



Parks & Recreation Department  
 102 Roadrunner Drive  
 Sedona, AZ 86336  
 Phone: (928) 282-7098  
[www.sedonaaz.gov/parks](http://www.sedonaaz.gov/parks)

## Special Event Services Selection Criteria

Parties interested in offering professional services and/or sales at City hosted events as a vendor (food or non-food), exhibitor, or talent/specialty service must apply annually to be considered and included on the Parks and Recreation Department Service Provider List. An event can change, expand, reduce, or not utilize event services without notice. The City of Sedona Parks & Recreation Department reserves the right, per event, to have non-competing service providers. This policy will guide the selection process.

### APPLICATION CYCLE AND PROCESS:

Applications will be accepted throughout the year with the cycle starting the first City business day (Monday - Thursday) in December through the last City business day in November (Monday – Thursday). Service providers need to apply only once per year to be considered for all City events in the current year/cycle. We encourage applications be submitted as soon as possible, as applications submitted prior to the review date(s) listed below will only be considered. Current service providers will be notified to reapply when the new cycle opens for the next year. Service providers should apply as soon as possible to be considered for the most events and to keep their candidacy up-to-date and valid. Should your information change, you are required to submit a new application in order to remain on the Service Provider List. Updates or changes will not be accepted by email nor phone call.

The cycle period for accepting and reviewing applications, which is subject to updates a needed, is as follows:

APPLICATION OPEN FROM DECEMBER – NOVEMBER EACH YEAR		
EVENTS:	SUBMIT BY FOR REVIEW:	NOTIFICATIONS ISSUED BY:
<a href="#">St. Patrick’s Parade</a>	Monday, January 30, 2023	Monday, February 13, 2023
<a href="#">Celebration of Spring</a>	Monday, February 20, 2023	Monday, March 6, 2023
<a href="#">Red Dirt Concerts (May)</a>	<a href="#">separate application process</a>	<a href="#">See Red Dirt Concert Series webpage</a>
<a href="#">Sedona Summer Cinema Series</a>	Monday, April 24, 2023	Monday, May 8, 2023
<a href="#">4th of July Wet Fest</a>	Thursday, May 18, 2023	Thursday, June 1, 2023
<a href="#">WagFest &amp; Fair</a>	Monday, July 31, 2023	Monday, August 14, 2023
<a href="#">Red Dirt Concerts (September)</a>	<a href="#">separate application process</a>	<a href="#">See Red Dirt Concert Series webpage</a>
<a href="#">Uptown Trick or Treat</a>	Thursday, September 14, 2023	Thursday, September 28, 2023
<a href="#">Food Truck Festival</a>	Monday, September 18, 2023	Monday, October 2, 2023
<a href="#">Breakfast with Santa</a>	Monday, October 16, 2023	Monday, October 30, 2023
<a href="#">Winter Play Day</a>	Monday, November 27, 2023	Monday, December 11, 2023

## All Service Providers

All service providers will be vetted against the same criteria. The City of Sedona Parks & Recreation Department reserves the right to select service providers that it determines will best contribute to the event and all decisions are final.

Review and consideration for participation will include, but is not limited to, the following:

<b>ALL SERVICE PROVIDERS</b>
<ul style="list-style-type: none"><li>• Professionalism</li><li>• Type of event/criteria</li><li>• References/Reviews</li><li>• Completeness of application submission/materials</li><li>• Response times to questions and follow-up</li><li>• Event availability</li><li>• Expected Audience (age of attendees, nature of event, expected attendance, other key event demographics)</li><li>• Duration of event &amp; times</li><li>• Rates are comparable/competitive with Market Rates</li><li>• Meets event requirements, parameters, and goals</li><li>• Meets City requirements (as detailed in an acceptance email, explained below)</li></ul>
<b>ALL EXHIBITORS/VENDORS (Food &amp; Non-Food)</b>
<ul style="list-style-type: none"><li>• Accessibility/price of offerings to event participants</li><li>• Meets County Health Code requirements (food vendors)</li><li>• Electrical and water provisions (self-contained vs. non self-contained)</li></ul>
<b>ALL TALENT</b>
<ul style="list-style-type: none"><li>• Experience</li><li>• Quality of samples provided for review</li><li>• Established presence/Following</li><li>• Compatibility (genre/style/act) with event demographic and other performers</li><li>• Appropriateness of act/performance</li></ul>

## Returning Service Providers

Returning service providers will improve their chance of being selected for participation in future events if all the above criteria was met and service provider demonstrated the following in all previous engagements:

### ALL RETURNING SERVICE PROVIDERS

- Submitted all required application materials
- Provided accurate information within the application
- Maintained availability for requested events
- Followed instructions provided both prior to and at the event
- Timely responses to inquiries and requests
- Shared event information and/or participation on social media platforms
- Complied with all rules and regulations for the event
- Arrived on-time or early
- Provided quality product(s)
- Professionally interacted with staff and event participants
- Prepared and provided services throughout the event or contract period
- Complied with pre and post event timelines and expectations
- Met all deadlines
- Responded to post-event communications or surveys

### RETURNING EXHIBITORS/VENDORS (Food & Non-Food)

- Set up was completed and items ready for sale at the requested time
- Disposed of trash properly after the event
- Provided a high-level of customer service
- Provided a presentable set-up and space was clean throughout the event
- Provided a self-contained/sufficient operation: electricity, water/sewage containment
- Complied with post-event move-out times
- Resolved/troubleshooted operation issues independent of event staff or venue resources
- Provided reasonable turn-around times receiving orders and delivering products
- Secured Sedona Special Events License (when applicable)
- Secured Yavapai County Health Department Special Event Food License (when applicable)
- Paid event fees (when applicable)
- Event staff and customer feedback was positive overall

### RETURNING TALENT

- Provided performance needs in advance of event
- Provided stage plot and needs by deadline
- Prepared a show timeline (when applicable)
- Professionally interacted with the public and event staff
- Demeanor/behavior was professional before, during, and after act was completed

## Review & Notification

The City of Sedona Parks & Recreation Department will review and consider submitted applications on an as needed basis as outlined in the annual cycle chart above. Notifications will be emailed by the above listed date and will either deny or accept service providers for each event.

### QUALIFYING SERVICE PROVIDERS:

Service providers will be invited to participate for each City event in which they qualify.

Qualifying service providers are not accepted to participate until they confirm availability with our office and receive an acceptance email detailing the next steps required to confirm their participation.

### ACCEPTED SERVICE PROVIDERS:

Accepted service providers will be instructed to finalize their participation by completing the items below by the deadlines indicated in their acceptance email:

All Service Providers = A

Vendors (Non-food) = V/v\*

Food Vendors = F/f\*

Exhibitors = E/e\*

Talent/Specialty Services = T/t\*

Due For	Items Due
A	Submit requested additional materials and/or information to our office.
V, F, E	Pay Parks and Rec non-refundable commitment fee, collected through the City Clerk's office.
v, f, e	Secure Special Event License through the City Clerk's office.
F	Secure Special Event/Food License from Yavapai County Health Department.
v, F, e, t	Provide Certificate of Insurance with Endorsement listing the City of Sedona as additionally insured.
T	Executed contract returned to our office.

*\*Lower case letters indicate a variable requirement based on additional considerations.*

### CONFIRMED SERVICE PROVIDERS:

Once an accepted service provider completes all requirements, they will be confirmed.

- If the service provider fails to meet the outlined requirements by the deadlines detailed in their acceptance email, the service provider will not be confirmed and runs the risk of being withdrawn from the event and removed from the service provider list for any or all future events.
- After confirmation, should a service provider withdraw from the event, the City of Sedona Parks & Recreation Department will fill the vacant slot with another service provider. No refunds of any kind will be issued and the service provider's candidacy for future participation will be determined on a case-by-case basis and will consider, but not limited to, the following:
  1. Timely notice of withdrawal to the Parks and Recreation Department.
  2. Reason for withdrawal.
  3. Cooperative interaction and communication.

Should the department determine the service provider is not a suitable fit, the service provider will be removed from the current year's Parks and Recreation Service Provider List with or without notice. The service provider may apply the

following year but will still be vetted against the returning service provider criteria, which may negatively impact candidacy.

**NON-QUALIFYING SERVICE PROVIDERS:**

Service providers that apply and are not selected to participate in an event will be notified via email. A separate notification email will be sent for each event. Should the status of your application change due to a cancellation or opening, you will be notified as soon as possible via email. You will then be asked to complete the steps for a qualifying service provider listed above.

**ADDITIONAL INFORMATION:**

The City of Sedona Parks & Recreation Department reserves the right to select service providers that it determines will best contribute to the event. The City may pursue other service providers not on the service providers list to meet its needs should a suitable service provider not be listed. All decisions made are final.

**APPLICATION:**

Please access the [Special Events Services Application form here](#).