



Special Event Application

10/16/2023

SIMPLE

143-SE-2023

Event Information

Event Name CURALEAF PARKING LOT ACTIVATION

Event Location 16277 N GREENWAY-HAYDEN LOOP

Event URL WWW.CURALEAF.COM

Event Description IN THE CURALEAF PARKING LOT, WE WILL BE PROVIDING ATTENDEES TO WASTE MANAGEMENT OPEN A FREE RESPITE AREA BEFORE, DURING AND AFTER THE WASTE MANAGEMENT OPEN TOURNAMENT. THE NORTH AREA OF OUR PARKING LOT WILL BE TENTED AND TURFED, WITH SEATING PROVIDED. AUDIENCES WILL LEARN ABOUT CURALEAF BRANDS, RECEIVE EDUCATION FROM OUR BRAND PARTNERS (EX.: MONSTER - ENERGY DRINKS), AND HAVE AN AREA TO CHARGE THEIR PHONES - IN A COMFORTABLE SETTING THAT IS OUT OF THE DIRECT SUN. WE WILL HAVE DESIGNATED PICKUP AND DROPOFF AREAS FOR PASSENGERS USING CABS OR LYFT/UBER.

Event Dates

Event Dates (6)	Start Date	End Date	Participant Attendance	Other Attendance
	TUE 2/6/2024 9:00 AM	TUE 2/6/2024 6:00 PM	250	15
	WED 2/7/2024 9:00 AM	WED 2/7/2024 6:00 PM	350	15
	THU 2/8/2024 9:00 AM	THU 2/8/2024 6:00 PM	400	20
	FRI 2/9/2024 9:00 AM	FRI 2/9/2024 6:00 PM	400	20
	SAT 2/10/2024 9:00 AM	SAT 2/10/2024 6:00 PM	400	20
	SUN 2/11/2024 9:00 AM	SUN 2/11/2024 6:00 PM	400	20

Setup Date MON 2/5/2024 9:00 AM - 06:00 PM

Teardown Date MON 2/12/2024 9:00 AM - 06:00 PM

Applicant Information

Applicant CURALEAF

Applicant Address 16277 N. GREENWAY HAYDEN LOOP

Applicant City SCOTTSDALE, AZ 85260

Applicant Name JIM SMITH

Title VICE PRESIDENT RETAIL

Phone (214) 769-5235 Email JIM.SMITH@CURALEAF.COM

On-Site Contact MICHAEL SILVA

Title STORE MANAGER

Phone (480) 307-1896 Email MICHAEL.SILVA@CURALEAF.COM

Applicant Experience OUR TEAM HAS PRODUCED SEVERAL EVENTS THROUGHOUT THE AZ, NV & UT AT OUR RETAIL STORES. ADDITIONALLY, THROUGH EXPERIENCE AT RADIO SHACK, MR. SMITH HAS PRODUCED SEVERAL EVENTS IN RETAIL PARKING LOTS.

Prior Events

Has this event been produced before? YES



Special Event Application

10/16/2023

SIMPLE
Standard

143-SE-2023

Is this an annual event? YES Previous Years : 1

Are there any changes from previous years? YES LAST YEAR OUR EVENT TOOK PLACE FIRST OUTSIDE AND THEN WAS MOVED INSIDE TO OUR RETAIL STORE AFTER SCOTTSDALE PD INFORMED US OF OUR LACK OF PERMIT STATUS AND POTENTIAL FOR VIOLATION.

Event Elements

Elements EDUCATIONAL, ENTERTAINMENT

Description AUDIENCES WILL LEARN ABOUT PRODUCTS AND CANNABIS BRANDS, THEY WILL BE ENTERTAINED BY OUR DJ AND THE PLAYLIST HE WILL PLAY.

Public Property Criteria

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

THE FOLLOWING PUBLICATIONS AND CHANNELS WILL PROMOTE OUR EVENT: NEW TIMES, TWO DIGITAL BILLBOARDS IN PHOENIX, ON OUR MAILING LISTS, AND ON SOCIAL MEDIA.

Explain any anticipated regional, national, or international attendance.

DUE TO THE LOCATION OF OUR BUILDING, OUR PARKING LOT AND STREETS ADJACENT TO OUR BUILDING WILL SEE THOUSANDS OF INT'L, NAT'L & REGIONAL INDIVIDUALS. WE DO NOT INTEND TO DRAW MORE THAN THE USUAL TRAFFIC ATTENDING WASTE MANAGEMENT OPEN.

Is Scottsdale promoted in the special event marketing? YES

THE LOCATION WILL BE LISTED IN ALL COLLATERAL, WHICH IS A SCOTTSDALE ADDRESS.

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

VISITORS WHO ATTEND OUR ACTIVATION AND ENTER OUR RETAIL LOCATION WILL SPEND DOLLARS THAT HELP TO EMPLOY OVER 500 ARIZONANS, AND PAY TAXES TO THE CITY OF SCOTTSDALE AND STATE OF ARIZONA.

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	YES QTY: 1-2	Temporary Restrooms	YES QTY: 2
Fencing	NO	BBQ Grills or Propane Use	NO
Lighting	NO	Tents/Canopies	YES
		10' x 10' QTY: 7 10' x 20' QTY: 2	
		LARGER THAN 20' x 20' QTY: 1	

Vendor Sales

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



Special Event Application

10/16/2023

Standard

143-SE-2023

Signage Plan

On-Site Signs? YES

QTY: 5 TYPE: OFF SITE TRAFFIC DIRECTIONAL

Off-Premise Signs? NO

Signage Plan Description:

WE WILL PLACE NO EVENT PARKING SIGNS AROUND OUR PROPERTY AT ENTRY POINTS THROUGHOUT OUR PROPERTY. WE WILL PLACE DIRECTIONAL SIGNS TO INDICATE WHERE PASSENGER PICKUP/DROPOFF POINTS ARE AS WELL.

Parking Plan

City parking lot NO

City parking garage NO

On-street parking NO

On-site parking YES

Off-site parking NO

Shuttle service from off-site parking areas NO

Valet service NO

Rider Provider NO

Parking Plan Description

OUR PARKING LOT WILL CONTAIN 85 OPEN PARKING SPACES FOR CUSTOMERS & VENDORS. 6 PASSENGER LOADING/UNLOADING PARKING SPOTS. EMPLOYEES WILL BE DROPPED OFF VIA FAMILY/FRIENDS AND RIDESHARE.

Street Use

Street or Alley Use

Street Closure : NO

Public Parking Use

Parking Closure : NO

Sidewalk Use

Sidewalk Closure : NO

Barricade Company

Company Name : CURALEAF

Contact Name : JEREMY DUSSAULT

Phone Number : (406) 570-7841

Entertainment - Amplification/Sound Plan

Entertainment

DJ

Sound Monitoring

Name : MICHAEL SILVA

Company : CURALEAF

Phone Number : (480) 307-1896

Time and type of outside sound and sound check times

DJ WILL START EACH DAY AT 11AM AND PLAY A PRERECORDED PLAYLIST UNTIL 7PM.
SOUNDCHECK WILL OCCUR EACH MORNING DURING SETUP, AT 10AM.



Special Event Application

Plan for sound monitoring, containment, and mitigation

A DECIBEL METER, TADETO, WILL BE USED 3X PER DAY TO CHECK SOUND (AT 10AM, 2PM AND 4PM) BY STORE MANAGER. SPEAKERS WILL BE POINTED AWAY FROM NEIGHBOR BUSINESSES AND AWAY FROM THE STREET.

Police/Security

Security Personnel

Inhouse Security YES Estimated Number : 5

Hired Security NO

Off Duty Police YES Estimated Number : 2 Scottsdale Police : YES Other Agency : 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? NO

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.



Special Event Application

10/16/2023

~~Standard~~

143-SE-2023

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 JIM SMITH

Date 10/16/2023

Title of Applicant RETAIL VICE PRESIDENT



Security Check-Point



Blocked Entrance



Catered Food Area



Barricades



Charging Stations



Bar Height Pedestal Tables

Sidewalk – no activations or signs will be placed on the sidewalk (security is placed at the end of the sidewalk)



10' x 30' Trailer Merch Shop (Timeless)



Setup

Monday February 5th, 2024

9AM – 6PM

Vendors will be onsite to build our booths, install turf, set up approved signage, and set up barricades. Curaleaf's maintenance team will be in charge of onsite assembly and setup.

Teardown

Monday February 12th, 2024

9AM – 6PM

Vendors will be onsite to disassemble booths, pull up turf, take down approved signage, and take away barricades. Curaleaf's maintenance team will be in charge of onsite assembly and setup.



Tuesday February 7th, 2024

6:30AM – 5:00PM: Vendor Load In & Setup, Security Arrives

Wednesday February 8th, 2024 – Saturday, February 10th, 2023

9:00AM – 10:00AM: Vendor Load In & Setup, Security Arrives

9:00AM: Vendor Popup Starts

6:00PM: Activation Ends

8:00PM: Security Ends Shift

Sunday February 11th, 2023

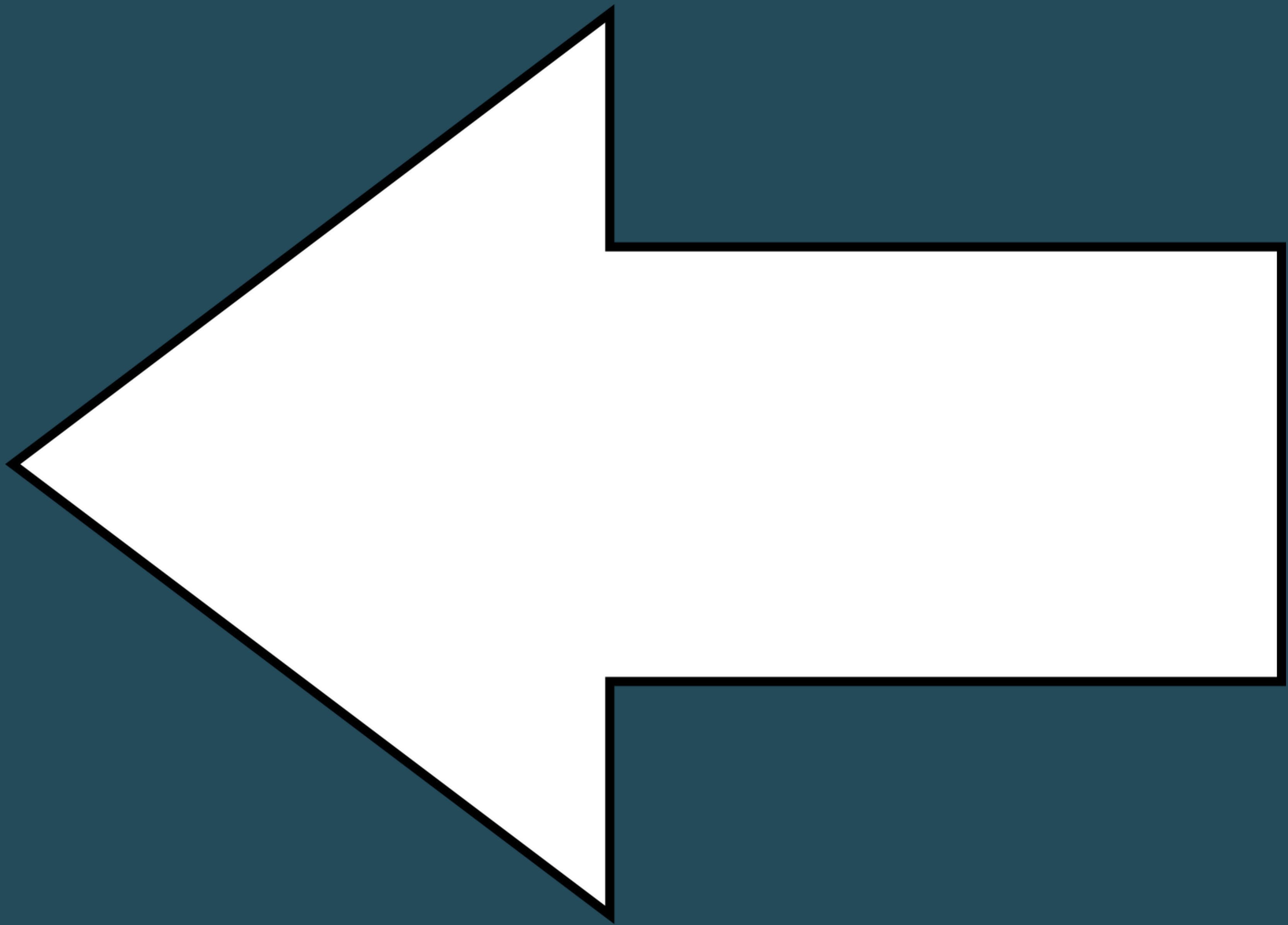
9:00AM – 10:00AM: Vendor Load In & Setup, Security Arrives

9:00AM: Vendor Popup Starts

3:00PM: Activation Ends

3:00PM – 6:00PM: Vendor Loadout

6:00PM – Security Ends Shift



Event Parking

Passenger
Loading
Unloading
Only

#1