

H I S T O R I C



**VIRGINIA KEY  
BEACH PARK**

MIAMI, FLORIDA

EVENT GUIDELINES

## VIRGINIA KEY BEACH PARK TRUST FACILITIES

Unlike most outdoor facilities, the Historic Virginia Beach Park (HVKBKBP) facilities are open twelve months per year. The gorgeous Miami weather, with an annual average temperature of 76 degrees Fahrenheit, allows for year-round operations and events. Virginia Key Beach Park Trust, a limited agency of the City of Miami, in conjunction with the City of Miami Parks and Recreation Department is specially charged with the management of Historic Virginia Key Beach Park, which includes the following facilities:

**HVKBP Event Lawn:** The maximum capacity of the event lawn, for gated events, is 20,000 standing patrons. There is ample option for sitting on the lawn, on blankets or in personal lawn chairs. There are a few possible locations throughout this site where a temporary stage can be erected to accommodate up to 20,000 patrons. The more popular sites for stage placement have been along the shoreline with the ocean as backdrop or, along the tree line with the ocean as a side view.

**The Historic Dance Floor:** The circular, finished concrete dance floor was one of the Park's most popular features throughout its history, and is in the heart of the Park's restored Historic Zone.\* It has a capacity of 200 attendees for private events. The Dance Floor is surrounded by benches and shady palm trees, and located within a larger sandy area bordering the beach and the shoreline promenade.

**South Pavilion:** The open-sided pavilion in the Park's Historic Zone\* provides shade with two adjacent charcoal grills and a large food preparation or serving area. Given the wide-open green space surrounding it, there are several different event set-ups that may take place at this facility. Some examples of events would be; family reunions, children's birthday parties, church outings or holiday events.

\* The "Historic Zone" of HVKBKBP consists of the area of the restored historic structures that were the central focus of the site in its heyday: the Bath House, Concession Stand, Carousel Building, flagpole court, etc.

## ESTIMATED EXPENSES (LARGE EVENTS)

**Non-refundable deposit to hold date/ per event:** \$1000.00 Damage

Deposit: \$1000.00-\$10,000.00  
(amount to be determined by VKBPT, based on event type)

### **Dance Floor**

#### **& South Pavilion Rental:**

**Non-Profit rental:** \$250 plus additional fees\*

**For Profit rental:** \$400 plus additional fees\*

Event Lawn Rental: \$10,000.00 plus additional fees

\$10,000.00 flat rental

Fee Includes

\*Park Staff

\*Electrician

\*Parking Crew

\*Clean-up

\*Solid Waste Disposal

**Entire HVKBKBP Rental:** \$20,000 per day plus additional fees which includes the entire historic park from front gate to North Beach boundary.

### **Additional Fees for HVKBKBP**

#### **supplied items (based on event requirements):**

Security: \$

Clean Up: To Be Determined (TBD)  
All events must use VKBPT Cleaning contractor)

Tent Rental: 10x10 -\$70.00

10x20 - \$100

20x20 - \$150.00

*additional sizes also available*

*- cost to be determined*

Beer/Alcohol Vending: <i>(license required)</i>	\$350.00 per location
Soda, Beverage, Food Vending	\$50.00 per location
Arts/Merchandise Vending:	\$15.00 per location
Electrician	TBD
Parking Crew	TBD
Park Staff	TBD

- \* *The promoter is responsible for all additional charges.*
- \* *Fees and surcharges may change at the Trust's Discretion.*

**City Required Items for events over 150 persons:**

Police, Fire Rescue, Solid Waste Disposal

**Ticket Surcharge on**

**All Ticketed Events:**

Ticket Price: \$1.00 - \$14.99	\$0.75 per ticket
Ticket Price: \$15.00 - \$29.99	\$1.00 per ticket
Ticket Price: \$30.00 and above	\$2.00 per ticket

*The ticket surcharge is collected during the course of the event. VKBPT reserves the right to have a staff member always present at the ticket entry gate.*

**Still Shoots & Film Rates:** Negotiable

*The State of Florida Department of Revenue has determined that some fees paid to Virginia Key Beach Park Trust must include a 7% sales tax. Those fees include facility rental, clean-up, tent rental, beer, alcohol vending, soda, beverage, food vending, arts, merchandise vending and solid waste disposal. Rental fees are negotiable at the VKBPT discretion. Fees and surcharges may change at the Trust's discretion.*

# ESTIMATED EXPENSES

(SMALL EVENTS)

**Non-refundable deposit**

**to hold date:** \$100.00

**Damage Deposit:**

\$100.00 - \$1,000.00  
(amount to be determined by VKBPT, based on event type)

**South Pavilion Rental:**

Non-Profit rental (4 hours) \$50 plus additional fees  
For-Profit rental (4 hours) \$400 plus additional fees

**Fees include services of:**

- \*Park Staff
- \*Electrician
- \*Parking Crew
- \*Clean-up
- \*Solid Waste Disposal

**Historic Dance**

**Floor Rental:**

Non-Profit rental (6 hours) \$250 plus additional fees  
For-Profit rental (6 hours) \$400 plus additional fees

Entire VKBP Rental: \$20,000 per day plus additional fees

*The \$20,000 Rental fee includes the entire park from front gate to north Beach*

**Additional Fees for VKBP supplied items**

**(based on event requirements):**

**Security:** TBD  
**Clean Up:** TBD (all events must use VKBPT cleaning contractor)  
**Tent Rental:** 10x10 \$70.00, 10x20 - \$100, 20x20 - \$150.00, additional sizes Also available - cost to be determined

**City Required Items for events with more than fifty (50) attendees:**

- Police
- Fire Rescue
- Solid Waste Disposal

**Ticket Surcharge on**

**All Ticketed Events:**

Ticket Price	\$1.00 - \$14.99	\$0.75 per ticket
Ticket Price:	\$15.00 - \$29.99	\$1.00 per ticket
Ticket Price:	\$30.00 and above	\$2.00 per ticket

*The ticket surcharge is collected throughout the event.*

**Still Shoots &**

**Film Rates:** Negotiable

*The State of Florida Department of Revenue has determined that some fees paid to Virginia Key Beach Park Trust must include a 7% sales tax. Those fees include facility rental, clean-up, tent rental, beer, alcohol vending, soda, beverage, food vending, arts, merchandise vending and solid waste disposal. Rental Fees Are Negotiable at the VKBP discretion.*

## PAYMENT TERMS AND DAMAGE DEPOSIT

**Payment Terms:** A non-refundable deposit is required to reserve a date. Virginia Key Beach Park Trust (VKBPT) maintains the right to change or cancel said event with written notification to the promoter. Once VKBPT is in receipt of deposit, the event date can be changed once without penalty. VKBPT must be notified, in writing, of said date change sixty (60) days prior to the original date held. VKBPT expressly reserves the right to require all promoters and organizations to pay for all estimated expenses, as well as the City of Miami required services, prior to event set-up. Payment must be remitted no later than seven (7) business days prior to event set-up, in the form of a cashier’s check, certified check, or money order payable to Virginia Key Beach Park Trust. A rental fee will be charged for set-up and load-out days, as well as the actual event day. The promoter is responsible for all costs associated with the event and for all costs associated with returning the facility to its original condition. Fees and surcharges may change at the Trust’s discretion.

**Conditions of Premises/Damage Deposit:** VKBPT expressly reserves the right to collect a damage deposit for all events and to set the amount of that deposit on an event-by-event basis. VKBPT will survey the property for damages within two (2) business days after an event and if damage is found, VKBPT will advise the promoter of any additional charges. Failure to abide by these terms will result in the forfeiture of deposit.

## SOUND CHECK

Monday – Thursday 12:00 p.m. – 9:00 p.m.  
Friday, Saturday, Sunday & Holidays 8:00 a.m. - 9:00 p.m.  
*During sound check or events, the sound level shall not exceed 110 dBa, when measured sixty feet (60 ft) from the stage in any direction.* VKBPT RESERVES THE RIGHT TO TERMINATE ANY EVENT PRIOR TO THE CURFEW HOUR.

Curfew at all HVKBP Facilities:

11:00 p.m. Monday -Thursday; September - March

Curfew at all HVKBP Facilities: Sunset April 1 – August 31

Curfew at all HVKBP Facilities: 2:00 a.m. Friday-Sunday  
Holidays; September – March

VKBPT RESERVES THE RIGHT TO TERMINATE ANY EVENT AT ANY TIME.

*A time overage fee of \$1,000.00 for every 15 minutes or fraction thereof, beyond contracted, stated schedule will apply. The referenced fee is in addition to actual cost, for which, the user shall be responsible for payment.*

## RIGGING SYSTEM

The promoter is responsible for providing a rigging system for all Historic Virginia Key Beach Park shows. VKBPT will provide a scissor lift and a rigging specialist at the promoter’s expense. The promoter is responsible for supplying all sound and light equipment necessary for their show.

## OFF-DUTY POLICE AND FIRE RESCUE CHARGES

The Virginia Key Beach Park Trust Director of Operations is to be contacted prior to any direct communication with either the City of Miami Police or Fire Rescue Departments.

**City of Miami Police Department/  
Marine Patrol Special Events: (305) 579-6440**

All City of Miami fees and surcharges are subject to change. Please check with our Event Coordinator for the most updated hourly rate scales.

**City of Miami Fire and Rescue  
Department Special Events: (305)416-1721**

All City of Miami fees and surcharges are subject to change. Please check with our Event Coordinator for the most updated hourly rate scales.

## SECURITY

Virginia Key Beach Park Trust expressly reserves the right to determine, in conjunction with the City of Miami Police Department, all private security requirements for all events. Promoter may, at his or her discretion and subject to VKBPT approval, utilize a separate security firm over and above the requirements placed by VKBPT, providing that the firm is licensed by the City of Miami and has valid insurance approved by the City of Miami Insurance Manager. Virginia Key Beach Park Trust and the City of Miami must be named as “additional insured” on said policy.

**Personnel Requirements:** Historic Virginia Key Beach Park Event Lawn – a minimum of 30 people (includes supervisors and managers).

Dance Floor: TBD based on the event infrastructure and needs.

Pavilions: TBD based on event.

**VKBPT Required Security Charges\*:**

Security Personnel: \$12.00 per hour

Supervisor: \$13.00 per hour

Event Manager: \$14.00 per hour

*\*Fees and surcharges may change at the Trust's discretion.*

All security personnel work a minimum of five hours. Holidays are subject to overtime wages. Additional security needs (i.e. equipment such as metal detectors, etc...) will be provided at cost to the promoter.

Please contact the Virginia Key Beach Park Trust Director of Operations regarding all security requirements. The promoter is responsible for all costs related to security.

## PRODUCTION SCHEDULE

A written production schedule outlining all details for your event must be submitted to the VKBPT Director of Operations no later than seven working days prior to the event. The schedule should include all times for entry, set-up, the actual event schedule, tear-down and exit.

For Example:

9:00 am - 11:00 am:	Enter; Sound set up
11:00 am - 1:00 pm:	Sound check
1:00 pm - 3:00 pm:	Name of performer
4:00 pm - 6:00 pm:	Name of performer
6:00 pm - 9:00 pm:	Name of performer
9:00 pm - 11:00 pm:	Firework and laser light show
11:00 pm - 12:00 pm:	Removal of sound equipment; Exit.

*The production schedule is essential to the Virginia Key Beach Park Trust so the staff is able to schedule appropriate personnel. Failure to comply with this requirement will result in the cancellation of your event.*

## PARKING/VEHICLES

There is very limited parking for vehicles related to the production of shows. VKBPT will determine all parking availability and issue all necessary parking permits to promoters. No other permits will be accepted. All vehicles, including those with a VKBPT permits will be checked by parking attendants. There are to be no commercial vehicles parked in the public area of an event. All unauthorized vehicles will be removed at the owner's expense.

**Historic Virginia Key Beach Park – Backstage:**

Depending on the location of the stage, parking backstage will be limited to four trucks/RV's and twenty (20) cars or at any number thereof at the discretion of VKBPT. Parking permits will be required. Additional parking needs are the promoter's responsibility.

# CLEANING

All events must use the VKBPT cleaning contractor. VKBPT expressly reserves the right to determine cleaning requirements for all events.

VKBPT assumes no responsibility whatsoever for any person or property that enters the premises as a result of, or, in connection with the event including items left behind.

# INSURANCE REQUIREMENTS

Promoter must obtain and maintain in force, for the length of the rental agreement, (including set-up and load-out times), General Liability Insurance on a Comprehensive General Liability Form or an equivalent Policy Form in the amount of **\$1 million dollars U.S. currency** (or coverage deemed acceptable by the City of Miami Insurance Director) for bodily injury and property damage liability.

If the promoter is granted the right to serve alcohol, the promoter must obtain third party liquor liability coverage for a minimum of **\$1 million dollars U.S. currency**. The City of Miami and Virginia Key Beach Park Trust expressly reserve the right to set limits on the third party insurance coverage on a event-by-event basis.

Virginia Key Beach Park Trust is to be listed as the certificate holder of the insurance and, in addition, the City of Miami and Virginia Key Beach Park Trust are to be named additional insured on all policies. Promoter shall furnish the appropriate insurance certificates, as deemed acceptable by the City of Miami Risk Management Administrator, to VKBPT no later than ten business days prior to the commencement of set-up for the stated event.

Any questions regarding insurance should be directed to Finance Director, of the Virginia Key Beach Park Trust staff at (305)960-4600.

# DISPENSING OF ALCOHOL AND NON-ALCOHOLIC BEVERAGES

Virginia Key Beach Park Trust reserves the right to restrict alcohol sales in all Historic Virginia Key Beach Park operated

facilities. If VKBPT so chooses, it may allow alcohol sales on a show-by-show basis. Fees for such rights are determined by VKBPT. Virginia Key Beach Park Trust reserves the right to designate the location of all alcohol vending stations. Additionally:

- All beverages sold or given away must be dispensed in paper or plastic containers. No glass bottles or metal cans are permitted.
- No more than two alcoholic beverages may be sold to an individual at one time.
- Alcohol sales must cease one (1) hour prior to the end of the event.

**A liquor permit must be provided to VKBPT prior to the event.**

The promoter is responsible for obtaining all applicable alcoholic beverage permits from the State of Florida Alcohol and Beverage Department of Business Regulation (305) 470-6787. In order to obtain a liquor permit, the promoter must follow the guidelines set forth by the State of Florida. Those steps include but are not exclusive of:

- Providing Virginia Key Beach Park Trust with General Liability and liquor insurance, whereupon VKBPT will provide a zoning letter.
- Zoning approval.
- Department of Revenue approval.
- Obtaining license from Department of Alcohol Tobacco and Firearms.

*All taxes and remittances related to the sale of alcoholic beverages, are the responsibility of the promoter.*

# ALCOHOL WRIST BAND POLICY

All promoters vending alcoholic beverages in VKBPT operated facilities will be required to use wristbands or other identification approved by VKBPT to identify consumers of legal age. Failure to comply with this rule, whether by the promoter or their representative, may result in the immediate cancellation of alcohol sales. Promoter is required to provide such identification. If promoter fails to provide identification, some form of identification will have to be purchased from VKBPT at a cost determined by VKBPT.

# TICKET POLICY/ ADVERTISING

All tickets must identify the proper venue name and address:

Historic Virginia Key Beach Park  
4020 Virginia Beach Drive  
Miami, Florida 33149

Ticket Surcharge\*:

On all ticketed events

Ticket price: \$1.00 - \$14.99 \$0.75 per ticket

Ticket price: \$15.00 - \$29.99 \$1.00 per ticket

Ticket price: \$30.00 and above \$2.00 per ticket

*The ticket surcharge must be collected during the course of the event. \*Fees and surcharges may change at the Trust's discretion.*

**Complimentary Tickets:** The promoter shall have the right to distribute up to 100 complimentary tickets. Those tickets are not subject to ticket surcharge. Any additional complimentary tickets will be assessed at face value and are subject to the State of Florida 7% sales tax. Promoter is responsible for payment of the sales tax.

**Ticket Manifest:** Without exception, all promoters of paid, ticketed events must submit a Valid Ticket Manifest two (2) business days prior to event set-up. The VKBPT Box Office Auditor will report compliance or, lack thereof, to VKBPT staff, prior to the gates being opened on the day of the event.

**A valid Ticket Manifest must:**

- State the number and color of each ticket printed at each price category.
- State the name of the event.
- State the name of the printing company and be signed by a manager of the printing company.

**Failure to provide a valid ticket manifest may result in a non-compliance fee as outlined below.**

The Fee will be assessed on all tickets counted by VKBPT, including complimentary tickets.

1,000 to 10,000 tickets \$1,000.00 non-compliance fee

10,000 to 20,000 tickets \$2,000.00 non-compliance fee

20,000+ tickets \$3,000.00 non-compliance fee

Failure to provide a valid ticket manifest to VKBPT **two days prior** to event set-up will require the promoter to use Virginia Key Beach Park Trust ticket stock for all day-of-show sales and incur any cost resulting from said use.

*Without exception, all tickets must be torn in half at the entrance gates, Virginia Key Beach Park Trust reserves the right to access and count all dropped ticket stubs.*

## ADVERTISING

All advertising must identify the proper venue name and address:

Historic Virginia Key Beach Park  
4020 Virginia Beach Drive  
Miami, Florida 33149

The Historic Virginia Key Beach Park logo must be included and is available via pick-up or e-mail. To request a logo, please contact the Marketing Director at (305) 960-4606.

**The Historic Virginia Key Beach Park web site:**

[www.virginiakeybeachpark.net](http://www.virginiakeybeachpark.net) Please contact the VKBPT Marketing Director to have your event listed on the Virginia Key Beach Park Trust web site and to arrange a hyperlink to your event web site.

Failure to comply with advertising requirements may result in loss of damage deposit.

## FOOD VENDOR REGULATIONS

All food areas have been designated by Virginia Key Beach Park Trust. Enclosed is a map of the available food areas.

Without exception, the promoter shall fill out and deliver to the VKBPT Director of Operations a complete layout of vendors. This layout is to be delivered seven business days prior to the start of the event.

**NOTE:** Certain vendor equipment (i.e. freezers, refrigerators, blenders, etc.) often require special electrical power needs. Vendors may be required to provide their own generator(s). Please contact the VKBPT Director of Operations at least seven business days prior to the event if vendors will be using equipment that requires electrical power in excess of standard household current (110 volts/16amp).

All food preparation areas require a VKBPT tent. Subject to VKBPT Director of Operations approval, food carts and self-contained concession stands do not require a tent.

Two 10lb. ABC fire extinguishers are required at each food vendor location. If hot grease or oil is used in food preparation, one 10lb. 40 BC fire extinguisher is required. The vendor/promoter is responsible for providing all fire extinguishers. All extinguishers may be checked by the Fire Marshal.

If cooking oil or grease is used, all waste products must be disposed of in the grease container as designated by VKBPT. Metal bins will be available for charcoal disposal. **DO NOT DISPOSE OF GREASE OR CHARCOAL ON THE SAND, GRASS, IN THE WATER OR ANYWHERE OTHER THAN THE DESIGNATED PLACES.**

Place all trash in the receptacles provided. Additional trash bags may be available upon request. At the close of the event, please leave the full trash bags tied and secured at the designated location.

Do not use frayed or unsafe extension cords.

Storage vehicles must be removed from the park no later than two hours prior to the scheduled start of the event. All vendors are responsible for parking their vehicles off event site. Due to space restrictions, vendors must park in the assigned parking lot or off-site if parking lot is filled.

Each vendor shall display a current occupational license with valid signature. Such license shall be visible and clean. Each vendor shall also display food products, vendor's name, and phone number. The Department of Business and Professional Regulation (DBPR) will have inspectors on site to collect temporary license fees. If you are an owner or employee of a licensed, permanent restaurant you may be exempt from this fee.

You must provide a copy of the license to the DBPR inspector in order to receive this exemption. All promoters are responsible for contacting the DBPR regarding vending regulations and license fees.

**Contact: DBPR (305) 513-3438.**

Park management will regularly inspect vendor areas for compliance. Failure to comply will result in loss of damage deposit. Continuing failure to comply will result in permanent termination of the right to vend at all VKBPT facilities.

**Special Events Coordinator  
Virginia Key Beach Park Trust**

Direct: 305-960-4618

Fax: 305-960-4620

Email: kokpala@miamigov.com

[www.virginiakeybeachpark.net](http://www.virginiakeybeachpark.net)



H I S T O R I C



Established  
1945

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MIAMI, FLORIDA

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Miami, Florida 33149

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F 305.960.4620

[www.virginiakeybeachpark.net](http://www.virginiakeybeachpark.net)

