



Special Event Application

8/5/2024

Standard

92-SE-2024

Event Information

Event Name **SCOTTSDALE DIA DE LOS MUERTOS FIESTAS**

Event Location **3817 N BROWN AV**

Event URL **WWW.SCOTTSDALEDIADLOSMUERTOS.COM**

Event Description **WEST PASEO ART INSTALLATION (10/15-11/2). SCOTTSDALE DIA DE LOS MUERTOS 8TH ANNUAL FESTIVITIES AT THE OLD ADOBE MISSION. ARTACTIVATIONS (ALTARS) INSIDE OF CHURCH IN FRONT ENTRANCE AND COURTYARD (10/24-11/2). SCOTTSDALE CIVIC CENTER DIA DE LOS MUERTOS ART INSTALLATION EXPERIENCE (10/24-10/27). HISPANIC HERITAGE – CITY EMPLOYEES - SCPA/CIVIC CENTER (10/24) PROCESSION “DESFILE DE DIA DE LOS MUERTOS” (10/25). FIESTA DE MUERTOS (FESTIVAL)SCOTTSDALE CIVIC CENTER (10/26). DANZA DE MUERTOS - SCPA(10/26-10/27).**

Event Dates

Event Dates	(19)	Start Date	End Date	Participant Attendance	Other Attendance
		~~TUE 10/15/2024 7:00 AM~~	~~TUE 10/15/2024 11:00 PM~~	~~200~~	0
		~~WED 10/16/2024 7:00 AM~~	~~WED 10/16/2024 10:00 PM~~	~~200~~	0
		~~THU 10/17/2024 10:00 AM~~	~~THU 10/17/2024 9:00 PM~~	~~300~~	0
		~~FRI 10/18/2024 10:00 AM~~	~~FRI 10/18/2024 9:00 PM~~	~~300~~	0
		~~SAT 10/19/2024 10:00 AM~~	~~SAT 10/19/2024 9:00 PM~~	~~300~~	0
		~~SUN 10/20/2024 10:00 AM~~	~~SUN 10/20/2024 9:00 PM~~	~~300~~	0
		~~MON 10/21/2024 10:00 AM~~	~~MON 10/21/2024 9:00 PM~~	~~300~~	0
		~~TUE 10/22/2024 10:00 AM~~	~~TUE 10/22/2024 9:00 PM~~	~~300~~	0
		~~WED 10/23/2024 10:00 AM~~	~~WED 10/23/2024 9:00 PM~~	~~300~~	0
		THU 10/24/2024 8:00 AM	THU 10/24/2024 10:00 PM	500	0
		FRI 10/25/2024 8:00 AM	FRI 10/25/2024 10:00 PM	800	0
		SAT 10/26/2024 8:00 AM	SAT 10/26/2024 10:00 PM	1000	0
		SUN 10/27/2024 8:00 AM	SUN 10/27/2024 10:00 PM	800	0
		MON 10/28/2024 10:00 AM	MON 10/28/2024 9:00 PM	300	0
		TUE 10/29/2024 10:00 AM	TUE 10/29/2024 9:00 PM	300	0
		WED 10/30/2024 10:00 AM	WED 10/30/2024 9:00 PM	300	0
		THU 10/31/2024 10:00 AM	THU 10/31/2024 9:00 PM	500	0
		FRI 11/1/2024 10:00 AM	FRI 11/1/2024 9:00 PM	500	0
		SAT 11/2/2024 10:00 AM	SAT 11/2/2024 9:00 PM	500	0

Setup Date **MON 10/14/2024 7:00 AM - 11:00 PM**

Teardown Date **MON 11/4/2024 7:00 AM - 11:00 PM**

Applicant Information



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Applicant **LORE MEDIA AND ARTS**
Applicant Address **3260 NORTH HAYDEN RD. SUITE #210**
Applicant City **SCOTTSDALE, AZ 85251**
Applicant Name **ROBERT RAMIREZ**
Title **PRINCIPAL -PRODUCER**
Phone **(310) 625-7386** Email **ROBERT@LOREMEDIAANDARTS.COM**
On-Site Contact **ROBERT RAMIREZ**
Title **PRINCIPAL -PRODUCER**
Phone **(310) 625-7386** Email **ROBERT@LOREMEDIAANDARTS.COM**
Applicant Experience **PLEASE VISIT LOREMEDIAANDARTS.COM FOR EXTENSIVE PRODUCTION EXPERIENCE AND BIO**

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? **YES** NEW ATTRACTIONS INCLUDE: ART INSTALLATION AT WEST PASEO ,
HISPANIC HERITAGE/CITY EMPLOYEE LUNCHEON, PROCESSION
"DESFILE DE DIA DE LOS MUERTOS", FIESTA DE MUERTOS, EXPANDED
ART INSTALLATIONS

Event Elements

Elements **CIVIC, CULTURAL, EDUCATIONAL, ENTERTAINMENT, RECREATIONAL**
Description **THIS IS AN ANNUAL CULTURAL EVENT THAT CROSS POLLINATES ALL ELEMENTS CHECKED.**

Public Property Criteria

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

COLLABORATIONS WITH THE CITY OF SCOTTSDALE, EXPERIENCE SCOTTSDALE, OLD ADOBE MISSION, KNIFE & FORK MEDIA, SCPA. PARTNERSHIP WITH SCOTTSDALE SISTER CITIES. ALL LOCAL BUSINESSES ARE WELCOME TO PARTICIPATE WITH THIS EVENT. TARGETED PAID ADS VIA SOCIAL MEDIA.

Explain any anticipated regional, national, or international attendance.

WE ANTICIPATE ATTENDANCE AND PARTICIPATING ARTISTS FROM THE FOLLOWING AREAS: US: LOS ANGELES, TUCSON, OTHER. MEXICO: MEXICO CITY, OAXACA, SAN MIGUEL DE ALLENDE, GUANAJUATO, GUADALAJARA, ALAMOS, CELAYA, OTHER

Is Scottsdale promoted in the special event marketing? **YES**

CITY OF SCOTTSDALE LOGO INCLUSION IN ALL EVENT MARKETING AND PROMOTION. SCOTTSDALE IS IN THE TITLE OF THE EVENT.

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

A PROMINENT 'SIGNATURE EVENT,' CELEBRATING THE CULTURAL HERITAGE, TRADITIONS, AND ETHOS OF OLD TOWN WHILE SIMULTANEOUSLY FOSTERING SCOTTSDALE'S TOURISM, DIVERSITY, AND ARTISTIC COMMUNITIES ON A LOCAL, NATIONAL, AND GLOBAL SCALE.

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

Event Equipment

Stages **YES QTY: 1** Tables, Chairs, Furniture **YES**
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Generators	YES KW SIZE: 7 QTY: 3	Inflatables	NO
Portable Bars	NO	Amplified Sound	YES
Speakers	YES QTY: 3-4	Temporary Restrooms	YES QTY: 5
Fencing	NO	BBQ Grills or Propane Use	NO
Lighting	YES	Tents/Canopies	YES
		10' x 10' QTY: 15	

Vendor Sales

Retail Merchandise	YES QTY: 10	Food And Non-Alcoholic Beverages	YES QTY: 5
Food Trucks	YES QTY: 5	Alcohol	NO
Services	NO		

Signage Plan

On-Site Signs? YES QTY: 10 TYPE: BANNER

Off-Premise Signs? NO

Signage Plan Description:

TBD - PENDING FINAL SIGNAGE NEEDS

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
Valet service	NO	Rider Provider	NO

Parking Plan Description

ATTENDEES & STAFF WILL BE ABLE TO PARK AT SURROUND CITY PARKING GARAGES AND SURFACE LOTS. ON-STREET PARKING SURROUNDING THE EVENT VENUE IS AVAILABLE AS WELL.

Street Use

Street or Alley Use

Street Closure : YES

Number of Lanes : 2

Direction : N

Street Name : BROWN AVE & 1ST STREET

Closure Dates : 10/25/2024 5:00:00 PM - 10/25/2024 9:00:00 PM

Public Parking Use



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Parking Closure : YES

Parking Name : BROWN AVE / 1ST STREET

Closure Dates : 10/25/2024 5:00:00 PM - 10/25/2024 9:00:00 PM

Sidewalk Use

Sidewalk Closure : NO

Barricade Company

Company Name : SOUTHWEST BARRICADES

Contact Name : ISRAEL RUIZ

Phone Number : (602) 363-8934

Entertainment - Amplification/Sound Plan

Entertainment

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

Sound Monitoring

Name : KEVIN KOZIOL

Company : ENTERTAINMENT SOLUTIONS, INC.

Phone Number : (602) 620-3351

Time and type of outside sound and sound check times

TBD PENDING FINAL PROGRAMMING SCHEDULE

Plan for sound monitoring, containment, and mitigation

AUDIO TECHNICIAN / DB READER.

Police/Security

Security Personnel

Inhouse Security **YES** **Estimated Number : 5**

Hired Security **YES** **Estimated Number : 3**
Company Name : ESTAFF SECURITY
Contact : VIC SIDLER
Phone : (602) 571-2747

Off Duty Police **YES** **Estimated Number : 3** **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



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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 **ROBERT RAMIREZ**

Date **8/5/2024**

Title of Applicant **PRODUCER**





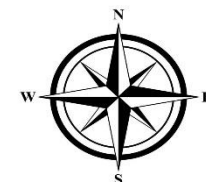
Event Location:
Historic Old Town Scottsdale
Brown Ave

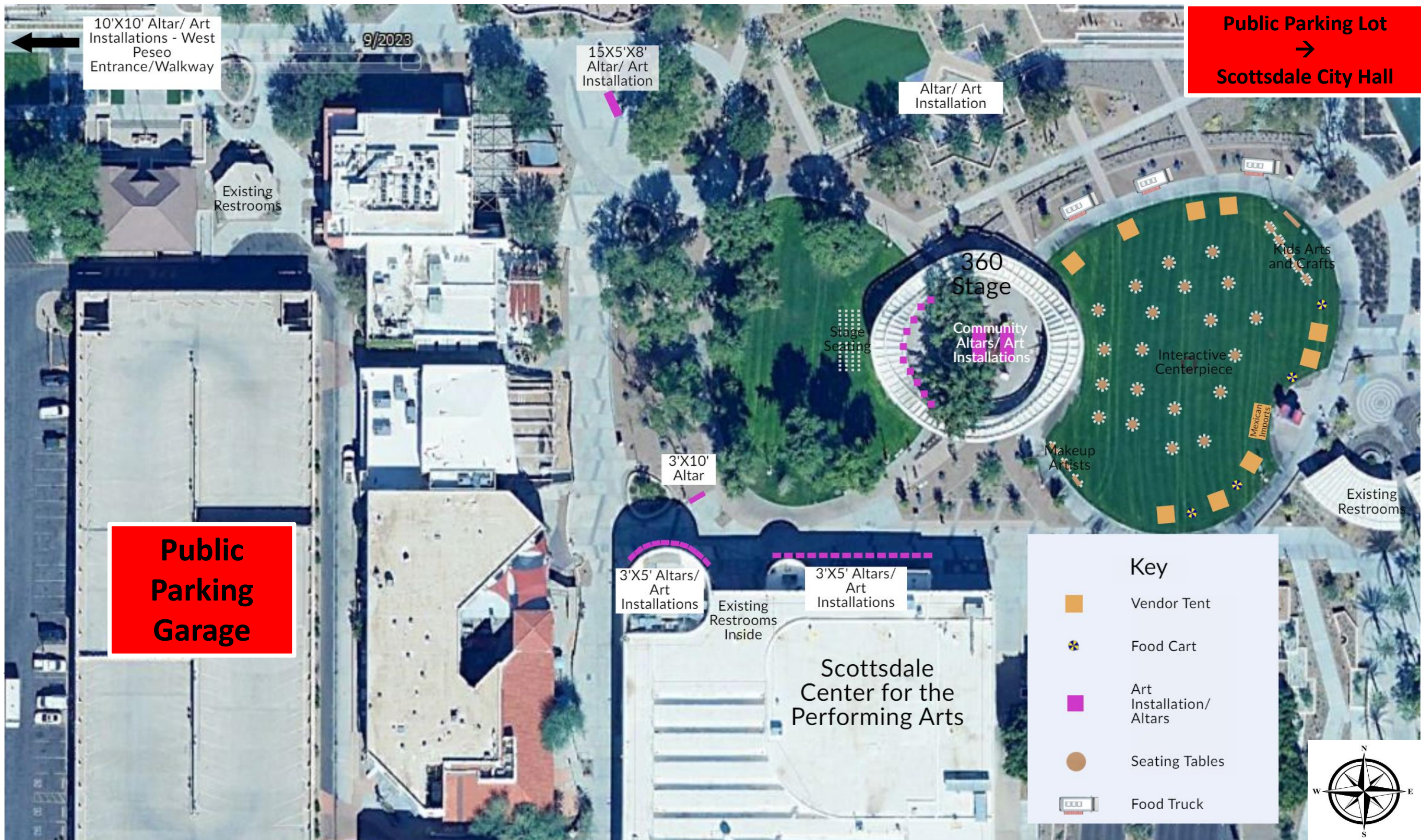
Event Date/Time:
10/25/2024- 6pm-10pm

2024 SCOTTSDALE DIA DE LOS MUERTOS

PROCESSION MAP V2
AS OF 9/9/2024
NOT TO SCALE

7542 E. Camelback Rd.
Scottsdale, AZ 85251
Phone: 480.663.0700
Fax: 480.663.0718
info@solutionsaz.com





Event Location:
Scottsdale Civic Center

Event Date/Time:
10/26/2024- 12pm-6pm

2024 SCOTTSDALE DIA DE LOS MUERTOS

Festival MAP V2
AS OF 8/14/2024

7542 E. Camelback Rd.
Scottsdale, AZ 85251

Phone: 480.663.0700
Fax: 480.663.0718

info@solutionsaz.com





Scottsdale Dia De Los Muertos
October 24th -26th, 2024
Master Production Timeline
(as of 10 17 24)

Wednesday, October 16th

8AM-10PM Mission Install Begins

8:30AM-11:00AM Press Interviews at Mission

4PM-10PM Art Install on West Paseo Begins

Thursday, October 17th

8AM-10PM Mission Install Continues

4PM-10PM Art Install on West Paseo Completed

Friday, October 18th

8AM-10PM Mission Install Continues

Saturday, October 19th

8AM-10PM Mission Install Continues

Sunday, October 20th

8AM-10PM Mission Install Completed

Monday, October 21st

8AM-10PM TBD

Tuesday, October 22nd

8AM-10PM Civic Center Install Begins

Wednesday, October 23rd

8AM-10PM Civic Center Install Continues

5PM-8PM Paseo Walkway/SCA Pathway Altar Lighting Installed

Thursday, October 24th – Hispanic Heritage

TBD	Golf Cart Delivery (A-1)
8:00AM	City Staff Onsite/Event Set Up Begins
8AM-11AM	Gus Mejia Catrina Makeovers
8AM-10PM	Art Installation Experience
8:30AM	Press Interviews at Civic Center (Outdoors)
9:00AM	Rental Install (ProEm)
10:00AM	Caterer Load In (Atrium)
10AM-9PM	Altars y Ofrendas Experience Featuring Gus Mejia (continues daily through 11-2)
11:00AM-1:30PM	Hispanic Heritage Event
1:30PM-3:00PM	Event Load Out
2:00PM	1 st Street / Brown Avenue “No Parking” Verticals Installed (SW Barricade)

Friday, October 25th – Procession (Desfile de Los Muertos)

8AM-10PM	Art Installation Experience
1:30PM	ESI Staff Call
2:00PM	Streets closed (SW Barricade)
2:00PM	Equipment/Lighting/Power Installed at Gathering Area & Procession Route
4:30PM	Makeup Artists Arrive
5PM	Food Vendor Load In Begins at Civic Center
5PM-7PM	Makeup Stations Open
6:00PM	West Paseo Bollards Removed
7:00PM-8:30PM	Desfile de Los Muertos Procession
8:30PM-10PM	Art Installation Experience
8:30PM	West Paseo Bollards Replaced

9:00PM	Streets Reopened (SW Barricade)
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10:00PM	Event Ends
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10PM-11PM	Load Out
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Saturday, October 26, 2024 – Festival (Fiesta de Muertos)

7:30AM	ESI Staff Call
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7:30AM	Equipment Arrivals (ProEm)
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8AM-11AM	Equipment Install (ProEm)
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8AM-10PM	Art Installation Experience
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10:00AM-11:30PM	Vendor Load In
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11:30AM	Makeup Artists Arrive
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12PM-6PM	Fiesta De Los Muertos
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8:00PM	Danza De Muertos (SCPA Theatre)
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9PM-11PM	Equipment Load Out (ProEm)
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Sunday, October 27, 2024

8AM-10PM	Art Installation Experience
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2PM-4PM	Danza De Muertos (Charity)
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Monday, October 28, 2024

TBD	Golf Cart Pickup (A-1)
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TBD	Return Radios
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Procession Event Participants:

Pre-Procession

6pm - Normalicia Blanco MC

6-7:15. Aztec Dancing & Estudiantina Presentations

Procession

7:15 PM Procession Starts as follows and goes to Civic Center with closing Aztec Presentation and MC Remarks at 9pm in the Civic Center.

1 horse & 1 Charro

Aztec Dance Group - 15

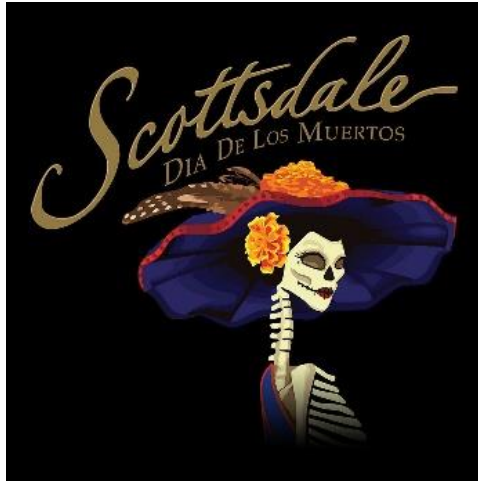
Tuno Estudiantina Performers - 20

Fiesta Mexican Dance Company - 20

Danza Alma de Mexico Folklore - 20

SDDL M Procession Dressed Attire Actors - 20

Attendees/Patronage



2024 EVENT SCHEDULE

(As of 08 07 24)

OCT 24-NOV 2:	OLD ADOBE MISSION EXPERIENCE	10am-9pm (daily)
OCT 24-27:	ART INSTALLATION EXPERIENCE	8am-10pm (daily)
Oct 24:	HISPANIC HERITAGE (City employees)	11am-1:30pm
OCT 25:	PROCESSION	6pm-10pm
OCT 26:	FIESTA DE MUERTOS FESTIVAL	Noon-6pm
OCT 26:	DANZA DE MUERTOS	8pm (Public)
OCT 27:	DANZA DE MUERTOS	2pm (Private/Charity)

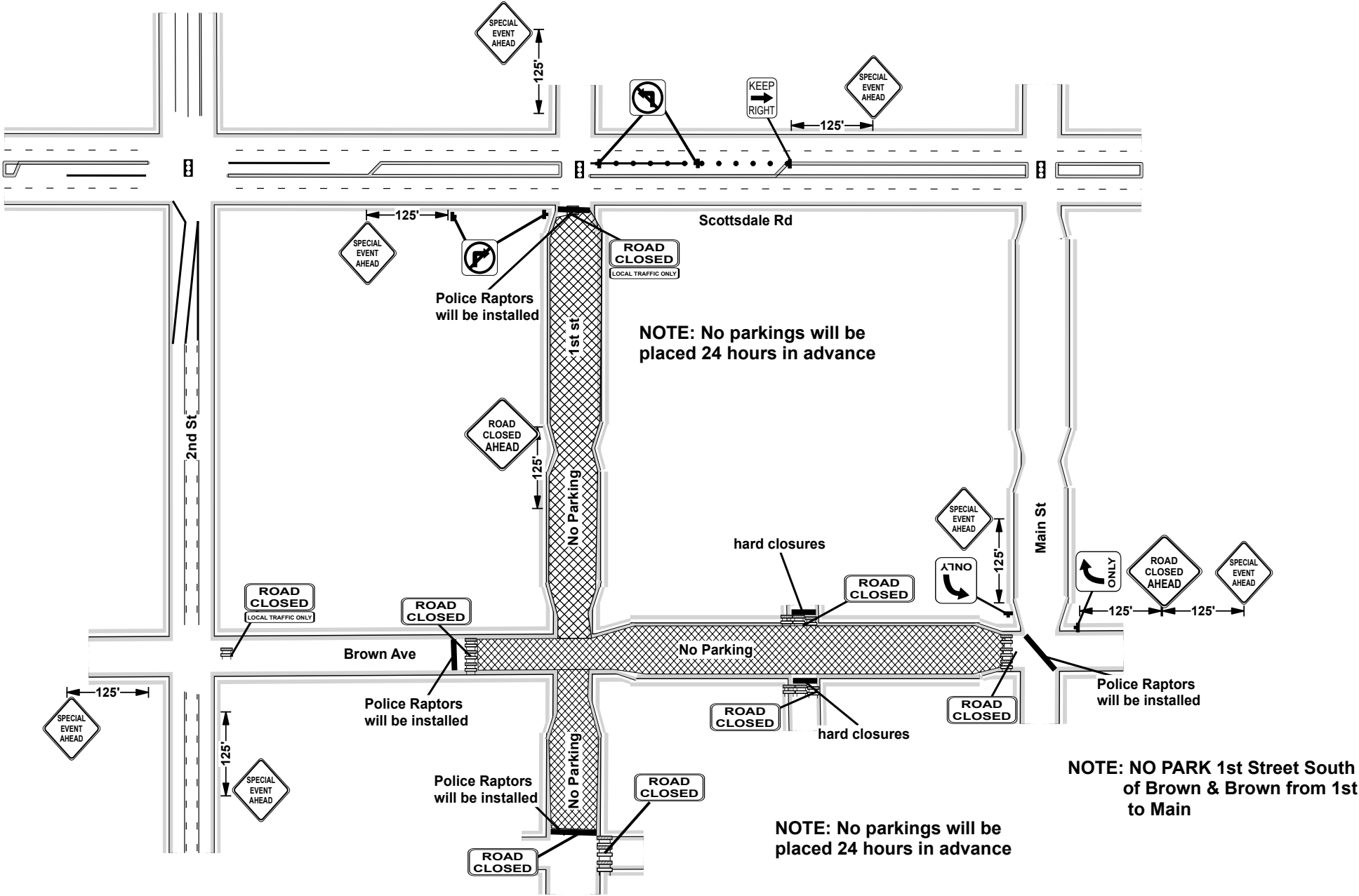


EQUIPMENT LEGEND			
	Sign Symbol		"A" Lights
	Vertical Panel		"B" Lights
	Type 1		"C" Lights
	Type 3		Arrow Panel
	Work Area		High Level

City of Scottsdale Approval

Field Engineering

Traffic Engineering

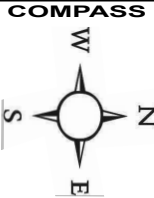


OFF-DUTY OFFICER IS REQUIRED IF WORKZONE IS WITHIN 300' OF SIGNALIZED INTERSECTION



DRAWN BY Roberto Aguilar
Phone: 602-788-2222
Email: tcp@swbarricades.com
Requested by: 0

T.C.P. NAME: 24-3704	Date: 8/26/2024	COS Permit #: X
LOCATION: Brown and Main St	JOB Name:	
START DATE: 10/25/2024	END DATE: 10/25/2024	P.O. Dia De Los Muertos
WORK HOURS: ☐ 8:30am-3:30pm Mon-Fri ☐ 10:00pm-5:00am Sun-Thur	☐ 24 HR ☒ Other: 2:00 PM - 9:00 PM Mon - Fri	Notes:
CONTRACTOR: Entertainment Solutions	Contact person: Mandy Martin	
Contact Phone: 480 663-0700	Contact Email: mandy@solutionsaz.com	





CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
09/25/2024

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 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 Rainprotection.net 39 Ryder Avenue Dix Hills, NY 11746 Rainprotection.net	CONTACT NAME:		
	PHONE (A/C, No, Ext):	FAX (A/C, No):	
	E-MAIL ADDRESS:		
	INSURER(S) AFFORDING COVERAGE		
	NAIC #		
INSURED SPORTS AND RECREATION PROVIDERS ASSOCIATION (PURCHASING GROUP) AND ITS PARTICIPATING MEMBERS: LORE SOUTHWEST MEDIA & ARTS 3260 N. Hayden RD Scottsdale, AZ 85251	INSURER A : Great American Insurance Company		16691
	INSURER B :		
	INSURER C :		
	INSURER D :		
	INSURER E :		
	INSURER F :		

COVERAGES **CERTIFICATE NUMBER:** GAS153175 **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 INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY	X		PAC 4725036	10/14/2024 12:00 AM	11/13/2024 12:01 AM	EACH OCCURRENCE	\$1,000,000
	☒ COMMERCIAL GENERAL LIABILITY						DAMAGE TO RENTED PREMISES (Ea occurrence)	\$300,000
	☐ CLAIMS-MADE ☒ OCCUR						MED EXP (Any one person)	\$0
	☒ HOST LIQUOR LIABILITY INCLUDED						PERSONAL & ADV INJURY	\$1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	\$2,000,000
☒ POLICY ☐ PRO-JECT ☐ LOC	PRODUCTS - COMP/OP AGG	\$2,000,000						
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	
	☐ ANY AUTO						BODILY INJURY (Per person)	
	☐ ALL OWNED AUTOS ☐ SCHEDULED AUTOS						BODILY INJURY (Per accident)	
	☐ HIRED AUTO ☐ NON-OWNED AUTOS						PROPERTY DAMAGE (Per accident)	
	UMBRELLA LIAB ☐ OCCUR						EACH OCCURRENCE	
	EXCESS LIAB ☐ CLAIMS-MADE						AGGREGATE	
	DED ☐ RETENTION \$ ☐							
A	Professional Liability	X		PAC 4725036	10/14/2024 12:00 AM	11/13/2024 12:01 AM	EACH OCCURRENCE	\$1,000,000
							AGGREGATE LIMIT	\$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Covered Vendor Type: Arts & Crafts Vendors. Certificate Holder is named as additional insured with respect to the operations of the Named Insured. The Certificate Holder is added as an additional insured but only with respect to liability arising out of the named insured during the policy period.

Scheduled Activities Exclusion Applies-Please Refer to Named Insured Member Certificate of Coverage

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

Rainprotection.net

Special Event Notice

Neighborhood Input



EVENT NOTIFICATION & NEIGHBORHOOD INPUT

Event Name: Desfile de Dia de los Muertos Event Location: 3817 N Brown Ave / 1st Street east of Brown Ave
 Event Dates: Friday Oct. 25, 2024 Event Hours: 6p-10p
 Street Closures: Brown Ave, between 1st St & Main St
 Day/Time Closed: Closed 5p Day/Time Reopened: 9p

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 Sumners 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	SHOWN ~~DID YOU~~ ~~RECEIVE A~~ COPY OF THE SITE PLAN?	CONCERNS?
8/16	Hong Bischoff	owner	verbal ok to c sumners	Shades of the West Bischoff's Gallery	☒ Yes ☐ No	☒ Yes ☐ No
COMMENTS/CONCERNS: Driveway into Bischoffs Gallery located on east side of Main St. to be barricaded / coned off to prevent public parking						
8/16	Alex Miranda	owner	verbal ok to c sumners	Miranda Grillz	☒ Yes ☐ No	☐ Yes ☒ No
COMMENTS/CONCERNS:						
8/16	Brian Fernandez	owner	verbal ok to c sumners	Yellow Spruce Roasters Coffee & Wine Bar	☒ Yes ☐ No	☐ Yes ☒ No
COMMENTS/CONCERNS:						
					☐ Yes ☐ No	☐ Yes ☐ No
COMMENTS/CONCERNS:						

Special Event Notice

Neighborhood Input



EVENT NOTIFICATION & NEIGHBORHOOD INPUT

Event Name: Scottsdale Día de los Muertos Fiestas Event Location: Old Town, Old Adobe Mission, Civic Center
 Event Dates: Oct 25, 2024 Event Hours: 6pm - 10 p.m.
 Street Closures: 1st Street & Brown Ave
 Day/Time Closed: Oct 25, 2024 (2pm) Day/Time Reopened: Oct 25, 2024 (9pm)

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 Sumners at 480-312-7834 or csumners@scottsdaleaz.gov.

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DATE	PRINTED NAME	TITLE (Owner, Manager, etc.)	EMAIL	BUSINESS NAME & ADDRESS	DID YOU RECEIVE A COPY OF THE SITE PLAN?	CONCERNS?
9/12	CHRISTOPHER ADAMS	BAR MANAGER	jordan@scottsdaleaz.gov	SCOTTSDALE POTTERY 7217 E. 1st St.	☒ Yes ☐ No	☐ Yes ☒ No
COMMENTS/CONCERNS:						
9/15	Laura Middleton	manager	lmiddleton@themissionaz.com	3815 N Brown	☒ Yes ☐ No	☐ Yes ☒ No
COMMENTS/CONCERNS:						
9/18	JACOB K. FINER	MARSHALL		KARSEN'S 7246 E 1st Street	☒ Yes ☐ No	☐ Yes ☒ No
COMMENTS/CONCERNS:						
					☐ Yes ☐ No	☐ Yes ☐ No
COMMENTS/CONCERNS:						

Special Event Notice

Neighborhood Input



EVENT NOTIFICATION & NEIGHBORHOOD INPUT

Event Name: Scottsdale Dia de Los Muertos Fiestas Event Location: OLD TOWN, Old Adobe Mission, Civic Center
 Event Dates: Oct 25, 2024 Event Hours: 6-10 PM
 Street Closures: 1st Street & Brown Ave
 Day/Time Closed: Oct 25, 2024 (2pm - 9pm) 2pm closed Day/Time Reopened: Oct 25, 2024 (9pm)

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 Sumners 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?
9/12	Cameron Byram	GM	Cameron Byram lane park games	7232 E 1st lane park Scottsdale 85251	☒ Yes ☐ No	☐ Yes ☐ No
COMMENTS/CONCERNS: Lane Park Games						
9/12	Joshua Grimani	Manager	hello@shakesanddough.com	Rockin' Robin's Shakes and Cones 7215 E. 1st St Scottsdale 85251	☒ Yes ☐ No	☐ Yes ☒ No
COMMENTS/CONCERNS:						
9/12	Abraham Hardan	Manager	RA Scottsdale @rasushi.com	3815 N Scottsdale road	☒ Yes ☐ No	☐ Yes ☒ No
COMMENTS/CONCERNS: RA Sushi						
9/12	OLIVIA GORDON	GM	OGORDON@UCHIRESTAUANT.COM	8224 N Scottsdale RD	☒ Yes ☐ No	☐ Yes ☒ No
COMMENTS/CONCERNS: Uchi Restaurant						

Dia de los Muertos Outreach Plan



- August: Event listing on Old Town Scottsdale events calendar and city calendar
- September / October: Scottsdale Update distributed via Utility bill
- September 24: Dedicated webpage live on OldTownScottsdaleAZ.com
- Early October: full-page advertisement in Arcadia News
- October 1: Old Town kiosk signs
- October 1: Brochures displayed in Old Town kiosk brochure racks, Ambassador carts and Old Town hotels
- October 1: Header image in Old Town Update and Facebook
- Early October: Peachjar flyers – SUSD schools
- October 6 – November 1: Digital display advertising
- October 10: Email information for Old Town Ambassador newsletter
- October 16: Press Preview at the Mission
- October 19 & 26: Brochures and giveaways distributed via Old Town Ambassadors at Farmers Markets
- Week of October 21: Giveaways distributed via Old Town Ambassador carts
- 2nd and 3rd weeks of October: Old Town Scottsdale social media posts (organic)
- Photographer: October 25th from 6-8.30pm / October 26th from 1-3pm



CELEBRATE Dia De Los Muertos Fiestas OCT. 24 - NOV. 2



Upcoming Events



Scottsdale Dia De Los Muertos
Scottsdale Civic Center

FREE EVENT | OCT. 24 - NOV. 2



Canal Convergence
Scottsdale Waterfront

FREE EVENT | NOV. 8 - NOV. 17



Gold Palette ArtWalk
Arts District

NOV. 14



Farmers Market
3806 N. Brown Ave.

EVERY SATURDAY

OldTownScottsdaleAZ.com

Dia de Los Muertos brings culture, art and festivities to Old Town

World-class artists will create a vibrant, visually entertaining, larger-than-life experience transporting visitors through a cultural wonderment, while honoring the celebration of life, loss and remembrance. Dia de los Muertos is a combination of paid and free activities including art exhibits and live performances running Oct. 24 through Nov. 2. Learn more at scottsdaleiadelosmuertos.com.



CELEBRATE THE 8TH ANNUAL SCOTTSDALE

Dia De Los Muertos Fiestas

EVENTS HAPPENING OCT. 24 - NOV. 2, 2024

Celebrate and learn about Dia de Los Muertos, a time-honored tradition dedicated to the remembrance of loved ones who have passed on, and the honoring of life itself. Join us for an array of vibrant cultural experiences including the Danza de Muertos Folk Ballet and free, family-friendly events throughout Old Town Scottsdale including a traditional Procession and outdoor Festival.

OLDTOWNSCOTTSDALEAZ.COM



Dia de los Muertos. They'll be days to remember.

Dia de los Muertos - a time-honored festival dedicated to the remembrance of loved ones who have passed on - is an ancient Aztec tradition as colorful as the saguaro flower. Sure, we may project a rough-and-rumble Old West attitude, but it's hard not to crack a smile at the lively music, vibrant costumes, skeleton-painted bodies, artwork and sheer joy that overtakes our streets during Scottsdale Dia de los Muertos. We tip our hat to one of the happiest celebrations you can find just about anywhere. We're also proud to announce that Scottsdale Dia de los Muertos is expanding throughout Old Town Scottsdale with even more activities and events. Come participate in the rich cultural tradition of celebrating life and honoring the departed.