



# Special Event Application

7/31/2025

Standard

76-SE-2025

## Event Information

Event Name SCOTTSDAZZLE TREE LIGHTING EVENT

Event Location 7124 E STETSON DR

Event URL SCOTTSDAZZLE.COM

Event Description SCOTTSDAZZLE, A MONTH-LONG HOLIDAY PROMOTION IN OLD TOWN SCOTTSDALE PRODUCED BY THE CITY'S TOURISM & EVENTS DEPARTMENT, KICKS OFF THE HOLIDAY SEASON WITH THIS ANNUAL COMMUNITY EVENT THAT IS FREE AND OPEN TO THE PUBLIC. ENJOY SEASONAL DÉCOR, LIVE ENTERTAINMENT, SMALL MERCHANT MARKET, HOLIDAY TREES, HOLIDAY CHARACTERS AND OTHER ACTIVATIONS THROUGH COMMUNITY SPIRIT. BEVERAGES AND TREATS WILL BE AVAILABLE FOR PURCHASE.

## Event Dates

| Event Dates (1) | Start Date             | End Date               | Participant Attendance | Other Attendance |
|-----------------|------------------------|------------------------|------------------------|------------------|
|                 | SAT 11/29/2025 7:00 PM | SAT 11/29/2025 9:00 PM | 5000                   | 30               |

Setup Date FRI 11/28/2025 7:00 AM - 08:00 PM

Teardown Date SAT 11/29/2025 9:00 PM - 11:30 PM

## Applicant Information

Applicant CITY OF SCOTTSDALE

Applicant Address 7447 E. INDIAN SCHOOL ROAD

Applicant City SCOTTSDALE, AZ 85251

Applicant Name CHERYL SUMNERS

Title EVENTS MANAGER

Phone (480) 312-7834 Email CSUMNERS@SCOTTSDALEAZ.GOV

On-Site Contact KEVIN KOZIEL

Title VP ENTERTAINMENT SOLUTIONS

Phone (480) 663-0700 Email KKOZIEL@ENTERTAINMENTSOLUTIONSINC.COM

Applicant Experience EVENTS MANAGER FOR THE CITY AND ACTIVELY INVOLVED WITH ALL TREE LIGHTING EVENTS HELD ALONG THE CANAL BANK WITH ESI AS OUR EVENT PRODUCER.

## Prior Events

Has this event been produced before? YES

Is this an annual event? YES Previous Years : 9

Are there any changes from previous years? NO

## Event Elements

Elements CIVIC, CULTURAL, ENTERTAINMENT

Description A DAZZLING FREE COMMUNITY EVENT WITH GOOD CHEER TO EMBRACE THE HOLIDAY SEASON.

## Public Property Criteria



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

SCOTTSDAZZLE INTEGRATES SEVERAL SCOTTSDALE BUSINESSES ON THE OPENING NIGHT AND ALL MONTH LONG.

Explain any anticipated regional, national, or international attendance.

SCOTTSDAZZLE IS PROMOTED THROUGH EXPERIENCE SCOTTSDALE AND OUR OWN MARKETING EFFORTS TO ATTRACT BOTH VISITORS AND LOCALS TO THE OLD TOWN AREA.

Is Scottsdale promoted in the special event marketing? YES

USE OF SOCIAL MEDIA, PRINT ADS, WEBSITES, POSTERS, ETC.

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

FREE COMMUNITY EVENT TO CREATE A WARM, CHEERFUL START TO THE HOLIDAY SEASON.

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

## Event Equipment

|               |                        |                           |            |
|---------------|------------------------|---------------------------|------------|
| Stages        | YES QTY: 2             | Tables, Chairs, Furniture | YES        |
| Generators    | YES KW SIZE: 20 QTY: 3 | Inflatables               | NO         |
| Portable Bars | NO                     | Amplified Sound           | YES        |
| Speakers      | YES QTY: 5+            | Temporary Restrooms       | YES QTY: 8 |
| Fencing       | NO                     | BBQ Grills or Propane Use | NO         |
| Lighting      | YES                    | Tents/Canopies            | YES        |
|               |                        | 10' x 10' QTY: 6          |            |

## Vendor Sales

|                    |             |                                  |            |
|--------------------|-------------|----------------------------------|------------|
| Retail Merchandise | YES QTY: 14 | Food And Non-Alcoholic Beverages | YES QTY: 4 |
| Food Trucks        | YES QTY: 2  | Alcohol                          | NO         |
| Services           | NO          |                                  |            |

## Signage Plan

On-Site Signs? YES QTY: 8 TYPE: PORTABLE (A-FRAME- SITS ON TOP OF GROUND)

Off-Premise Signs? YES QTY: 4 TYPE: PORTABLE (A-FRAME- SITS ON TOP OF GROUND)

Signage Plan Description:

SIGNS PLACED ALONG SCOTTSDALE ROAD THAT INDICATE "NO STOPPING" TO ASSIST WITH PREVENTION OF RIDESHARE DROP OFF/PICK UP. SIGNAGE / MENU BOARDS AT FOOD LOCATIONS AND MINI MARKET LOCATED ON STETSON PLAZA

## Parking Plan

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



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Valet service NO

Rider Provider NO

## Parking Plan Description

ATTENDEES WILL BE DIRECTED TO THE NEARBY PUBLIC PARKING GARAGES.

## Street Use

### Street or Alley Use

Street Closure : YES

Number of Lanes : 2

Direction : S

Street Name : MARSHALL WAY LOCATED BETWEEN THE BRIDGE AND VIA SOLERI.

Closure Dates : 11/28/2025 6:00:00 AM - 11/29/2025 11:30:00 PM

### Public Parking Use

Parking Closure : YES

Parking Name : MARSHALL WAY SOUTH OF VIA SOLERI

Closure Dates : 11/28/2025 6:00:00 AM - 11/29/2025 11:30:00 PM

### Sidewalk Use

Sidewalk Closure : NO

### Barricade Company

Company Name : SOUTHWEST BARRICADES

Contact Name : GIBRAN PLASCENCIA

Phone Number : (602) 788-2222

## Entertainment - Amplification/Sound Plan

### Entertainment

LIVE BAND, PRE-RECORDED MUSIC, SPEAKER/ANNOUNCER, OTHER PERFORMER

### Sound Monitoring

Name : KEVIN KOZIEL

Company : ENTERTAINMENT SOLUTIONS

Phone Number : (602) 620-3351

### Time and type of outside sound and sound check times

SOUND CHECKS IN THE AFTERNOON PRIOR TO EVENT AND MUSIC 7P-9P.

### Plan for sound monitoring, containment, and mitigation

SPEAKERS ON MAIN STAGE AIMED EAST TOWARDS SCOTTSDALE ROAD. SPEAKERS ALONG CANAL BANK AT GROUND LEVEL WITH LOWER VOLUMES. SPEAKERS ON SOLERI FACING WEST TOWARDS MAIN STAGE.

## Police/Security

### Security Personnel

Inhouse Security NO

Hired Security YES Estimated Number : 12  
Company Name : E STAFF  
Contact : VIC  
Phone : (480) 733-3883



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Off Duty Police      YES      Estimated Number : 4      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.

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     CHERYL SUMNERS

Date     7/31/2025

Title of Applicant     EVENTS MANAGER, CITY OF SCOTTSDALE



*Scottsdazzle*

**SCOTTSDAZZLE**  
**JINGLE & JAZZ TREE LIGHTING SPECTACULAR**  
 SCOTTSDALE WATERFRONT  
 Saturday, November 29<sup>th</sup> 2025  
 7:00pm-9:00pm  
 as of 10/30/2025

7542 E. Camelback Rd.  
 Scottsdale, AZ 85251  
 Phone: 480.663.0700  
 Fax: 480.663.0718

[info@solutionsaz.com](mailto:info@solutionsaz.com)



**ENTERTAINMENT  
 SOLUTIONS**  
 Inc.



## MAP LEGEND

 = Holiday Market Booths

*Scottsdazzle*

Event Location:  
Scottsdale Waterfront

Event Dates:  
11/29; 12/6; 12/13; 12/20

## 2025 SCOTTSDAZZLE

HOLIDAY MARKET LAYOUT

V.3 as of 8.5.25

\*\*\*NOT TO SCALE\*\*\*

**16 BOOTHS TOTAL**

7542 E. Camelback Rd.  
Scottsdale, AZ 85251  
Phone: 480.663.0700  
Fax: 480.663.0718  
[info@solutionsaz.com](mailto:info@solutionsaz.com)

  
**ENTERTAINMENT  
SOLUTIONS**  
Inc.





EQUIPMENT LEGEND

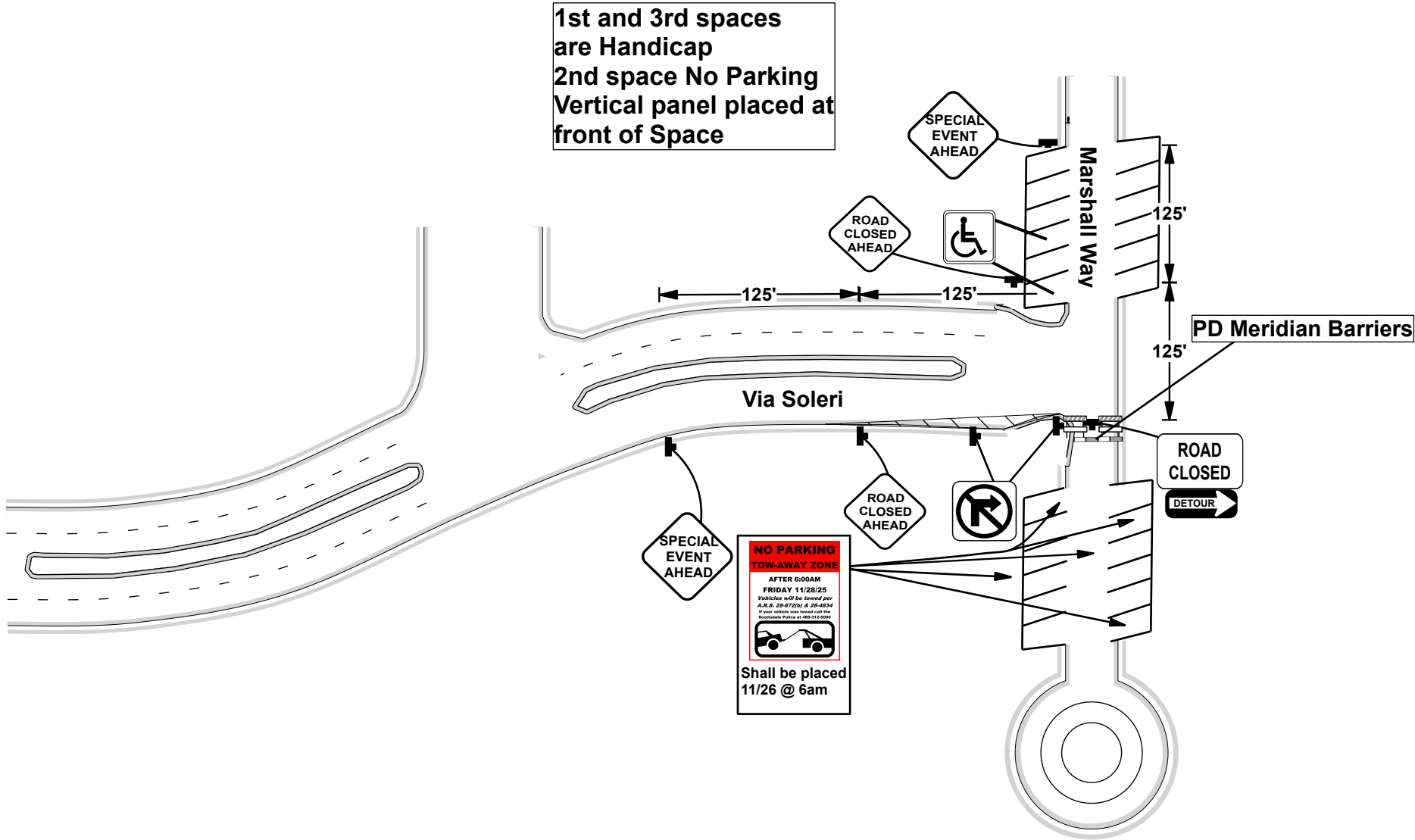
- Sign Symbol
- Vertical Panel
- Type 1
- Type 3
- "A" Lights
- "B" Lights
- "C" Lights
- Arrow Panel
- High Level
- water barrier

page 1 of 2

City of Scottsdale Approval

Field Engineering

Traffic Engineering



OFF-DUTY OFFICER IS REQUIRED IF WORKZONE IS WITHIN 300' OF SIGNALIZED INTERSECTION



DRAWN By Mark Lennartz  
Phone:602-788-2222  
Email:tcp@swbarricades.com



T.C.P. NAME: 22-4273

LOCATION: Via Soleri Mashall Way

START DATE: 11/28/25 END DATE: 11/30/25

WORK HOURS:

☐ 8:30am-3:30pm Mon-Fri

☐ 10:00pm-5:00am Sun-Thur

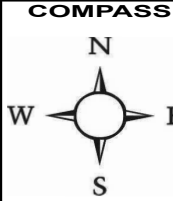
☒ 24 HR

☐ Other: 11/28 6am to 11/30 6am

CONTRACTOR: Entertainment Solutions AZ Contact person: Cody Koziol

Contact Phone: 480-663-0700 Contact Email: cody@solutionsaz.com

COS Permit # \_\_\_\_\_



Note: No parkings shall be placed  
11/26 at 6am



EQUIPMENT LEGEND

- Sign Symbol

Vertical Panel

Type 1

Type 3

"A" Lights

"B" Lights

"C" Lights

Arrow Panel

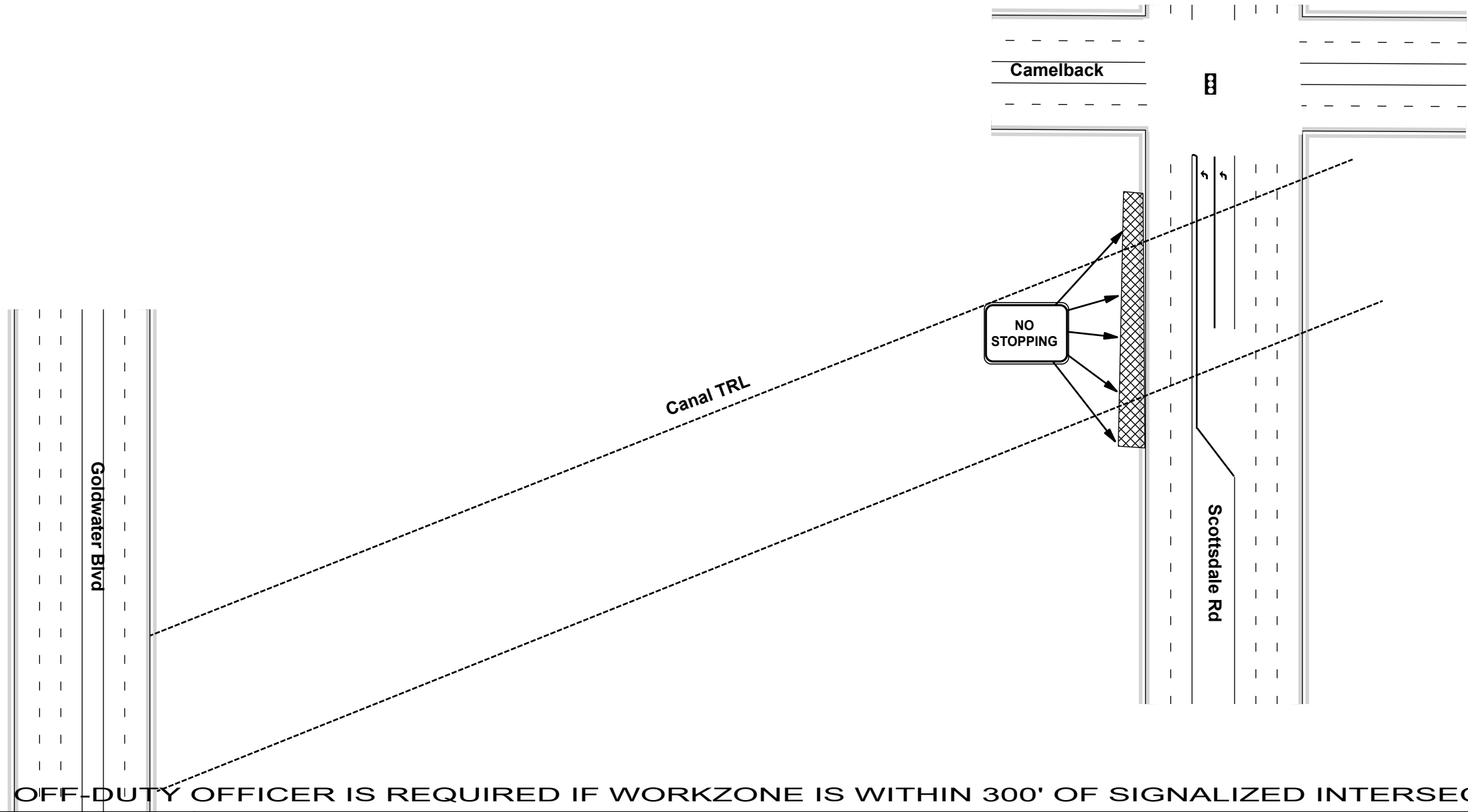
High Level

water barrier

City of Scottsdale Approval

Field Engineering

Traffic Engineering



**Southwest BARRICADES**  
DRAWN By Mark Lennartz  
Phone:602-788-2222  
Email:tcp@swbarricades.com

**ENTERTAINMENT SOLUTIONS**  
Inc.

T.C.P. NAME: 22-4273

LOCATION: Via Soleri Mashall Way

START DATE: 11/28/25 END DATE: 11/30/25

WORK HOURS:

☐ 8:30am-3:30pm Mon-Fri ☒ 24 HR

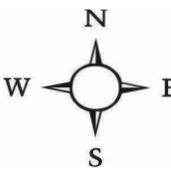
☐ 10:00pm-5:00am Sun-Thur ☐ Other: 11/28 6am to 11/30 6am

CONTRACTOR: Entertainment Solutions AZ Contact person: Cody Koziol

Contact Phone: 480-663-0700 Contact Email: cody@solutionsaz.com

COS Permit # \_\_\_\_\_

COMPASS



POSTED SPEED

SPEED  
LIMIT  
25

Note: No parkings shall be placed  
11/26 at 6am

## **LICENSE TO USE SALT RIVER PROJECT PROPERTY**

Subject to the following terms and conditions, **SALT RIVER PROJECT AGRICULTURAL IMPROVEMENT AND POWER DISTRICT**, an agricultural improvement district, organized and existing under the laws of the State of Arizona (Licensor), hereby gives the undersigned, and **CITY OF SCOTTSDALE** (Licensee) hereby accepts a revocable and nonassignable license (License) to enter upon and use property of Licensor at the following location(s) **ARIZONA CANAL & SCOTTSDALE WATERFRONT**.

### **TERMS AND CONDITIONS:**

1. Licensee may use the Licensed Property for the following purpose and no other to conduct: **THE CITY OF SCOTTSDALE SCOTTSDAZZEL COMMUNITY SINGALONG & TREE LIGHTING** on Saturday, November 29, 2025, between 7:00pm and 9:00pm. **SCOTTSDAZZLE STROLLS** on December 6, 13 and 20, 2025, between 6:00pm and 9:00pm on the Arizona Canal & Scottsdale Waterfront

**\*\*LICENSEE SHALL LEAVE A 10 FOOT WALKWAY CLEAR ON THE CANAL AND CROSSING BOTH ENDS OF THE BRIDGE AT ALL TIMES FOR OPERATION AND MAINTENANCE OF THE CANAL AND ELECTRICAL EQUIPMENT AND RECREATION USE BY OTHER PARTIES**

**\*\*Licensee shall not have any vehicles on the canal.**

**\*\*Licensee shall not have any umbrellas, canopies, or tents on the canal.**

**\*\*Licensee shall not have any balloons on the canal.**

**\*\* Licensee shall be responsible for dust control issues.**

**\*\* Licensee is responsible for all crowd control and safety participants.**

**\*\* Licensee is aware that there are High Voltage Lines along the canal in this area.**

**\*\* Licensee shall not impede access to the Licensed Property or any canals and electrical equipment by SRP personnel and service vehicles.**

**\*\* Licensee shall not cause the introduction of any chemical substance or other pollutant into the waters of the canal.**

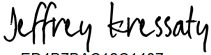
2. To the extent not prohibited by law or expressly excepted herein, Licensee, its successors and assigns ("Indemnitors"), shall indemnify, release, and hold harmless Licensor, Association and the United States of America ("Indemnitees") and the directors, officers, employees, agents, successors and assigns thereof, against and from any damage, loss or liability caused in whole or in part by Licensee, regardless of whether caused in part by Indemnitees or any of them, and suffered by Indemnitees as a result of any claim, demand, lawsuit or action of any kind, whether

U.S.C. § 6991 et seq., or the Arizona Underground Storage Tank Law - A.R.S. § 49-1001 et seq., as such laws have been or are amended from time to time. This Section 8 shall survive termination of this License.

9. This License may be terminated by Licensor at any time upon twenty-four hours' notice to Licensee, or in the event of a breach of any provision herein, such termination shall be effective immediately upon notice to Licensee.
10. Licensee shall comply with all requirements of all statutes, acts, ordinances, regulations, codes, and standards of legally constituted authorities with jurisdiction applicable to Licensee's use of the Licensed Property. Licensee shall obtain or cause to be obtained at its expense, all permits, approvals, and authorizations required by Licensee's actions pursuant to this License.
11. THIS LICENSE IS NOT TO BE CONSTRUED OR INTERPRETED AS EXCLUSIVE IN ANY WAY, OR AS A "RESERVATION" OF THE LICENSED PROPERTY. THE CANAL BANKS ARE AT ALL TIMES TO REMAIN OPEN FOR PUBLIC RECREATIONAL AND OTHER AUTHORIZED USES. LICENSEE SHALL TAKE NO ACTION OR CONDUCT ITS ACTIVITIES IN A MANNER WHICH OBSTRUCTS OR IMPEDES THESE OTHER USES OF THE CANAL BANK.

**LICENSOR:**

**SALT RIVER PROJECT AGRICULTURAL  
IMPROVEMENT AND POWER DISTRICT**

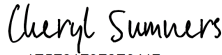
DocuSigned by:  
  
ED4B7BAC12C1487...

LAND DEPARTMENT

Date: 10/6/2025 | 10:46:00 AM MST

**LICENSEE:**

**CITY OF SCOTTSDALE**

Signed by:  
  
1E5F81F9F2E0417...

Date: 10/6/2025 | 10:42:54 AM MST



PM - 051310  
License, To Use SRP Property



## **Notification of Proposed Special Events Canal Bank area**

The City of Scottsdale has received several special event applications and is programming events to occur along the Old Town Scottsdale canal banks. The purpose of this email is to provide awareness to residents and businesses in the nearby area, relay details about the proposed events, and solicit feedback.

Please review the below information and if you have any comments, questions or concerns, contact [Cheryl Sumners](#) no later than Friday, June 20, 2025.

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## **Scottsdazzle Sing-Along & Tree Lighting Event Saturday, November 29**

Scottsdazzle, a month-long holiday promotion in Old Town Scottsdale produced by the city's Tourism & Events Department, kicks off the holiday season with this annual community event that is free and open to the public. Enjoy seasonal décor, live entertainment, small merchant market, holiday trees, holiday characters and other activations, while singing along to holiday songs with music by a live orchestra. Beverages and treats will be available for purchase.

Event details and information include:

- Event Hours: 7 p.m. – 9 p.m.
- Event Set-up: Fri. 7 a.m. – 8 p.m. & Sat. 7 a.m. – 6 p.m.
- Event Tear-down: 9 p.m. - 12 a.m. Some seasonal holiday décor will remain through December.
- Entertainment: Live music, pre-recorded holiday music, and other performers during event hours.
- Event Parking: Volunteers, vendors, staff, and attendees will be directed to the nearby public parking garages.
- Street Closures: Marshall Way located north of the bridge and south of Via Soleri from Fri. 6 a.m. - Sat. by midnight.

Event Info: [Scottsdazzle.com](https://www.scottsdazzle.com)

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If you have any questions or concerns, please contact the special events administrator no later than Friday, June 20.

Cheryl Sumners

[CSumners@Scottsdaleaz.gov](mailto:CSumners@Scottsdaleaz.gov)

480-312-7834