

CITY OF ST. PETERSBURG
**COSPONSORED EVENTS
HANDBOOK**



**CITY OF ST. PETERSBURG
PARKS & RECREATION DEPARTMENT
Office of Cosponsored Events**

1400 19th Street North

St. Petersburg, FL 33713

727-893-7441

www.StPeteParksRec.org/events



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WELCOME!

Greetings!

Thank you for your interest in hosting a cosponsored event in beautiful St. Petersburg! We are a city that celebrates events, and we welcome you to be a part of our celebration! More than 90 cosponsored events are held each year our beautiful parks, and we are excited that you want to be one of them.

We have a staff of dedicated parks & recreation professionals who are ready to provide you with assistance in various aspects of your event planning. Please review the information contained in this handbook and then feel free to contact us with any questions or once you are ready to proceed with planning your event.

Warm Regards,
Lynn Gordon
Parks & Recreation Manager
City of St. Petersburg
Office of Cosponsored Events

What is a Cosponsored Event?

A cosponsored event is one which is held by or for the benefit of a local nonprofit group. Each cosponsored event must be approved by the St. Petersburg City Council. To qualify as a cosponsored event, at least one of the following criteria must be met in addition to the event being held on City parkland:

- There is an admission charge, **AND/OR**
- There is selling/vending services, merchandise, food, and/or drinks, **AND/OR**
- Donations are solicited or accepted (including off-site or advanced donations), **AND/OR**
- Alcohol is being served/sold

Cosponsorship is in **name only**, which means that the City will allow the use of the City's name and logo on promotional material, but currently no financial assistance is available for events.

The applicant for a cosponsored event must be a nonprofit registered with the Florida Department of State **and** registered as a 501(c)(3) with the IRS for a minimum of one year. The nonprofit entity must have a local presence in the St. Petersburg area. A for profit entity may apply to hold a cosponsored event only through a partnership with a nonprofit that meets the requirements stated above. The for-profit entity must also be registered with the Florida Department of State.

An application for a cosponsored event must be received at least six months in advance of the first day of the event. Applications received within six months of the event are subject to a \$1,200 late fee.

Cosponsored Events Cycle

Cosponsored events are approved four times each year by the City Council. The approximate event approval cycle is outlined below.

Group A Events

October, November, December

- **December** - applications emailed to returning events to returning events
- **January** - application completion deadline
- **January/February** - City Council Committee review/City Council approval

Group B Events

January, February, March

- **March** - applications emailed to returning events
- **April** - application completion deadline
- **April/May** - City Council Committee review/City Council approval

Group C Events

April, May, June

- **June** - applications emailed to returning events
- **July** - application completion deadline
- **July/August** - City Council Committee review/City Council approval

Group D Events

July, August, September

- **September** - applications emailed to returning events
- **October** - application completion deadline
- **October/November** - City Council Committee review/City Council approval

Application & Event Planning Process

Six to 12 months from event date

- Event application, \$30 application fee (nonrefundable), and park permit fees are due to the Cosponsored Events Office.
- Event applications are presented to the City Council Cosponsored Events Committee and then approved by the full City Council.
- Once the event is approved, more detailed planning and advertising of the cosponsored event can begin.

Three to six months from event date

- Prepare site plan/race or walk route/parking plan to submit to the Cosponsored Events Office for review and consultation.
- Promoters of new events will have a first time planning meeting with City staff approximately 4-6 months in advance of their event.

One to three months from event date

- All event promoters should begin work on event insurance and permits 8-12 weeks in advance of their event.
- Event insurance is due to the Cosponsored Events Office no less than 30 days prior to the event. Once the insurance has been approved by the Risk Management Division, a park permit and other necessary permits can be issued.
- Promoters of new events will have a second planning meeting with City staff approximately 4-6 weeks in advance of their event.
- Outdoor Assembly Permits are due to the Police Department at least 30 days (and no more than 6 months) prior to the event.
- Cosponsorship Agreement is due back to the Cosponsored Events Office no less than 30 days prior to the event. The Cosponsorship Agreement contains estimated costs of city services required for the event.
- ADA checklist is due to the Office of Community Affairs at least 30 days prior to the event.

Application & Event Planning Process

Two to four weeks from the event date

- Street Closure Permit Applications are due to the Police Department at least 10 business days prior to the event.
- Final site plan/race or walk route/parking plan is due to the Cosponsored Events Office.
- Promoters of returning events will have a planning meeting with City staff approximately 2-4 weeks in advance of their event unless substantial changes to the event warrant an earlier meeting date.
- Promoters of first time (new) events must pay the estimated amount due (as indicated on the Cosponsorship Agreement) at least 15 days in advance of the first day of the event.

Additional Information

- Approval of an event by City Council is **not guaranteed**. Please do not begin to plan or advertise your event until you've received confirmation of approval.
- Submission of your cosponsored event application does not guarantee the date you've requested.
- Your date is guaranteed only upon approval by City Council.
- Promoters who are new to organizing events in St. Petersburg may be subject to a credit and/or background check.
- Event promoters are responsible for the costs of City services and equipment for their cosponsored event. An estimate of costs is provided in the Cosponsorship Agreement, and a final invoice of actual costs is sent approximately 60 days following the event.
- A promoter that has outstanding financial obligations with any City department will not be eligible to host an event until those obligations are paid in full.

Park Permit Fees

Cosponsored events are charged for all days that a park is being used, including setup and teardown days. The maximum of days any cosponsored event will be charged for is 10 days.

Albert Whitted Park, Demens Landing Park, South Straub Park, North Straub Park, Williams Park, Poynter Park, Elva Rouse Park, Flora Wylie Park, North Shore Park

\$230 per day (setup days, event days, and tear down days; 10 day maximum charge)

Vinoy Park

\$330 per day (setup days, event days, and tear down days; 10 day maximum charge)

All other City parks

\$60 per day (setup days, event days, and tear down days; 10 day maximum charge)

Waterfront Parks Information

- **Vinoy Park**, 701 Bayshore Drive NE
 - Acreage: approximately 11.6 acres
 - Capacity: approximately 20,000
- **North Straub Park**, 350 Fifth Avenue North
 - Acreage: approximately 3.75 acres
 - Capacity: approximately 5,000
- **South Straub Park**, 198 Bayshore Drive NE
 - Acreage: approximately 7.3 acres
 - Capacity: approximately 4,000
- **Albert Whitted Park**, 480 Bayshore Drive SE
 - Acreage: approximately 4.78 acres
 - Capacity: approximately 4,000
- **Demens Landing**, Bayshore Drive SE and 1st Avenue SE
 - Acreage: approximately 3 acres
 - Capacity: approximately 2,000

Waterfront Parks Information

- **Poynter Park**, 1000 Third Street South
 - Acreage: approximately 1.2 acres
 - Capacity: approximately 3,000
- **Elva Rouse Park**, North Shore Drive NE & 10th Avenue NE
 - Acreage: approximately 2 acres
- **Flora Wylie**, North Shore Drive NE & 14th Avenue NE
 - Acreage: approximately 7.75 acres
- **Williams Park**, North Shore Drive NE & 10th Avenue NE
 - Acreage: approximately 4.25 acres
 - Capacity: approximately 4,000

Please note that capacity estimates are approximate and will vary based on your event layout.

City Departments & Services

Planning & Development Services Department

Permits:

- Temporary use permits
- Electrical permits
- Alcohol sale permit information
- Signage and balloon permit information
- Erection of bleachers, scaffolding, signs, staging and arches permits

Permit Fees & Information *(subject to change)*

- **Electrical Permit—\$50 (additional fees will depend on the scope of work)**
Electrical permit is required whenever Duke Energy is requested to install temporary service or when any electrical service or circuit is altered. All installations must be made by a Florida licensed electrician. Electrical site plans must be submitted with the permit application.
- **Tent or Temporary Structure Permit—fees range from \$60 to \$160 (not including electrical permit fee)**
Tents or temporary structures must be approved by the Fire Department. Tents must be in an open area with a minimum of 30 foot clearances from other structures. Tents not installed at ground level may require a Florida engineer to sign the site plans. To obtain a tent permit, the application must be submitted with three site plans detailing the location of the tent or structure to include dimensions, certificate of flame proofing or flame spread rating and a completed park permit.

City Departments & Services

Police Department

The Police Department is responsible for the following services:

- Permits for parade routes, run/walks and bike races
- Permits for temporary street closures
- Assigns officers for traffic, parking control and security

The Police Department will make all determinations regarding public safety and the number of officers assigned to the event.

Fire Department

The Fire Department is responsible for the following services:

- Reviews tents permits
- Permits for fireworks
- Performs vendor inspections prior to event opening
- Assigns emergency medical personnel
- Issues public assembly permits
- Enforces guidelines governing cooking at outdoor events

Fees

- **Fireworks Display Permit - \$100**

On-site fire inspectors, rescue teams, and police (detonation area and/or marine security) may be required for all fireworks displays. Only federally licensed fireworks companies will be permitted to discharge fireworks. FAA clearance must be obtained for fireworks shot from an inland area or park located within five miles of an airport. Fireworks permit applications must be submitted 30 calendar days prior to your event.

- **Expected Event Attendance of 5,000 or more per day (hourly rate)**

Minimum of one EMS unit and one fire inspector on-site during the event. These guidelines are not all inclusive and additional requirements or resources may be needed based on the individual event.

City Departments & Services

Marketing Department

The Marketing Department is responsible for the following services:

- Public relations and marketing support for cosponsored events
- Event promotion through digital and print calendars
- Provides e-newsletters, poster, and flyer distributions
- Coordinates the Street Pole Banner Program

Marketing Information

- Cosponsored events are asked to include the city logo as sponsor recognition in any promotional materials, posters, flyers, ads, website, and public service announcements.
- The current logo can be downloaded from www.stpete.org/logo.
- Send press releases, event calendar listings, and correspondence to events@stpete.org.
- Current photo images of St. Petersburg can be downloaded at www.stpete.org/photos or www.flickr.com/photos/cityofstpete for inclusion in printed material.

City Departments & Services

Transportation & Parking Management Department

The Transportation & Parking Management Department is responsible for the following services:

- Approves permits affecting the city's parking areas, including parking lots, garages, and changes to on-street parking regulations
- Implements shuttle services for events
- Assigns special parking accommodations
- Approves parking access plan
- Posts all signs for metered parking closures

Parking Information

If available, please provide a detailed parking plan with your cosponsored event application detailing the following:

For estimated daily attendance of 5,000 people or less

- Location of disabled parking area and number of disabled parking spaces.
- Desired location of vendor parking, volunteer parking, VIP parking, and number of spaces.
- Location of access sidewalks to be closed.
- Location of bike racks around the event entrance.

For estimated daily attendance of 5,000 people or more

- The four items listed above.
- Location of bicycle corral and number of spaces.
- Location of motorcycle parking.
- Shuttle service load and unload locations, route, and service frequency.
- Parking area control plan and number of workers and posting locations.
- Location of any street parking areas, sidewalk closures, pedestrian access plan, and detours.

City Departments & Services

Community Affairs Division

The Community Affairs Division is responsible for the following services:

- Reviews plans for events and monitors accessibility checklist to ensure events are accessible to persons with disabilities
- Upon request, Community Affairs will provide an on-site visit prior to the event

As required by the Americans with Disabilities Act, all events and any other activities held on City property (City facilities including buildings, parks, and public rights-of-way) must be accessible to people with disabilities.

General Information

- A completed accessibility checklist and a copy of the Cosponsored Event Application must be submitted to the Community Affairs Division at least 15 calendar days prior to the event.
- All reasonable requests for accommodations must be granted pursuant to applicable laws unless the request would result in a fundamental alteration in the nature of services or activities or result in undue financial and administrative burdens to the promoter. Prior to denying any request for accommodation, the event promoter or organizer must contact the Community Affairs Division.

City Departments & Services

Business Tax Office

Important Tax Information

- A \$25 Business Tax may be required from promoters of cosponsored events.
- The event promoter (profit or nonprofit) is responsible for paying the tax 15 calendar days prior to the event.
- Florida State Statutes impose a 25% penalty if taxes are not paid prior to the event.
- Please contact the Business Tax Office at 727-893-7241 for more information.

Risk Management Division

Event Insurance Requirements

- Commercial general liability insurance is mandatory for all cosponsored events.
- A standard ACORD - Certificate of Liability Insurance written by a licensed insurer is required for each event.
- Certificates of Liability Insurance are due 30 calendar days prior to the event.
- The City of St. Petersburg must be named as additional insured on the policy.

Important Alcohol Liability Requirements

- A liquor liability endorsement is required for all events that sell and serve alcohol at events.
- The endorsement should be noted on the Cosponsored/Risk Management Review form and name the City of St. Petersburg as additional insured.
- Events may only serve beer and wine. Additional City Council approval is needed to sell and serve liquor.

Food & Beverage Information

State of Florida Department of Business & Professional Regulations Division of Hotel & Restaurants

1313 N. Tampa St., Suite 901
Tampa, FL 33602
Phone: 850-487-1395

Important Food & Beverage Information

- Food items should be served and prepared in a sanitary manner consistent with the Florida Department of Health regulations. Vendors selling food items and persons wishing to give away food are required to be in compliance with the established Florida Department of Business and Professional Regulation guidelines for temporary food service events and have all the appropriate business license(s) and insurance. Food vendors must have a temporary food service license. Items for cosponsored events may not be stored or prepared at private residences.
- Inspectors from the State of Florida may be in attendance at any event held within the City of St. Petersburg. Food vendors are required to meet the minimum standards of the state and be prepared to purchase a temporary food service license from the inspector.
- The applicant must notify the Florida Department of Business and Professional Regulation of the following items no less than three business days prior to the scheduled event:
 1. Type of food service proposed;
 2. Time and location of the event;
 3. Complete list of food service vendors and operators participating; and
 4. Current license number of each food service establishment participating.

APPLICANTS MAY COMPLETE NOTIFICATION REQUIREMENTS BY TELEPHONE AT 850-487-1395, IN PERSON AT THE APPROPRIATE DISTRICT OFFICE, OR IN WRITING.

For more information, please visit www.MyFloridaLicense.com.