



Special Event Application

Event Information

Event Name THE VALLEY GIRL MARKET

Event Location 4712 N GOLDWATER BL

Event URL

Event Description THE VALLEY GIRL MARKET IS A FREE, OPEN-TO-THE-PUBLIC ROOFTOP MARKETPLACE SHOWCASING LOCAL SMALL BUSINESSES IN A VIBRANT, SOCIAL ATMOSPHERE. HOSTED AT THE SCOTTSDALE FASHION GARAGE ROOFTOP, THE EVENT WILL FEATURE CURATED VENDORS, INTERACTIVE PHOTO OPPORTUNITIES, AND LIVE MUSIC IN A SAFE, FAMILY-FRIENDLY ENVIRONMENT. THE MARKET HIGHLIGHTS SCOTTSDALE'S CREATIVE COMMUNITY WHILE OFFERING RESIDENTS AND VISITORS A UNIQUE SHOPPING AND CULTURAL EXPERIENCE.

Event Dates

Event Dates (7)	Start Date	End Date	Participant Attendance	Other Attendance
	SUN 9/21/2025 9:00 AM	SUN 9/21/2025 1:00 PM	1000	10
	SUN 10/19/2025 9:00 AM	SUN 10/19/2025 1:00 PM	1000	10
	SUN 11/16/2025 9:00 AM	SUN 11/16/2025 1:00 PM	1000	10
	SUN 12/21/2025 9:00 AM	SUN 12/21/2025 1:00 PM	1000	10
	SUN 1/18/2026 9:00 AM	SUN 1/18/2026 1:00 PM	1000	10
	SUN 2/15/2026 9:00 AM	SUN 2/15/2026 1:00 PM	1000	10
	SUN 3/15/2026 9:00 AM	SUN 3/15/2026 1:00 PM	1000	10

Setup Date SUN 10/19/2025 6:00 AM - 09:00 AM

Teardown Date SUN 10/19/2025 1:00 PM - 02:00 PM

Applicant Information

Applicant THE VALLEY GIRL MARKET

Applicant Address 4111 N. DRINKWATER BLVD.

Applicant City SCOTTSDALE, AZ 85251

Applicant Name AYDEN PETERSON

Title EVENTS COORDINATOR

Phone (480) 267-4071 Email THEVALLEYGIRLMARKET@GMAIL.COM

On-Site Contact AYDEN PETERSON

Title EVENTS COORDINATOR

Phone (480) 267-4071 Email THEVALLEYGIRLMARKET@GMAIL.COM

Applicant Experience AYDEN PETERSON, PRODUCER OF THE VALLEY GIRL MARKET, HAS SUCCESSFULLY ORGANIZED MARKETS ACROSS MULTIPLE ARIZONA CITIES, MANAGING PERMITS, VENDOR COORDINATION, AND ENGAGING ATTENDEE EXPERIENCES.

Prior Events



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Simple

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Has this event been produced before? YES

Is this an annual event? NO

Are there any changes from previous years? NO

Event Elements

Elements CIVIC, CULTURAL, ENTERTAINMENT, RECREATIONAL

Description THE VALLEY GIRL MARKET HIGHLIGHTS SCOTTSDALE'S CULTURAL SPIRIT BY CELEBRATING FEMALE EMPOWERMENT AND ENTREPRENEURSHIP THROUGH ITS "VALLEY GIRL" IDENTITY, GIVING WOMEN-LED AND LOCAL BUSINESSES A PLATFORM TO THRIVE. FROM A CIVIC STANDPOINT, IT BRINGS RESIDENTS AND VISITORS TOGETHER IN A SHARED PUBLIC SPACE, STRENGTHENING COMMUNITY CONNECTION AND ECONOMIC VITALITY. RECREATIONALLY, IT OFFERS WELLNESS-FOCUSED ACTIVITIES LIKE MORNING ROOFTOP YOGA ALONGSIDE A WALKABLE MARKET EXPERIENCE. FROM AN ENTERTAINMENT PERSPECTIVE, LIVE DJ PERFORMANCES, INTERACTIVE PHOTO STATIONS, AND GIVEAWAYS CREATE A LIVELY, ENGAGING ATMOSPHERE THAT MAKES SCOTTSDALE THE "IT" PLACE TO BE.

Event Equipment

Stages	NO	Tables, Chairs, Furniture	NO
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: 80	

Vendor Sales

Retail Merchandise	YES QTY: 80	Food And Non-Alcoholic Beverages	NO
Food Trucks	NO	Alcohol	NO
Services	NO		

Signage Plan

On-Site Signs? YES QTY: 1 TYPE: BANNER

Off-Premise Signs? NO

Signage Plan Description:

BANNER WITH OUR LOGO "VALLEY GIRL MARKET"

Parking Plan

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



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Off-site parking NO

Shuttle service from off-site parking areas NO

Valet service NO

Rider Provider NO

Parking Plan Description

ALL PARKING WILL TAKE PLACES IN THE LOWER LEVELS OF THE PARKING GARAGE (LEVELS 1-3). LEVEL 4 (ROOFTOP) WILL BE BARRICADED OFF TO PREVENT VEHICLES FROM ENTERING PEDESTRIAN AREAS.

Entertainment - Amplification/Sound Plan

Entertainment

DJ

Sound Monitoring

Name : AYDEN PETERSON
Company : THE VALLEY GIRL MARKET
Phone Number : (480) 267-4071

Time and type of outside sound and sound check times

NO SOUND CHECKS REQUIRED. MUSIC WILL BE USED FOR BACKGROUND NOISE AND KEPT BELOW 68 DB, PER SCOTTSDALE SPECIAL EVENTS ORDINANCES.

Plan for sound monitoring, containment, and mitigation

SPEAKERS ARE SET LOCKED AT REQUIRED VOLUME, SOUND WILL ALSO BE MONITORED AND SETTING CHECKS WILL BE CONDUCTED HOURLY.

Police/Security

Security Personnel

Inhouse Security YES Estimated Number : 5

Hired Security NO

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

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.



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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 AYDEN PETERSON

Date 8/22/2025

Title of Applicant EVENTS COORDINATOR

EXIT

DJ
2 SPEAKERS

CHECK IN **CHECK IN** **CHECK IN**

BARRICADES

EXIT

PORTABLE RESTROOMS

PILATES CLASS 9 AM - 9:45
PICNIC AREA 10 AM - 1 PM

