



City of Clayton Event Guidelines

With due consideration of the needs of the City of Clayton and its residents, events will be scheduled to promote the City and provide for the entertainment and cultural opportunities of the citizens.

Events held on City property and public right-of-way are an important part of improving economic development and promoting the variety of services Clayton has to offer. The role of events shall be to:

- 1) Serve the needs of the residents and businesses in Clayton.
- 2) Offer affordable/free access to top events in the St. Louis Area.
- 3) Be a source of revenue in order to meet the financial goals of this organization.

The Event Specialist, who reports to the Director of Parks and Recreation, is responsible for ensuring their proper paperwork is completed and that approval by all affected departments is obtained prior to booking an event. In order for the City to consider approval for an event, an Application for Event Permit must be submitted to the Event Specialist. A \$25 processing fee will be assessed for all event applications. To obtain approval from the appropriate Department Head or designee; applicants should allow a minimum of 90 days for consideration by staff. Applications can be downloaded from the City website or requested from the Event Specialist. Fees associated with the event may include rental of site, staffing and separate permit fees. The City has the right to refuse any requests as well as to limit the number of events held within the city due to the resulting demand for staff and closure of streets, sidewalks, parks and facilities.

Event Guidelines

- I. Event Supervision:** To provide the applicant with a quality event experience and to coordinate communication among applicant, staff and vendors, the Event Specialist or designated city staff will take an active role in overseeing booked events.
- A. The Event Specialist or designated city staff shall be the main contact person for the event and shall directly oversee the applicant needs.
 - B. The Event Specialist or designated city staff is responsible for communicating with event chaperones to ensure the chaperones follow the Chaperone and Usage Guidelines. Chaperone Duties are outlined in Appendix A.
 - C. The Event Specialist or designated city staff is responsible for communicating with the applicant to ensure the applicant follows the Event Guidelines.
 - D. The Event Specialist or designated city staff is responsible for enforcing Event Guidelines.
- II. Event Booking:** All event activities shall be booked in advance, subject to availability for each area of the city.
- A. Reservation Requirements for non-City sponsored events:
 - 1. Event may be booked up to one year in advance.
 - 2. An Application for Event Permit must be submitted for the City to consider approval of an event.
 - 3. Deposit is due upon booking.
 - 4. Reservations for events must be made a minimum of 90 days prior to date of event. Any exception will need to be approved by the appropriate Department Head or their designee.
 - 5. Parade/Block Party requests must be made a minimum of 15 days prior to date of event. Any exception will need to be approved by the appropriate Department Head or designee.
 - 6. Applications improperly completed will not be accepted.
 - 7. Any fees waived must be approved by the appropriate Department Head(s).
 - B. Internal Reservation Requirements:
 - 1. Events may be booked in advance.
 - 2. An Application for Event Permit must be submitted to book an event.
 - 3. Deposit will be waived.
 - 4. Reservation for an event must be made 90 days in advance. Any exception will need to be approved by the appropriate Department Head or designee.
 - 5. Applications improperly completed will not be accepted.
 - 6. Any fees waived must be approved by the appropriate Department Head(s).
 - C. In order for a reservation to be considered valid (“booked”), all terms of the agreement must be completed.
 - 1. Reservations shall be valid once a signed contract is in place and monies due are received. Purchase Orders shall be accepted for business reservations as long as payment is received by date due.

2. "On-going" events shall pay fees for each event at least 30 days prior to each booked date. In addition, they shall pay a deposit of up to \$500 at time of original reservation.

III. Deposit: All events shall require a damage/security deposit at the time of reservation. Deposit shall be returned in full as long as all terms and regulations of the event agreement have been met. Deposit rates are provided in Appendix B.

- A. For approved events that are cancelled, where planning time by city staff has been invested, the deposit will be retained.
- B. All or a portion of the deposit shall be retained if extensive cleanup is required.
- C. All or a portion of the deposit shall be retained to cover the cost of damages to and/or loss of equipment. If the needed repairs or replacement exceed the deposit paid, the applicant is responsible for the additional cost.
- D. Deposit refunds will be processed within three weeks of the event. Balance due will be made by City of Clayton check or by crediting the credit card originally used for the deposit.

IV. Fees & Additional Charges: The City has established fees that will be charged for events. The City reserves the right to charge reasonable additional fees above and beyond the original processing fee and deposit. These fees and charges shall be reviewed periodically and are provided in Appendix B.

- A. Any permit required by the City, St. Louis County and State must be completed and all fees must be paid by the due date. City permit fees may be waived by the appropriate Department Head(s).
- B. A \$25 processing fee will be assessed for all event applications.
- C. Fees will be assessed for any event that requires City staff.
- D. Fees may be waived by the City Manager or designee.
- E. All fees/rates are subject to change with reasonable notification.

V. Refunds: The City has established guidelines to govern the refunding of fees.

- A. A full refund of event fees will be given for events cancelled more than 30 days in advance.
- B. Deposits and permit fees are non-refundable.
- C. For events booked less than 30 days in advance, applicant shall have a 72-hour period in which to cancel and be eligible for a full refund of deposit and fee.
- D. No refunds will be issued if applicant or event participants are asked to leave for noncompliance with City rules.
- E. In the event the City must cancel or alter the contracted parameters of an event, staff shall determine whether to offer a future event date at a reduced charge, or issue a partial/full refund.
- F. Refunds will be processed within three weeks of the event. Balance due will be made by City of Clayton check or by crediting the credit card originally used for the deposit.

VI. Food and Beverage: For most events, the City of Clayton will allow food and alcoholic beverages on site; however, all food arrangements must follow St. Louis County and City of Clayton procedures and permitting requirements. Proper permits must be secured at least two days prior to the event.

- A. It is the sole responsibility of the applicant desiring food service for an event to contact a caterer and make all food arrangements.
- B. To use specialized trailers, chuck wagons, grills and catering equipment, the applicant must receive permission for site access and placement by coordinating in advance with the Event Specialist and affected departments.
- C. Certain restrictions apply for food and drink in the park and on in City right-of-way.
- D. Alcoholic beverages may be permitted but must meet any and all permit requirements. NO GLASS containers are allowed; plastic and aluminum products are permitted. Anyone selling alcohol or offering a wine tasting for a fee will be required to obtain all permits required by the City, State and County.
- E. Recycling of cans and plastics is encouraged. The City will provide recycling containers whenever possible.

VII. Delivery and Storage: Delivery and storage of equipment and supplies for events is restricted in order to preserve space and to limit liability for stored and delivered items.

- A. The Department Head responsible for the event venue or designee must give prior approval for any items to be delivered prior to the event.
- B. An Applicant who has equipment delivered to the event site must make arrangements for the time of delivery and for the pick-up at the conclusion of the event.
- C. No items will be stored after an event.
- D. A fee may be levied for the space used to store and secure equipment or supplies delivered for an event.
- E. The City is not responsible for lost or stolen items delivered to non-secured areas.

VIII. Event Set-up Instructions: Set-up requirements and instructions shall be agreed upon in a timely manner to allow for scheduling of staff and coordination of resources. Set-up instructions are intended to communicate the applicant's needs to the proper city staff.

- A. Applicants shall specify event set-up needs at least one month prior to the event; for larger events applicants shall specify event set-up needs at least three months prior to the event.
- B. All changes to set-up must be approved by the Event Specialist and appropriate Department Head at least 72 hours in advance of event.
- C. All changes must be submitted in writing to the Event Specialist or designated city staff.
- D. Only minor changes to set-up may be requested by the applicant on the day of the event. The City's ability to accommodate requests will depend upon staff availability.
- E. Tents with one or more enclosed side that are over 300 square feet will require a special permit from the Clayton Fire Department. Tents without sides that are over 700 square feet will require a special permit from the Clayton Fire Department.

IX. Chaperones: Chaperones may be required for all events involving persons under the age of 21. The number and requirement of chaperones is dependant on the age of the group and the nature of the event. Chaperones shall include male chaperones for male participants and female chaperones for female participants. Chaperones shall be at least 25 years of age. Chaperone Duties are outlined in Appendix A.

- A. Each chaperoned event shall receive a Chaperone Duty Sheet that must be signed and followed by the person responsible for booking the event.
- B. Groups that do not adhere to Chaperone requirements shall not be allowed to book future events.
- C. Groups may be asked to leave early if Chaperones are unable to enforce rules.
- D. The required ratio for chaperones is 1:25 for all events involving individuals ages 18 through 20.
- E. The required ratio for chaperones is 1:10 for all events involving youth ages 7 through 17.
- F. The required ratio for chaperones is 1:5 for all events involving children age 6 & under.
- G. Chaperones are expected to directly supervise the attendees at all times while on the event site.

X. Event Parking: Parking requirements shall be considered when events are scheduled. When necessary, a parking plan will be used to coordinate parking capacities.

- A. A Parking Plan shall be created for each event and evaluated periodically to determine parking availability; this Plan shall map out times and dates when parking is restricted for events to include set-up and break down.
- B. If an event includes the intent for parking at The Center of Clayton, members shall have priority for parking during regular Center hours. The Applicant may be required to pay for security staff to monitor the parking lot.
- C. Large events will require a more detailed Parking Plan.
 - 1. Rentals for groups exceeding 300 attendees shall be considered a large event.
 - 2. Large events shall be evaluated for parking availability prior to their booking and must obtain approval from the appropriate Department Head or designee.
 - 3. Valet parking or shuttle service may be arranged by the applicant. The Event Specialist must be notified that this service has been arranged. All costs associated with these services are the responsibility of the applicant.
- D. Use of City owned parking lots or on-street parking must be approved by the Public Works Department.

XI. Restroom Use: Restroom availability shall be considered when events are scheduled. Events being held in the City must adhere to the St. Louis County Health Guidelines in regards to restroom usage. If port-a-potties are located in public right-of-way, approval is required by the Public Works Department.

XII. Equipment Use: The City will not provide tables, chairs or tents for any events, with the exception of those amenities that are permanently stationed throughout the city.

- A. The cost of repairs to damaged equipment and city property will come out of the deposit.
If the cost of repair or replacement of damaged equipment exceeds the deposit, the Applicant is responsible for the additional costs.
- B. Any exceptions to the usage of equipment will be approved by the appropriate Department Head(s).

XIII. User Group Definitions: The City of Clayton recognizes its responsibility to serve all facets of the community. The procedures outlined in this section provide a forum for access through levels of affiliation with the City of Clayton. See Appendix C for list of current classifications.

- A. **Internal User Groups** – City Departments that directly sponsor events held within the City of Clayton.
 - 1. Damage Deposit Required: None
 - 2. Event Fees: None
 - 3. Permit Fees: Any from St. Louis County and State; City fees will be waived.
- B. **Affiliated User Groups** – These users are organizations affiliated with the City of Clayton. These organizations shall enhance the overall mission of the City by providing events that will promote the City and provide for the entertainment and cultural opportunities of the citizens.
 - 1. Damage Deposit Required: None
 - 2. Event Fees: Direct costs of event to be paid; fees to be set by agreement prior to the event on a case-by-case basis.
 - 3. Permit Fees: Any from City, St. Louis County and/or State; City fees may be waived upon approval by appropriate Department Head(s) or City Manager.
- C. **Educational Institutions within the City of Clayton and Non-Profit Organizations** – These users are recognized Educational Institutions located within the City of Clayton or a non-profit group/agency. These organizations shall enhance the overall mission of the City by providing events that will promote the City and provide for the entertainment and cultural opportunities of the citizens.
 - 1. Damage Deposit Required: Yes
 - 2. Event Fees: 25% discount off regular fee schedule
 - 3. Permit Fees: Any from City, St. Louis County and/or State; City fees may be waived upon approval by appropriate Department Head(s) or City Manager.
- D. **Private Events** – Residents, Businesses & others
 - 1. Damage Deposit Required: Yes
 - 2. Event Fees: According to fee schedule
 - 3. Permit Fees: Any from City, St. Louis County and/or State.

XIV. Insurance Requirements: Any application for a special event to be held on City property or the public right-of-way shall provide the City with a Certificate of Insurance with the following in force coverage(s) for the date(s) of the event:

1. General Liability with a minimum of \$2.6 million per occurrence (in 2011 - adjusted annually) naming the City of Clayton as an additional insured.
2. Events requiring the use of the Applicant's vehicles may also be required to provide proof of automobile liability insurance at the discretion of the City.

XV. Additional Event Guidelines: All events held within the City of Clayton will have a purpose compatible with the goal of promoting the City and providing entertainment and cultural opportunities for the citizens of Clayton. The following additional guidelines have been established to ensure the safe and effective operation of events.

- A. Only persons who are over 25 years of age may apply for use of the City facilities/property for events. The Applicant must remain at the event and assumes responsibility for property and for conforming to the regulations established for the event.
- B. Some areas of the City of Clayton are not available for events.
- C. Organizations should allow a minimum of 90 days for consideration of their application by city staff.
- D. The City has the right to refuse any requests and retains the right to establish additional policies that provide for the safety of our residents and visitors.
- E. A limited number of events will be approved each calendar year due to the resulting demand for staff and closure of streets, sidewalks, parks and facilities.
 1. Major events that require involvement of multiple departments along with multiple street/facility closures will be limited to three per year.
 2. Events which require limited street closure and multiple departments will be limited to one per month.
 3. Major walks/runs/biking events that begin within our city borders would be limited to four per year.
 4. Walks/runs/biking events that come through our city, but do not originate from our city, will be limited to four per year.
 5. Any additions to the above limitations will be subject to evaluation prior to approval.
- F. Applicants who wish to sell products at their event must obtain a Peddler's Permit from the City of Clayton's Finance Department.
- G. Utilities are limited to what currently exists at the specific location of the event. Additional sources (generators, water tanks, etc.) are not permitted without prior written approval of city staff.
- H. All promotional and specialty companies or permit holders who are utilizing props, rides, equipment, booths, etc. must provide proof of insurance listing the City of Clayton as an "additional insured" for a minimum of \$2,600,000.00 per occurrence. A copy of such certificate should be faxed to the Event Specialist at 314/226-9326.
- I. During events, restaurants wishing to sell alcoholic beverages outside their establishment will be required to comply as stated in item J (2) below.

- J. Alcoholic beverages may be permitted, but must meet any and all permit requirements as follows:
1. In lieu of a *license issued annually*, a license for the sale of intoxicating liquor and non-intoxicating beer (often referred to as a picnic license), for consumption on City property or public rights-of-way must be obtained. The permit shall be issued only for the day or days of the event and in no case will be issued for more than seven (7) days to any organization in a given fiscal year (October – September). The applicant shall submit an application provided by the Department of Finance with a fee of \$25.00 for such permit. All permits shall be applied for at least *four* (4) weeks in advance of the event date. A background check of the Applicant is required (may be obtained for a fee from the St. Louis County Police Department). All applicants shall comply with all applicable State of Missouri and St. Louis County rules, policies and requirements which may apply. (600.210)
 2. Caterers and other persons *holding licenses to sell intoxicating liquor by the drink at retail for consumption on licensed premises* who furnish provisions and service for use at a particular function, occasion or event at a particular location other than the licensed premises shall obtain a temporary permit from the Department of Finance. The permit shall authorize the service of alcoholic beverages at such event during the hours of which alcoholic beverages may lawfully be sold or served not to exceed seven (7) consecutive days or the length of the event, whichever is less. The Applicant shall submit an application provided by the Department of Finance with a fee of *\$15.00 for each calendar day, or fraction thereof*, for which the permit is issued. All permits shall be applied for at least *four* (4) weeks in advance of the event date. All applicants shall comply with all applicable State of Missouri and St. Louis County rules, policies and requirements which may apply. (600.220)
- K. No amplified sound will be permitted in a park or city street without prior approval of the City Manager or designee, as it may interfere with other patrons, users and the general public. The City of Clayton noise ordinance shall be enforced. The Ordinance is available for review on the City’s website at www.claytonmo.gov.
- L. For those events held in City parks, additional park rules apply.
- M. Additional rules may be established to ensure the safety and enjoyment of event participants.
- N. Tents with one or more enclosed side that are over 300 square feet will require a special permit from the Clayton Fire Department. Tents without sides that over 700 square feet will require a special permit from the Clayton Fire Department.
- O. Open flames may require a special fire permit from the Clayton Fire Department.
- P. Applicants and their guests shall not violate the canons of good morals, manners or taste, or be injurious to the buildings, grounds, or equipment.
- Q. Any activity (runs, walks, celebrations) in the public right-of-way that is not typical use (i.e. driving a vehicle on the road, walking on the sidewalk, or parking in a permitted on-street parking zone) requires a Right-of-Way permit from the Public Works Department.