



Special Event Application

7/14/2023

Standard

86-SE-2023

Event Information

Event Name CUSTOMER APPRECIATION NIGHT

Event Location 7121 E 5TH AV STE 23

Event URL

Event Description THE ESTATE WATCH & JEWELRY COMPANY HOSTS AN ANNUAL CUSTOMER APPRECIATION NIGHT. THIS YEARS NIGHT IS SCHEDULED FOR DECEMBER 7, 2023.

Event Dates

Event Dates (1)	Start Date	End Date	Participant Attendance	Other Attendance
	THU 12/7/2023 5:00 PM	THU 12/7/2023 9:00 PM	150	14

Setup Date THU 12/7/2023 12:00 PM - 04:00 PM

Teardown Date FRI 12/8/2023 7:00 AM - 09:00 AM

Applicant Information

Applicant THE ESTATE WATCH & JEWELRY COMPANY

Applicant Address 7121 E. 5TH AVE STE #23

Applicant City SCOTTSDALE, AZ 85251

Applicant Name SCOTT PETRIK

Title COO

Phone (605) 484-2716 Email SCOTT@WATCHLINK.COM

On-Site Contact SCOTT PETRIK

Title COO

Phone (605) 484-2716 Email SCOTT@WATCHLINK.COM

Applicant Experience WE HAVE HOSTED A CUSTOMER APPRECIATION NIGHT THE PAST SEVERAL YEARS. LAST YEAR WAS OUR FIRST YEAR EXTENDING THE EVENT ONTO PUBLIC PROPERTY INTO THE PARKING SPOTS IN FRONT OF OUR STORE.

Prior Events

Has this event been produced before? YES

Is this an annual event? YES Previous Years : 20

Are there any changes from previous years? NO

Event Elements

Elements CIVIC, ENTERTAINMENT

Description OUR CUSTOMERS RESIDING IN SCOTTSDALE ARE INVITED TO AN EVENING OF ENJOYMENT ON US. THEY WILL BE ENTERTAINED WITH A SMALL LOCAL LIVE BAND, ENJOY A BEVERAGE AND OUR ENTIRE STAFF WILL WORK TO VISIT WITH THEM.

Public Property Criteria



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

OUR CUSTOMER APPRECIATION NIGHT IS THE ONLY EVENT WE ARE AWARE OF IN THE IMMEDIATE VICINITY. WE INVITE THE SURROUNDING BUSINESS OWNERS AND EMPLOYEES TO THE EVENT HOWEVER THEY TYPICALLY STAY OPEN DUE TO THE INCREASE IN FOOT TRAFFIC.

Explain any anticipated regional, national, or international attendance.

N/A- WINTER VISITORS IN TOWN FROM OTHER AREAS OF USA

Is Scottsdale promoted in the special event marketing? YES

THE EVENT HAS BEEN HOSTED AT THE SAME LOCATION FOR THE PAST SEVERAL YEARS. SNOWBIRDS AND OTHER CLIENTS WILL COME TO SCOTTSDALE TO ATTEND THE EVENT.

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

WE DEFINITELY BRING AN INCREASE IN FOOT TRAFFIC TO OLD TOWN AND OTHER NEARBY BUSINESSES BENEFIT FROM THAT FROM AN INCREASE IN SALES AT THEIR LOCATIONS.

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	YES QTY: 1	Amplified Sound	YES
Speakers	YES QTY: 1-2	Temporary Restrooms	NO
Fencing	NO- TALL DECO HEDGES USED	BBQ Grills or Propane Use	NO
Lighting	YES	Tents/Canopies	YES
		10 x 10 for caterer	QTY: 2

Vendor Sales

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

Signage Plan

On-Site Signs? YES QTY: 2 TYPE: POST & PANEL (SECURED IN THE GROUND)

Off-Premise Signs? NO

Signage Plan Description:

Parking Plan

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



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On-street parking YES

On-site parking NO

Off-site parking NO

Shuttle service from off-site parking areas NO

Valet service NO

Rider Provider NO

Parking Plan Description

ATTENDEES DIRECTED TO NEARBY PARKING GARAGE AND ON STREET SPACES.

Street Use

Street or Alley Use

Street Closure : NO

Public Parking Use

Parking Closure : YES

Parking Name : WE WILL USE THE PARKING SPACES DIRECTLY IN FRONT OF OUR STORE AT 7121 E. 5TH AV

Closure Dates : 12/7/2023 1:00:00 PM - 12/8/2023 7:00:00 AM

Sidewalk Use

Sidewalk Closure : NO

Barricade Company

Entertainment - Amplification/Sound Plan

Entertainment

LIVE BAND

Sound Monitoring

Name : SCOTT PETRIK

Company : THE ESTATE WATCH & JEWELRY COMPANY

Phone Number : (605) 484-2716

Time and type of outside sound and sound check times

5PM TO 9PM THE EVENING OF 7 DECEMBER. TYPE OF OUTSIDE SOUND IS FROM A LOCAL BAND WE WILL HIRE.

Plan for sound monitoring, containment, and mitigation

SCOTT ROAMS THE AREA THROUGHOUT THE EVENING AND WILL MONITOR THE SOUND. ANY COMPLAINTS CAN BE SENT TO HIM AND WILL BE TAKEN CARE OF.

Police/Security

Security Personnel

Inhouse Security NO

Hired Security NO

Off Duty Police YES Estimated Number : 1 Scottsdale Police : YES Other Agency : NO

Scottsdale Fire Department and Medical Standby Services

Fire Department Permit Required 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? 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.

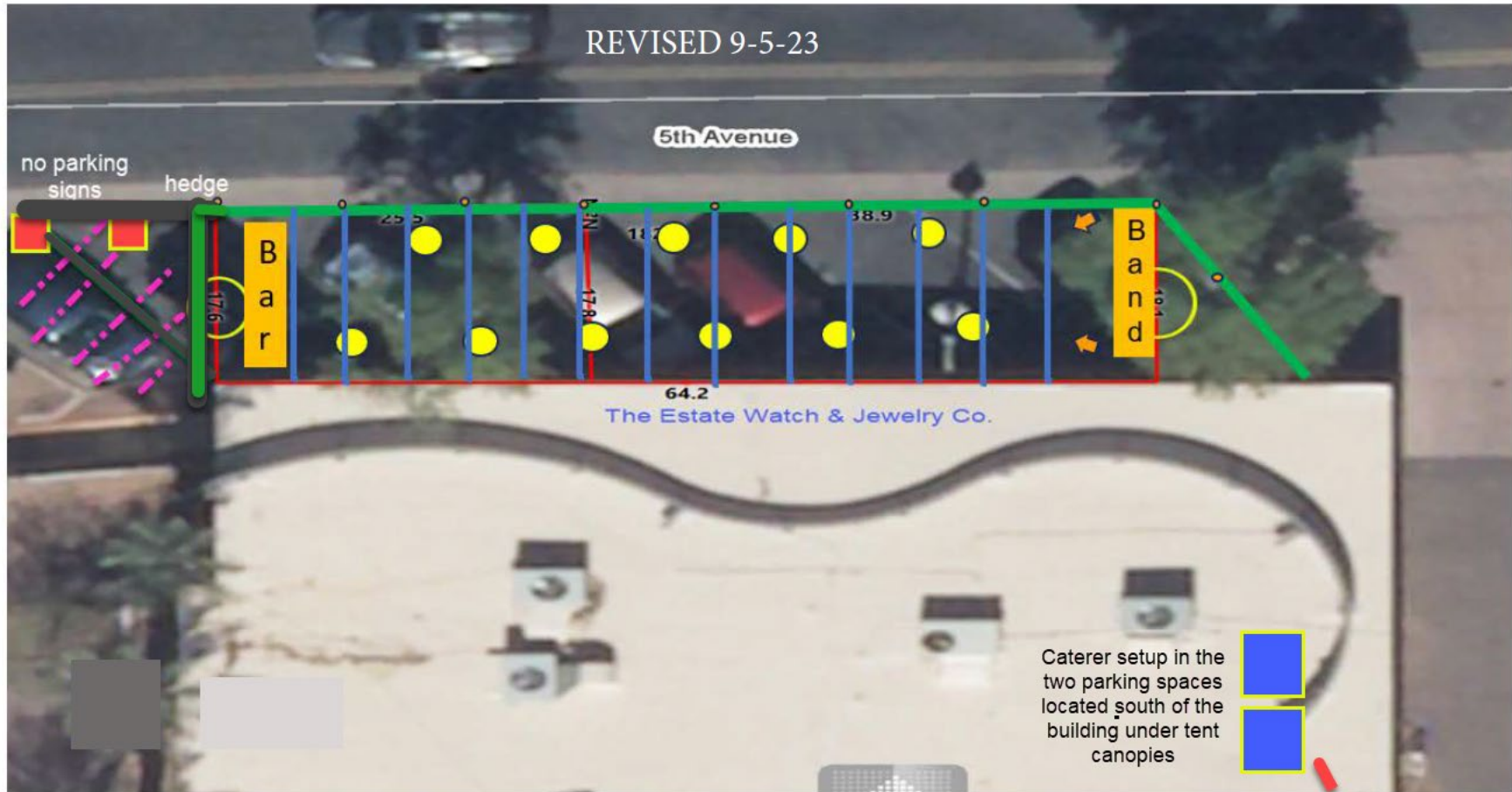
☒ Signature of Applicant - must be the same person listed on application.

Printed Name SCOTT PETRIK

Date 7/14/2023

Title of Applicant COO THE ESTATE WATCH & JEWELRY COMPANY

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.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

11/16/2023

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 Services, LLC 24 Jewelers Park Drive P.O. Box 728 Neenah WI 54957-0728	CONTACT NAME: Karen Marquis PHONE (A/C, No, Ext): (800) 339-9124 FAX (A/C, No): (920) 725-6157 E-MAIL ADDRESS: kmarquis@jmiservices.com
INSURED The Estate Watch and Jewelry Company 7121 E 5th Ave Stes 23, 25 & 28 Scottsdale AZ 85251-3222	INSURER(S) AFFORDING COVERAGE INSURER A: Jewelers Mutual Insurance Company INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:
	NAIC # 14354

COVERAGES**CERTIFICATE NUMBER:** Master 23-24m**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"/> PRO-JECT <input type="checkbox"/> LOC <input checked="" type="checkbox"/> OTHER: Event on 12/8/22	Y		55-017063	10/21/2023	10/21/2024	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 <input type="checkbox"/> 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) \$
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	Y		55-017063	10/21/2023	10/21/2024	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 <input type="checkbox"/>	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 12/7/23.

CERTIFICATE HOLDER**CANCELLATION**City of Scottsdale
3939 N Drinkwater Blvd

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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Sumners, Cheryl

Subject: Estate Watch Holiday Party Dec. 7th

From: Michael Simonson <msimonson50@yahoo.com>

Sent: Monday, October 2, 2023 2:33 PM

To: Sumners, Cheryl <csumners@scottsdaleaz.gov>

Subject: Estate Watch Holiday Party Dec. 7th

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

Hi Cheryl - we spoke with Jill Edwards regarding their holiday party and we are fine with their use of the two parking spaces for the caterer.

Thanks,
Cindy
Sunbrella Properties, Ltd.