

CHECKLIST-TOUR BUSINESS APPLICATION-UPDATED 3/4/2025

This document is a list of information that may need to be included, depending on applicability, with an application for a Jerome Tour Business License. All information must be turned into the Town Clerk at least 2 weeks prior to an upcoming Council Meeting to be placed on the agenda for consideration.



1. A completed Town of Jerome Business License Application.



2. A copy of your current Arizona TPT license.



3. Fee paid to the Town of Jerome for Business License Application (see below).

Estimated gross annual revenue:

\$2,500 - \$10,000 (license fee: \$20) ☐

Over \$10,000 (license fee: \$50) ☐



4. The proposed routes of all tours, including a legible map of the Town clearly showing all routes, stopping points, pick-up and drop-off points, and the business's parking area.

Jerome Town Code, Section 8-5-5 'Routes' B. The proposed routes of all tour businesses shall be approved in advance by the Town Council. The submittal seeking approval shall include a legible map of the Town clearly showing all routes, stopping points, pick-up and drop-off points, and the business's parking area.



5. Acceptable evidence of liability insurance naming the Town of Jerome as an additional insured. The minimum limit of liability for each applicable coverage shall be \$1,000,000.00.

Jerome Town Code Section 8-5-6 'General Provisions' D. No tour business shall operate within the jurisdiction of the Town of Jerome unless it has first provided acceptable evidence of liability insurance, naming the Town of Jerome as an additional insured. The minimum limit of liability for each applicable coverage shall be \$1,000,000.00.

Type of Tours:

☐ Driving

☐ Walking

☒ Both

Anyone Operating a Tour Vehicle MUST have a Current Arizona Driver's License



6. A copy of the State of Arizona license of any driver who will be operating a tour vehicle.

Jerome Town Code, Section 8-5-6 'General Provisions' E. All drivers of tour vehicles shall maintain a current driver's license issued by the State of Arizona. A copy of each driver's license shall be filed by the tour business with the Town prior to that driver operating any tour business vehicle.

RECOMMENDED: Read Jerome Town Code Chapter 8, Section 5 'Tour Business Code,' to familiarize yourself with all ordinances regarding tour businesses. Available to the public at: <https://jerome.az.gov/jerome-town-code>

If you have any questions, please contact the Deputy Clerk at k.muenz@jerome.as.gov or 928-634-7943



TOWN OF JEROME

POST OFFICE BOX 335, JEROME, ARIZONA 86331
(928) 634-7943 www.jerome.az.gov

BUSINESS LICENSE APPLICATION

Business license # _____

Expiration _____

New ☒

Renewal ☐

Date 6/29/2026 Name of Business Ma & Pa Tours, Inc dba Great West Tours

AZ TPT # [REDACTED] (CURRENT TPT LICENSE, if applicable, MUST ALSO BE SUBMITTED.)

TPT license: ☒ CURRENT LICENSE ON FILE ☐ EXEMPT

If your business is subject to a certificate of health or sanitary examination, please include a copy of your current license from **Yavapai County Community Health Services**. Where any business activity is subject to a certificate of health or sanitary examination, before commencing operation, the applicant must produce a current license, certificate or permit from Yavapai County Community Health Services. Failure to do so is grounds for revocation or suspension of the license.

County Health License: ☐ CURRENT LICENSE ON FILE ☐ EXEMPT

For MOBILE FOOD VENDORS or TOUR BUSINESSES:

Certificate of Insurance: ☐ CURRENT COI ON FILE ☐ EXEMPT

Physical address of business (Not PO Box) 2155 W 89A suite 107, Sedona, AZ 86336

Mailing address [REDACTED]

Business Phone 928.282.6652 Cell 9 [REDACTED] Email paul@azttg.com

***To Schedule Your Inspection, contact the Fire Inspector- Phone: (928) 649-3034 Email: admin@jeromefd.org**

Type of business Tour Operator Home-based business? YES ☐ NO ☒

Estimated gross annual revenue ☒ \$2,500 - \$10,000 (license fee: \$20) ☐ Over \$10,000 (license fee: \$50)

Business Owner(s) Paul Smith and Marjorie Hunt

Signature [Signature] Date 6/29/2026

By my signature above, I certify, under penalty of law, that the information provided herein is true and correct to the best of my knowledge.

This Licensee acknowledges that to operate the above business in accordance with Section 8-3-1 of the Jerome Town Code, it is subject to Licensee's compliance with all laws, ordinances, regulations, and requirements regarding Licensee's activities, including, but not limited to, zoning regulations, building code requirements, and fire code requirements. Issuance of this license shall not be construed as evidence of Licensee's compliance with such regulations and requirements, and it is the responsibility of the Licensee to assure such compliance prior to commencing business operations.

FOR TOWN USE ONLY

COI Required? Y N Rcvd. _____

DATE APPLICATION SUBMITTED _____ ACCEPTED BY _____ ☐ Caselle ☐ EXSP ☐ HC to IT

☒ \$20 ☐ \$50 ☐ CASH ☐ CREDIT CARD ☐ CHECK # _____ PAYMENT DATE _____

UTILITIES ACCT/CLASSIFICATION _____ Status: ☐ Current ☐ 30 days past due ☐ 30 days+ past due

☐ APPROVED ☐ DENIED _____ Date _____ Called for Inspection Appointment: Y N
Building Inspector

☐ APPROVED ☐ DENIED _____ Date _____ APPT. DATE _____
Fire Inspector

☐ APPROVED ☐ DENIED _____ Date _____ IF DENIED, PLEASE STATE REASON & INITIAL:
Zoning Administrator

☐ APPROVED ☐ DENIED _____ Date _____
Town Manager

NEW EXPIRATION DATE _____ DATE ISSUED _____

ARIZONA DEPARTMENT OF REVENUE
ATTN: Customer Care and Outreach
PO BOX 29032
Phoenix, AZ 85038-9032



ARIZONA DEPARTMENT OF REVENUE
TRANSACTION PRIVILEGE TAX LICENSE
NOT TRANSFERABLE

The licensee listed below is licensed to conduct business upon the condition that taxes are paid to Arizona Department of Revenue as required under provisions of A.R.S. Title 42, Chapter 5, Article 1.

2026

ISSUED TO: MA & PA TOURS INC DBA REDSTONE
TOURS & GREAT VENTURE

ALL communications and
reports MUST REFER to
this LICENSE NO.

LICENSE: [REDACTED]
START DATE: 08/01/2008
ISSUED: 10/31/2025
EXPIRES: 12/31/2026

LOCATION: CODE 002
GREAT VENTURE TOURS
2530 W STATE ROUTE 89A STE C1
SEDONA, AZ 86336
2500071132384

BUSINESS CODE
006 - TRANSPORTING
012 - AMUSEMENT
012 - AMUSEMENT
012 - AMUSEMENT
012 - AMUSEMENT

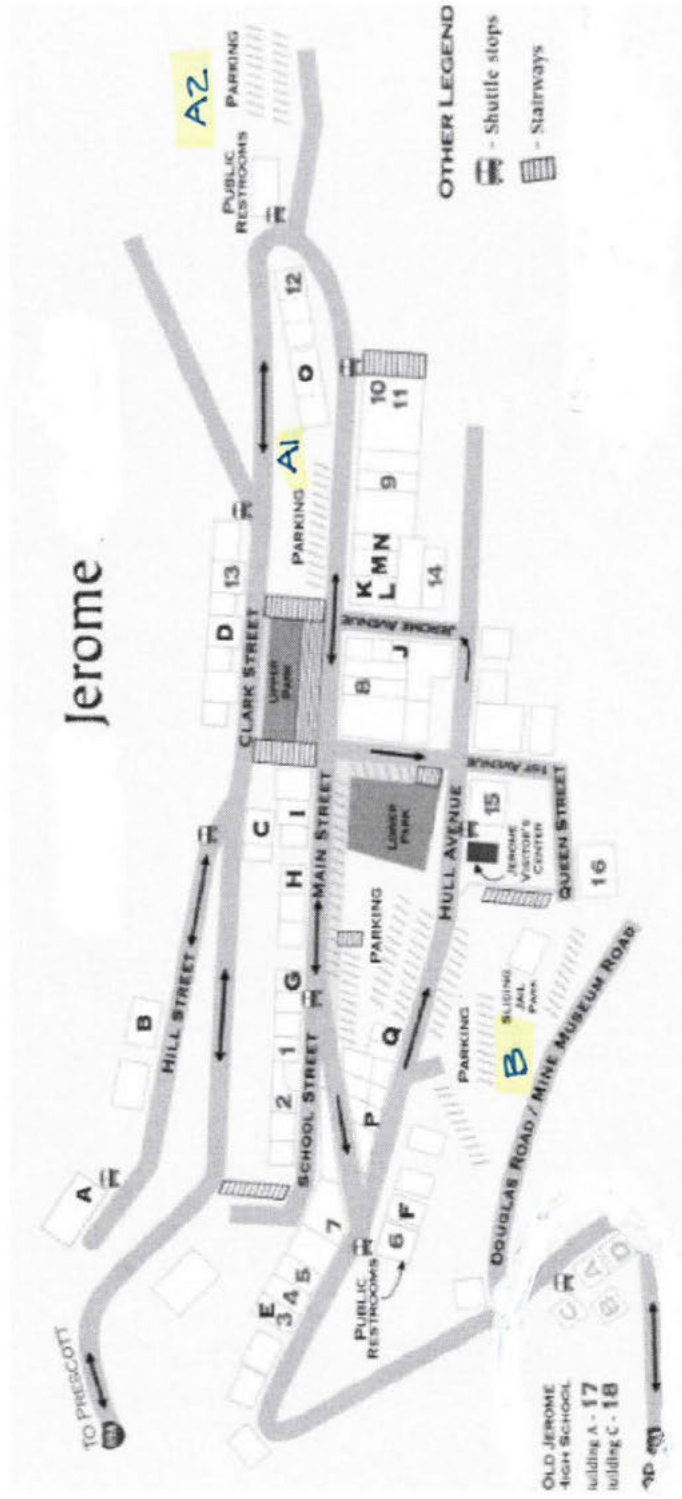
REGION
COC - COCONINO
COC - COCONINO
MAR - MARICOPA
YAV - YAVAPAI
SE - SEDONA

JURISDICTION
COUNTY
COUNTY
COUNTY
COUNTY
CITY

This License is issued to the business named above for the address shown. Licenses, by law, cannot be transferred from one person to another, nor can they be transferred from one location to another. Arizona law requires licensees to notify the Department of Revenue if there is a change in business name, trade name, location, mailing address, or ownership. In addition, when the business ceases to operate or the business location changes and a new license is issued, this license must be returned to the Arizona Department of Revenue. According to R15-5-2201, license must be displayed in a conspicuous place.

00099020350000P714827200099

AI, AL	Drop-off	locations
B	Pickup	location



4. Tour Operations Description – Our tours may include visits to Tuzigoot National Monument, Dead Horse Ranch State Park, Jerome State Historic Park, or the Copper Art Museum. While our itineraries are structured, they also provide flexibility to accommodate our guests' interests and preferences.

For our Jerome portion, guests are dropped off by the guide at the designated Area A1 or A2, depending on traffic conditions (see attached map). Guests then have approximately two to three hours of free time to explore Jerome, shop, and enjoy lunch on their own before meeting the guide at the predetermined time for the return trip to Sedona.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

6/23/2026

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
Crest Insurance Group, LLC
3060 W State Route 89A
Sedona AZ 86336

CONTACT NAME: Jim Twedt
PHONE (A/C, No, Ext): 928-325-0515 FAX (A/C, No): 928-389-9315
E-MAIL: jtwedt@crestins.com
ADDRESS:

License#: 967026
GREAWES-03

INSURED
Great West Tours LLC

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A: Cincinnati Specialty Underwriters Ins	13037
INSURER B: National Indemnity Company	20087
INSURER C:	
INSURER D:	
INSURER E:	
INSURER F:	

COVERAGES**CERTIFICATE NUMBER****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 ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☒ POLICY ☐ PROJECT ☐ LOC OTHER:	Y			4/15/2026	4/15/2027	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
B	☐ AUTOMOBILE LIABILITY ☐ ANY AUTO ☒ OWNED AUTOS ONLY ☒ SCHEDULED AUTOS ☐ HIRED AUTOS ONLY ☐ NON-OWNED AUTOS ONLY				5/1/2026	5/1/2027	COMBINED SINGLE LIMIT (Ea accident) \$ 1,500,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	☐ UMBRELLA LIAB ☐ OCCUR ☐ EXCESS LIAB ☐ 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	N/A				PER STATUTE ☐ OTH-ER ☐ 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)

Certificate holder is an additional insured only as respects liability arising from the operations of the first named insured as required by a written contract.

DBA: Ma&Pa Tours, Arizona Tour & Travel, Great Venture Tours, Redstone Tours, Angel's Gate Tours, Blue Feather Tours, Open Road Tours

CERTIFICATE HOLDER**CANCELLATION**

Town of Jerome
PO Box 335
Jerome AZ 86331

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

Cody Ritchie

© 1988-2015 ACORD CORPORATION. All rights reserved.

Jerome Tour Guide – IDs

Guide Names	Drivers License	Number	DOB
Jim Ralston	AZ		
Al Bubala	AZ		
Steven Benson	AZ		