



Special Event Application

7/24/2025

Standard

73-SE-2025

Event Information

Event Name BOTTLED BLONDE OH VS MICHIGAN BLOCK PARTY
 Event Location 7340 E INDIAN PZ
 Event URL BOTTLEDBLONDESCOTTSDALE.COM/
 Event Description BOTTLED BLONDE WILL BE HOSTING THE OHIO VS MICHIGAN BLOCK PARTY

Event Dates

Event Dates (1)	Start Date	End Date	Participant Attendance	Other Attendance
	SAT 11/29/2025 8:00 AM	SAT 11/29/2025 2:00 PM	450	0

Setup Date SAT 11/29/2025 3:00 AM - 08:00 AM
 Teardown Date SAT 11/29/2025 2:00 PM - 06:00 PM

Applicant Information

Applicant BOTTLED BLONDE
 Applicant Address 4440 N CIVIC CENTER PLAZA
 Applicant City SCOTTSDALE, AZ 85251
 Applicant Name JEFF O'NEIL
 Title OPERATIONS MANAGER
 Phone (602) 570-0677 Email JEFFONEIL@EEGAZ.COM
 On-Site Contact CHARLIE BROOKS
 Title GENERAL MANAGER
 Phone (602) 367-2276 Email CHARLIEB@BOTTLEDBLONDEAZ.COM
 Applicant Experience THIS IS AN ANNUAL EVENT FOR THE PAST 8 ACTIVE YEARS. WE HAVE ALSO DONE SIMILAR EVENTS OVER THE PAST 11 YEARS ON THIS STREET SPECIFICALLY.

Prior Events

Has this event been produced before? YES
 Is this an annual event? YES Previous Years : 8
 Are there any changes from previous years? NO

Event Elements

Elements ENTERTAINMENT, RECREATIONAL
 Description THE EVENT IS FOR THE OHIO STATE VS MICHIGAN GAME. WE WILL HAVE A GUEST DJ, GIVEAWAYS AND CONTESTS. WE WANT TO PROVIDE PATRONS WITH A SAFE AND FUN ENVIRONMENT WHILE ENJOYING THE VIEWING OF THE SPORTING EVENT.

Public Property Criteria

Are there any cross promotions or collaborations with local businesses to encourage sales or visibility? NO
 WE WILL CROSS PROMOTE WITH OUR SISTER LOCATIONS MOTHER TUCKER, HIFI AND CASA AMIGOS AND SHARE



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OVERFLOW OR RESERVATIONS.

Explain any anticipated regional, national, or international attendance.

THE OHIO STATE VS MICHIGAN GAME ATTRACTS NATIONAL AND LOCAL ATTENDEES AND WE HAVE ATTRACTED THE PATRONS OF THIS EVENT OVER THE YEARS AND BELIEVE THEY WILL RETURN TO OLD TOWN SCOTTSDALE AT THE CONCLUSION OF THE FOOTBALL GAME.

Is Scottsdale promoted in the special event marketing? NO

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

WITH THE ANTICIPATED ATTENDANCE, WE THINK THE ATTENDEES WILL COME TO THE ENTERTAINMENT DISTRICT OF SCOTTSDALE ALL DAY EVERYDAY AND STAY AROUND TOSHOP, DINE AND STAY.

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

Event Equipment

Stages	NO	Tables, Chairs, Furniture	NO
Generators	YES KW SIZE: 120 QTY: 1	Inflatables	NO
Portable Bars	YES QTY: 2	Amplified Sound	NO
Speakers	YES QTY: 3-4	Temporary Restrooms	YES QTY: 3
Fencing	YES HEIGHT: 4 TYPE: DECORATIVE	BBQ Grills or Propane Use	YES
Lighting	NO	Tents/Canopies	YES
		LARGER THAN 20' x 20' QTY: 1	

Vendor Sales

Retail Merchandise	NO	Food And Non-Alcoholic Beverages	NO
Food Trucks	NO	Alcohol	NO
Services	NO		

Signage Plan

On-Site Signs? NO

Off-Premise Signs? NO

Signage Plan Description:

Parking Plan

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



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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? 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.

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.



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

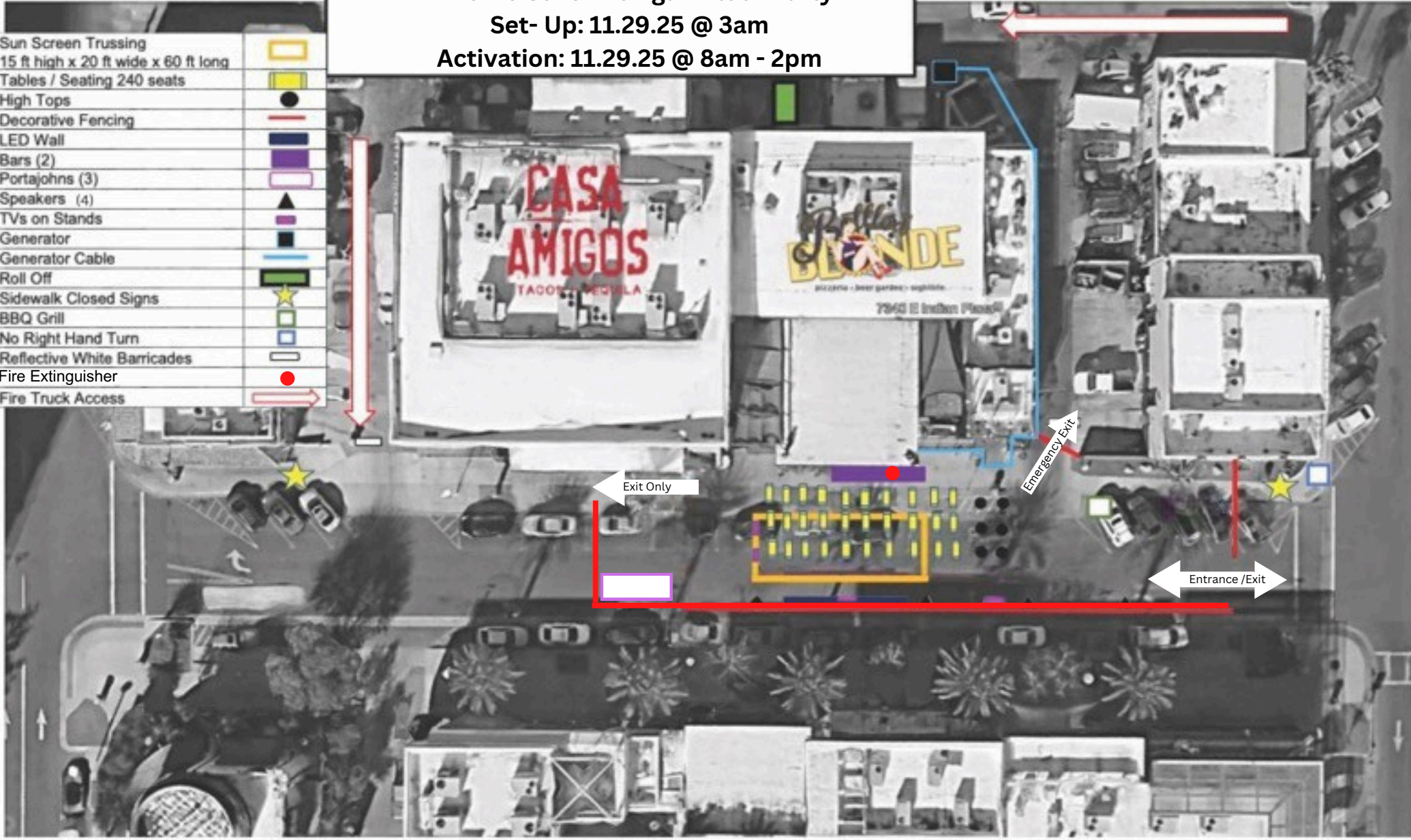
Printed Name JEFF O'NEIL

Date 7/24/2025

Title of Applicant DIRECTOR OF OPERATIONS

BB Ohio St vs Michigan Block Party
Set- Up: 11.29.25 @ 3am
Activation: 11.29.25 @ 8am - 2pm

Sun Screen Trussing 15 ft high x 20 ft wide x 60 ft long	
Tables / Seating 240 seats	
High Tops	
Decorative Fencing	
LED Wall	
Bars (2)	
Portajohns (3)	
Speakers (4)	
TVs on Stands	
Generator	
Generator Cable	
Roll Off	
Sidewalk Closed Signs	
BBQ Grill	
No Right Hand Turn	
Reflective White Barricades	
Fire Extinguisher	
Fire Truck Access	

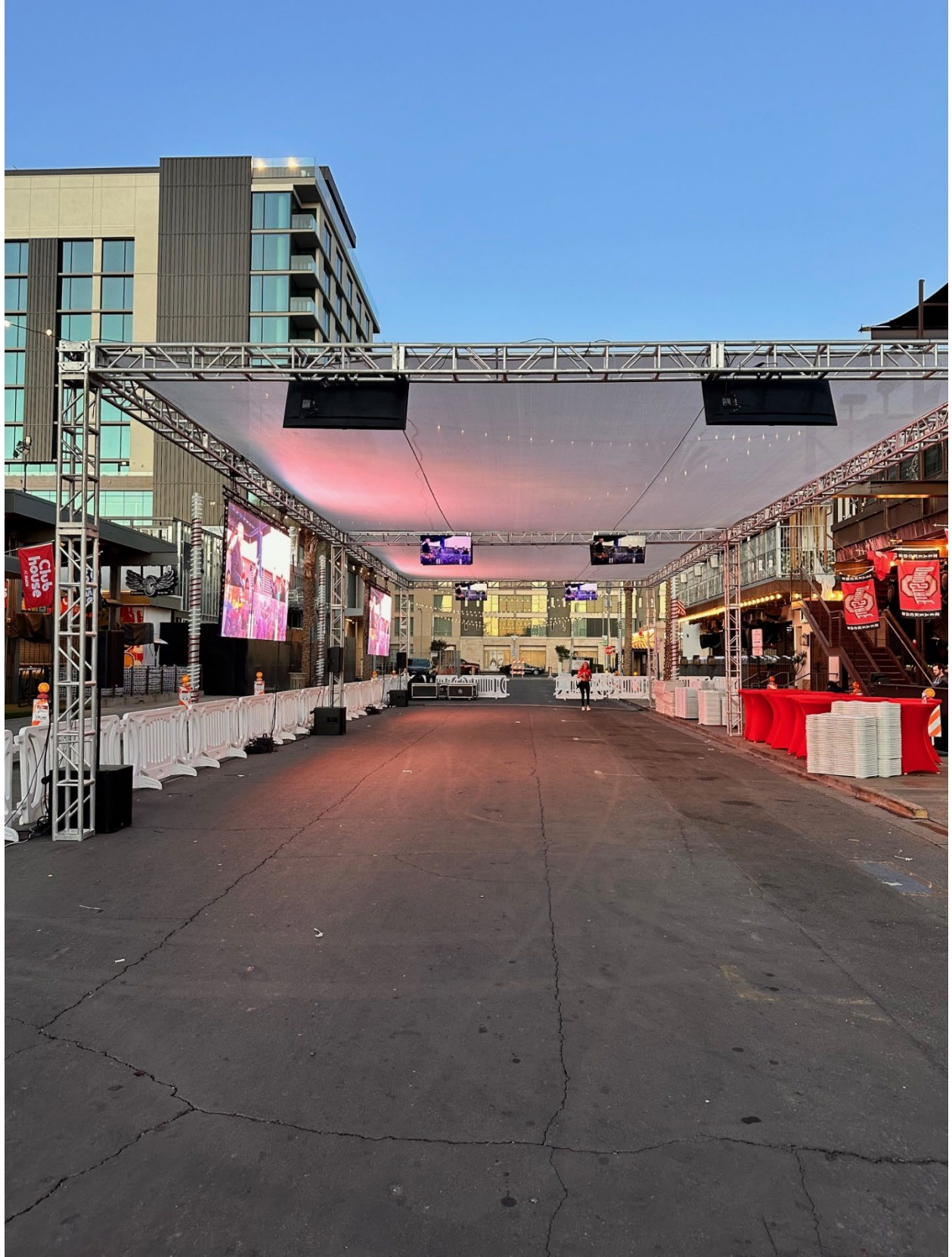


Exit Only

Emergency Exit

Entrance / Exit





Special Event Notice

Neighborhood Input



EVENT NOTIFICATION & NEIGHBORHOOD INPUT

Event Name: Bottled Blonde Ohio v Michigan Block Party Event Location: Indian Plaza
 Event Dates: Sat. Nov. 29, 2025 Event Hours: 8a - 2p
 Street Closures: Indian Plaza
 Day/Time Closed: Nov. 29 3a Day/Time Reopened: Nov. 29 6p

We are thrilled to be guests in your neighborhood and it's important to us that we are communicating clearly with you, the neighbors, to determine if there are any comments or concerns related to the event and/or proposed street closure. I have provided a copy of the site plan and details of the street closure explaining the proposed Special Event. If you have any comments or concerns related to the event, please note in the applicable column. If you prefer to contact the City's Events Administrator directly, contact Cheryl Summers at 480-312-7834 or csumners@scottsdaleaz.gov.

Please read before filling out: I hereby declare that I am an authorized representative of the listed business and have been informed by the event applicant/designee of the event details, including proposed street closures. By marking "No" for concerns, I am relaying that I have no significant concerns about the event. By marking "Yes" for concerns, I am relaying that I have concerns with the event and/or street closure and will state the reason(s) why in the comment box.

DATE	PRINTED NAME	TITLE (Owner, Manager, etc.)	EMAIL	BUSINESS NAME & ADDRESS	DID YOU RECEIVE A COPY OF THE SITE PLAN?	CONCERNS?
8/6	Jason Adler	CDO Riot Hospitality Group	jasonadler@riothg.com	The District / Maya + The Remi Scottsdale	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
COMMENTS/CONCERNS: Street reopen by 6p. No encroachment into south parking stalls as shown. Be respectful of sound due to nearby hotel.						
					<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
COMMENTS/CONCERNS:						
					<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
COMMENTS/CONCERNS:						
					<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
COMMENTS/CONCERNS:						