

**City Commission Ad Hoc Committee
2014 Cherry Festival**



**1:15 PM
Tuesday, February 11, 2014
Second Floor Commission Chambers
400 Boardman Avenue
Traverse City, MI 49684
Posted and Published: Friday, February 7, 2014**

If you are planning to attend the meeting and you have a disability requiring any special assistance at the meeting, please notify the City Clerk, immediately.

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Benjamin C. Marentette, CMC, City Clerk
400 Boardman Avenue
Traverse City, MI 49684
(231) 922-4480
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Agenda

1. Consideration of selecting a secretary for the duration of the committee.
2. Develop key issues to be addressed by the committee.
3. Public Comment.
4. Adjournment.

Memorandum

The City of Traverse City



TO: City Commission Ad Hoc Committee Regarding 2014 National Cherry Festival:
Commissioner Jeanine Easterday, Chairwoman
Commissioner Ross Richardson
Commissioner Tim Werner

COPY: Jered Ottenwess, City Manager
Trevor Tkach, National Cherry Festival Executive Director

FROM: Benjamin C. Marentette, City Clerk *[Signature]*

DATE: Friday, February 7, 2014

SUBJECT: INITIAL AD HOC COMMITTEE MEETING

Attached is the draft letter of agreement with the National Cherry Festival outlining their request for the 2014 event. Also attached is the site plan from 2013 – in speaking with Trevor, he anticipates little changing, though they have not finalized their proposed 2014 site plan yet.

This year, the official event runs from Saturday, July 5 through Saturday, July 12. For set up/take down purposes, the total period the Cherry Festival has requested for use of certain parks, including the Open Space, is June 29-July 15.

This year's request has not been reviewed in-depth by city staff. The city's Event Planning Group will be holding various meetings with the Cherry Festival staff to review logistics.

The following generally outlines proposed changes to this year's festival from last year's:

- Blue Angels Air Show
- Open up Midway and retail/food concessions beginning a day earlier – Friday, July 4
- Possible use of Clinch Park for recreational activities, such as stand up paddle boarding
- Use of the east half (“island portion”) of Marina Parking lot July 2 through July 6th for special seating for seniors and air show attendees with disabilities.
- Use of 10 spaces in the west half of (“island portion”) of Marina parking lot July 2 through July 6th for announcers and crew for the air show

Question: What are the key issues the committee would like to address? Possible issues, which have been raised include:

- Placement of vehicles/trailers at the Open Space
- Management of trash/waste associated -- during the Cherry Festival, city crews remove trash from containers in all parks and downtown on a daily basis (versus three times per week normally) – and trash is removed twice on air show days

- Noise regulation – in 2013, the city received 9 noise complaints regarding the National Cherry Festival – with the exception of applause, measurements determined that noise associated with the National Cherry Festival were within A-Scale limits of the ordinance. (C-Scale limits in the Parks Policy do not apply to the National Cherry Festival.)
- Costs
- Elimination of designated smoking areas
- Other/different issues?

K:\tcclerk\committees boards\ad hoc committees\cherry festival 2014\memo_20140211

December 12, 2013

Mayor Michael Estes
City Commissioners
City of Traverse City
400 Boardman Avenue
Traverse City, MI 49684

RE: 2014 National Cherry Festival – City of Traverse City Agreement

Dear Mayor Estes and City Commissioners:

On behalf of the Board of Governors of the National Cherry Festival, I want to formally request the use and participation of various City facilities and personnel for the 2014 National Cherry Festival (hereinafter called NCF), which will occur June 29 through July 15.

This letter describes the terms and conditions of the agreement between the City and the NCF for the provision of services and use of City facilities for the 2014 Festival. The terms are as follows:

Parks – June 29 - July 15, 2014

The City grants the NCF the use of the following City-owned properties on the following designated dates and times:

1. Open Space Park- June 29 - July 15, 2014

- a. Open Space Park on Grandview Parkway.
- b. Land formerly used for the City zoo.
- c. Former Light and Power site.
- d. Lot RB (adjacent on the west side to the former Light and Power site).
- e. Grass area between the old Marina entrance and Marina Drive; Marina Drive from the Parkway north to the old Marina entrance for NCF use Monday, June 29 through Tuesday, July 15.
- f. Parking along the west side of the upper portion of the Open Space Park shall be limited to storage and emergency vehicles.
- g. NCF agrees to work with the TART Trail Authority regarding usage and signage of the TART Trail during the times the NCF has control of City properties.

2. Volleyball Courts - July 5-6 and July 10, 2014

- a. Volleyball courts for Festival events and activities for scheduled days only. The NCF will provide porta-jons as necessary at West End Beach.

3. City Parks- June 29 - July 12, 2014

- a. The NCF request authority to sell food, non-alcoholic beverages and merchandise at the City Parks listed in this document from Friday July 4 through July 12, please note this is a day earlier than 2013. All approved NCF vendors to wear NCF vendor ID card at all times.
- b. NCF requests authority to sell beer, wine and other alcoholic beverages in the Open Space Park. Areas designated for sale and consumption of alcohol will be secured according to Michigan Liquor Control guidelines.
- c. NCF requests use of the following parks for the Car Show on Sunday, July 6 from 6:00 a.m. to 4:00 p.m.
 - i. Lay Park
 - ii. Hannah Park
- d. F&M Park for Children's Events June 30 through July 12 (9:00 a.m. to 9:00 p.m.)
- e. Use of Hannah Park (Sixth and Union Streets) for Heritage Picnic on July 8
- f. Use of Sunset Park on Friday, July 11, 2014 from 10:30 a.m. – 1:00 p.m. for Prince & Princess Awards Picnic
- g. Triangle Park (Vietnam Veterans Memorial) at corner of Front Street and Grandview Parkway for VIP parade viewing from July 10 through 12. Access will be by ticket only as controlled by the NCF. The area will be snow-fenced off, with signs at Wellington Street access and bike path, directing walkers to bayside of Parkway to prevent pedestrian crossing of Parkway at light for public safety reasons.
- h. Senior Center Beach for Sand Sculpture on July 6 at 6:00 p.m. July 11 at 9:00 a.m.

Parking and Streets- July 2 - July 7, 2014

1. At the City's request, and with its assistance and supervision, the NCF agrees to prohibit buses from entering the City Marina parking lot area for public safety reasons for the period covering June 30 through July 13. Shuttle bus service pick-up and drop-off will be off Garland Street.
 - a. Shuttle services to the MSU Horticultural Station from July 5 through July 12 may use a pick-up/drop-off location on Union Street or Garland Street as mutually agreed upon by the City and the NCF.
 - b. Shuttle services for people with disabilities may use a drop-off location within the Open Space and Marina area that will be coordinated to accommodate the following events:
 - i. Saturday, July 5 – Air Show
 - ii. Sunday, July 6 – Air Show
 - iii. Wednesday, July 9 – Special Kid's Day

2. Clinch Park Marina- June 30 - July 6, 2014

- a. Use of Marina Drive from Grandview Parkway to the West Marina Parking Lot June 30 – July 15
 - b. Use of the east half or “island portion” of the City Marina boat launch parking lot for National Cherry Festival Air Show, July 4 through July 6th, with access beginning on July 2nd at 6:00 p.m. Special seating for handicapped and seniors will be provided. Tent placement will be done so that no tent spikes are placed in the parking lot asphalt surface. *The west half of the boat launch parking lot (36 spaces) will be available for partial marina use, the NCF requests 10 spaces for air show parking for announcers and crew.* During the practice Air Show performance on Friday, July 4, the NCF will provide seating to people with disabilities as an alternative to attending the Air Show on the designated Festival Air Show days.
3. Use of Parking Lots B and T for NCF vending, parking and carnival from Wednesday, July 2nd beginning at 12:01 a.m. through Sunday, July 12 to be utilized as follows:
- a. Lot B - All but 30 spaces on East end for City use
 - b. Lot T - All spaces
 - c. The NCF agrees to submit claims to their insurer for any repairs needed as a result of damage from the use of Lots T and B.
4. Use of Parking Lot Z from Friday, July 4 beginning at 12:01 a.m. through Sunday July 13.
5. Use of following streets and lots on Sunday, July 6th, 6:00 a.m. to 11:00 p.m. for Arts and Crafts Fair and the Car Show: Union Street from Grandview Parkway to Front Street, Front Street to State Street, and State Street to Ninth Street. Lake Street between Cass and Union Streets (with an emergency lane kept open at all times). Lot J for Car Show.
6. Union Street from Grandview Parkway to the North Union Street Bridge from July 4 through July 12. An emergency access lane through July 12 will be provided at all times.
7. Street closings July 10 and 12 for Festival of Races and parades (see Attachments A, B and C for details). Porta-jons to be placed within the downtown area and parade route from July 4 through July 12. The NCF will coordinate with both the DDA and City Police regarding the location of porta-jons along the parade route and throughout downtown.
8. The NCF is authorized to place overhead signs/banners across Front Street at the State Theatre on July 2nd between 12:01 am and 5:00 am, this banner will be on display from July 3rd-12th

Fire Department – July 4 - July 12, 2014

1. Events, times and locations will be discussed with the Fire Department Representatives, but will include:
 - a. Air Shows
 - b. Parades
 - c. Fireworks

Police Department – July 4 - July 12, 2014

Events, times and locations will be discussed with Police Department Representatives.

Waiver Request – July 4 - July 12, 2014

By signature of this agreement, the following variances are hereby granted:

1. Unless otherwise stated by State law, the NCF requests the following areas to allow cigarette, cigar and/or pipe smoking:
 - a. Adjacent to the beverage pavilion
 - b. Adjacent to the bingo tent
 - c. Adjacent to the Bay Side Music Stage.
2. The NCF requests a variance to the Traverse City Code of Ordinances to allow for unleashed dogs participating in scheduled Festival events within the Open Space Park area (dates, times, and specific locations to be mutually agreed upon as soon as they are available).
3. The NCF requests a variance Chapter 652 of the Traverse City Code of Ordinance such to allow the permissible sound levels contained in the ordinance from 7 a.m. to 10 p.m. to extend to 11 p.m."
4. The NCF (or its designees) requests that it be allowed to sell Festival Commemorative Pins within the City from April 1 through July 12, 2014.
5. The NCF will be charging an entrance fee for certain Entertainment venues on city property.

Miscellaneous - July 4 - July 12, 2014

1. Trash Pick-Up will be handled by the NCF in conjunction with the City of Traverse City.
2. Parades – No Parking Signs and Cones
 - a. The Festival will pick up, from the City Warehouse, their "No Parking" cone signs for Front, Union and Seventh Streets on Wednesday, July 10 for the Junior Royale Parade. The Festival will be responsible for placing the cones and picking them up on Thursday, July 10.
 - b. The Festival will place the "No Parking" cone signs for Front and Union Streets on Saturday, July 12 for the Cherry Royale Parade and Festival of Races. The signs will be returned, by the NCF, to the City Warehouse.
3. Barricades
 - a. Barricades will be placed by NCF at Marina Drive/Grandview Parkway and the Marina boat launch and parking lot beginning July 2. All-week barricades will be set by NCF from July 4 through July 12 per agreed-upon list.
 - b. All barricades will be in place for the parades by Thursday, July 10, for street closings (to be determined by Police).

4. Snow Fencing

- a. To be placed along Grandview Parkway between street and parking lots from Park Street to Union Street (City to install).

5. TC Boom Boom Club (TCBBC)

- a. The National Cherry Festival will open the Food Court, Cherry Farm Market, Beer Tent and Midway from 12:00pm to 11:00pm on July 4th. A portion of proceeds from that day will benefit the TC Boom Boom Club.
- b. The TCBBC VIP event will be held in the Open Space on the 4th of July. TCBBC and NCF will work jointly on municipal requirements in regard to the fireworks show.

The NCF agrees to carry general liability insurance in the amount of \$1 million per occurrence naming the City of Traverse City as additional insured. Such insurance shall be secured from a company licensed to conduct business in the State of Michigan. Additionally, if the NCF will serve liquor it shall carry liquor liability insurance in the amount of \$1 million per occurrence naming the City of Traverse City as additional insured. Certificates of Insurance evidencing this insurance shall be provided to the City Clerk and shall contain a statement that ten (10) days written notice will be provided to the City Clerk of Traverse City prior to cancellation of any of the aforementioned insurance coverage. The pyrotechnics company in charge of the fireworks display shall submit insurance in amounts and coverage's determined by the City Clerk.

City Services to be capped at \$45,000 as with previous years.

I want to thank you and all the employees of the City for your continued support of the National Cherry Festival. There is no question that without your help this unique and economically valuable 87 year tradition would not continue. If you have any questions regarding this document, please do not hesitate to contact me.

Sincerely,

Trevor Tkach
Executive Director
National Cherry Festival

The City of Traverse City and the National Cherry Festival agree to the terms and conditions of this agreement as recited above. Further, the National Cherry Festival agrees to the permit conditions issued by the City of Traverse City, which are incorporated into this agreement by reference.

City of Traverse City

National Cherry Festival

Michael Estes, Mayor

Trevor Tkach, Executive Director

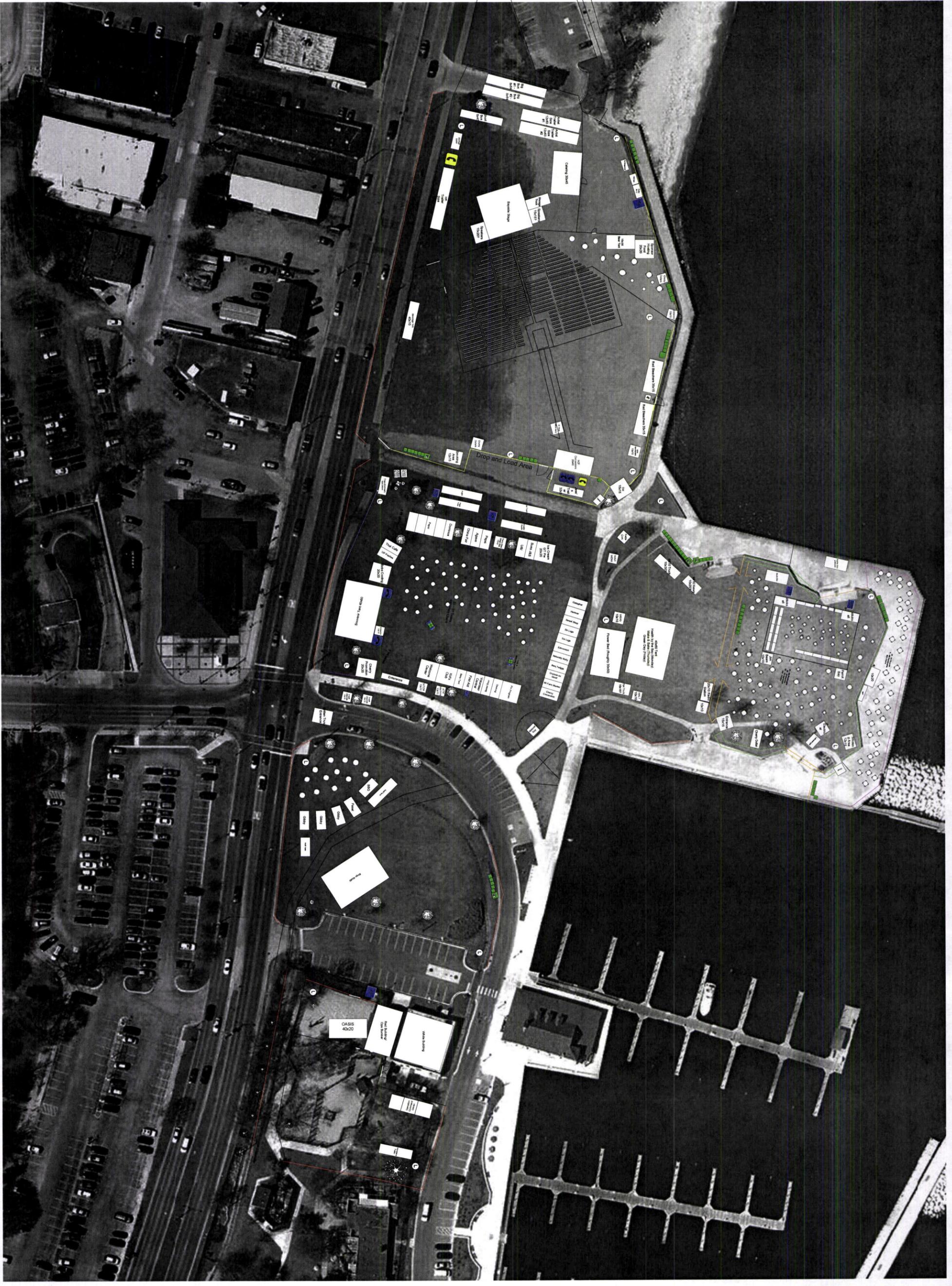
Benjamin Marentette, City Clerk

Approved as to substance:

Jered Ottenwess, City Manager

Approved as to form:

Lauren Tribble-Laucht, City Attorney



Charging Station
Drop and Load Area
OASIS 40x20
Various other facility labels

Drop and Load Area
Various other facility labels

OASIS 40x20
Various other facility labels

Various other facility labels