. FRANCHISE

Applicant wishes to enter the lease as a:  Franchisee

Franchisor Name \_\_\_\_\_ State of Formation \_\_\_\_\_

Franchisor Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
(If different from entity address)

## 5. INDIVIDUAL/GUARANTOR \*

Applicant Full Name \_\_\_\_\_

Phone No. \_\_\_\_\_ Cell No. \_\_\_\_\_ Email \_\_\_\_\_

Primary Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

If located at the above address for less than two (2) years, please complete the following.

Former Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**\* Required Field**

Revised 3/31/2020

## 6. BUSINESS OPERATION, REVENUE & EXPENSES \*

Please use additional sheet(s) if necessary.

### PART A: BUSINESS OPERATION

1. Which category best describes your business?

Accessories       Activities       Apparel

Arts/Craft       Pre-Packaged Specialty Food

Other

Do you have a business plan?       Yes       No

Do you have a marketing plan?       Yes       No

If yes, please provide a copy with this application.

2. How will you operate your new business at the St. Pete Pier™? Who will manage? How many employees will you have?

3. What is your experience at operating such an enterprise? Please provide specifics as to dates, time and locations as it relates to your experience.

**6. BUSINESS OPERATION, REVENUE & EXPENSES\* - continued**

4. What makes your offerings special or unique? Do you have any other comments or information which you feel should be taken into account in evaluating your proposed business?

5. How would operating at the Pier fit into your business plan and overall professional goals?



## 7. REQUIRED DOCUMENTS

The Commercial Lease Application must be accompanied by copies of the following required documents.

PLEASE NOTE:	ENTITY named as tenant, please provide the following:
<p><b>This Commercial Lease Application is <u>subject to Florida laws regarding public records</u>. In the event of a public records request this application will be made available to the requestor, except for information in the application that is exempt and/or confidential.</b></p>	<ul style="list-style-type: none"> <li>• A file-stamped copy of all entity formation documents (ie: Articles of Incorporation, Articles of Organization or Certificate of Formation from the Secretary of State, including any amendments thereto)</li> <li>• A copy of the bylaws or operating agreement, including any amendments thereto, sufficient to establish evidence of signature authority</li> <li>• Certificate of Good Standing from the Secretary of State, for both the State where the entity was formed and the State where the leasehold property is located</li> </ul>

## 8. AUTHORIZATION \*

It is understood that the information submitted on this Commercial Lease Application ("Application") will be used in consideration of the Applicant's tenancy at the St. Pete Pier™. This Application is not a contract, nor does it create any legal obligations on the part of the City of St Petersburg, Florida (City) or its agents or Applicant.

\*\*As part of the City's due diligence, additional information may be needed (e.g. financial statements, etc.).

\_\_\_\_\_  
Applicant Full Name

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date