



Special Event Application

9/23/2021

Standard

130-SE-2021

Event Information

Event Name OLD TOWN SCOTTSDALE FARMERS MARKET

Event Location 3806 N BROWN AV LOT 1

Event URL ARIZONACOMMUNITYFARMERSMARKETS.COM/OLD-TOWN-SCOTTSDALE

Event Description OLD TOWN SCOTTSDALE FARMERS MARKET IS A WEEKLY OUTDOOR MARKET THAT BRINGS TOGETHER LOCAL FARMS, RANCHES AND FOOD PRODUCERS AND THE COMMUNITY OF RESIDENTS AND NEARBY LOCALES AS WELL AS VISITORS FROM OTHER AREAS TO SHOP FOR FRESH VEGETABLES , FRUITS AND LOCAL SPECIALTY FOODS.

Event Dates

Event Dates (33)	<u>Start Date</u>	<u>End Date</u>	<u>Participant Attendance</u>	<u>Other Attendance</u>
	SAT 10/2/2021 8:00 AM	SAT 10/2/2021 1:00 PM	3000	7
	SAT 10/9/2021 8:00 AM	SAT 10/9/2021 1:00 PM	3000	7
	SAT 10/16/2021 8:00 AM	SAT 10/16/2021 1:00 PM	3000	7
	SAT 10/23/2021 8:00 AM	SAT 10/23/2021 1:00 PM	3000	7
	SAT 10/30/2021 8:00 AM	SAT 10/30/2021 1:00 PM	3000	7
	SAT 11/6/2021 8:00 AM	SAT 11/6/2021 1:00 PM	3500	7
	SAT 11/13/2021 8:00 AM	SAT 11/13/2021 1:00 PM	3500	7
	SAT 11/20/2021 8:00 AM	SAT 11/20/2021 1:00 PM	3500	7
	SAT 11/27/2021 8:00 AM	SAT 11/27/2021 1:00 PM	3000	7
	SAT 12/4/2021 8:00 AM	SAT 12/4/2021 1:00 PM	4000	7
	SAT 12/11/2021 8:00 AM	SAT 12/11/2021 1:00 PM	4000	7
	SAT 12/18/2021 8:00 AM	SAT 12/18/2021 1:00 PM	3000	7
	SAT 1/1/2022 8:00 AM	SAT 1/1/2022 1:00 PM	2000	7
	SAT 1/8/2022 8:00 AM	SAT 1/8/2022 1:00 PM	2500	7
	SAT 1/15/2022 8:00 AM	SAT 1/15/2022 1:00 PM	3000	7
	SAT 1/22/2022 8:00 AM	SAT 1/22/2022 1:00 PM	3000	7
	SAT 1/29/2022 8:00 AM	SAT 1/29/2022 1:00 PM	3500	8
	SAT 2/12/2022 8:00 AM	SAT 2/12/2022 1:00 PM	4000	8
	SAT 2/19/2022 8:00 AM	SAT 2/19/2022 1:00 PM	4000	8
	SAT 2/26/2022 8:00 AM	SAT 2/26/2022 1:00 PM	4000	8
	SAT 3/5/2022 8:00 AM	SAT 3/5/2022 1:00 PM	4000	8
	SAT 3/12/2022 8:00 AM	SAT 3/12/2022 1:00 PM	4000	8
	SAT 3/19/2022 8:00 AM	SAT 3/19/2022 1:00 PM	4000	8
	SAT 3/26/2022 8:00 AM	SAT 3/26/2022 1:00 PM	4000	8



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SAT 4/2/2022 8:00 AM	SAT 4/2/2022 1:00 PM	4000	8
SAT 4/9/2022 8:00 AM	SAT 4/9/2022 1:00 PM	4000	8
SAT 4/16/2022 8:00 AM	SAT 4/16/2022 1:00 PM	3000	8
SAT 4/23/2022 8:00 AM	SAT 4/23/2022 1:00 PM	3000	8
SAT 4/30/2022 8:00 AM	SAT 4/30/2022 1:00 PM	3000	7
SAT 5/7/2022 8:00 AM	SAT 5/7/2022 1:00 PM	3000	7
SAT 5/14/2022 8:00 AM	SAT 5/14/2022 1:00 PM	3000	7
SAT 5/21/2022 8:00 AM	SAT 5/21/2022 1:00 PM	3000	7
SAT 5/28/2022 8:00 AM	SAT 5/28/2022 1:00 PM	2500	7

Setup Date SAT 10/2/2021 6:00 AM - 07:30 AM

Teardown Date SAT 10/2/2021 1:00 PM - 03:00 PM

Applicant Information

Applicant FARMERS MARKET SUPPORT SERVICES, LLC

Applicant Address 7147 W. MINNEZONA AVE

Applicant City PHOENIX, AZ 85033

Applicant Name DEE LOGAN

Title SENIOR COORDINATOR

Phone (623) 848-1234 Email DENISELOGAN@YAHOO.COM

On-Site Contact MICHAEL REID

Title SITE MANAGER

Phone (480) 330-4421 Email MICHAELATTHEMARKET@GMAIL.COM

Applicant Experience DEVELOPING, COORDINATING AND MANAGING FARMERS MARKETS IN THE VALLEY FOR 30 YEARS

Prior Events

Has this event been produced before? YES

Is this an annual event? YES Previous Years : 13

Are there any changes from previous years? NO

Event Elements

Elements CIVIC, CULTURAL, EDUCATIONAL, ENTERTAINMENT, RECREATIONAL

Description CIVIC: WE PROMOTE OUR RELATIONSHIP WITH THE CITY OF SCOTTSDALE THROUGH VARIOUS ADS, AND ARTICLES THAT ARE WRITTEN ABOUT THE MARKET ENCOURAGING READERS AND THOSE ON SOCIAL MEDIA TO VISIT US AT THE OLD TOWN LOCATION.
CULTURAL: THE VENDORS IN THE MARKET BRING A WIDE RANGE OF CULTURAL FOODS AND HISTORY. THERE ARE OVER 30 COUNTRIES AND 22 LANGUAGES THAT ARE PART OF THE MARKET VENDORS LINGUA. WHEN VISITORS FROM AROUND THE REGION AND FROM OTHER COUNTRIES VISIT MANY FIND THE LANGUAGE AND FOOD FROM THEIR HOME AT THE MARKET.
EDUCATIONAL: THE MARKET HAS CONSISTENTLY PROVIDED AN EDUCATIONAL MENU FOR CUSTOMERS AND VENDORS TO CONNECT WITH THE HISTORY OF THE AREA, AND MEET WITH CHEFS



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AND OTHER FOLKS WHOSE SHARED EXPERTISE INCREASE AN AWARENESS OF THE INTRICATE FOOD SYSTEMS THAT WEAVE IN AND OUT FROM THE MARKET.
 ENTERTAINMENT: WE PROVIDE A LOCAL MUSICIAN FOR EACH MARKET FOR THE CUSTOMERS' ENJOYMENT.
 RECREATIONAL: WALKING THROUGH THE MARKET AND SHOPPING ENCOURAGES THE CUSTOMER TO PARTICIPATE IN A HEALTHIER LIFE STYLE.

Public Property Criteria

Are there any cross promotions or collaborations with local businesses to encourage sales or visibility? NO

WE HAVE WORKED WITH SOME SCOTTSDALE RESTAURANTS WHILE THEY PARTICIPATED IN OUR MARKETS, AND HAVE CURRENTLY 18 SCOTTSDALE RESIDENTS WHO PARTICIPATE IN OUR MARKET GROUP.
 WE PROMOTE THESE BUSINESSES WITH SOCIAL MEDIA POSTINGS AND SEVERAL OF THEM DO THE SAME.

Explain any anticipated regional, national, or international attendance.

WE ESTIMATE MORE THAN 30 TO 35% OF THE CUSTOMERS VISITING THE MARKET COME FROM OTHER REGIONS IN THE SW VISIT THE MARKET MORE THAN ONCE. SEVERAL INTERNATIONAL VISITORS HAVE MADE IT A POINT TO VISIT THE MARKET UPON RECOMMENDATION OF FAMILY, FRIEND OR A PROFES

Is Scottsdale promoted in the special event marketing? YES

WE USE COLLATERAL MATERIALS SUCH AS POSTCARDS AND FLYERS TO PROMOTE THE MARKET.. ALSO IN OUR USE OF SOCIAL MEDIA WHEN THERE ARE SPECIAL EVENTS HAPPENING AROUND THE AREA.

Explain how the community benefits from the event from a civic or cultural perspective.

OUR MARKET STAFF HAS BEEN TOLD ON NUMEROUS OCCASIONS THAT THIS MARKET HAS BEEN PROMOTED THROUGH OUTSIDE PERIODICALS AND MEDIA ENCOURAGING THEIR READERS OR VIEWERS TO COME TO WHAT HAS BEEN DESCRIBED AS A FOOD FESTIVAL. THIS BRINGS EDUCATED AND CURIOUS VIST

Does your event require a paid fee for participants and/or spectators? NO

Event Equipment

Stages	NO	Tables, Chairs, Furniture	YES
Generators	NO	Inflatables	NO
Portable Bars	NO	Amplified Sound	NO
Speakers	NO	Temporary Restrooms	NO
Fencing	NO	BBQ Grills or Propane Use	NO
Lighting	NO	Tents/Canopies	YES
		10' x 10' QTY: 120	

Vendor Sales

Retail Merchandise	NO	Food And Non-Alcoholic Beverages	YES	QTY: 100
Food Trucks	NO	Alcohol	NO	
Services	NO			

Signage Plan

On-Site Signs? YES QTY: 7 TYPE: BANNER



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Off-Premise Signs? YES QTY: 6 TYPE: PORTABLE (A-FRAME- SITS ON TOP OF GROUND)

Signage Plan Description:

*BANNERS:
"OLD TOWN SCOTTSDALE FARMERS MARKET
CELEBRATING 13 YEARS
SATURDAY MORNINGS 8 AM - 1 PM
OCTOBER - MAY"
*A-FRAMES: "FARMERS MARKET TODAY" WITH DIRECTIONAL ARROW

Parking Plan

City parking lot	YES	City parking garage	YES
On-street parking	YES	On-site parking	NO
Off-site parking	YES	Shuttle service from off-site parking areas	NO
Valet service	YES	Rider Provider	NO

Valet Company : EPIC VALET
Contact Name : QUEST WOLFE

Parking Plan Description

VENDORS WILL USE UNDERGROUND PARKING OR THE NORTH SIDE OF THE PARKING LOT ACROSS 2ND STREET AT HONORHEALTHCARE HOSPITAL. CUSTOMERS WILL BE ENCOURAGED TO USE UNDERGROUND PARKING (VIA SIGNAGE) OR THE PAR

Street Use

Street or Alley Use

Street Closure : NO

Public Parking Use

Parking Closure : YES
Parking Name : 3806 N. BROWN RD, SCOTTSDALE AZ 85251
Closure Dates : 10/2/2021 6:00:00 AM - 5/28/2022 3:00:00 PM

Sidewalk Use

Sidewalk Closure : NO

Barricade Company

Company Name : N/A

Entertainment - Amplification/Sound Plan

Entertainment

OTHER PERFORMER

Sound Monitoring

Name : MICHAEL REID
Company : FARMERS MARKET SITE MANAGER
Phone Number : (480) 330-4421

Time and type of outside sound and sound check times

MUSICIAN USUALLY PLAYS FROM 9 AM TO NOON



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Plan for sound monitoring, containment, and mitigation

WE USE VENDOR FEEDBACK. IF IT'S TOO LOUD THEY CAN'T TALK ABOUT THEIR PRODUCT. THEN MANAGEMENT ASKS MUSICIAN TO LOWER VOLUME. THIS IS DISCUSSED BEFORE THE BEGINNING OF THE SESSION ALSO

Police/Security

Security Personnel

Inhouse Security YES Estimated Number : 3

Hired Security NO

Off Duty Police NO

Scottsdale Fire Department and Medical Standby Services

Fire Department Permit Required NO

Medical Standby NO

Fire Apparatus/Personnel Standby Required NO

Insurance

Insurance: Event activities on City/public property must be covered by insurance that protects the event sponsor/applicant and the City of Scottsdale. Various types and levels of liability insurance are required depending on the event. The required coverage and limits will be at the discretion of the Risk Management Division depending on the size and scope of the event. It is recommended that you submit your application and receive a determination on coverage and amounts before purchasing insurance coverage. Please refer to the Special Events Users Guide for more detailed information.

The following is a general guideline of the minimum limits that will be required:

Commercial General Liability Insurance coverage is required for all events with minimum limits of \$1,000,000 Each Occurrence, \$2,000,000 Products & Completed Operations Aggregates, \$2,000,000 General Aggregate. Liquor Liability Insurance of \$1,000,000 to \$5,000,000 Per Occurrence is required for any event where liquor is being served.

All Insurance must endorse the City of Scottsdale as an Additional Insured. A separate insurance addendum with additional insurance requirements may be added to this application and become part of this contract.

I have a race event and have submitted a copy of the participant waiver that includes waiving liability against the city of Scottsdale and holding the city of Scottsdale harmless? NO

I have included a copy of the insurance certificate showing appropriate limits and coverages as required and naming City of Scottsdale as additional insured? YES

Application Authorization

WARRANTY: Applicant warrants that the information provided in this application is true and accurate to the best of Applicant's knowledge and belief.

INDEMNIFICATION: To the fullest extent allowed by law, the Applicant agrees to defend, indemnify and hold harmless the City, its officers, officials, representatives, agents, employees and volunteers from and against all allegations, demands, proceedings, suits, actions, claims, damages, losses, expenses, including but not limited to, attorney fees, court costs, the cost of appellate proceedings, and all claim adjusting and handling expenses, arising from or related to any acts or omissions of the permit holder or its agents, contractors and subcontractors related to the Special Event including any claims, damages, or losses resulting from the City's or its employees' or agents' negligence.



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The Applicant's signature below authorizes a City representative to inspect a special event on City or private property at any time, including setup.

AUTHORITY: For special events on public property, the Applicant warrants:

I am the permittee or an authorized agent of the permittee with authority to legally bind the permittee (an agent may sign only if the event is on private property) and agree to the conditions of this permit.

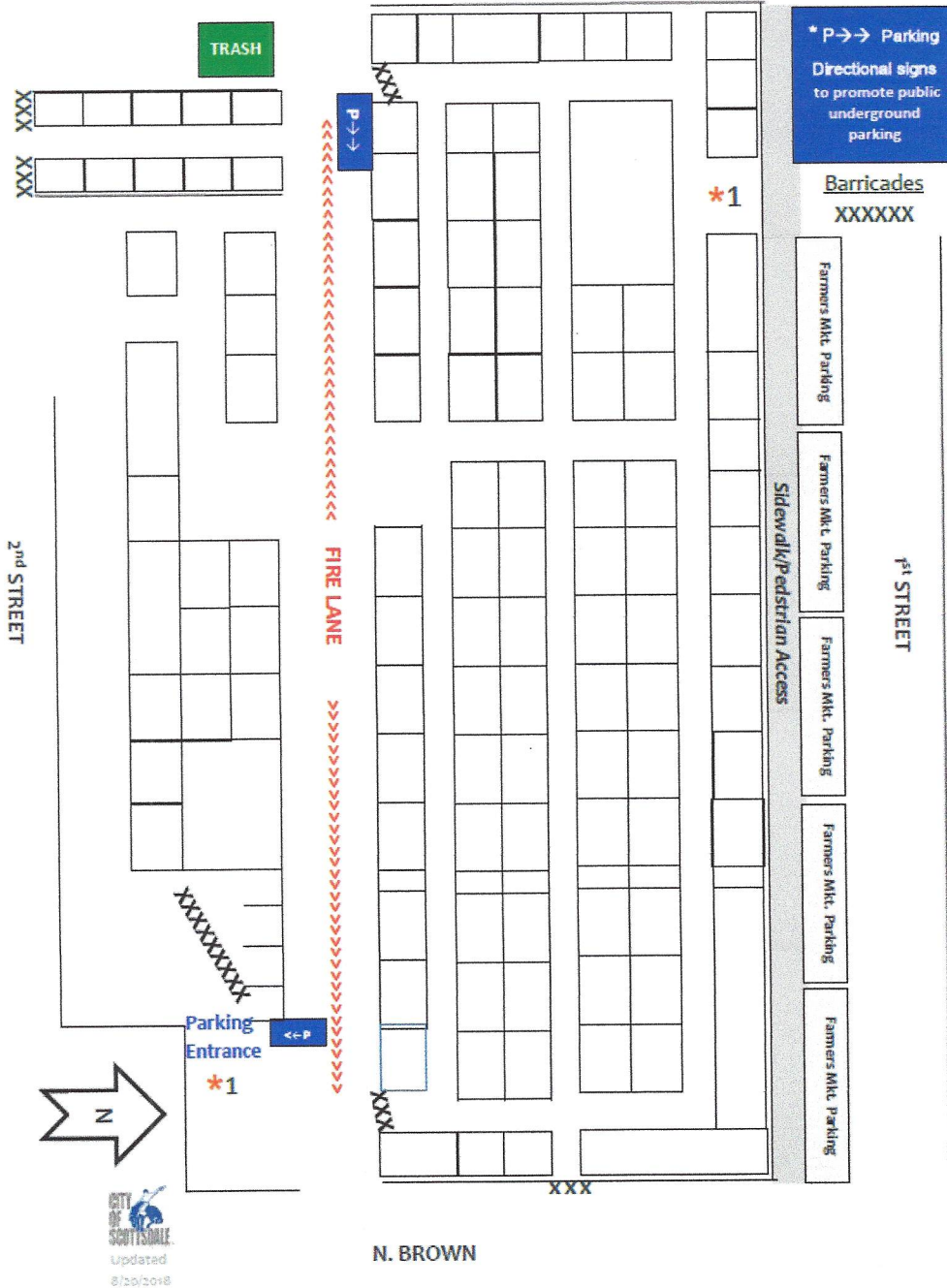
Signature of Applicant - must be the same person listed on application.

Printed Name DEE LOGAN

Date 9/23/2021

Title of Applicant SENIOR COORDINATOR

EXHIBIT B
SITE PLAN - ADDRESS: 3806 N. BROWN RD., Scottsdale AZ 85251



¹The areas marked by a red star show the location of the stairwells. The parties agree that Licensee may use the area under the stairs to store equipment at its own risk with the City assuming no obligation or liability for any damage or other loss to any materials Licensee stores.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
02/09/2022

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 certification does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER CDS Insurance Agency LLC 42104 N Venture Dr. Ste C126 Anthem, AZ 85086 Alpha Ins Svc Primary Book		602-996-5000		CONTACT NAME: Alpha Ins Svc Primary Book PHONE (A/C, No, Ext): 602-996-5000 FAX (A/C, No): 602-996-3756 E-MAIL ADDRESS:	
INSURED Arizona Community Farmers Market Po Box 14188 Phoenix, AZ 85063-4188				INSURER(S) AFFORDING COVERAGE INSURER A: *Auto-Owners Insurance INSURER B: *FirstCom\Markel Commercial INSURER C: INSURER D: INSURER E: INSURER F:	
				NAIC # 32700	

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	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	X	X	45947508	11/06/2021	11/06/2022	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y / <input checked="" type="checkbox"/> N If yes, describe under DESCRIPTION OF OPERATIONS below		N/A	MWC0117206-05	09/25/2021	09/25/2022	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 100,000 E.L. DISEASE - EA EMPLOYEE \$ 100,000 E.L. DISEASE - POLICY LIMIT \$ 500,000

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

Old Town Scottsdale Farmers Markets, at the corner of Brown and 1st Street. Respects to all Farmers Markets and special events organized by Arizona Community Farmers Market Group Farmers Market Support Services LLC City of Scottsdale is Additional Insured and Waiver of Subrogation apply for General Liability.

CERTIFICATE HOLDER

CANCELLATION

City of Scottsdale 7447 E Indian School Rd #100 Scottsdale, AZ 85251	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 
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