



Special Event Application

10/6/2025

Standard

136-SE-2025

Event Information

Event Name CLIENT APPRECIATION PARTY

Event Location 7121 E 5TH AV STE 23

Event URL WWW.WATCHLINK.COM

Event Description THE ESTATE WATCH & JEWELRY COMPANY PROUDLY HOSTS AN ANNUAL CLIENT APPRECIATION EVENT AS A HEARTFELT THANK-YOU TO OUR VALUED CLIENTS FOR THEIR CONTINUED SUPPORT. THIS SPECIAL EVENT IS HELD EACH YEAR IN EARLY DECEMBER, FROM 4:00 PM TO 8:00 PM.

Event Dates

Event Dates (1)	Start Date	End Date	Participant Attendance	Other Attendance
	THU 12/4/2025 4:00 PM	THU 12/4/2025 9:00 AM	300	30

Setup Date TUE 11/4/2025 7:00 AM - 01:00 PM

Teardown Date THU 12/4/2025 9:00 PM - 11:00 PM

Applicant Information

Applicant THE ESTATE WATCH & JEWELRY CO.

Applicant Address 7121 E 5TH AVE SUITE 23

Applicant City SCOTTSDALE, AZ 85251

Applicant Name EMILY BAKER

Title SALES MANAGER

Phone (480) 946-9940 Email EMILY@WATCHLINK.COM

On-Site Contact EMILY BAKER

Title SALES MANAGER

Phone (480) 946-9940 Email EMILY@WATCHLINK.COM

Applicant Experience I HAVE BEEN EMPLOYED WITH THE ESTATE WATCH & JEWELRY COMPANY FOR THE PAST SEVEN YEARS. IN THAT TIME, I HAVE TAKEN AN ACTIVE ROLE IN ORGANIZING OUR ANNUAL CLIENT APPRECIATION EVENT.

Prior Events

Has this event been produced before? YES

Is this an annual event? YES Previous Years : 10

Are there any changes from previous years? NO

Event Elements

Elements ENTERTAINMENT, RECREATIONAL

Description THE EVENT WILL FEATURE LIVE MUSIC BY THE BAND YELLOW CAKE, A FAVORITE AMONG OUR CLIENTS EACH YEAR. GUESTS ARE INVITED TO RELAX AND ENJOY COMPLIMENTARY FOOD AND BEVERAGES, AS WELL AS PARTICIPATE IN EXCLUSIVE GIVEAWAYS HELD THROUGHOUT THE EVENING.

Public Property Criteria



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

Explain any anticipated regional, national, or international attendance.

Is Scottsdale promoted in the special event marketing? NO

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

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

Event Equipment

Stages	YES QTY: 1	Tables, Chairs, Furniture	YES
Generators	NO	Inflatables	NO
Portable Bars	YES QTY: 1	Amplified Sound	NO
Speakers	YES QTY: 1-2	Temporary Restrooms	NO
Fencing	YES HEIGHT: 10 TYPE: DECORATIVE FENCING	BBQ Grills or Propane Use	NO
Lighting	NO	Tents/Canopies	YES
		LARGER THAN 20' x 20' QTY: 1	

Vendor Sales

Retail Merchandise	NO	Food And Non-Alcoholic Beverages	YES QTY: 1
Food Trucks	NO	Alcohol	YES QTY: 1
Services	NO		

Signage Plan

On-Site Signs? YES QTY: 1 TYPE: BANNER

Off-Premise Signs? NO

Signage Plan Description:

THERE WILL ONLY BE SIGNAGE HUNG INSIDE THE STORE.

Parking Plan

City parking lot	NO	City parking garage	YES
On-street parking	NO	On-site parking	NO



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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? YES

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.

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 EMILY BAKER

Date 10/6/2025

Title of Applicant EWJ CLIENT APPRECIATION PARTY

REVISED 11-17-25

EW&J Customer Appreciation Night



Green line indicates position of fake hedge for privacy. Blue lines indicate overhead lights from building to top of fake hedge. Yellow circles are tables. Orange indicates position of band with direction of noise/speakers and bar. Small orange dots indicates orange cones placed along outer perimeter for safety. Fire extinguisher will be at the bar and stage where the band is. 6' Wide exits are located in light blue and are at both ends under the building awning. The pink rectangle represents a staff members can that will remain parked there for safety reasons throughout the night. The exits will be on either side of the sidewalk, as show with the blue arrows.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
10/08/2025

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).

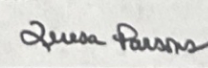
PRODUCER JM Insurance Agency Partners, Inc. 5200 Waterford District Drive Suite 100 Miami FL 33126		CONTACT NAME: Teresa Parsons PHONE (A/C, No, Ext): (800) 339-9124 FAX (A/C, No): (305) 448-8189 E-MAIL ADDRESS: tparsons@jmapartners.com															
INSURED The Estate Watch and Jewelry Company 7121 E 5th Ave Ste 23, 25 & 28 Scottsdale AZ 85251-3222		<table border="1"> <tr> <th>INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> <tr> <td>INSURER A: Jewelers Mutual Insurance Company</td> <td>14354</td> </tr> <tr> <td>INSURER B:</td> <td></td> </tr> <tr> <td>INSURER C:</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table>		INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Jewelers Mutual Insurance Company	14354	INSURER B:		INSURER C:		INSURER D:		INSURER E:		INSURER F:	
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COVERAGES **CERTIFICATE NUMBER:** 25-26 **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 type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC <input checked="" type="checkbox"/> OTHER: Event			55-017063	10/21/2025	10/21/2026	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 - COM/OP AGG \$ 2,000,000 \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 0			55-017063	10/21/2025	10/21/2026	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000 \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		Y/N	N/A			PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 City of Scottsdale is named as additional insured during the event being held on 12/4/2025

CERTIFICATE HOLDER City of Scottsdale 3939 N Drinkwater Blvd Scottsdale AZ 85251	CANCELLATION 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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From: [Emily Baker](#)
To: [Barry, Erin](#)
Subject: Fwd: Holiday party
Date: Sunday, November 16, 2025 3:40:26 PM

External Email: Please use caution if opening links or attachments!

Begin forwarded message:

From: Don Edwards <don@watchlink.com>
Date: November 11, 2025 at 3:02:03 PM MST
To: Emily Baker <emily@watchlink.com>
Subject: Fw: Holiday party

From: Michael Simonson <msimonson50@yahoo.com>
Sent: Tuesday, November 11, 2025 12:06 PM
To: Don Edwards <don@watchlink.com>
Subject: Re: Holiday party

Thanks for sending the diagram. This is fine, looks like you're not using any of the courtyard space and just a few of the tenant parking spaces like last year.

This is my approval.

Thanks,
Cindy Simonson
Sunbrella Properties, Ltd.

On Tuesday, November 11, 2025 at 11:24:02 AM MST, Don Edwards <don@watchlink.com> wrote:

From: Michael Simonson <msimonson50@yahoo.com>
Sent: Tuesday, November 11, 2025 11:08 AM
To: Don Edwards <don@watchlink.com>
Subject: Re: Holiday party

Hi Don - please send me a diagram of the space within Kiva Craft Center you plan to use for me to review. Doesn't need to be fancy, GoogleMap photo with lines indicating what you're setting up and where.

Thanks,
Cindy

On Monday, November 10, 2025 at 04:51:54 PM MST, Don Edwards
<don@watchlink.com> wrote:

Cindy

Could you please give me permission to use the Kiva center sidewalks and
Public spaces at the Kiva center for our holiday party on December 4, 2025.

Many Thanks

Don Edwards