CITY COUNCIL REPORT

Meeting Date: Aug. 31, 2015
General Plan Element: ***Economic Vitality***
General Plan Goal: ***Sustain Scottsdale as a tourist destination***

STUDY ITEM

Special Events. Presentation, discussion and possible direction to staff regarding the City's regulation of special events including possible changes, public outreach efforts and a timeline for revisions to the Special Event Ordinance.

BACKGROUND

Special events are temporary activities which extend beyond the normal uses and standards allowed by the Zoning Ordinance. The Special Events Committee reviews and approves proposed events based on standards outlined in the Special Events Ordinance. Types of events reviewed by the committee include walks, runs and races, musical performances, culinary and art festivals, street festivals, markets, parades, tours, automobile auctions and other celebrations (Attachment 1).

Special events play an important role in Scottsdale. They attract people to Scottsdale by providing activities for both residents and visitors. However, without proper planning and regulation, special events can also create challenges, such as traffic congestion, restricted access, large crowds and noise. These challenges need to be anticipated, mitigated and communicated to those impacted.

The current Special Events Ordinance was adopted in 1992. Examples of events outlined in the original ordinance include art shows, sidewalk sales, pumpkin and Christmas tree sales, haunted houses, carnivals, special vehicle sales, grand openings, festivals, home exhibitions and church bazaars. Over time, events and the event industry have changed, however the ordinance remains essentially unchanged. For example, the ordinance applies solely to special events on private property, but the same process has been used to review events on public property.

This is an opportunity to thoroughly review and revise how special events are administered. A number of concerns and possible areas for improvement have been identified by event promoters and members of the public. A summary of these issues is included in Attachment 2.

Action Taken _____

To give a sense of the scope and volume of event requests, a summary of statistics over the past three years has been prepared and is attached.

1. The majority of events (64 percent in 2014) are single day events, and 97 percent of events are less than 12 days. There is an increasing trend of four- to seven-day events, which increased from 3 percent in 2012 to 17 percent of applications in 2014 (Attachment 3).
2. About half of all events are in Downtown Scottsdale, with the remainder scattered throughout the rest of the community (Attachment 4).
3. Events on public property account for about 50 percent of the event application requests (Attachment 5). At this time, there are no additional fees associated with the temporary use of public property for events, beyond the special event permit fee ($87 pre-application fee plus $159 for events on public property or $105 for events on private property).
4. About 40 percent of event applications are for new events, with 60 percent for repeat events (Attachment 6).

Special Events Committee

The Special Event Ordinance governs the Special Events Committee's review of submitted event requests. The purpose is to "promote special events while protecting nearby neighborhoods and the public health, safety and welfare, and to provide for safe traffic control, public sanitation facilities and emergency care." The committee is comprised of staff from seven departments including Fire, Parks and Recreation, Planning and Development Services, Police, Risk Management, Tourism & Events, and Transportation. Members have expertise on a variety of event issues related to event impacts, such as sound, access, parking, street closures and notification, as well as public safety needs, including security, fencing, liquor management, emergency access and barricade placement.

The committee reviews approximately 250 event application requests annually and meets weekly to review these with the event applicants. Events at existing city facilities such as WestWorld, Scottsdale Stadium, Scottsdale Civic Center Mall, Scottsdale Sports Complex and city parks are not reviewed by the committee as those have approved processes and fees in place for coordination and review of events in those locations. The committee reviews requests to hold special events at other locations in Scottsdale including both public and private properties. This includes requests to use public property in Downtown Scottsdale including public plazas, parking lots/spaces, sidewalks, streets, alleys and the Scottsdale Waterfront (in coordination with Salt River Project).

DISCUSSION ITEMS

At this work study session, staff is seeking input and direction from City Council to address key considerations that have arisen over the years. Issues that have surfaced include those listed on the matrix provided in Attachment 7. These include such items as:

- Event definition
- Types of events
- Allowed event days
- Review process
- Street closures
- Live entertainment
- Conditional Use Permits
- Use of Waterfront
- Fees for public property event use

For reference, the current ordinance is provided in Attachment 8. In addition, the prior policy guidance provided by the City Council regarding special events is summarized in Attachment 9.

OPTIONS & STAFF RECOMMENDATION

Proposed Next Steps:
Based on City Council feedback and direction from this work study session, staff will:

1. Schedule an action item to initiate amendments to the City's Special Events Ordinance.
2. Initiate public outreach including several public meetings and open houses to encourage feedback from the entire community, including residents, property owners, business owners, interested parties, stakeholders, boards, commissions and task forces, Downtown Scottsdale merchants and associations, event applicants and event producers.
3. Create a website with information about the ordinance amendment process, including draft language, along with a calendar of public involvement meetings. Once an ordinance draft has been created, reviewed, and defined to reflect the community expectations, staff will return to City Council for a Code Amendment discussion and decision.

At this point, staff plans to bring back a draft ordinance for Council consideration in January 2016.

RESPONSIBLE DEPARTMENTS/STAFF CONTACTS

Cheryl Sumners, Events Manager, Tourism & Events Department, csumners@scottsdaleaz.gov; Kira Wauwie, Project Coordination Liaison, Planning & Development Services Department, kwauwie@scottsdaleaz.gov

APPROVED BY

August 18, 2015

Steve Geiogamah, Acting Tourism & Events Director — Date
480-312-4013, sgeiogamah@scottsdaleaz.gov

AUGUST 18, 2015

Brent Stockwell, Assistant City Manager — Date
480-312-7288, bstockwell@scottsdaleaz.gov

8/18/2015

Brian Biesemeyer, Acting City Manager — Date
480-312-5683, bbiesemeyer@scottsdaleaz.gov

Action Taken _____

ATTACHMENTS

1. Examples of Special Events Reviewed By Special Event Committee
2. Special Events Ordinance Regulations & Process Comments (Past year)
3. Statistics for Event Duration 2012-2014
4. Statistics for Event Locations 2012-2014
5. Statistics for Land Use 2012-2014
6. Statistics for New v. Repeat Events 2012-2014
7. Special Events Policy Issues
8. Special Event Ordinance, Zoning Ordinance, Section 7.900 -7.930.
9. City Council Actions Related to Special Events

Examples of Events Reviewed by the Special Events Committee

Automobile Auctions	Russo & Steele, Gooding & Company
Art Festivals/Public Art	Canal Convergence, 5th Ave. Arts Festival, Thunderbird Fine Art & Wine Festival, Longfellow Fine Arts Show, Beaux Arts, Hidden in the Hills Studio Tour, Camelback Studio Tour
Athletic- Walks/Runs	Walk with Me, Walk to End Lupus, ALS Walk, Hope Walk, Fight for Air, PF Chang's Rock n Roll Marathon & Half Marathon, Froyo 5K, Fiesta Bowl Half Marathon & 5K, Giant's Race, Run for Ryan House, Hot Chocolate 15k & 5K , Ragnar Relay, Shamrock Run
Athletic- Cycling	Tour de Scottsdale, Tour de Mesa, Cystic Fibrosis Cycle for Life, Faster Gran Prix, JCC Triathlon, Ride for the Children, Tour de New River, Ironman AZ, Special Olympics
Athletic- Golf	Waste Management Phoenix Open, Charles Schwab Cup
Block Parties	Scottsdale New Year's Eve Ultimate Block Party, Giligins Welcome Spring Training Fans, Giligin's Halloween, Brewer's Bowl, Wakeboard Event, Cornhole Tournament
Culinary Festivals	Scottsdale Culinary Festival, Taste of St. Anthony's, AZ Wine & Dine
Extension of Premises	Bevvy, BS West, Bottled Blonde, Cake, District, Dakota, El Hefe, HiFi, International, LiveWire, Majerle's, Rock Bar, RNR, Wasted Grain, Whiskey Row
Festivals	Italian Festival, Totally Kidz Fall Festival, Mission Montessori Fall Festival, Go AZ Biker Blast, Armenian Church Festival, Ocean's Seven Dominican Festival, Uncorked Music Series at the Promenade
Galas/Fundraisers	Original Taste, VIVA Valley Kids Benefit, Jingle & Mingle DC Ranch, Taste ofthe Town, Weekend Jetaway, Camp Soaring Eagle, Dirty Dogg Saloon

	Biker's for Boobies, Desert Labrador Retriever Rescue, Pat Tillman Poker Run, Affinity Kitchen BBQ fundraiser, Suitcase Party
Grand Openings	Vom Fass, Brown's Classic Autos, Fit Republic, Pro Travel, Pavoreal Interiors
Holiday Celebrations	Cowboy Christmas, Wasted Grain Labor Day weekend, Coach House Christmas Holiday Extravaganza, HiFi Ghostball, Clancy's St. Patrick's Day Event, Skeptical Chemist St. Patty's, Kelly's at Southbridge Friendsgiving, Holiday Magic at McCormick Ranch, BS West Halloween, Salty Cinco de Mayo, Temple Bar St. Patrick's Day, Wally's St. Patrick's Day,
Markets	Old Town Farmer's Market, Artisan Market, Food Truck Caravan, Green Bee Farmer's Market
Parades	Parada del Sol Parade and Trails End Celebration, Hashknife Pony Express, Hindu Temple Rath Yatra, Miracle of Roses Pageant
Shows/Display	Bull Run Car Show, Vendopalooza, Go AZ Motorcycle Show, Costco Boat Show, Cars & Coffee Auto Show,

Special Events Ordinance Regulations and Process Comments

Regulations

Competition with Brick-and-Mortar Businesses

- Special Events that compete with brick-and-mortar businesses should not be allowed.
- Vendor driven events should not be allowed due to sales/customer competition.

Definition of Special Event

- Small happenings or activities should be encouraged and defined separately to allow for less coordination planning and occur at preapproved locations.

Limitation of Number of Event Days

- The current limit of 48 event days per property per year are too few. It restricts a weekly event since there is 52 weeks in a year. This should be at least 52.
- The current limit of 48 event days per property per year are too many.
- Businesses need ability to do events to attract customers.

Duration of event

- The community should welcome all events regardless of their duration (one day versus multiple day events).
- There should be a limit on consecutive days if it involves street closures.

Live Entertainment – Conditional Use Permit

- If live entertainment and bar use can be reviewed through the CUP process, should the SE process be available to those businesses for temporary live entertainment and bar uses?

Appeals

- Appeal process – there should be another level to the appeal process beyond one individual (zoning administrator).

Signage

- We should be allowed to put up a sign(s) or banner(s) to promote the event prior to the event date.
- There should be unlimited signs allowed for smaller events that direct people to the event.
- City should help promote Downtown events with some form of signage such as kiosks in Downtown areas.

Noise/Sound

- Noise standards should be in place if the Special Event would affect residential areas. Consider time of day, sound level, and distance to residential homes.
- Noise could be limited to specific hours. City staff should be on site and monitor any sound requirements if located near residential homes or music duration exceeds 2 hours.

Process

Approval Process for Street Closures

- Specific criteria should be enforced with specific requirements for clean up and financial penalties in place if they do not perform/comply.
- Who needs to approve a street closure? All properties along the street? All those immediately adjacent to the event? What if some people do not support it? Does there need to be a certain percentage that support it in order for it to be considered?
- Street closures should be allowed, especially for big events.
- Street closures should be allowed, only for certain types of events.
- There should be a limit for the number of times any one particular street can be closed per year.
- City staff should be present when a block party or street closure is occurring and enforce all event conditions and ensure setup is done properly with continuous monitoring for sound.

Liquor License Approval Process

- The special event permit process is sometimes confused with the special event liquor license process.

Permit Approval Process

- Believed there should be a simpler process for an event or activity that only has a small attendance.
- Large events should be required to submit a minimum days in advance for proper review and if not, an additional fee should be charged to encourage timely submittals.
- Size and impacts could result in grouping of Special Events into specific categories – length of event, footprint, number of participants, and revenue to city/businesses from event.
- If an event is established, recurring, the review should be done without the need to meet with the Special Events Committee.

Special Events Committee

- New applicants have mentioned that they were surprised, nervous and/or intimidated when they showed up to the Special Events meeting and noticed the number of staff present in the room (typically 10-12).

Special Events Committee Review

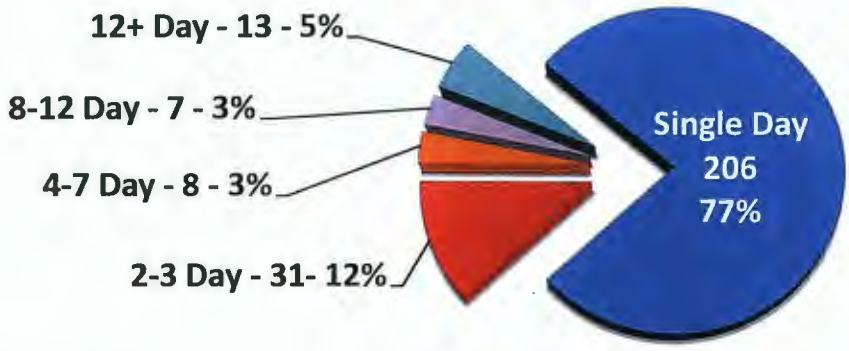
- Applicant felt too much attention was emphasized on details for event activation on his private property (specifically, location of bouncy house).

Approved Events – Duration

The charts below display that the majority of events are single day events. However, there is a trend towards longer duration (multi-day) events, which increased in the 4-7 days of event activation from 3% in 2012 to 17% of applications in 2014.

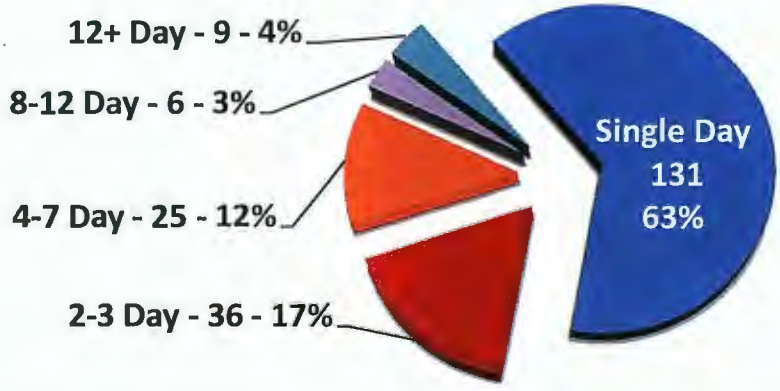
2012

265 Events



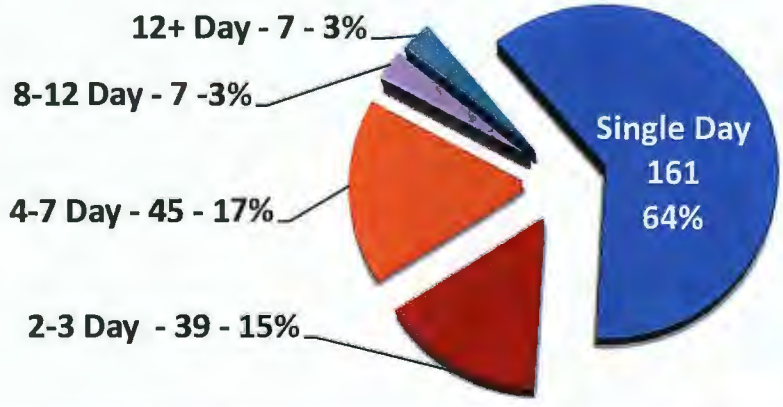
2013

207 Events



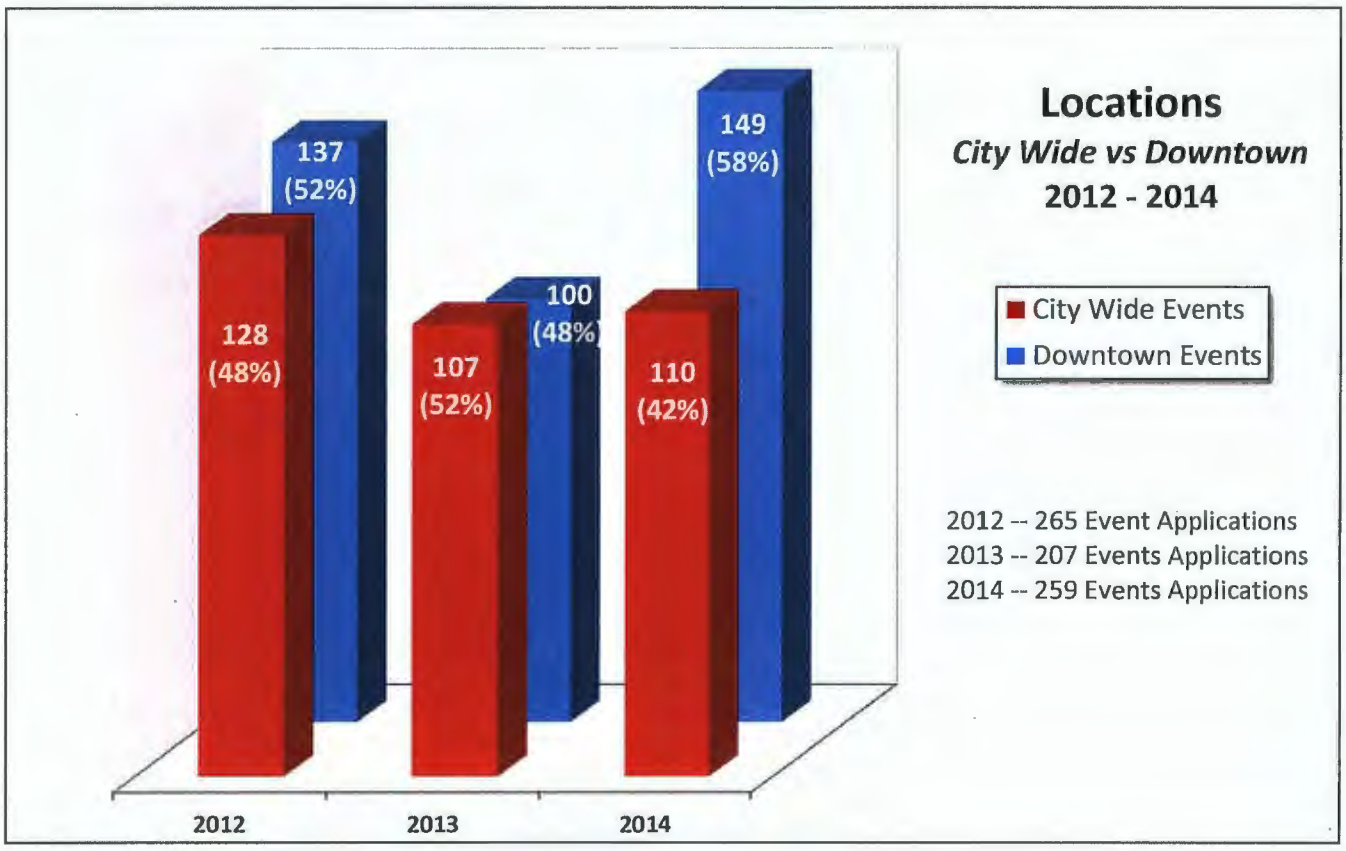
2014

259 Events



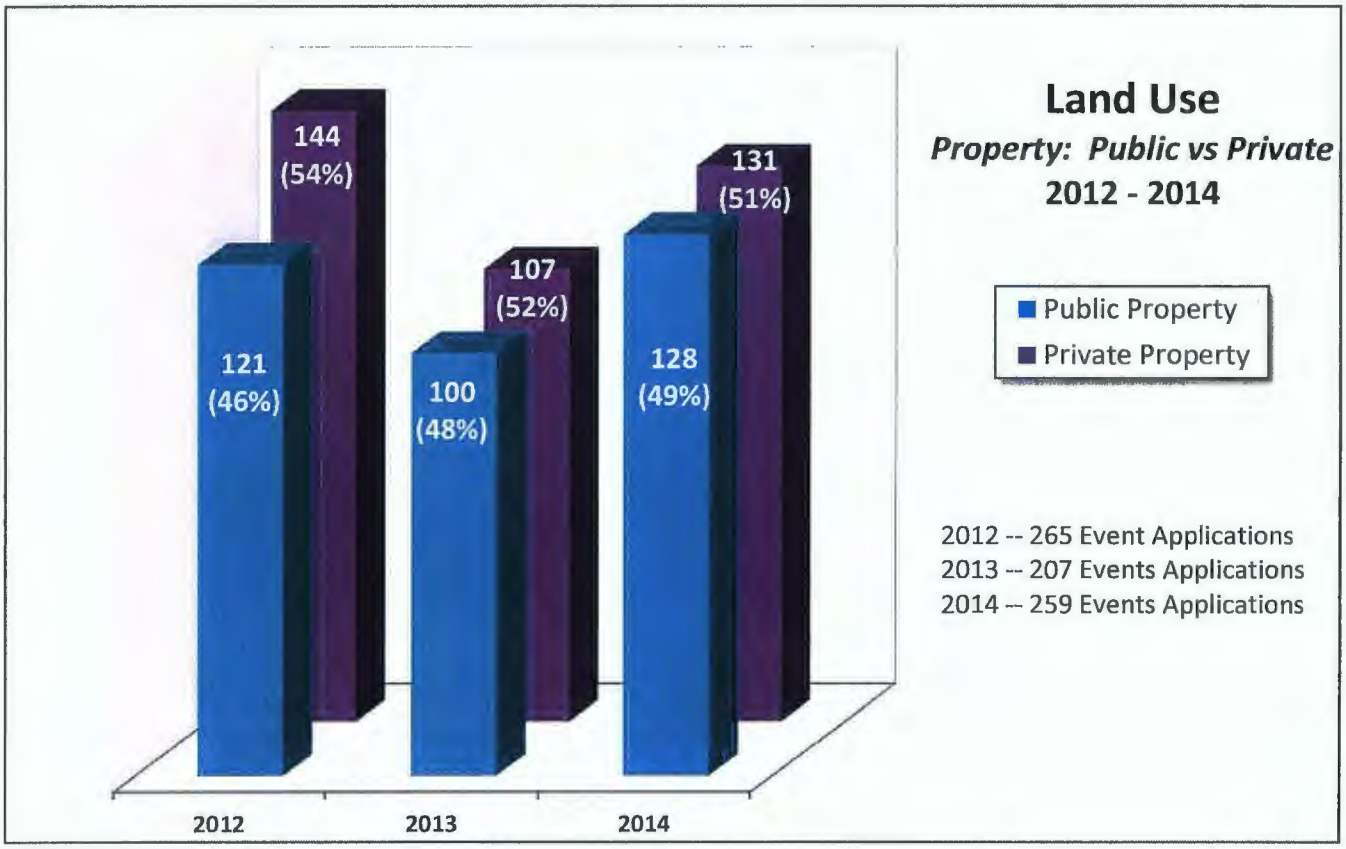
Approved Events – Locations

The bar chart below depicts the Downtown Area as the desired location for approximately 50% of the event application requests. In 2014, it shows 58% were requested in Downtown, reflecting an increase likely due to Super Bowl activities.



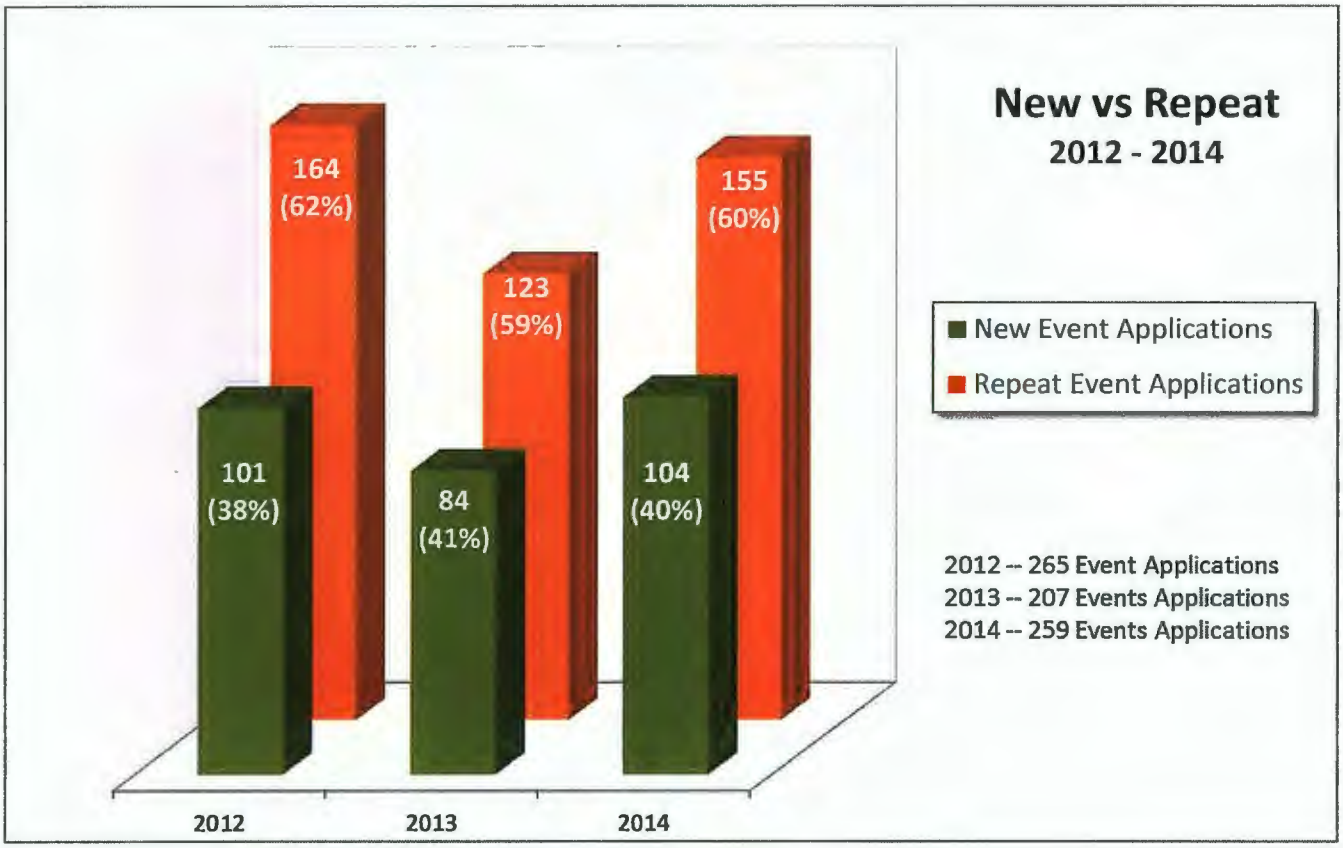
Approved Events – Land Use

The bar chart below shows that public property use accounts for approximately 50% of the event applications. Public property includes sidewalks, plazas, parking lots, parking spaces, alleys, streets, and the Waterfront Area.



Approved Events – New vs. Repeat

The bar chart below illustrates that approximately 40% of event applications are for new events, with 60% for repeat events.



Key Policy Questions

Topic	Current Ordinance	Key Issues
Event definition	▪ Only covers events on private property ▪ Only covers outdoor events	▪ Should public property be included? ▪ Should inside events be covered?
Types of events	▪ Identifies a few categories with some excluded from a permit requirement ▪ Restrictions based upon zoning district	▪ Are there types of events that should be encouraged? ▪ Are there types of events that should be discouraged? ▪ Are there events that should be exempted from regulation? ▪ Should non-profits be regulated differently than commercial? ▪ Should events be restricted by zoning district or not?
Allowed event days	▪ 48 event days per property per year ▪ No more than 30 consecutive days per event	▪ Is this too many? ▪ Are there situations where this may be too few? ▪ Should there be a different review process for events requesting more than a certain number of days?
Review process	▪ All events go through same review process	▪ Should simple and complex events go through different processes? ▪ Should events occurring solely on private property go through a different process than those on public property?
Street closures	▪ Not addressed	▪ Should criteria be developed for the use of city streets? ▪ What approval should be required for street closures?
Live entertainment	▪ Not addressed	▪ Should noise standards be created for special events? ▪ Are there areas, days or times where amplified sound should be limited?
Conditional Use Permit	▪ Not addressed	▪ Should properties that have the requirement to obtain CUPs (such as bar use or live entertainment) be allowed to obtain a special event permit for these uses without a CUP?
Use of Waterfront	▪ Not addressed	▪ Is there any guidance on the types of events that should be allowed at the Waterfront area?
Fees for public property event use	▪ Not addressed	▪ Should additional compensation be required for special events using public property (including parking lots, plazas, sidewalks, streets, bridges)?

Special event shall mean a temporary outdoor use on private property which extends beyond the normal uses and standards allowed by the Zoning Ordinance. Except as otherwise specifically provided herein, only those events held on commercial-zoned property, are subject to the provisions of this Zoning Ordinance. "*Special event*" includes, but is not limited to, art shows, sidewalk sales, pumpkin and Christmas tree sales, haunted houses, carnivals (major and minor), special vehicle sales, grand openings, festivals, home exhibitions, and church bazaars.

Attachment 8

Sec. 7.900. Special Events.
(Ord. No. 4005, § 1(Res. No. 8947, Exh. A, § 197), 4-3-12)

Sec. 7.910. Purpose.

The purpose of these Special Events provisions is to promote special events while protecting nearby neighborhoods and the public health, safety and welfare, and to provide for safe traffic control, public sanitation facilities, and emergency care.
(Ord. No. 2475, § 1, 9-1-92; Ord. No. 2830, § 1, 10-17-95; Ord. No. 4005, § 1(Res. No. 8947, Exh. A, § 198), 4-3-12; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, § 218), 5-6-14)

Sec. 7.920. General requirements.

Sec. 7.921. Pumpkin and Christmas tree sales.

Pumpkin and Christmas tree sales may be conducted on vacant lots or within developed retail properties.
(Ord. No. 2475, § 1, 9-1-92; Ord. No. 2830, § 1, 10-17-95)

Sec. 7.922. Sidewalk sales.

Sidewalk sales shall be conducted in front of or adjacent to the retail establishment, and shall be limited to two (2) events per calendar year.
(Ord. No. 2475, § 1, 9-1-92; Ord. No. 2830, § 1, 10-17-95)

Sec. 7.923. Special events.

Special events shall be limited to a maximum of thirty (30) consecutive days per event, and may not occur more than forty-eight (48) cumulative days per calendar year per property.
(Ord. No. 2475, § 1, 9-1-92; Ord. No. 2830, § 1, 10-17-95)

Sec. 7.924. Special vehicle sales.

Special vehicle sales shall be limited to two (2) events per quarter.
(Ord. No. 2475, § 1, 9-1-92; Ord. No. 2830, § 1, 10-17-95; Ord. No. 3980, § 1(Res. 8895, § 1, Exh. A, § 42), 12-6-11)

Sec. 7.925. Procedures.

The following procedure is to ensure to the extent possible that special events are conducted in a location and a manner that is consistent with the public health, safety and welfare.

A. Any person wishing to conduct a special event is required to make application to the City not less than thirty (30) days before the event is to commence.

B. The Zoning Administrator shall determine whether the event requires a special event permit as provided in this Zoning Ordinance. Permits will be issued by the Zoning Administrator pursuant to the procedures provided herein.

1. A pre-application meeting will be scheduled within five (5) working days, with appropriate departments to determine what measures, if any, are necessary to protect the public health, safety, and welfare during the special event, and to meet the requirements of this Zoning Ordi-

Attachment 8

nance. The departments will together constitute the special events committee ("committee").

2. At the pre-application meeting, the requirements necessary to meet the intent of this Zoning Ordinance will be explained, which may include but not be limited to the employment of security or traffic control personnel; proof of adequate insurance; securing appropriate business licenses; and providing a sanitation cleanup plan.

3. The applicant may appeal as provided in Section 7.928, any condition or requirement which is not reasonably related to meeting the intent of this Zoning Ordinance.

C. The committee must approve or deny every application within ten (10) working days of receipt of the application. This time limit will be extended by the number of days necessary to process an appeal of any requirement imposed by the committee.

If the application is denied, the denial must be in writing and must state with specificity the reasons for denial. Failure to comply with a condition reasonably related to meeting the intent of this Zoning Ordinance, is grounds for denial.

(Ord. No. 2475, § 1, 9-1-92; Ord. No. 2663, § 1, 6-6-94; Ord. No. 2830, § 1, 10-17-95; Ord. No. 3920, § 1(Exh. § 102), 11-9-10; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, § 219), 5-6-14)

Sec. 7.926. Permits required; zoning districts.

The following types of special events require a special events permit, unless otherwise indicated, and shall be allowed in the zoning districts specified below:

Table 7.926.A. Type of Event and Zoning District

Type of Event	Zoning District
Art shows	All Commercial "C" and Downtown "D" districts
Carnivals:	
**Major	All districts with use permit
Minor	All districts
*Church bazaars	All districts
Festivals	Open Space O-S, Downtown D and DO, Resort/Townhouse Residential R-4R/Central Business C-2/Multiple-family Residential R-5 on sites with hotels, Planned Regional Center PRC and Regional Shopping Center C-S
*Grand opening	All districts
Haunted houses	Open Space O-S, Central Business C-2, Highway Commercial C-3, Regional Shopping Center C-S and Downtown D and Planned Regional Center PRC
Home exhibitions	All Single-family residential R-1 districts
*Pumpkin and Christmas tree sales	Highway Commercial C-3, General Commercial C-4, developed retail parcels, Regional Shopping Center C-S, and Planned Regional Center PRC
*Sidewalk sales	All Commercial "C," Downtown "D" districts, Planned Regional Center PRC
Special vehicle sales	General Commercial C-4, Highway Commercial C-3, Central Business C-2, and Multiple-family Residential R-5 on site with hotel, Regional Shopping Center C-S, Planned Community Center PCC, and Planned Regional Center PRC

Attachment 8

*Does not require a special events permit.
**Requires a use permit and is subject to the provisions outlined in Article I.
(Ord. No. 2475, § 1, 9-1-92; Ord. No. 2830, § 1, 10-17-95; Ord. No. 3225, § 1, 5-4-99; Ord. No. 3980, § 1(Res. 8895, § 1, Exh. A, § 43), 12-6-11; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, § 220), 5-6-14)

Sec. 7.927. Permit revocation.

A permit may be revoked for any of the following reasons:

(A) Failure to conduct special event as presented on application.

(B) Failure to comply with special conditions in the approval.

(C) If the event poses a threat to public health, safety or welfare.

(Ord. No. 2475, § 1, 9-1-92; Ord. No. 2830, § 1, 10-17-95)

Sec. 7.928. Appeal.

When a permit is denied or revoked, the Zoning Administrator shall notify the applicant in writing of reasons for denial/revocation. An applicant who has been denied a permit, or permittee whose permit has been revoked or who objects to any special conditions of the permit, may appeal the action to the Zoning Administrator. Notice of appeal must be given in writing within ten (10) days after notification of denial/revocation. The Zoning Administrator shall set an appeal hearing within ten (10) days after receiving appeal. Within five (5) days of the conclusion of the hearing, the Zoning Administrator will rule on the appeal, giving notice in writing to the aggrieved person. Such decision shall be final.
(Ord. No. 2475, § 1, 9-1-92; Ord. No. 2830, § 1, 10-17-95; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, § 221), 5-6-14)

Sec. 7.929. Exemptions.

Events occurring on public property or operated by the City of Scottsdale, or by the Scottsdale Paradise Valley or Cave Creek school districts, are exempt from the provisions of the Special Events sections of this Zoning Ordinance.
(Ord. No. 2475, § 1, 9-1-92; Ord. No. 2830, § 1, 10-17-95; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, § 222), 5-6-14)

Sec. 7.930. Special events signage.

The provisions of article VIII shall apply.
(Ord. No. 2475, § 1, 9-1-92; Ord. No. 2701, § 1, 2-7-95; Ord. No. 2830, § 1, 10-17-95)

Secs. 7.931—7.999. Reserved.

City Council Actions Related to Special Events

Date	Action
Sept. 1, 1992	Adopted the Special Events Ordinance for the purpose of promoting special events while protecting nearby neighborhoods and the public health, safety and welfare, and to provide for safe traffic control, public sanitation facilities, and emergency care. This ordinance was placed in the Zoning Ordinance, with oversight and administration by the Planning Department.
May 8, 2012	Approved Ordinance No. 4019 establishing an allocation of $1.2 million in city bed-tax funds for events and event development. The Tourism Development Commission makes recommendations to Council regarding these funds.
May 13, 2013	Adopted the 5 year Tourism & Marketing Strategic Plan which outlines several event and Downtown strategies and initiatives, some of which include: ▪ Working with the event industry to understand activation of places; ▪ Developing a plan to improve the Scottsdale Mall, making it an event ready venue; ▪ Developing incentives to support live music and broader offering to appeal to diverse crowds; ▪ Seek happenings, testing what works; ▪ Work with cultural representatives to create interpretive and ritual experiences; ▪ Develop a calendar of block parties and themed events around holidays; ▪ Incentives to make events better than average; ▪ Development of festivals, suited to place which can be scaled to attract larger crowds regionally and appeal to visitors.
July 1, 2013	Established the Tourism Advisory Task Force charged with serving in an advisory capacity to the City Council in regards to the Tourism Development and Marketing Strategic Plan. One specific working group is tasked with an action plan related to events, festivals, and happenings.
Dec. 10, 2013	Adopted an organizational mission statement and priorities, directing staff to implement these priorities, one which includes "provide strategic support of tourism and visitor events." This organizational priority was reaffirmed by City Council on July 2, 2015, which included a key objective to update the special events ordinance based on feedback from community and event producers.
June 2, 2014	Approved the creation of the Tourism & Events Department with emphasis and attention on tourism, events, and Downtown Scottsdale.

ITEM 1

Tourism and Events Department

7506 E. Indian School Rd.
Scottsdale, AZ 85251

PHONE 480-312-7177
WEB www.ScottsdaleAZ.gov/tourism

Date: August 25, 2015
To: Honorable Mayor and Members of the City Council
From: Cheryl Sumners, Events Manager
Subject: August 31, 2015 Work Study Item No. 1, Special Events

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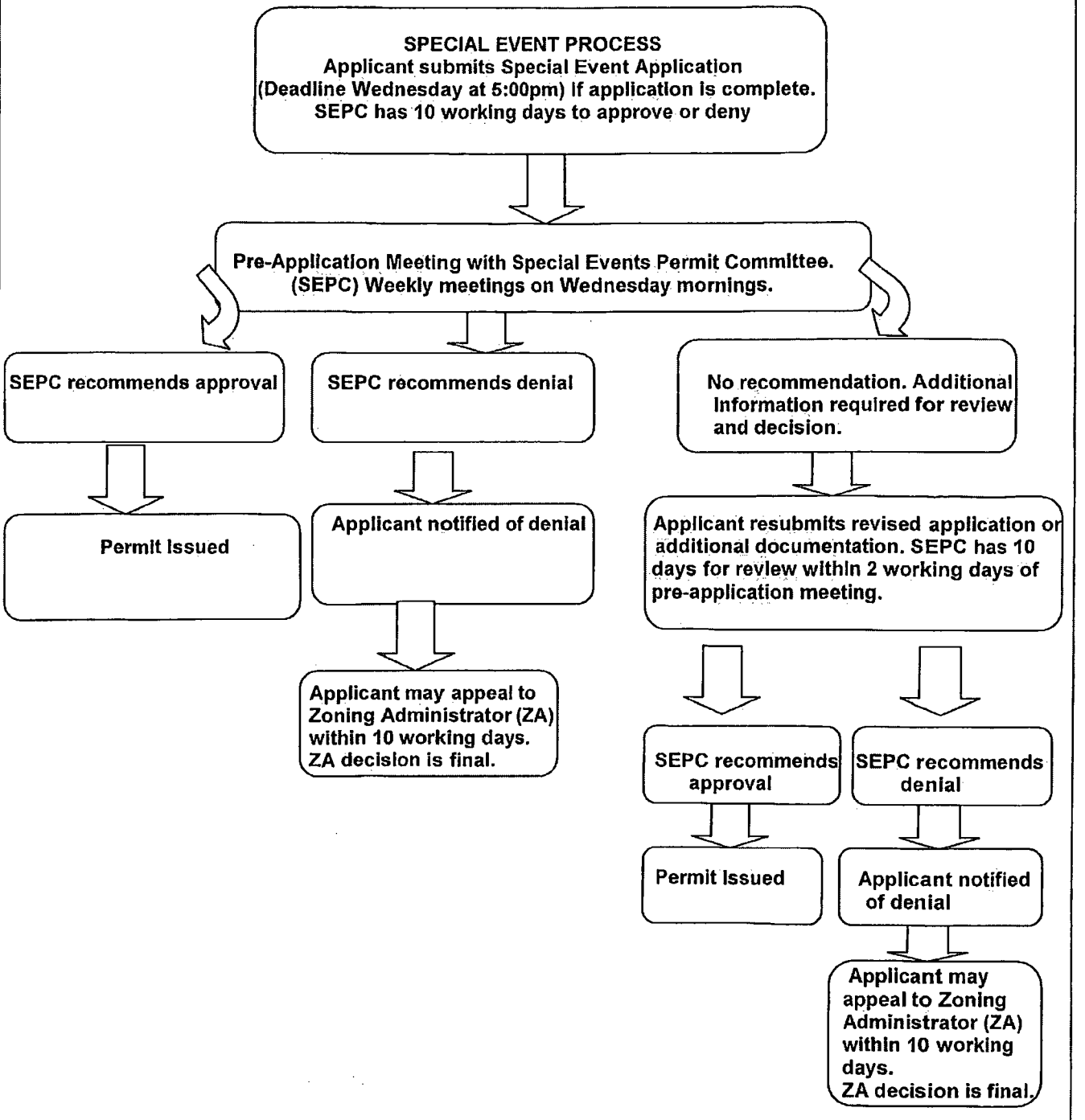
Here are some additional materials for the August 31, 2015 work study session.

1. A one-page overview of the special events process
2. The PowerPoint presentation

If you have any questions, please do not hesitate to call 480-312-7834 or email CSumners@ScottsdaleAZ.gov.

Application & Approval Process

Special Events Committee



Current Planning Services

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088

ITEM 1

Special Events Work Study Session

August 31, 2015

Work Study Item

Presentation, discussion and possible direction to staff regarding the city's regulation of special events including possible changes, public outreach efforts and a timeline for revisions to the Special Event Ordinance.

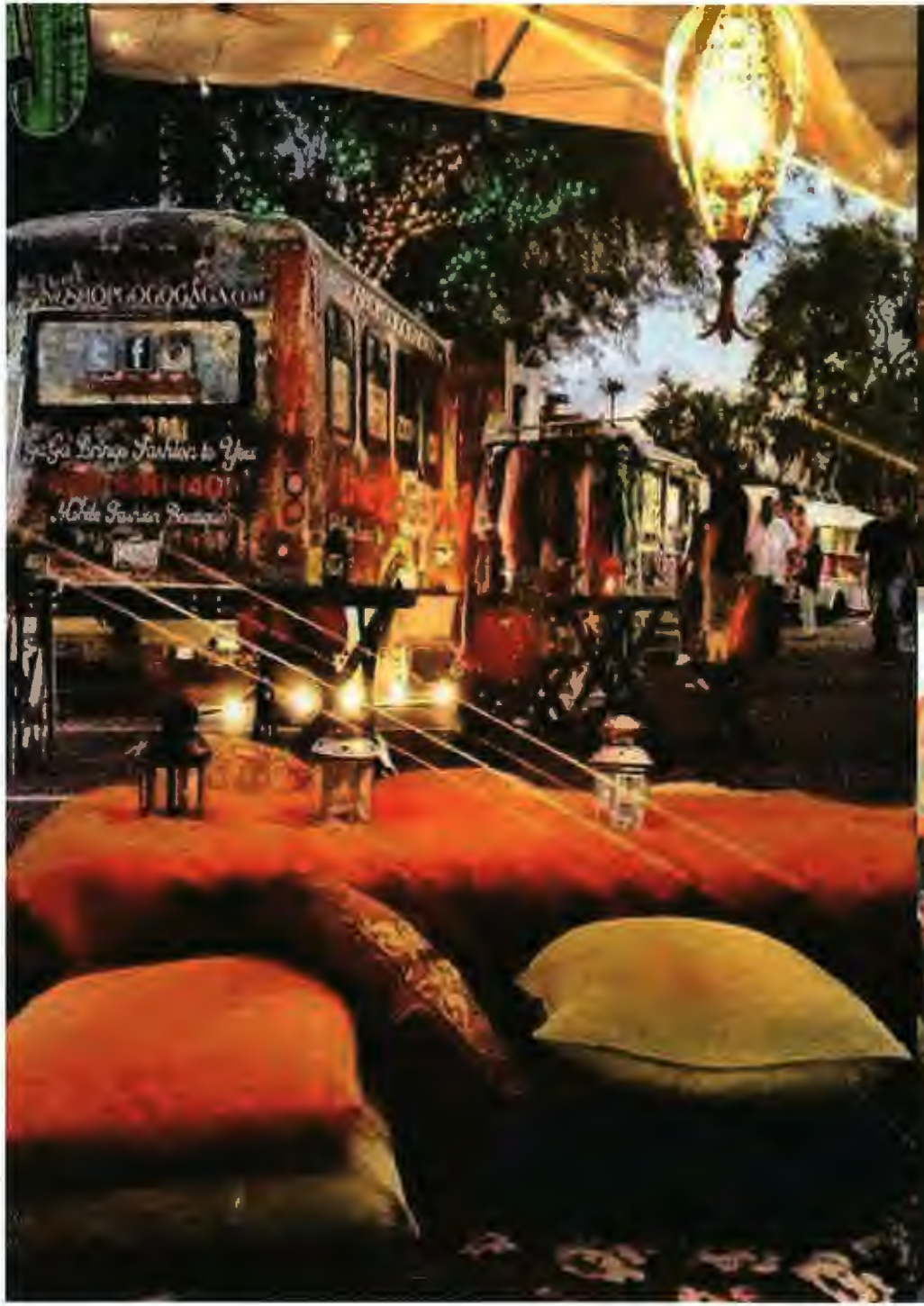
Parades

(c) Eddie Webb 20

Fundraisers/Galas

Pep Rallies/Street Events

Markets

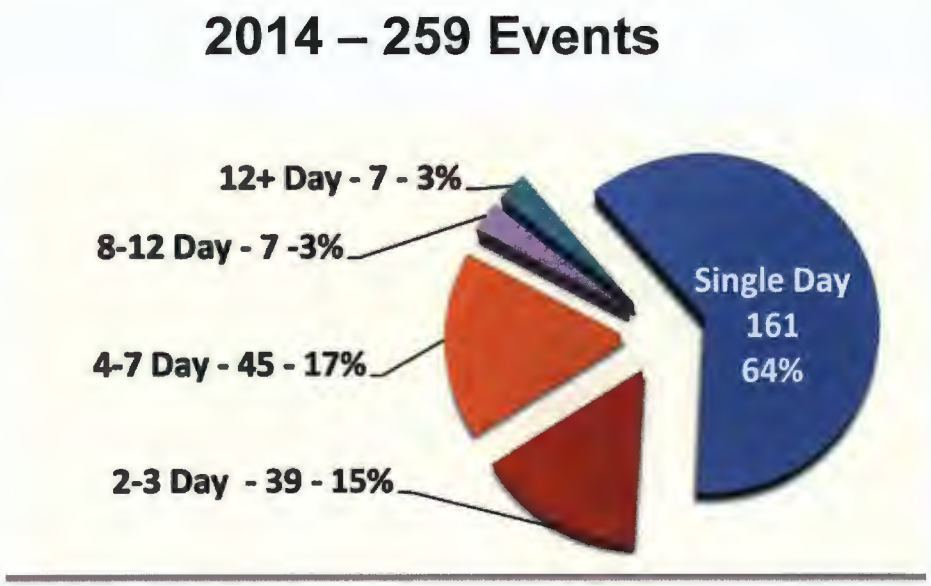


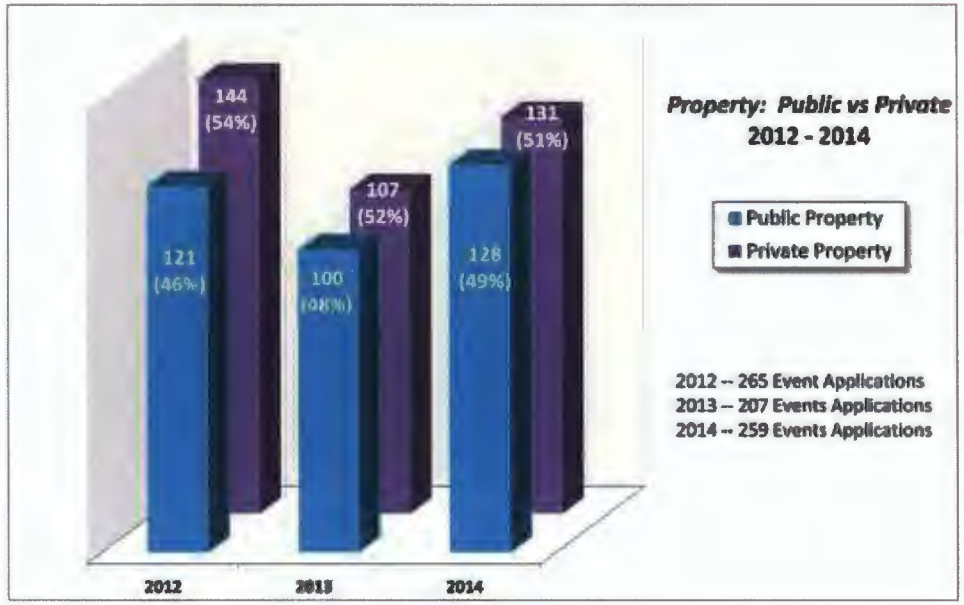
Sporting Events

Street Festivals

Automobile Auctions

Races/Walks


2014 – 259 Events
12+ Day - 7 - 3%
8-12 Day - 7 -3%
4-7 Day - 45 - 17%
2-3 Day - 39 - 15%
Single Day
161
64%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2012 - 2014
Public Property
Private Property
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100 (48%)
107 (52%)
128 (49%)
131 (51%)
2012
2013
2014
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City Wide vs Downtown
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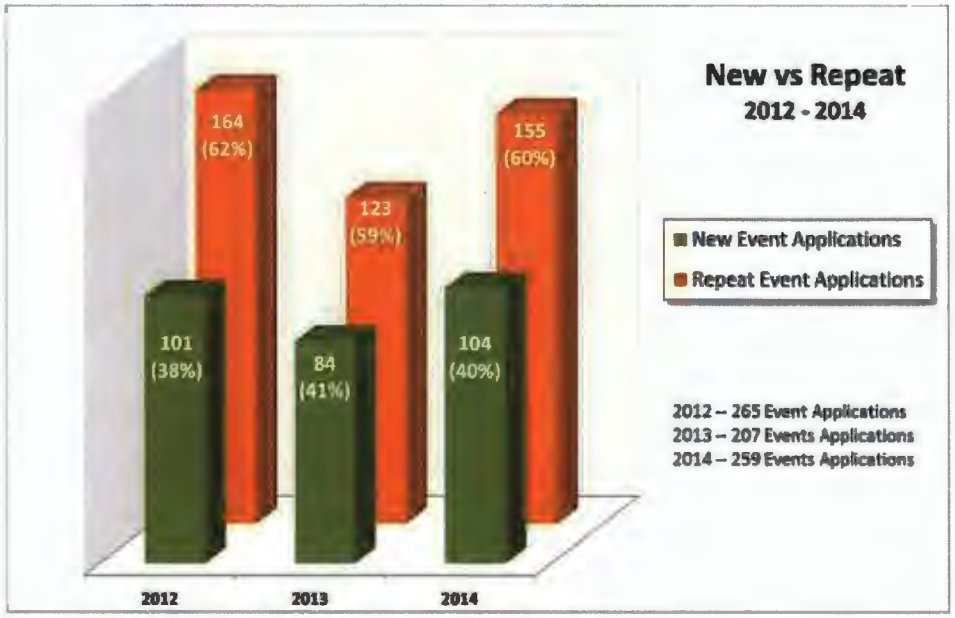
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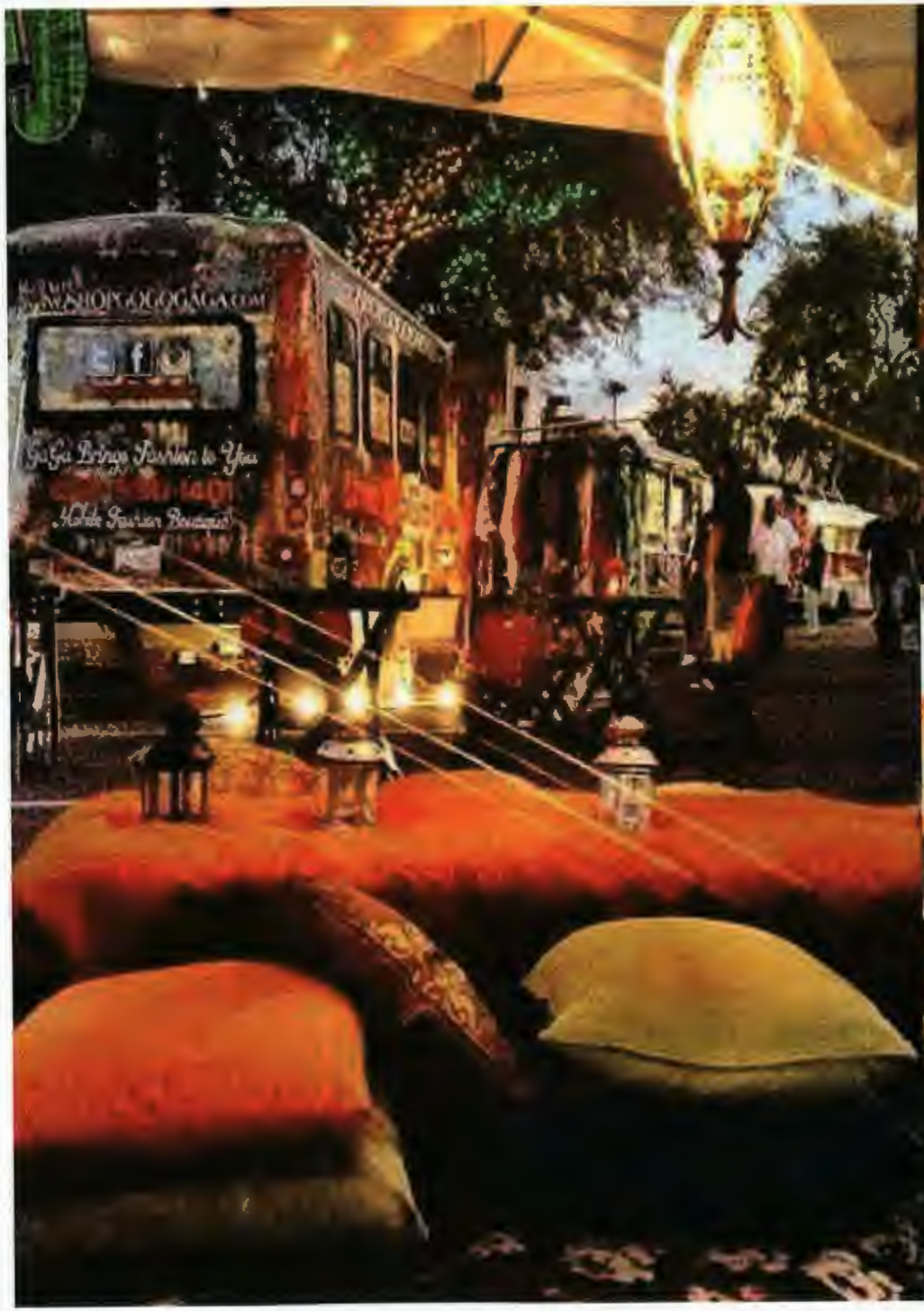
Event Definition

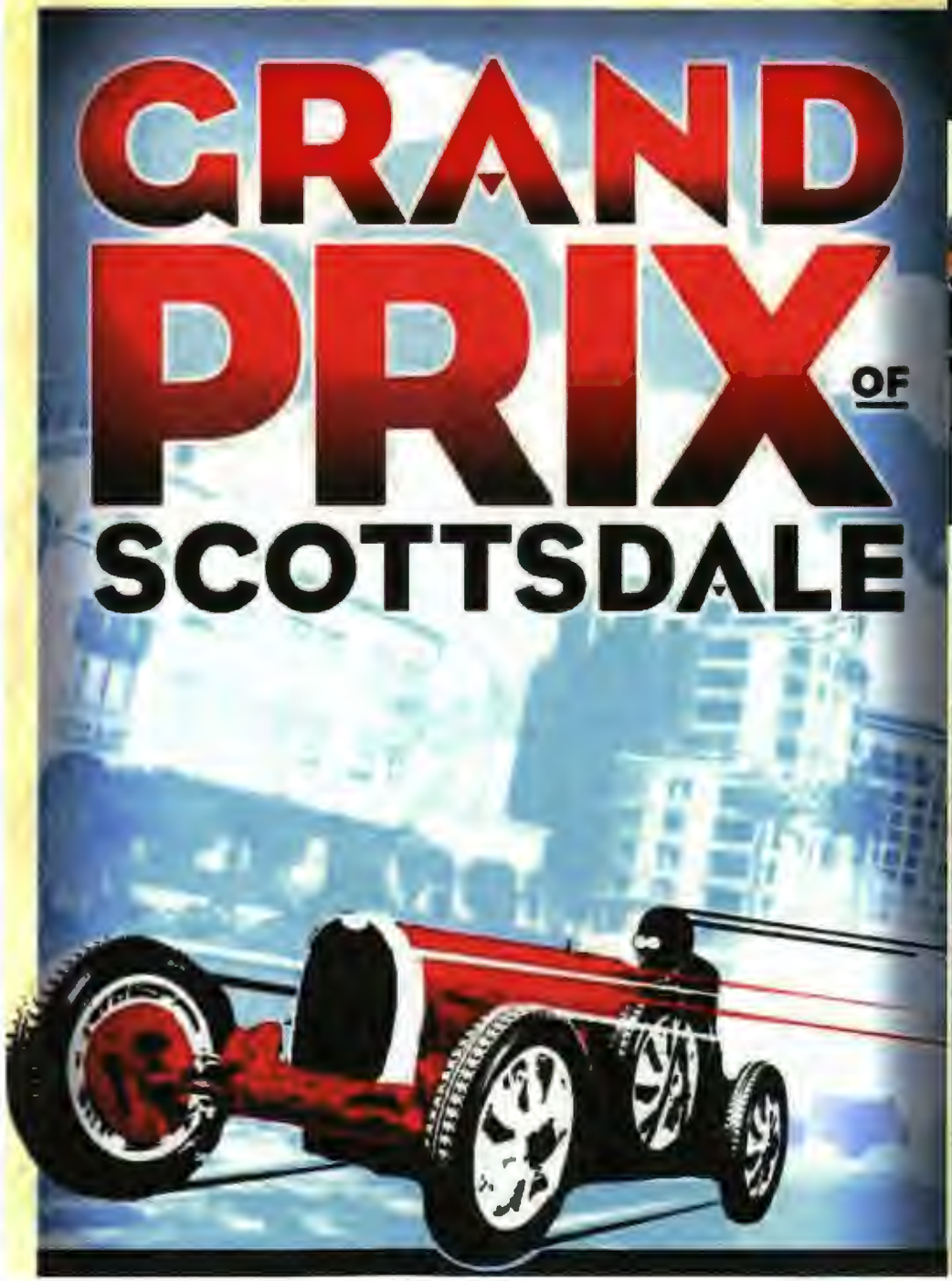
Types of Events

Types of Events

Types of Events

Allowed Event Days





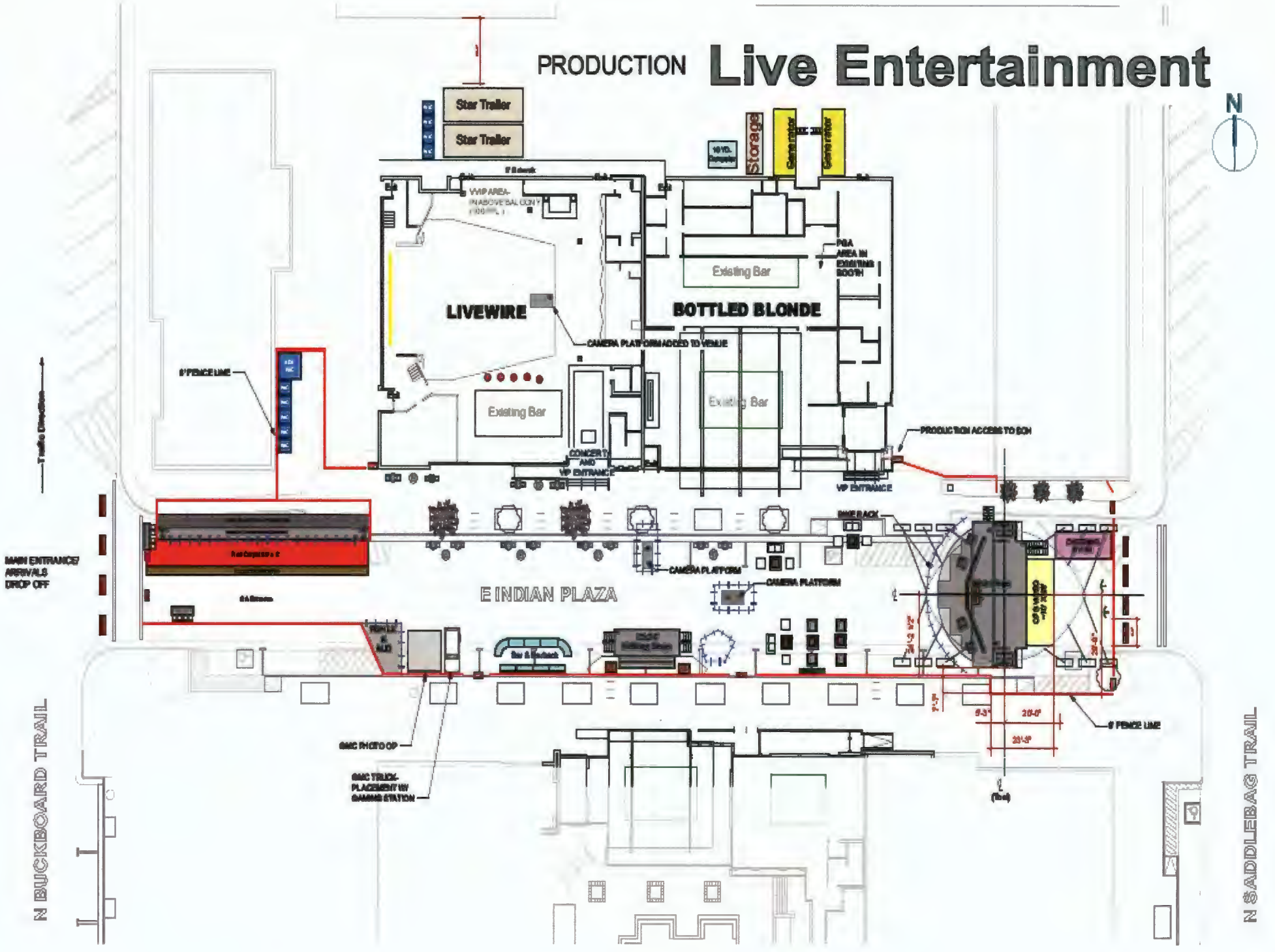
FAN FEST

SCOTTSDALE 2015

Home of the ESPN Live Broadcast

Street Closures

PRODUCTION Live Entertainment



Live Entertainment/CUP

Conditional Use Permits

Looking north on Saddlebag Trail

Waterfront Use

Public Property Event Use

Key Policy Questions

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Next Steps

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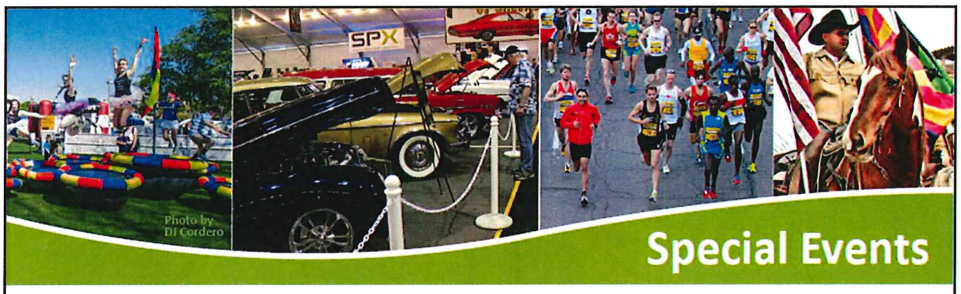
Return with draft ordinance in early 2016

Special Events
Work Study Session

August 31, 2015

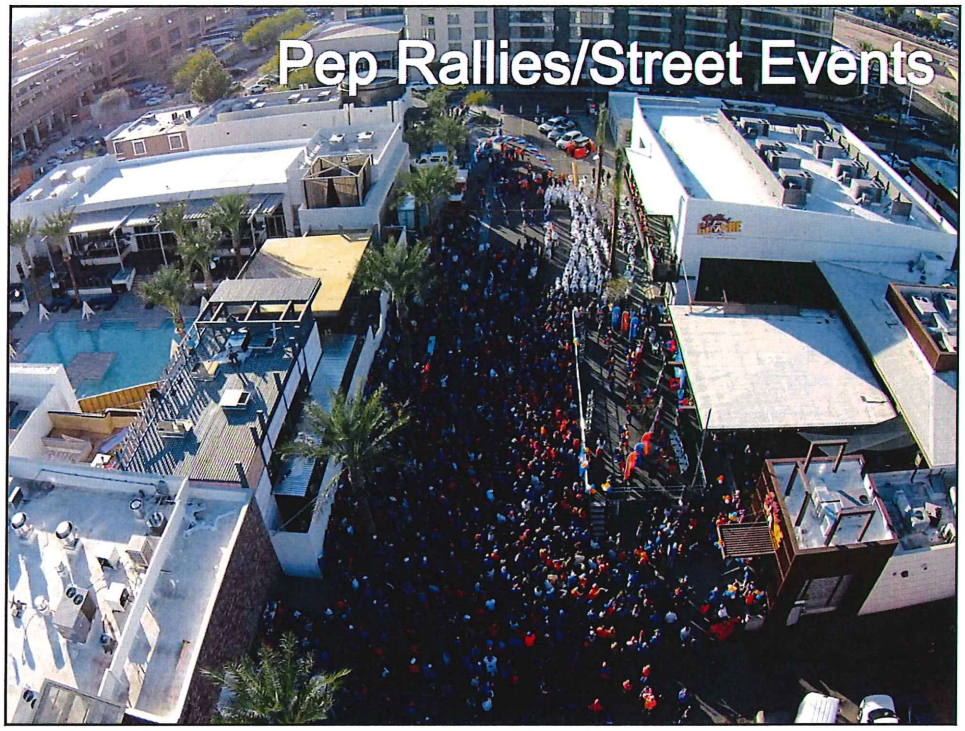


Work Study Item

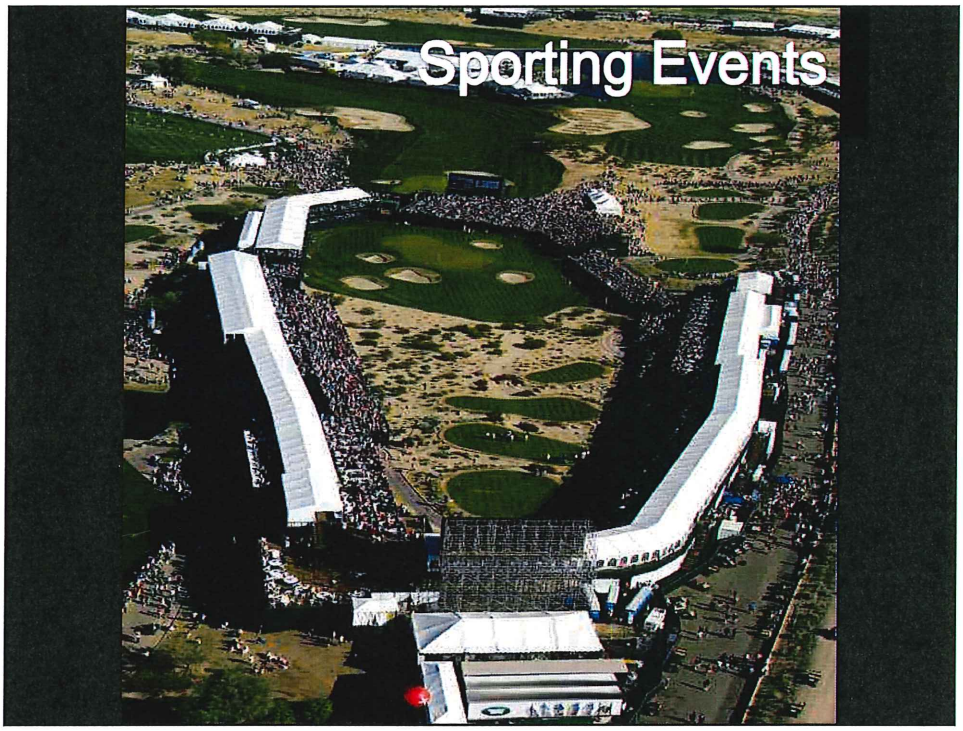
Presentation, discussion and possible direction to staff regarding the city's regulation of special events including possible changes, public outreach efforts and a timeline for revisions to the Special Event Ordinance.

Parades
(c) Eddie Webb 20

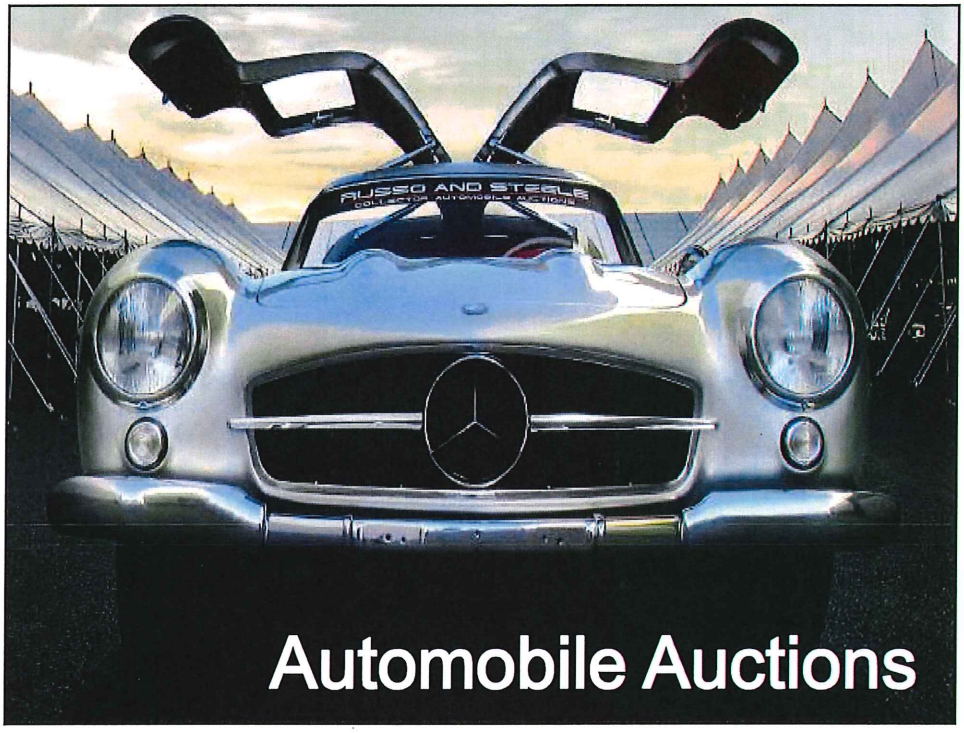
Fundraisers/Galas


Pep Rallies/Street Events

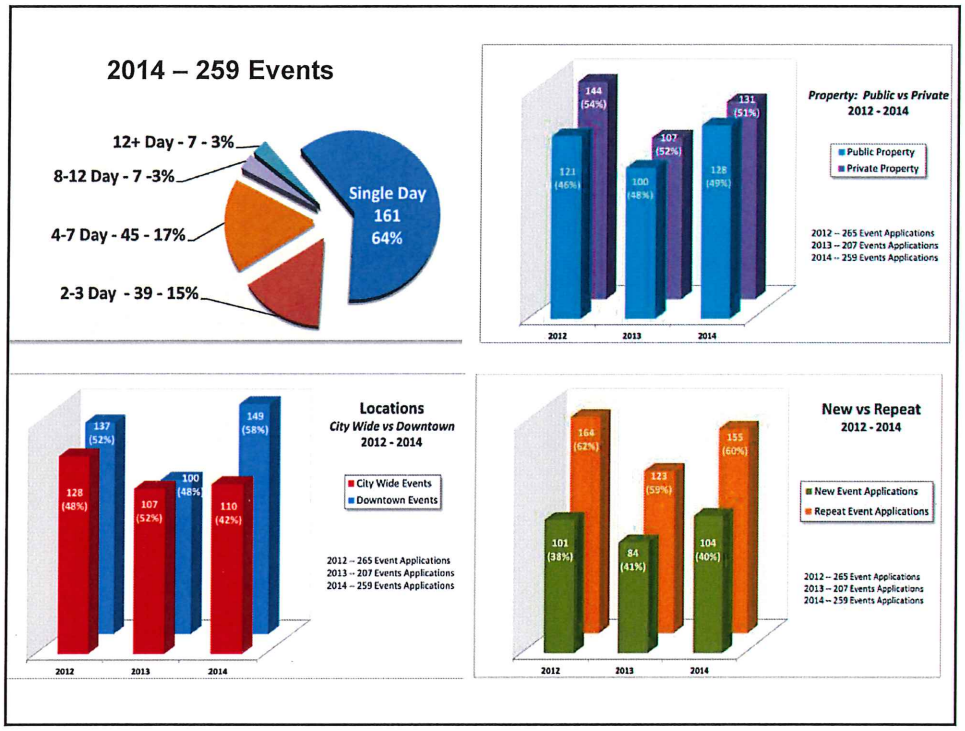
Markets


Sporting Events

Street Festivals


RUSSO AND STEELE
COLLECTOR AUTOMOBILE AUCTIONS
Automobile Auctions

Races/Walks
15k
1/2 MARATHON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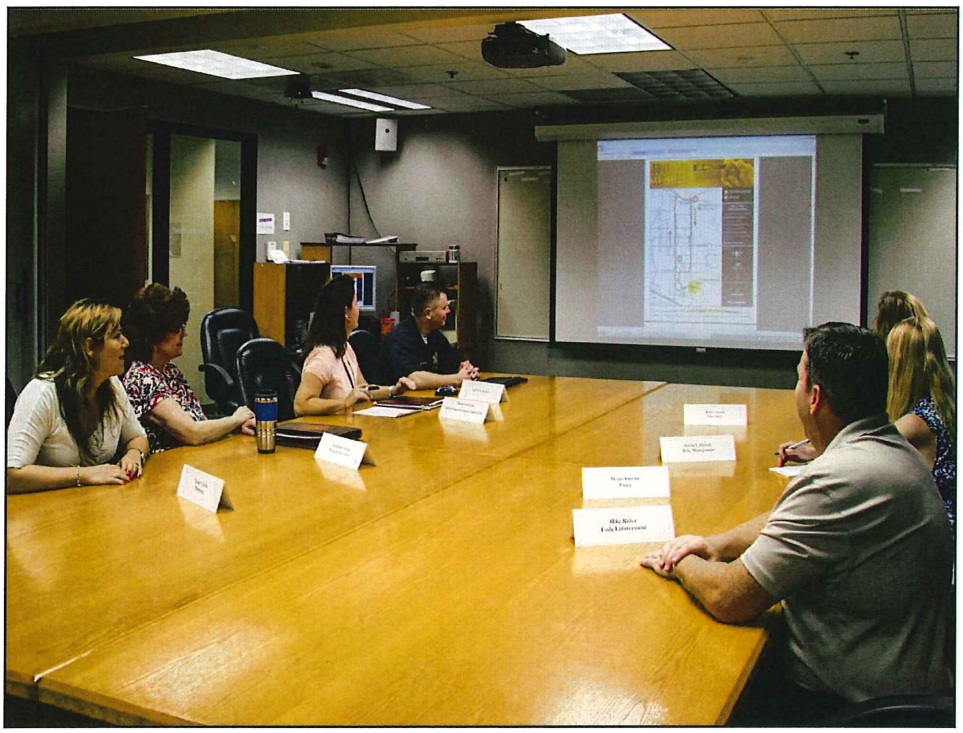

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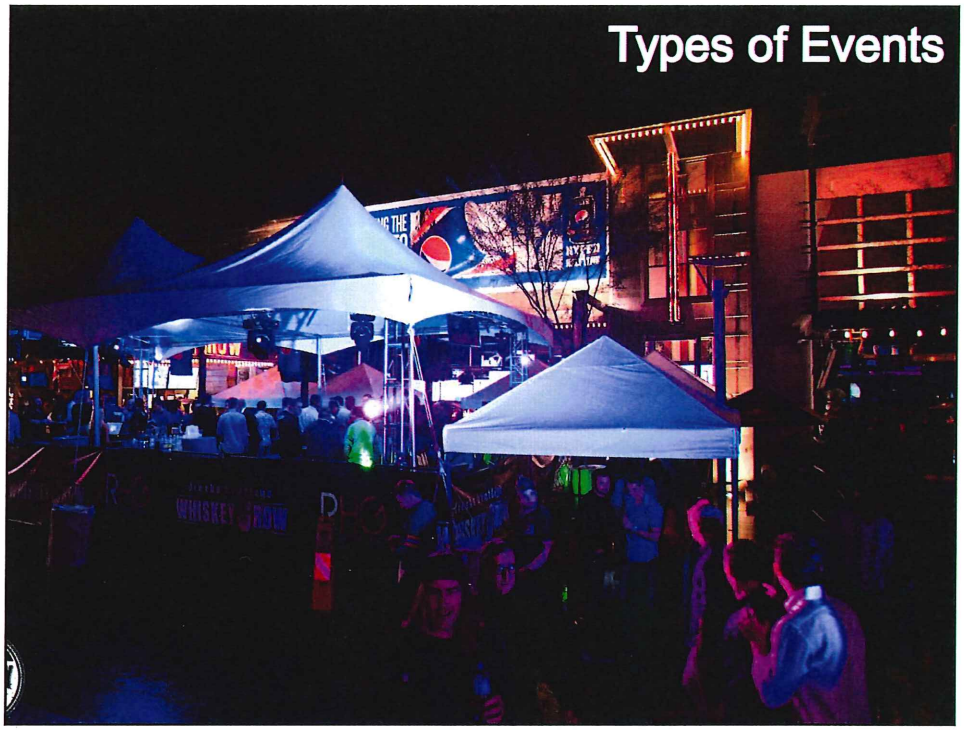
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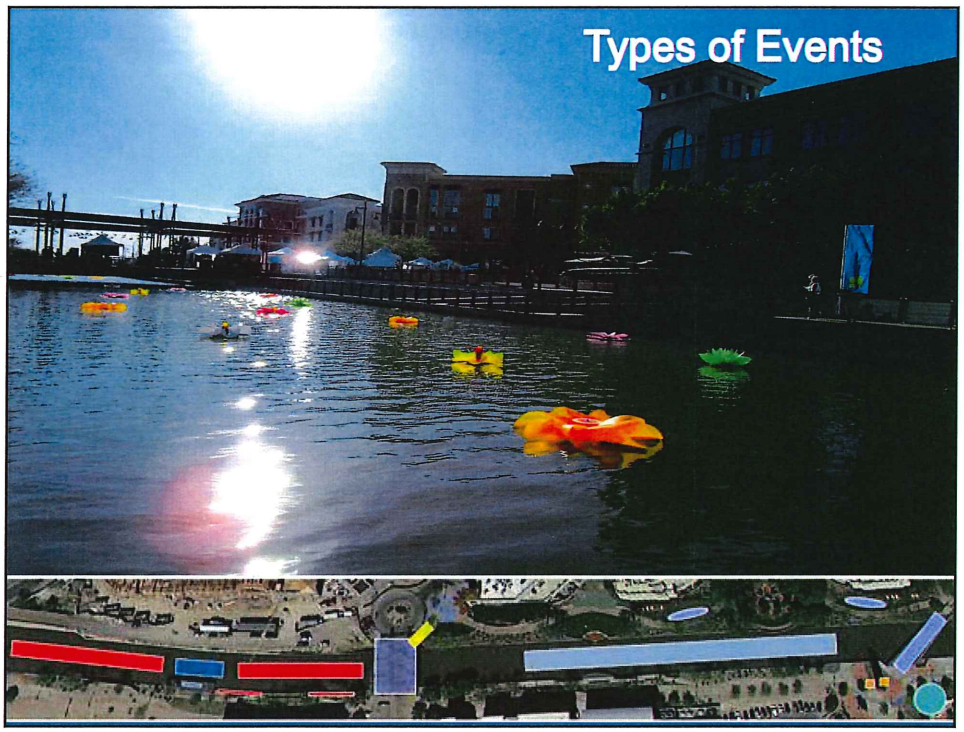
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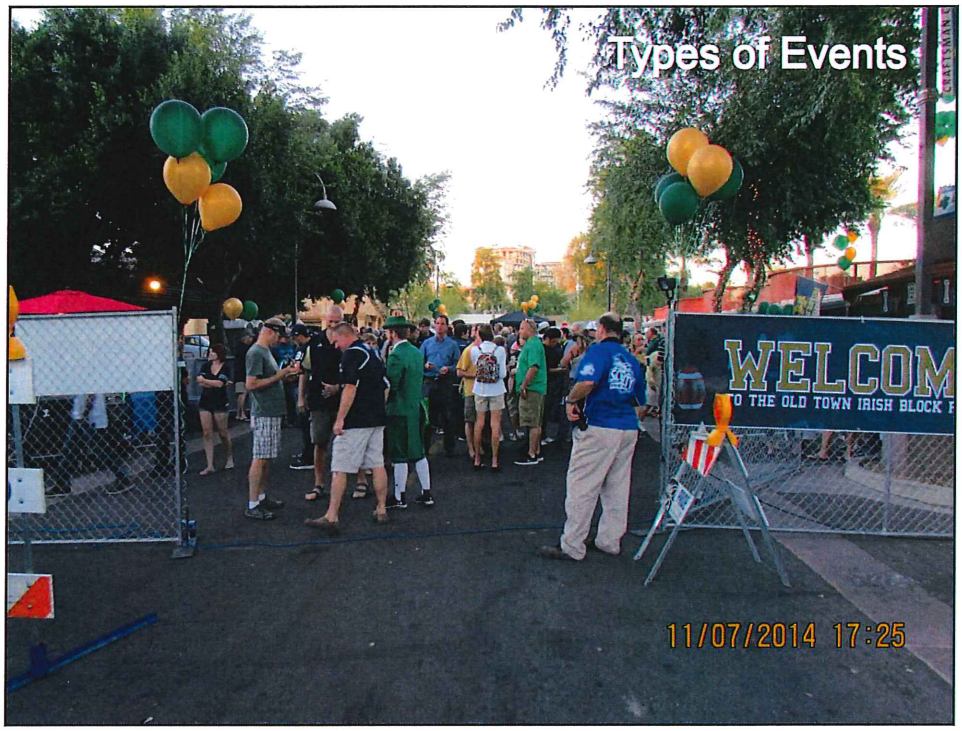
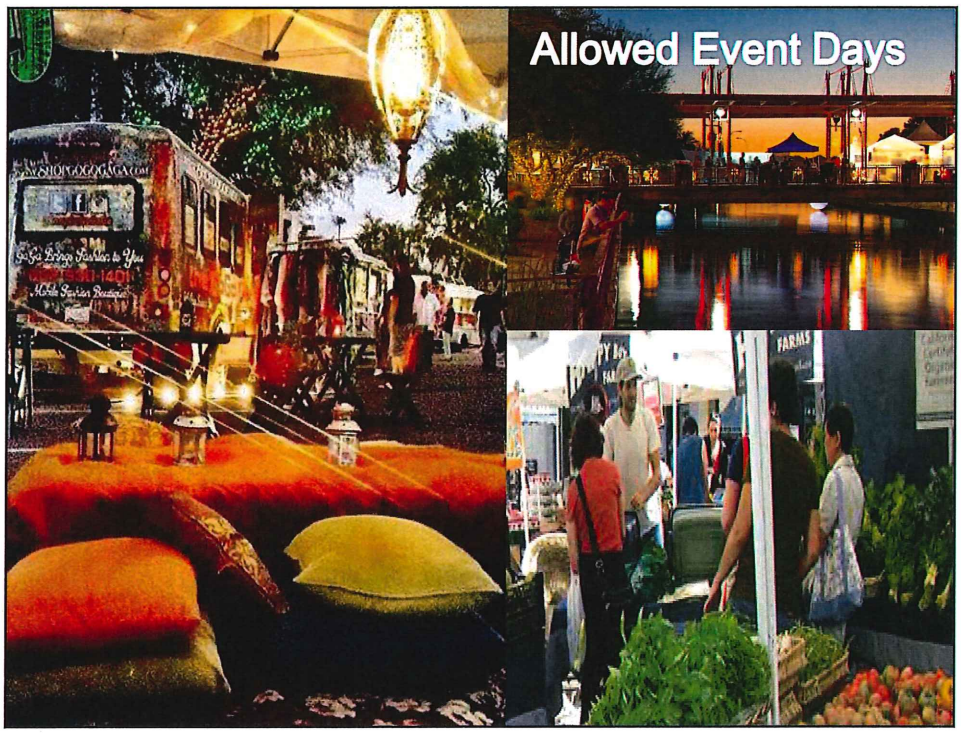

Types of Events
WELCOM
O THE OLD TOWN IRISH BLOCK
11/07/2014 17:25


Allowed Event Days

GRAND
PRIX OF
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2015
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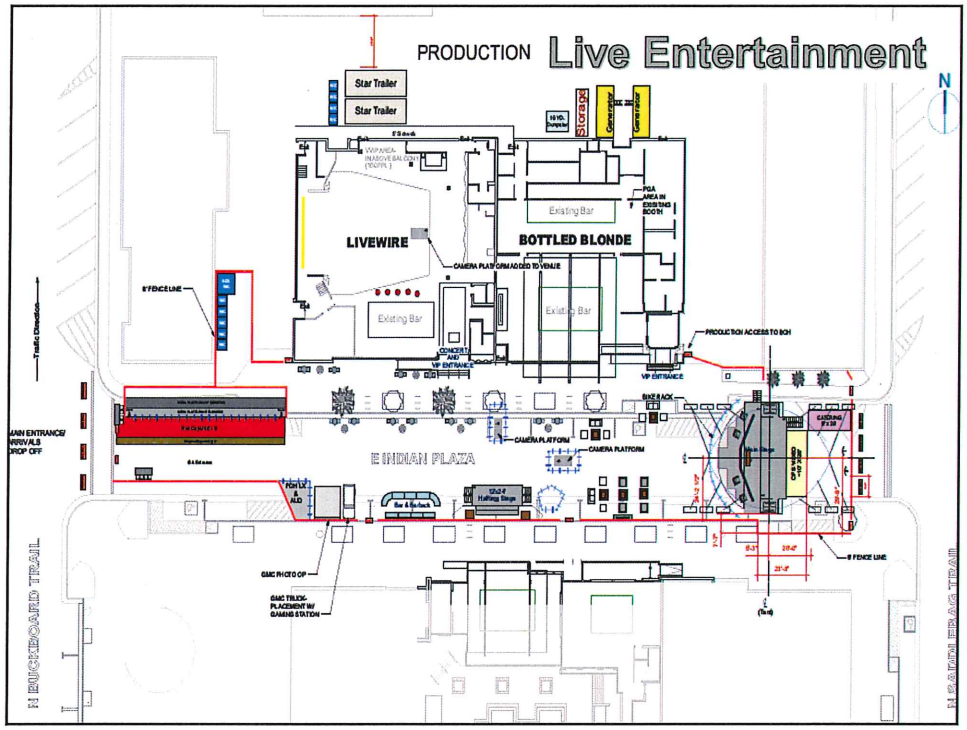
NFL INSIDERS

Street Closures


PRODUCTION
Live Entertainment
Star Trailer
Star Trailer
Storage
Generator
Generator
LIVEWIRE
BOTTLED BLONDE
Existing Bar
Existing Bar
Existing Bar
CAMERA PLATFORM ADDED TO VENUE
PGA AREA IN EXISTING BOOTH
PRODUCTION ACCESS TO BOH
VIP ENTRANCE
CONCERT AND VIP ENTRANCE
FENCELINE
Traffic Direction
MAIN ENTRANCE/ ARRIVALS DROP OFF
E INDIAN PLAZA
CAMERA PLATFORM
CAMERA PLATFORM
BIKE RACK
GAMING
Bar & Backback
Hallway Stage
FENCE LINE
GMC PHOTO OP
GMC TRUCK PLACEMENT W/ GAMING STATION
N INDIAN TRAIL
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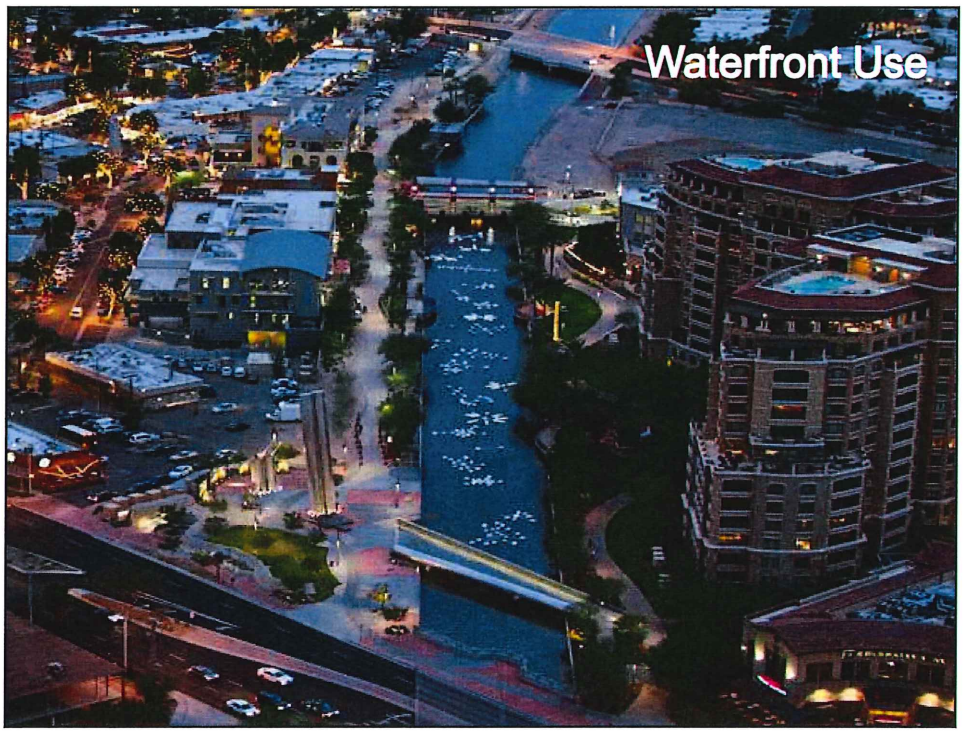
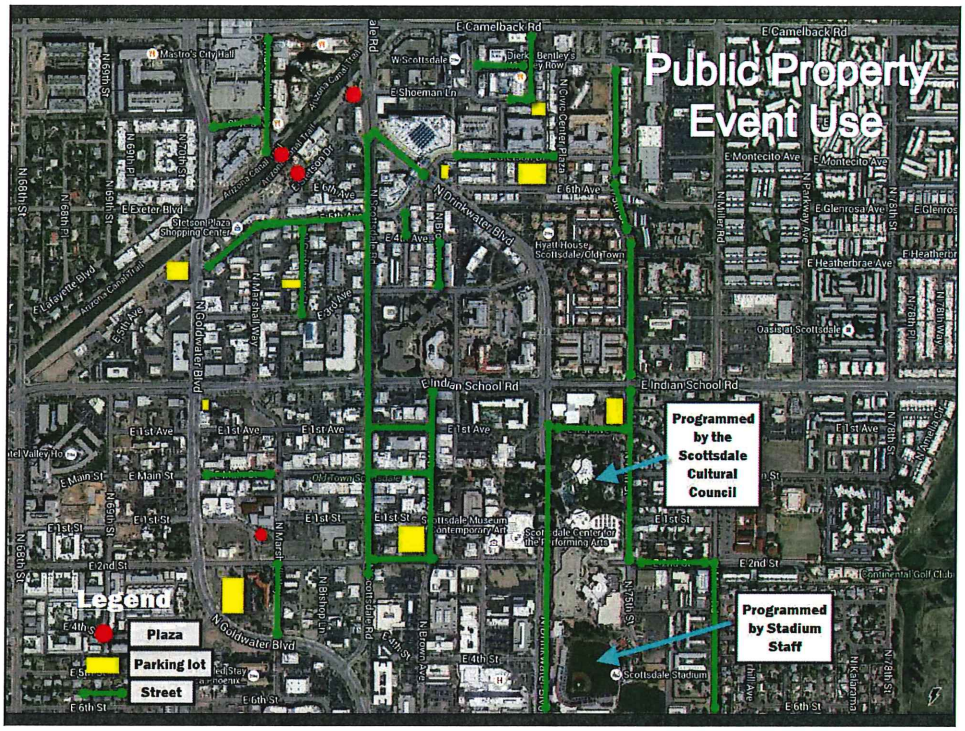
Live Entertainment/CUP

Conditional Use Permits
Looking north on Saddlebag Trail


Waterfront Use



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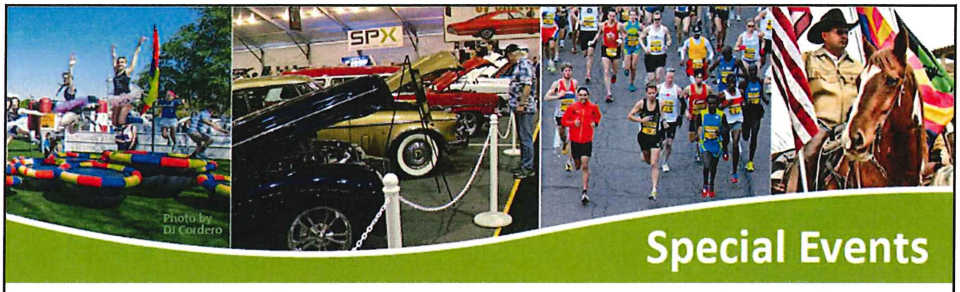

Next Steps

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Return with draft ordinance in early 2016

ITEM 1

PETITION

ARTS DISTRICT PETITION TO CITY COUNCIL

OFFICE OF THE CITY CLERK
2015 AUG 25 PM 5:24

We the undersigned petition the Scottsdale City Council to direct staff to include the following six items in the discussion of the Special Events Ordinance update that is scheduled in the Council August 31st Agenda , and to include these items in the re-write of the Ordinance.

1. Reserve Thursday nights exclusively for the traditional ArtWalk event as the only art related event for Thursday nights.
2. Designate the Scottsdale ArtWalk as a "grandfathered" city Signature Event.
3. In the Special Events Ordinance rewrite, define "special events" as "unique, short-term activities and/or festivals. This definition would not include temporary, pop-up retail businesses as special events.
4. City to approve a maximum of 30 days of art related events per calendar year. This 30 day block can be split between any number of events as long as any single art related event does not exceed 7 consecutive days per calendar year.
5. Special Events shall not compete with or have an adverse monetary (sales) and foot traffic effect on the local businesses.
6. We request City Council to sign off on every Special Event permit prior to issuance to ensure adherence to ordinance.

Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/15/15	KRISADA FISHER		Malei's on Main, 7131 E Main Scottsdale AZ 85257
8/15/15	PETER STRUB		THE MARSHALL GALLERY, 7109 E. MAIN ST. PHOENIX
8/15/15	[illegible]		Calvin Charles Gallery 4201 North Marshall Way Scottsdale, AZ
8/15/15	Jacob Rohrke		Touchstone Gallery 4160 N Marshall Way
8/15/15	LAURA OROZCO		Wilde Meyer Gallery 4142 N. Marshall Way Scottsdale, AZ 85251
8/15/15	KEAIG FOOTE		ART ONE GALLERY, 4130 N. MARSHALL WAY SCOTTSDALE, AZ 85251
8/16/15	ISAAC ESSES		ESSES RARE OBJECTS D'ART / 7169 E. MAIN STREET SCOTTSDALE AZ 85251
8/17/15	DAVID GUGLIELMO		MAINVIEW GALLERY 7120 E. MAIN ST.
8/24/15	Melissa Zagata		Tribe America leathers 7000 E Main St.
8/24/15	Deirdre Pain		Malees on Main, 7131 E. Main St Scottsdale Az 85257

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8-18-15	Alexis Sebastian		Celebrity Encore 7121 E 5th Ave Suite 21
8/18/15	CAROL BRINKMAN		Celebrity Encore " 7121 E. 5th Ave. Scottsdale
8/18/15	Jill Edwards		The Estate Watch + Jewelry CO. 7121 5th Ave. Scottsdale
8-19-15	Gracely Soine		The Angel Store 7121 E. 5th Ave #1
8-19-15	Charles Montgomery		Feng Shui Arizona 7121 5th Ave #16 Scottsdale
8/19/15	MARK Holley		DOGS ETC 7141 5th Ave Scottsdale
8/20/15	Nick Buta	Nick Buta owner	DOGS Etc 7141 5th Ave. Scottsdale
8/24/15	MICHAEL WEEKS		BEST LIL' FUMME SHOP 7001 E. MAIN ST, STE 104 SCOTTSDALE
8/24/15	SCOTT FOUST		IMAGE INDUSTRY 7004 E. MAIN ST. SCOTTSDALE
8/24/15	WEE Dee Kang		Wee Gallery fine art 7010 E main St

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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8/15/15	Ramona Hancock		The Signature gallery 7177 East Scottsdale, Az 85251
8/15/15	LARRY KERTZ		THE GALLERY 7145 MAIN ST, SCOTTSDALE
8/15/15	Peter Hegewald		USPS Scottsdale Main
8/15/15	French Thompson		7148 East Main St French Designer Jeweler
8/15/15	Amy Shertzer		7131 E Main St. Maleson Main
8/15/15	JANET SANDINO		The Marshall Gallery 7106 E. MAIN
8/15/15	Amery Bohling		Amery Bohling Fine Art 7100 E Main St Suit A Scott. Az 85251
8/15/15	PAUL EUBANKS		GALLERY RUSSIA 7103 E MAIN
8/15/15	Mark Hango		American Fine Art 3908 N. Scottsdale Rd

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8/21/15	Chantelle	Chantelle	7223 E. Main ST. Scottsdale
8/21/15	Sunset Treasures		7219 E Main St Scottsdale AZ. 8525,
8/21/15	DAvid Acosta	DAvid Acosta	7212 E Main
8.22.15	KATHY Gale	Kathy Gale	7238 E Main St
8/22/15	Heather Bauman	Heather Bauman	7240 E Main St A2 Scottsdale, 85012
8/22/15	Mimer Kassem		7240 E Main St B-2 - Scottsdale 85251
8/23/15	Lee Ann Giles	Lee Ann Giles	7237 E 1st Ave Scottsdale AZ 85251
8.22.15	Jan Okken	Jan Okken	7233 E. 1st Ave Scottsdale AZ 85251
8.22/15	Ronnie Lukasavage	Ronnie Lukasavage	7213 E. 1st Ave Scottsdale AZ 85251
8/23/15	Marcia Naser		

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ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
08/15/15	Johanna Tuncay		johannatuncay@yahoo.com Original Red Dirt Shirts 7233 E Main Street Scottsdale, 85251
8-15-15	Sue Amirah		Native Traditions 7233 E. Main St Scottsdale, AZ 85251
8.15.15	liz Gordon		southwest gallery 7233 E. main St.B Scottsdale Az 85251
8-15-15	Rasha Alkhlili		royalcrownjewelry@yahoo.com Belgium Diamonds & Jewelry Inc. 7237 E. Main St. Scotts. 85251
8-15-15	Hong Bischoff		hongBischoff@Yahoo.com Bischoff's Shades of the West 7253 E Main 85251
8-15-15	JEFF Digold		America Fine Art 3908 N Scottsdale Rd
8/15/15	Chris Mannetta		Bonner Dando Galleries 7040 E MAIN STREET, SCOTTSDALE AZ 85251
8-15-15	Zoraya Rojas		Calvin Charles Gallery 4201 North Marshall Way Scottsdale, AZ 85251
8.15.15	Teresa Lewis		Touchstone Gallery 4168 N. Marshall Way Scottsdale AZ 85251
8.15.15	Andrea Peterson		Wilde Meyer Gallery 4190 N. 81st St. Scottsdale AZ 85251

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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8/15/15	Clayton Birtcher		Art One Gallery, 4130 N. Marshall Way
8/15/15	Kyle Daniels		Art one Gallery, 4130 N. Marshall Way
8/15/15	Patrick Flowers		701 W El Prado Rd, Chandler, AZ 85225
8/17/15	Stacy Esser	Stacy Esser	ESSES OBJECTS OF ALL
			7169 MAIN Street
8/17/15	VICTORIA BOYCE		FRENCH DESIGNER JEWELER 7148 E. MAIN ST, SCOTTSDALE, AZ 85251
8/18/15	Gregory P. HAYS		ARIZONA WEST 7149 E. MAIN ST SCOTTSDALE, AZ 85251-4315
8/18/15	Stephen Shore		SHORE Gallery 7141 E. Main St. Scottsdale, AZ 85251
			American Fine Arts, Inc
8/18/15		Phil Koss	3908 N Scottsdale Az

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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8/18	Jessie Herndon		7034 E. Main Street, Scottsdale, AZ Andre Kohn Fine Art
8/18	Jean Lombardo		7034 E. Main street, Scottsdale AZ Andre Kohn Fine Art
8/18	SYD MICHAELS		CAFE FORTE 7032 E. MAIN ST. SCOTTSDALE, AZ 85251
8/18	Maurice Essers		Property owner 7169 87165 E. Main St Scottsdale AZ 85251
8/19	Mary McCarthy		J Klein Gallery - 7136 E. Main St. Scottsdale 85251
8/20	JONATHAN HENDERSON		WILDE MEYER GALLERY - 4142 N. MARSHALL WAY, 85251
8/20	Jason Horejs		Xanadu Gallery - 7039 E. Main St #101, 85251
8/20/15	HOMA PEJMAN		Pejman Gallery - 7165 E. Main st. Scottsdale, AZ 85251
8/24/15	Sonnie Kittley		COGS 7904 E Chaparral Rd Scottsdale AZ 85251

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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8/15	TOM GILLER	Thomas W. Giller	MARSHALL SQUARE 7077 E. MAIN ST SCOTTS, AZ 85251 P.O. BOX 8271 SCOTTS, AZ 85257
8/15	LYNDY CARSTENS	Lyndy Carstens	CARSTENS FINE ART GALLERY 7077 E MAIN STR #5 SCOTTSDALE, AZ 85251
8/18	Sherry B Strand OPEN RANGE GALLERY	Sherry B Strand	7077 E MAIN ST #9 SCOTTSDALE, AZ 85251
8/18	INGRID DONALDSON		7077 E. main St #13 Scottsdale, AZ 85251 BLINK GALLERY
8/18	Melanie Craven	Melanie Craven	H. H GALLERY - 7077 E. MAIN ST #14 Scottsdale AZ 85251
8/18	Antonio Mora Jr	Antonio Mora	CASA de Artistas OF SCOTTSDALE 7058 E. MAIN ST Scottsdale, AZ 85251
8/20	BILL WELCH		COWBOY LEGACY GALLERY 7077 E MAIN ST #10 SCOTTSDALE, AZ 85251
8/20	Deborah Neal		Territorial Indian Arts Scottsdale AZ 85251
8/20	Alston Neal		" " " "

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/18	Maggie Carvalho		Modify - 4164 N. Marshall Way 85251
8/18	Elizabeth Simi		Sunshine Superfood Cafe 4164 N. MARSHALL WAY
8/18	Lorina Quigley		ALORA organic Studio 4164 N. Marshall Way
8/18	Melanie Fertelmes		Skin Awakened LLC 4164 N. Marshall Way
8/19	Lisa Xiong		Dermalogica 4223 N. marshall way
8/20	Carolyn Ellis		Arcadia Jewels 7014 East First Avenue, Scottsdale, Az
8/20	Natalie Lang Natalie Lang		6711 E. Camelback Rd. - Scottsdale Az.
8.20	Chelsea Hammond		5995 N. 78th St Scottsdale AZ 85250
8/20	Pam Potralski		~~2310~~ 7014 E. 1ST. AVE SCOTTSDALE. AZ
8/20	JANIS HOWARD		7014 E. 1st AVE Scottsdale.

ARTS DISTRICT PETITION TO CITY COUNCIL

August 2015

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8/18/15	STEPHEN C HOCHHAUS		PORTFOLIO PICTURE FRAMING, INC. 4340 N 75th ST. SCOTTSDALE, AZ 85251
8/18/15	Barrett Hochhaus		4340 N. 75th st. Scottsdale AZ 85251 Portfolio Picture Framing
8/18/15	Christa Hollander		Cornelis Hollander Designs, Inc 4151 N. Marshall Way, Scottsdale AZ 85251
8/18/15	Walter Hollander		Cornelis Hollander Designs, inc. 4151 N. Marshall Way, Scottsdale AZ 85251
8/18/15	Marian Levy		Pac Crating & Packing 3020-B N Scottsdale Rd Scottsdale AZ 85251
8/18/15	Connie Garcia		Americas Taco Shop 7001 E. First Ave 85251
8/18/15	Connor Holtkamp		GRIMALDI'S PIZZERIA 4000 NORTH SCOTTSDALE ROAD 85251
8/18/15	HANLEY FARISH		Paper Place 4130 N Marshall way 85251
8-18-15	Sheryl Mendenhall		Michael V salon 7120 E Indian School, Scottsdale 85250
8/19/15	MIKE KORZOR		7964 e. Chaparral Rd. Scottsdale AZ 85250

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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8/19	Marina Wright		SABA'S 3965 N. Brown Ave 85251
8/19	Kelly Haj		Old Town Trading Co. 4009 N Brown Ave
8/19	Haani Abdin		Silver Star Jewelry
8/19	John Isaac		Zaman's Collections 3954 N. Brown Ave.
8/19	Leslie		Terra Rosa 3955 N. "
8-19	Dan Nachshineh		WILD WEST 3944 N Brown Ave.
8-21	Teri Todd		Nordegas Livery old Town
8/21	Rosann Song		Mexican Imports 3933 N. Brown ave 85251
8/21	Ramsey Sarsar		Scottsdale Jewelr 3945 N Brown Ave Scottsdale Az 85251
8/21	Hipolito Nofsi		Gold House 3941 N Brown Avenue

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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8/20	Ronald Biffel	Ron Biffel	5050 N. 10th St Apt E Phoenix, AZ 85014
			Isachar Window Cleaning
8/20	John L Gleason	John L Gleason	Quantum art Inc. 7077 E Main St #11 Scottsdale AZ 85251
8/20	Jacque L. Keller	Jacque L. Keller	" " "
8/20	SUZANNE LARSON	Suzanne Larson	" " "
8/20	Douglas Carstens	Douglas S. Carstens	Carstens Fine Art 7077 Main Street #5 Scottsdale, AZ 85251
8/20	Michael Pabst	[illegible]	Michael Pabst Fine Art 7077 E. Main St. #6 Scottsdale AZ 85251

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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8/20/15	M.J Hala		7136 E 5th Ave, 85251, Jude Jewels. Scottsdale.
8.21/15	Badri KHAYAM		7132 E 5th Ave 85251 House of gifts
8-21-15	Marlene B.		7111 E. 5th Ave 85251 (Sunset treasures)
8/21/15	Raed Abdeen		7084 E. 5th Ave Sunrise jewelry
8-21-15	Monica Kitchen		Rebels & Lovers 7126 E 5th Ave Steb. Scottsdale, 85251
8/21/15	Stephanie Wood		7121 E. 5th Ave Suite #3 Scottsdale 85251 Sedona Naturals
8/21/15	Corliss Watts		7121 E 5th Ave #24 Scotts 85251 Heaven 5th
8/21/15	Patty Gomez		Kactus Jack 7121 5th Ave Scottsdale 85251
8/22	Marilyn Schwarz		7116 E 5th Scottsdale AZ 85251

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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8/21/15	Lee D. Illow		3831 N. Scottsdale, AZ 85251 Pink Pony
8-21-15	Fuad Alkhalil		7237 E Main St
~~8/21/15~~	~~Fuad Alkhalil~~		~~7236 E Main St~~
8/22/15	Jason Mills		7217 E. 1st St. Bootleggers MAS
8/22/15	Tiana Levendosky		7215 E 1st St. Shake & Bake
8/22/15	Beth Dole		7246 E 1st St Kansen grill 85251
8/22/15	Brighton C Brek		3902 N Brown Ave 85251
~~8/22/15~~	~~Honey Bischoff~~		~~7247 Main St Scottsdale 85251~~
8/22/15	Kim O'Connor		4401 N. 68th St #118 Scotsdale AZ 85257
~~8/22/15~~	~~Johanna Tuncay~~		~~7233 E Main Street Ste C Scottsdale AZ 85251~~

Duplicate

Duplicate

Duplicate

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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8-15-15	Jennifer Rivera	Jennifer Rivera	French Designer Jewelry 7148 E Main St 85251
8-15-15	Mark Pabst	Mark Pabst	The Signature Gallery 7177 E. Main St. AZ 85251
8/15/15	Bob Pejman	[illegible]	Pejman Gallery. 7165 E. Main St. Scottsdale AZ 85251
8/15/15	Matt Botson	[illegible]	Andus Wine Co 7173 E Main St, Scottsdale, AZ 85251
8/15/15	Anna El Abid	[illegible]	Crazy Horse 7211 E. Main St Scottsdale AZ 85251
8/15/15	Sunset Treasures	[illegible]	Sunset Treasures 7219 E Main St. AZ. 85251
8-15-15	Mustafa ElAbid	[illegible]	Four winds 7213 E. Main
8-15-15	Mustafa ElAbid	Crazy Horse	Crazy Horse Gallery 7232 E. Main
8-15-15	Chantelle Collection	G. McD.	Chantelle Collection 7223 E. MAIN ST. 85251
8-15-15	Mary Jo McNabb	Mary Jo McNabb	Cactus Rock 7229 E. Main St.

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
19 AUG 2015	THAMARIT SUCHART		CHENTSUCHART STUDIO, 7070 E THIRD AVE SCOTTSDALE, AZ 85251
20 AUG 15	BENTLEY CALVERLEY		BENTLEY DILLARD FAMILY TRUST 4600 N SCOTTSDALE AZ 85251
20 Aug 15	Wendy Scott		Jewelry by Gautnier 4211 N. Marshall Way Scottsdale AZ 85251
20 Aug	[illegible]		2100 MING C 4051 SCOTTSDALE
20 Aug 15	Aishia Velasco		Chandler AZ 85224
20 Aug 15	Ashley Lucum		2100 N Scottsdale Rd Apt A513 Tempe 85281
20 Aug 15	Caitlin Robbins		1001 E Playa Del Norte Drive Apt. 2248 85281
08/20/15	Louis Baren		1405 E. Campus Dr. Tempe, AZ 85282
20 Aug 15	Felicia Mayer		210 E. Coronado Ann Way Phx AZ 85022
20/Aug/15	Stone Zuber		2402 E. 5th St. Tempe, AZ 85281

ARTS DISTRICT PETITION TO CITY COUNCIL

August 2013

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/29	Linell Gracey	[illegible]	Legacy Gallery - 7176 E Main St - Scottsdale AZ 85251

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/22	LESLIE SANDBULTE	Leslie Sandbulte	Leslie Sandbulte, Art 7077 E. Main Scottsdale Az 85251
8/22	Amanda N. Collins	[illegible]	Amanda Collins, Tilt Gallery 7077 E. Main St., #14 Scottsdale, AZ 85251

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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8-18-15	Desiree Ortega		Gilbert Ortega (Sr) 5th Ave Trading Co 7155 E 5th Ave, Scottsdale Az 85251
8-18-15	David ortega		Same 7155 E. 5th Ave scottsdale, Az
8-18-15	Kristi Fierro		7155 E. 5th Ave Scottsdale, Az 85251
8-18-15	Valinda Sarracino		7155 E. 5th ave Scottsdale, AZ 85251
8-18-15	JAN TRARES		7155 E 5th AVE Scott. AZ 85251

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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6. We request City Council to sign off on every Special Event permit prior to issuance to ensure adherence to ordinance.

Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/22/15	Scott Eubanks	Scott Eubanks	Gallery Russia, 7103 E. Main, Scottsdale
8/22/15	Samantha Matkovich	[illegible]	Annex, 7100 E. Main St. Scottsdale

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

We the undersigned petition the Scottsdale City Council to direct staff to include the following six items in the discussion of the Special Events Ordinance update that is scheduled in the Council August 31st Agenda , and to include these items in the re-write of the Ordinance:

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/18/15	Courtney Hood		Modern American 4161 N. Marshall Way Scottsdale AZ 85251
8/18/15	Audra Simpson		Art of Merlot 7036 E. Main St. Scottsdale Az 85251

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ARTS DISTRICT PETITION TO CITY COUNCIL

August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8-20-15	RON BAILEY	[illegible]	MAY GALLERY 7190 E. SCOTTSDALE MALL SCOTTSDALE, AZ 85251
8-20-15	Joseph Pittel	J Pittel	May Gallery 7190 E. Scottsdale Mall Scottsdale AZ 85251

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8-15-15	Bob SAND	Bob Sand	RC GORMAN NAVAJO GALLERY 7116 E MAIN st. Scottsdale AZ 85251
8/15	OSVIN LAVIKKA	[illegible]	4151 N. MARSHALL WAY - METHOD ARTS

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8.18.15	MARK D TARRANT	Mark D Tarrant	7038 MAIN ST. SCOTTSDALE, AZ 85251 / Altamira Fine Art
8.18.15	Audrey Parish	[illegible]	7038 E Main St. Scottsdale, AZ 85251, Altamira Fine Art
8/18/15	Andrew J Zakrzewski	[illegible]	7019 E. Main St, Sct, AZ 85251 Gallery Andrew

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ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/18/15	Judith Wagman	Judith Wagman	9730 E. Adobe Dr., Scottsdale 85255
8/18/15	Shelley Wagman	Shelley Wagman	9730 E. Adobe Dr., Scottsdale, 85255

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/19/15	DONNA DEHN	Donna Dehn	11209 E Cavedale Dr Scottsdale AZ 85262
8/19/15	WILLIAM DEHN	W Dehn	11209 E Cavedale Dr Scottsdale AZ 85262
8/20/15	Ryan Hale	[illegible]	wilde meyer Gallery 4142 N. Marshall Way Scottsdale AZ 85251

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/18/15	MARYVONNE LEISHE	Maryvonne Leishe	TRAILSIDE GALLERIES
			7330 SCOTTSDALE MALL
			Scottsdale, AZ 85251

ARTS DISTRICT PETITION TO CITY COUNCIL

August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/21/15	Audrey Austin	Audrey Austin	Property owner: 7103, 7107, 7117 E. Main St, Scottsdale, AZ
Aug 22 '15	Jill Austin Deming	[illegible]	PROPERTY OWNER: 7103, 7107, 7117 E. MAIN ST., SCOTTSDALE, AZ

ARTS DISTRICT PETITION TO CITY COUNCIL

August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/22 2015	Gail Mills	[illegible]	Property owner: 7103, 7107, 7117 E. Main St, Scottsdale, AZ

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ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/14/15	WM. A. OROVAN	[signature]	310 E. MEDLOCK DR., PHX 85012
			PROPERTY OWNER 7130-36 7250 Main St., Scotts.

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/18/15	Andrea V. Zak	[illegible]	Gallery Andrea · 7019 E. Main St Scot, AZ 85251

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
08-15-15	Jim Klein	[illegible]	JKlein Gallery 7136 E. Main St. Scottsdale, AZ 85251

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/20/2015	Richard Garcia		Garcia Family Investments 9422 N. 115th Place, Scottsdale, AZ 85259

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8-18-15	JANET HECKER	Janet Hecker	Hasbrook Interiors 7077 E. Main St.
8/19/15	Kathy DeGroff	Kathy DeGroff	Hasbrook Interiors 7077 E. Main St.
8/19/15	PAM BLISS	Pam Bliss	Hasbrook Interiors 7077 E. Main St.

ARTS DISTRICT PETITION TO CITY COUNCIL

August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/22/15	Charles H. Pabst	[signature]	Charles Pabst Gallery, LLC 7171 E. Main St. Scottsdale, AZ 85251

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/20/15	Penelope Cooper	Penelope Cooper	2240 S Elks Ln #14 Yuma 85364
8/20/15	Earl Cooper	Earl Cooper	2240 S. Elks Ln # 14 Yuma, 85364

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/22/15	GARY Horowitz		3915 N. Scottsdale RD 85251
8/22/15	Lori Bernstein		7240 E Main St C-100 85257

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8/23/15	Brian Cook	Brian Cook	17523 N. 97th St, Scottsdale, AZ 85255
8/25/15	Randi Cook	Randi Cook	17523 N. 97th St. Scottsdale, AZ 85255

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8-21-15	Holly Bohling	Holly Bohling	Amery Bohling Fine Art 7100 E Main St #1 Scottsdale, AZ

Pejman Gallery | Scottsdale

From: Stone Jonieta [astonejj@gmail.com]
Sent: Tuesday, August 18, 2015 1:45 PM
To: pejmangallery@gmail.com
Subject: In support of SAG

I am in total support of the petition prepared by the Scottsdale Gallery Association. I was shocked when I read COGS newsletter dated 8/10/15 and learned how many galleries have closed and how the Scottsdale City Council's actions have continue hurt the Arts District.

The Arts District needs to be strengthened, not weakened, by the City Council. The two large art tents that show up each winter/spring need to be eliminated. Thursday Art Walks need to be highlighted.

My email is asking the Council to reconsider events that take away from the Arts District and instead, bring the Gallery Association together with the Canal merchants to coordinate new events for the area.

Sincerely,

Jonieta Stone
28897 N. 94th Place
Scottsdale 85262

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Pejman Gallery | Scottsdale

From: Gail Kern [gailekern@gmail.com]
Sent: Tuesday, August 18, 2015 5:21 AM
To: pejmangallery@gmail.com
Subject: Support for Scottsdale Galleries

I do not have a copy of the petition which supports the Scottsdale Galleries, but I am very much in favor of any help the Council can give them. Galleries all over the country are having problems with survival, so any support municipalities can give is worthwhile.

You have my permission to add my name to your petition.

Gail Kern
11034 E. Rolling Rock Drive
Scottsdale, AZ 85262

From: art@thbrennenfineart.com [mailto:art@thbrennenfineart.com]
Sent: Thursday, August 20, 2015 12:25 PM
To: Pejman Gallery | Scottsdale
Subject: Re: ARTS DISTRICT PETITION TO CITY COUNCIL - August 2015

Trey Brennen , owner of T.H. Brennen Fine Art located at 7150 E. Main St, 85251 agrees and supports the "petition," the "Arts District Petition, which includes all 6 requests."

Thanks you
Trey Brennen
TH Brennen Fine Art
Brennenfineart.com

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Via IPhone

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

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Date	Printed Name	Signature	Contact Postal Address (Business name, Street Address)
8-22	JAY PAUL FALBO		8345 E. SAN SIMON. Scottsdale, Az EAGLE COMMERCIAL Realty Co

ARTS DISTRICT PETITION TO CITY COUNCIL August 2015

We the undersigned request that the Scottsdale City Council do a major Reform to the new Special Events Ordinance as follows:

1. Reserve Thursday nights for the traditional ArtWalk.
2. Designate the Scottsdale ArtWalk as a city Signature Event.
3. In the Special Events Ordinance update, define "special events" as a "unique, short-term activity and/or festival (i.e. Culinary Festival, Arabian Horse Show, etc.) This definition would not include temporary, pop-up retail businesses as special events.
4. City to approve a maximum of 30 days of art related events per calendar year. This 30 day block can be split between any number of events and as long as any single art related event does not exceed 7 days per calendar year.
5. Special Events should not compete with or have an adverse monetary and foot traffic effect on the local businesses.

Date	Printed Name	Signature	Contact Postal Address
8/25/15	Linda J Whitehead	Linda J Whitehead	9681 E. Chuckwagon Ln Scottsdale, Az 85262
8/25/15	Paulette Morganstern	Paulette Morganstern	28482 N. 77th St. Scottsdale Arizona 85266
8/25/15	Joanne Copper Phillips	Joanne Copper Phillips	7451 E. Via Dona Rd Scottsdale AZ 85266
8/25/15	Howard Myers	Howard Myers	6631 E. Horned Owl Tr. Scottsdale, AZ 85266
8/25/15	PATTY Badenoch	Patricia J Badenoch	5027 N. 71 Place SCOTTSDALE, AZ 85253
8/25/15	MARGERY A. MANN	Margery A. Mann	8438 E. Highland Scottsdale, AZ, 85251
8/25/15	BILL CRAWFORD	[illegible]	4601 N 73rd St #11, 85257
8/25/15	DEBBIE CRAWFORD	Debbie Crawford	4601 N. 73rd STREET #11, SCOTTSDALE 85251

WORK STUDY ITEM 1

Jagger, Carolyn

From: Ace Bailey <ultimatearttours@live.com>
Sent: Monday, August 31, 2015 11:02 AM
To: Jagger, Carolyn
Subject: RE: Special Events Work Study Session

Importance: High

Thank you Carolyn.
RE: 8.31.15 Work Study Session Regulation of Special Events
I have read through the 91 page City Council Report *Sustain Scottsdale as a tourist destination* This is a large issue and I do believe that the current ordinance needs to be updated to address the changes in our city. However I would like to focus on the petition that is going to be submitted by some of the downtown businesses (primarily the arts district) which makes the following demands:
1. Reserve Thursday nights exclusively for the traditional ArtWalk event as the only art related event for Thursday nights.
This group is looking to have vendor driven art events at the Water Front prohibited. When the city first proposed to the galleries a number of years ago, they wanted to put it in what was a dirt lot where the Museum of the West is now. The overwhelming response from the galleries was that the people who would attend those types of events were not the kind of people who would visit galleries and they didn't want it in their neighborhood. Now they are saying that the Artisan Market is drawing those same people away from the galleries? What changed?
This and other events like it are bringing people into downtown which is a very good thing
This group is also saying that promotion of ArtBridge by confused hotel concierges as the Art District's ArtWalk
I happen to also be a concierge in downtown Scottsdale and send people specifically to Main & Marshall on Thursday evenings for ArtWalk and as a member of the Valley of the Sun Concierge Network can attest to the fact that concierges do know the difference. People are finding the "market" on their own as they explore downtown, through word of mouth and through advertising. They are also finding affordable art that they can take home.
2. Designate the Scottsdale ArtWalk as a "grandfathered" city Signature Event.
To this I would just ask "why?" I served on the Scottsdale Gallery Association board for close to 5 years (I resigned a few weeks ago) In my opinion ArtWalk needs a complete remake. To create something very special once a month to draw people to the area would be a much better use of energy, time and money.
3. In the Special Events Ordinance rewrite, define "special events" as "unique, short-term activities and/or festivals. This definition would
not include temporary, pop-up retail businesses as special events.
I'm not even sure what this means
4. City to approve a maximum of 30 days of art related events per calendar year. This 30 day block can be split between any number of
events as long as any single art related event does not exceed 7 consecutive days per calendar year.
If I interpret this correctly ArtWalk would need to be cut back from its current 51 days a year.
5. Special Events shall not compete with or have an adverse monetary (sales) and foot traffic effect on the local businesses.
This is just bad for Scottsdale and business all around. Events, not just art events, draw thousands of people to Scottsdale. How can that be a bad thing? Competition is one of the cornerstones of creative successful businesses (ever noticed, in just about any city, how many different car dealerships will line up along one stretch of road? There is a reason for that)
6. We request City Council to sign off on every Special Event permit prior to issuance to ensure adherence to ordinance.
Is this necessary?

I can understand the business owners frustrations but there has been a lot of anger and just plain nastiness that has come out of the arts district lately which is extremely unfortunately. To my knowledge, vitriol and irresponsible

"reporting" has never accomplished anything positive. This is a great opportunity for these businesses to come together to make Scottsdale better.
What needs to be acknowledged is that downtown is changing. More people are moving into downtown that ever and they expect to find certain amenities in an urban core such as a local grocer, coffee shops, specialty food shops, bakeries, butcher...craft beer establishments, wine tasting rooms, to name a few. Also the arts world had changed and the way people buy art has changed. Galleries need to come up with a solution to address this new reality. Blaming a successful business model for one's own problems and failures isn't going to solve anything. Why not try collaboration? I hear it can be extremely successful. Look how successful the Food Truck Caravan has been, on a SATURDAY night one of the busiest dining out nights of the week, and how restaurants have supported it. It has brought hundreds of people into downtown and exposed them to all the other fabulous restaurants we have. I guess we could say that is "food for thought".
I have expressed these thoughts to the SGA as well.

Ms. Ace Bailey, President
Ultimate Art & Cultural Tours LLC
ultimatearttours@live.com www.ultimatearttours.com
T: 480-634-6850 C: 602-826-3155

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From: Jagger, Carolyn [mailto:cjagger@scottsdaleaz.gov]
Sent: Monday, August 31, 2015 9:58 AM
To: 'ultimatearttours@live.com'
Cc: Smetana, Rachel; Sumners, Cheryl; Stockwell, Brent
Subject: RE: Special Events Work Study Session
Importance: High

Hi Ace,

We are having a system problem that is causing this error. We have reported it to our IT Department and they are working to get it fixed. Please feel free to email your comment to me and I will make sure that the Council receives it in advance of tonight's meeting. I will also provide them with hard copies on the dais prior to the meeting.

Best regards,

Carolyn Jagger, City Clerk

From: Ace Bailey [mailto:ultimatearttours@live.com]
Sent: Monday, August 31, 2015 9:26 AM
To: Geiogamah, Steve; Sumners, Cheryl
Subject: Special Events Work Study Session
Importance: High

Good morning,
I was hoping to attend the meeting this evening but am working and will be unable to. I went on line and tried to fill out a comment card ("click here to submit a comment on an item") and received a HTTP Error 503 The service is unavailable. Is there another way to submit a written comment on line?
Thanks
ace

Jagger, Carolyn

From: Ace Bailey <ultimatearttours@live.com>
Sent: Monday, August 31, 2015 11:16 AM
To: Jagger, Carolyn
Subject: RE: Special Events Work Study Session

Importance: High

Hi Carolyn, Please see my revised comments below to the City Council:

RE: 8.31.15 Work Study Session Regulation of Special Events

Mayor Lane and Council Members,
My name is Ace Bailey residing at 6914 E. Main Street. I am commenting on this issue before the council as a resident and business owner in Scottsdale.

I have read through the 91 page City Council Report *Sustain Scottsdale as a tourist destination* This is a large issue and I do believe that the current ordinance needs to be updated to address the changes in our city. However I would like to focus on the petition that is going to be submitted by some of the downtown businesses (primarily the arts district) which makes the following demands:
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