



Special Event Application

8/16/2023

Standard

99-SE-2023

Event Information

Event Name THE DAY OF THE DOG

Event Location 3720 N MARSHALL WY

Event URL WWW.THEDAYOFTHEDOG.COM

Event Description ANNUAL CULTURAL EVENT TO CELEBRATE THE BOND WE HAVE WITH OUR PETS.
??YOGA WITH ADOPTABLE PUPPIES
??A 80 FT POOL PARTY FOR DOGS INCLUDING DJ & CANINE CABANAS
??LEADING PET EXHIBITORS IN ARIZONA
??A SUPERHERO THEMED PHOTO BOOTH INCLUDING CAPES, MASKS AND A WIND MACHINE
??BRUNCH FOR DOGS FEATURING A DECADENT DISPLAY OF HOME COOKED FOOD
??360 PHOTOBOOTH
??RIDE THE WAVE - SURF MACHINE (FREE) TO TRY!
??BEST IN SHOW - SNAGGLE TOOTH SHOWCASE
??WIN TREATS FOR A YEAR FROM TILTED BARN
??AMAZEMENT PARK
??DOGUE FASHION SHOW
??HOLISTIC PAWPUP LOUNGE
AND OF COURSE THE RACES!
??RUNNING OF THE BULLS – FRENCH BULLDOG RACES
??YOU DID WHAT WITH YOUR WIENER? – WIENER DOG RACES
??IF BAGUETTES COULD RUN! CORGI RACES
??DOG BLESSINGS A CELEBRATION OF THE HUMAN X CANINE CONNECTION
??100 FT ART INSTALLATION
??A FOAM PARTY FOR DOGS!

Event Dates

Event Dates (2)	Start Date	End Date	Participant Attendance	Other Attendance
	SAT 11/18/2023 11:00 AM	SAT 11/18/2023 3:00 PM	5000	12
	SUN 11/19/2023 11:00 AM	SUN 11/19/2023 3:00 PM	5000	12

Setup Date FRI 11/17/2023 7:00 AM - 06:00 PM

Teardown Date SUN 11/19/2023 3:00 PM - 07:00 PM

Applicant Information

Applicant JUST LOVE ANIMALS SOCIETY

Applicant Address 2608 THREEWOODS LANE

Applicant City FULLERTON, CA 92831

Applicant Name LONNIE POWELL

Title DIRECTOR

Phone (250) 217-0799 Email JLASOCIETY@YAHOO.COM

On-Site Contact LONNIE POWELL

Title DIRECTOR

Phone (250) 217-0799 Email JLASOCIETY@YAHOO.COM

Applicant Experience 15 YEARS PRODUCING EVENTS, 20 YEARS IN MARKETING, BRANDING AND CONSULTING



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Prior Events

Has this event been produced before? YES

Is this an annual event? YES Previous Years : 7

Are there any changes from previous years? NO

Event Elements

Elements CULTURAL, EDUCATIONAL, ENTERTAINMENT, RECREATIONAL

Description CULTURAL-MODERN DAY FAMILY
EDUCATIONAL- WE EDUCATE ON HOLISTIC CARE
ENTERTAINMENT- THE RACES, YOGA, ART
RECREATIONAL- THE RACES, YOGA AND ART

Public Property Criteria

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

WE OFFER FREE SPACE AND WE ADVERTISE ANY LOCAL BUSINESS THAT WANT TO GET INVOLVED.

Explain any anticipated regional, national, or international attendance.

WE WORK WITH OVER 400 NATIONAL COMPANIES WHO ATTEND OUR EVENTS, WE DRAW FROM CALIFORNIA, NEVADA, OHIO AND ALL OVER ARIZONA

Is Scottsdale promoted in the special event marketing? YES

THE CITY OF SCOTTSDALE IS A PRESENTING SPONSOR

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

WE ARE A CULTURAL FESTIVAL CELEBRATING THE BOND WE HAVE WITH OUR PETS

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

Event Equipment

Stages	NO	Tables, Chairs, Furniture	YES
Generators	NO	Inflatables	YES QTY: 3
Portable Bars	NO	Amplified Sound	NO
Speakers	NO	Temporary Restrooms	NO
Fencing	YES HEIGHT: 4 TYPE: VIP FENCING	BBQ Grills or Propane Use	NO
Lighting	NO	Tents/Canopies	YES
		10' x 10' QTY: 50 10' x 20' QTY: 1	

Vendor Sales

Retail Merchandise	YES QTY: 40	Food And Non-Alcoholic Beverages	NO
Food Trucks	YES QTY: 2	Alcohol	NO
Services	YES QTY: 10		

it changes constantly, i will provide before the event



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Signage Plan

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

Off-Premise Signs? NO

Signage Plan Description:

BANNERS WITH NAME OF FESTIVAL

Parking Plan

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

Parking Plan Description

DETAILED PARKING LOTS AROUND THE AREA WILL BE PROVIDED

Street Use

Street or Alley Use

Street Closure : YES

Number of Lanes : 2

Direction : N

Street Name : 2ND STREET BETWEEN MARSHALL AND GOLDWATER

Closure Dates : 11/17/2023 7:00:00 AM - 11/19/2023 7:00:00 PM

Public Parking Use

Parking Closure : YES

Parking Name : 2ND STREET BETWEEN MARSHALL AND GOLDWATER

Closure Dates : 11/17/2023 7:00:00 AM - 11/19/2023 7:00:00 PM

Sidewalk Use

Sidewalk Closure : NO

Barricade Company

Company Name : BOBS BARRICADES

Entertainment - Amplification/Sound Plan

Entertainment

SPEAKER/ANNOUNCER

Sound Monitoring

Name : JORDAN ILLINGWORTH

Company : JUST LOVE ANIMALS SOCIETY

Phone Number : (778) 966-5888

Time and type of outside sound and sound check times



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1 SPEAKER FOR THE RACES, THROUGHOUT THE DAY

Plan for sound monitoring, containment, and mitigation

ONLY LOUD ENOUGH FOR PEOPLE IN THE RACES

Police/Security

Security Personnel

Inhouse Security YES Estimated Number : 10

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

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? YES

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.



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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 LONNIE POWELL

Date 8/16/2023

Title of Applicant DIRECTOR





EQUIPMENT LEGEND

- EVENT AREA
 CHANNELIZING DEVICE
 LANE IDENTIFICATION
 SIGN LEGEND
- TYPE 3 BARRICADE

5am set up/ Strike/ Sunday 6pm

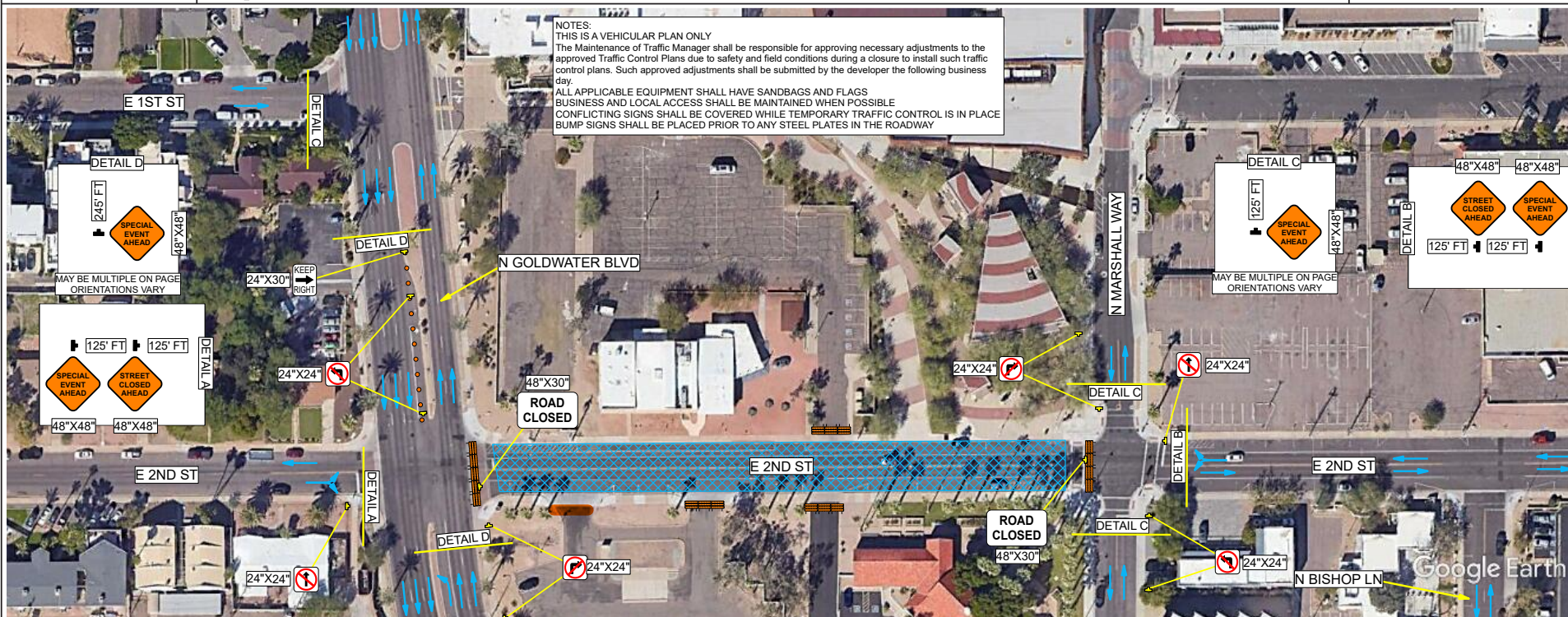
updated 11/2/23

PAGE: 1 OF 1

CITY of SCOTTSDALE APPROVAL

Field Engineering

Traffic Engineering



PLAN IS NOT TO SCALE

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

BARRICADE COMPANY INFORMATION

TRAFFIC CONTROL COMPANY
BOB'S BARRICADES, INC. PHONE NUMBER
602-272-3434

DRAWN BY
Isaac Cross PHONE NUMBER
954-574-2395

DRAWN DATE
10/23/2023

TCP NAME : Day Of The Dog Festival 2023 COS PERMIT #: TBDLOCATION : E 2ND ST. N GOLDWATER BLVD TO N MARSHALL WAYSTART DATE : November 17, 2023 END DATE : November 19, 2023WORK HOURS : ☐ 8:30AM - 3:30PM MONDAY - FRIDAY ☐ 24 HOUR ☐ 10:00PM-5:00AM SUNDAY - THURSDAY ☒ OTHER: TBDCONTRACTOR : Day Of The Dog Festival CONTACT PERSON : Lonnie PowellPHONE : 250-217-0799 EMAIL : info@thedayofthedog.com

COMPASS



POSTED SPEED

N GOLDWATER BLVD E 2ND ST

SPEED LIMIT 35 SPEED LIMIT 25



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

10/10/2023

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 The Arizona Group 1125 East Southern Avenue, Suite 101 Mesa AZ 85204	CONTACT NAME: Julie Lynch, CISR Elite PHONE (A/C, No, Ext): 480-633-6686 E-MAIL ADDRESS: julie.lynch@arizonagroup.com FAX (A/C, No): 480-892-7625
INSURED Just Love Animals Society 1578 Strathcona Heights Shawnigan Lake BC	INSURER(S) AFFORDING COVERAGE INSURER A: Secura Insurance Company INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:
	NAIC # 22543

COVERAGES

CERTIFICATE NUMBER: 961293500

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	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	Y		3398503	11/17/2023	11/21/2023	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 3,000,000 PRODUCTS - COMP/OP AGG \$ 3,000,000 \$
	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) \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	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)

Event: The Day of the Dog 11/18/23-11/19/23

Additional insured as per attached CG 20 11 01 96 and CG 21 44 04 17

CERTIFICATE HOLDER**CANCELLATION**

CITY OF SCOTTSDALE
7506 E Indian School Road
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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THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED – MANAGERS OR LESSORS OF PREMISES

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

1. Designation of Premises (Part Leased to You):
2. Name of Person or Organization (Additional Insured):
3. Additional Premium:

(If no entry appears above, the information required to complete this endorsement will be shown in the Declarations as applicable to this endorsement.)

WHO IS AN INSURED (Section II) is amended to include as an insured the person or organization shown in the Schedule but only with respect to liability arising out of the ownership, maintenance or use of that part of the premises leased to you and shown in the Schedule and subject to the following additional exclusions:

This insurance does not apply to:

1. Any "occurrence" which takes place after you cease to be a tenant in that premises.
2. Structural alterations, new construction or demolition operations performed by or on behalf of the person or organization shown in the Schedule.

SUPPLEMENTAL FORM DECLARATION FOR CG2011 0196**ADDITIONAL INSURED – MANAGERS OR LESSORS OF
PREMISES****SCHEDULE**

Designation of Premises (Part Leased to You):	2nd Street Old Town, Scottsdale, AZ 85251
Name of Person or Organization (Additional Insured):	City of Scottsdale
Additional Premium:	\$ 25

From: [Trudy Hays](#)
To: [Sumners, Cheryl](#)
Cc: [Barry, Erin](#); [Danielle Spahle](#); [Wanda Stillions](#)
Subject: RE: Day of the Dog - Nov. 18-19
Date: Wednesday, August 23, 2023 9:51:32 AM
Importance: High

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

Hi Cheryl,

Yes...I have talked to Lonnie. We have 4 classes that Saturday but nothing on Sunday...so should be okay. We will just direct students to use other entrance to park in our lot.

I am going to be reaching out to Bill Borders and Folkert van Dijk (one of the Developers) about use of the parking lot for our Beaux Arts event.

Thank you for checking!

Best,

Trudy

From: Sumners, Cheryl <csumners@scottsdaleaz.gov>
Sent: Wednesday, August 23, 2023 8:13 AM
To: Trudy Hays <thays@ScottsdaleArtSchool.org>
Cc: Barry, Erin <EBarry@Scottsdaleaz.gov>
Subject: Day of the Dog - Nov. 18-19

Hello Trudy-

I noticed the annual Beaux Arts event is returning. Let us know if we can assist with anything. Were you able to get Bill Borders to okay use of the adjacent lot for the attendee parking? I believe you sent us an email last year where he acknowledged support.

The annual [Day of the Dog](#) event is planned for Nov. 18-19. Setup all day Friday and event 11a-3p both Sat/Sun. Lonnie stated he made sure to plan it for the third weekend so it avoids any conflict with your Beaux Arts event. Has Lonnie already reached out to you? Are these dates good for Scottsdale Artist School / no conflicts? Let us know.

In Kindness,

Cheryl Sumners

Events Manager

City of Scottsdale Tourism & Events Department

t. 480.312.7834

e. csumners@scottsdaleaz.gov

a. 7447 E Indian School Road Ste. 301| Scottsdale, AZ 85251

[Web](#) | [Facebook](#) | [Twitter](#)

From: [Sumners, Cheryl](#)
To: [Barry, Erin](#)
Subject: FW: Day of the Dog - Sat/Sun Nov. 18-19 (2nd Street, Scottsdale)
Date: Wednesday, August 23, 2023 8:03:26 AM
Attachments: [image003.png](#)

Here's ARC Development okay. I just looked at emails and all my correspondence with Maureen was by phone. I'll send a new one and copy you.

From: Bill Borders <bborders@arc-az.com>
Sent: Thursday, August 17, 2023 11:14 AM
To: Sumners, Cheryl <csumners@scottsdaleaz.gov>
Cc: The Day Of The Dog <info@thedayofthedog.com>
Subject: RE: Day of the Dog - Sat/Sun Nov. 18-19 (2nd Street, Scottsdale)

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

Hi Cheryl,

Thanks for reaching out. We are happy to help. As usual, we will require the proper insurance. The only other thing worth mentioning is the porta potty's do need to be removed the day after your event is over.

Hope this helps,
Bill

From: Sumners, Cheryl <csumners@scottsdaleaz.gov>
Sent: Thursday, August 17, 2023 9:19 AM
To: Bill Borders <bborders@arc-az.com>
Cc: The Day Of The Dog <info@thedayofthedog.com>
Subject: Day of the Dog - Sat/Sun Nov. 18-19 (2nd Street, Scottsdale)

Hello Bill-

The annual dog festival held on 2nd Street between Goldwater and Marshall Way is returning Nov. 18-19 with setup on Fri. Nov. 17th. They are looking to use the ARC property located on the south side of 2nd Street with a dumpster placement, restrooms, and attendee parking (site plan in the link below). Is this acceptable? I have included Lonnie Powell, the event producer, so he can further discuss (contact information in link). I know he obtains a COI for you on behalf of his non-profit for use of the lot. Let me know your thoughts.

[Day of the Dog](#) – site plan and details

In Kindness,

Cheryl Sumners
Events Manager

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