



Mardi Gras Soulard Lot Application

Submitted On:

Aug 5, 2025, 01:38PM CD

St. Louis, MO: Treasurer's Office

Business Owner Name First Name: Aprille
Last Name: Trupiano

Business Name Social House of Soulard, LLC dba Social Bar & Grill Soulard, LLC

Business Owner Email sbg.stl@gmail.com

Full Address Street Address: 1551 S 7th Street
City: St. Louis
State: MO
Zip: 63104

Phone Number 314-804-9373

Event Organizer Name First Name: Aprille
Last Name: Trupiano

Email sbg.stl@gmail.com

Full Address Street Address: 1551 S 7th Street
City: St. Louis
State: MO
Zip: 63104

Phone Number 314-804-9373

Please provide your Layout and Safety plans for the event. Emergency Plan 2026 - digital.pdf
MARDI GRAS 2024 Layout.pdf

Please provide proof of Insurance SOCIAL HOUSE COI 2025-2026 GL.pdf

Do you own a Business or Live in the Soulard Neighborhood? YES

Have you reserved the lot in the past? YES

When did you reserve the lot last? March 01, 2025

Event Description Mardi Gras celebration
Note that the Layout for the event will vary slightly.

For the past 9 years, we've proudly partnered with the St. Louis City Treasurer's Office for Mardi Gras - without a single incident. As a multi-year lessee, we've followed every protocol, responded to every request and honored every agreement. Each time we've rented the lot, we've made capital improvements - at our own expense - treating the space with the respect of a long-term partner.

As we've expanded our footprint, our continued investment and commitment to Soulard and the City of St. Louis has played a significant role in driving increased attendance and consumer spending - benefiting not only the city of St. Louis but Mardi Gras, Inc. itself.

Despite this, Mardi Gras, Inc.'s ongoing, deliberate, targeted realignment and changes have consistently aimed at restricting our ability to host this long-standing event at the scale we've successfully maintained for 9 years. As a result of those very changes, this adjacent lot has become the only viable location for us to continue delivering the experience customers, the community and the city have come to expect.

Every business owner in Soulard relies upon the revenue of Mardi Gras to balance their finances and remain open the rest of the year. We're here every single day - not just one weekend a year - creating jobs, serving customers and supporting the neighborhood, indeed strengthening the city's heartbeat year-round. As one of the few minority-owned, brick-and-mortar businesses still standing strong in Soulard, losing access to this space would have a devastating impact on our operations and financial stability. This isn't just about a Mardi Gras event; it's about economic survival. Losing this lot would undoubtedly threaten the sustainability and future of our business. It would put the foundation of nearly two decades of hard work, dedication, community investment and economic contribution at serious risk.

We deeply value our partnership with the Treasurer's Office and hope to continue it in 2026 and beyond - because for us, this isn't just an event... it's our livelihood and legacy.

Acknowledgement

Receipt

By filling out this form, I certify that, to the best of my knowledge, the provided information is true and accurate.

0000002



1551 S. 7th Street | St. Louis, MO 63104

Safety & Emergency Plan for Mardi Gras 2026

This emergency action plan outlines the procedures Social Bar & Grill (hereafter "SBG") has planned in the event of an emergency during Mardi Gras on Saturday, February 14, 2026. The purpose of this vital plan is to ensure the safety of all participants, attendees and personnel and to minimize harm in the event of an emergency, for the stationary building at 1551 S. 7th Street and for the temporary tent structure (PLAYR1 Tent) at the Carroll Street parking lot at 8th Street and Carroll Street.

1. **Law Enforcement, Fire Department and First Responder Access:** Over the years, SBG's PLAYR1 Tent has served as a trusted satellite base for local Fire and Police personnel. We continue to provide a designated space for law enforcement and fire safety officials to convene, coordinate and operate as a checkpoint throughout the duration of the event, supporting rapid response and public safety efforts on-site.
2. **Security:** As it has for every year during the Mardi Gras event, SBG hires, at its own expense of over \$30,000, a staff of highly trained Security Guards who will be present for the duration of the event to assist in any emergency situations and to ensure the safety of all participants, attendees and personnel. The security team typically consists of sixty-five (65) to eighty (80) security officers and that number may increase if SBG deems necessary. Security teams consist of off-duty Police officers, ex-Marines and other US Veterans as well as licensed security officers. The company SBG hires is MGR. Security personnel are trained in Crowd management, Pedestrian and traffic control and Emergency response and evacuation.
3. Security Guards are equipped with necessary equipment for foot traffic coordination, crowd control, evacuation procedures and emergency response, as well as a variety of other potential emergency situations. Security staff will wear clearly marked uniforms and be equipped with flashlights to assist with visibility during operational hours.
4. **Emergency Communications:** SBG and MGR have established a clear and effective means of communication between Security Guards, ambulance and Paramedics and other personnel involved in a variety of potential emergency responses. Communication and coordination between the on-site Security Commander and Security Supervisors will be via two-way radios, to be distributed and deployed at all necessary checkpoints. Cell phones may be used as a backup, however given the intermittent and unreliable cell tower coverage during past Mardi Gras events, two-radio communication will be the primary source of communication enforced.

5. **Crowd Control and Pedestrian Safety:** With crowd and pedestrian safety as a top priority, the following measures will be implemented:
- MGR will station two (2) Security Guards at every entry point of the PLAYR1 Tent. In pairs, Security Guards will oversee, direct, manage foot traffic for safe ingress and egress throughout the duration of the event. In peak hours, security rovers will monitor flow within the tent and around its perimeter, addressing potential congestion proactively.
- In the case of a medical emergency, MGR Security Guards will manage and divert foot traffic swiftly and safely to accommodate medical care, including Paramedic and/or ambulance entry and exit, should it be necessary.
- Due to the unannounced and premature removal of pedestrian barricades by Mardi Gras, Inc. during the previous event - which disrupted established safety protocols and directly led to crowd confusion and temporary congestion at the tent's main entrance - SBG will implement its own enhanced pedestrian control measures. At its own expense, SBG will hire eight (8) additional personnel and install clear signage at key points outside the tent to mark pedestrian lanes and guide attendees toward designated walkways, entrances, exits, first aid stations and portable restrooms. As an added precaution, SBG will also provide stanchions as a backup in the event that primary barricades are removed prematurely or additional pedestrian control is needed.
- Due to the reported reassignment of Mardi Gras, Inc. assigned Park Rangers in past Mardi Gras events and the resultant inadequate security personnel for Soulard Market, SBG has directed MGR to act as backup security. Should Mardi Gras, Inc. assigned Park Rangers (or other Mardi Gras, Inc. assigned security personnel) for Soulard Market be re-assigned, SBG will provide, at its own expense, eight (8) Security Guards to be deployed at ingress and egress points. MGR will communicate with Soulard Market's Market Manager throughout the day, via two-way radio communication (provided for by SBG) and coordinate should assistance be necessary.
6. **Ambulatory Care:** Should any participant, attendee or personnel need any type of medical care, SBG has hired, at its own expense, a fully equipped ambulance and three (3) trained, licensed Paramedics/EMT's who will remain onsite for the entire duration of the event. *These medical services have always been and will continue to be made available not only to SBG guests but to any individual participating in the broader Mardi Gras event who may require assistance.* Anyone in need of such services will be escorted to the ambulatory area for immediate assessment, care evaluation and recommendation and, if necessary, transport to the nearest medical facility. MGR Security Guards will assist in providing first aid and support in any way necessary.
7. **On-site Safety Policy:** All guests will be checked at ingress with handheld wands. NO large bags or backpacks will be allowed into the building or the tent. All bags must be searched for prohibited items, including but not limited to the following:
- a) No Illegal substances
 - b) No drugs or drug paraphernalia
 - c) No unsealed over the counter medications or vitamins
 - d) No Vicks inhaler, vapor inhalers
 - e) No animals
 - f) No massagers
 - g) No laser pointers

- h) No glass
- i) No markers, pens or spray paint
- j) No large chains or spiked jewelry
- k) No tactical gear
- l) No Walkie Talkies
- m) No fireworks, flammable products, projectiles or explosives
- n) No weapons of any kind (Pocket Knives, Pepper Spray, Etc)
- o) No Items deemed as posing a threat to the safe enjoyment of the event by management.

8. Evacuation Procedures: In the event of an emergency that requires evacuation for any reason, Security Guards will take the lead in guiding attendees, participants and personnel to a safe area. MGR will deploy, at minimum, six (6) guards at the entry point-exit point directing attendees, participants and personnel to exit the tent onto 8th street, then Marion street east then onto Broadway. While the crowd is flowing out of the event, twenty (20) Security Guards will assist the direction of flow towards Broadway to ensure safe evacuation.
9. Fire Emergencies: In the event of a fire, Security Guards will take immediate action to evacuate the area, alert onsite city assigned Fire Safety personnel as well as all ambulances, Paramedics and EMS personnel onsite. Fire extinguishers will be readily available for use by Security Guards and may be deployed in a safe and appropriate manner if necessary.
10. Terrorism and Active Shooter: In the event of a terrorist attack or active shooter, Security Guards will immediately lock down the area and evacuate attendees as listed above in Section 8. MGR Security Guards will immediately alert onsite city assigned, active Police Officers and will coordinate with the St. Louis Police Department and any other relevant public safety agencies as necessary to ensure a swift and effective response.
11. Post-emergency Procedures: After any emergency has been resolved, MGR personnel will debrief with SBG personnel. All outcomes will be documented, along with any recommended follow-up actions to be addressed post-event.
12. These plans are subject to revision based upon recommendations from the Fire Department, Police Department and Homeland Security during SBG's frequent communications and coordination with these agencies in the period leading up to and on the day of the event.

KEY CONTACTS:

Social Bar & Grill: Nick Trupiano - (314) 757-7566

MGR Security: Gordon Stuart (314) 750-3942

Marion St

S I D E W A L K



S 8th St



Entrance



SOCIAL BAR & GRILL

THE EFFEN TENT

BOX OFFICE

Merch

Bar

VIP Entrance

EXIT

VIP Restrooms

STAGE

Bar

EXIT

EXIT

Restrooms

Brewer Building

EXIT

Restrooms

PARADE

S I D E W A L K

Carroll St



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
02/28/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
Bly Insurance Group
1750 S BRENTWOOD BLVD
STE 701
Brentwood MO 63144

CONTACT NAME: Joe Bly
PHONE (A/C, No, Ext): 3149969191
E-MAIL ADDRESS: service@blyinsurancegroup.com
FAX (A/C, No): 3149969192

INSURED
Social House of Soulard, LLC DBA Social Bar & Grill LLC
1551 South 7th Street
Saint Louis MO 63104

INSURER(S) AFFORDING COVERAGE

INSURER A: PENN-AMERICA GROUP	NAIC #
INSURER B: PIE - SIRIUS AMERICA INSURANCE COMPANY	
INSURER C:	
INSURER D:	
INSURER E:	
INSURER F:	

COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	COMMERCIAL GENERAL LIABILITY			9313124	02/19/2025	02/19/2026	EACH OCCURRENCE \$ 1,000,000
	CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	Y	Y				DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 2,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						MED EXP (Any one person) \$ 5,000
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						PERSONAL & ADV INJURY \$ 1,000,000
	OTHER:						GENERAL AGGREGATE \$ 2,000,000
	AUTOMOBILE LIABILITY						PRODUCTS - COMP/OP AGG \$ 2,000,000
	ANY AUTO OWNED AUTOS ONLY HIRED AUTOS ONLY						\$
	SCHEDULED AUTOS NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$
	UMBRELLA LIAB EXCESS LIAB						BODILY INJURY (Per person) \$
	DED RETENTION \$						BODILY INJURY (Per accident) \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						PROPERTY DAMAGE (Per accident) \$
B	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N		WC0530924	02/28/2025	02/28/2026	\$
	If yes, describe under DESCRIPTION OF OPERATIONS below	Y	N/A				N
							AGGREGATE \$
							\$
							E.L. EACH ACCIDENT \$ 1M
							E.L. DISEASE - EA EMPLOYEE \$ 1M
							E.L. DISEASE - POLICY LIMIT \$ 1M

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER

CANCELLATION

SOCIAL HOUSE OF SOULARD LLC
1551 SOUTH 7TH ST.
SAINT LOUIS MO 89118

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE




Joseph Bly

Social House of Soulard, LLC DBA Social Bar & Grill LLC

Audit Trail

PACKET NAME	ACORD 25: Certificate of Liability Insurance File 1 of 1
PACKET ID	df3d06ca-d26a-40d7-8893-742dda79dd09
PACKET FORM NAME	ACORD 25: Certificate of Liability Insurance
PACKET FORM ID	34da01a4-53fa-4bde-8b2c-5c006521f5aa
FORM ID	9598c1b2-9ce1-44d9-8c37-3a0d1f300e7e
STATUS	● Completed

Activity Log

Feb 28 2025 5:59 PM UTC	 Sent for signature	Joseph Bly sent this file for signature to and Joseph Bly IP: 2600:1700:499:910:2062:214c:5eea:2882
Feb 28 2025 5:59 PM UTC	 Signed	Joseph Bly jbly@blyinsurancegroup.com IP: 2600:1700:499:910:2062:214c:5eea:2882
Feb 28 2025 5:59 PM UTC	 Completed	This document has been completed by all signers.