City of Traverse City

Office of the City Clerk

GOVERNMENTAL CENTER
400 Boardman Avenue
Traverse City, MI 49684
(231) 922-4480
tcclerk@traversecitymi.gov

Dear Prospective Event Holder:

Thank you for your interest in adding to our community by putting together an event in Traverse City! Traverse City is fortunate to be a vibrant community complete with many festivals and events. The City of Traverse City looks forward to working with you.

Street Use

All Street Use requests are handled by the City Clerk's Office. Street Uses where the street closure is greater than 24 hours require City Commission approval.

Park Use

Low Impact and High Impact Park and Public Land usage requests are processed differently and have different requirements, as outlined in the City's Park and Public Land Use Policy. By answering the questions below, you will be able to determine if your event is considered Low Impact or High Impact. Low Impact uses are approved by the Parks and Recreation Division. High Impact uses are approved by the City Clerk's Office. In some cases, the City Commission must approve high impact event permits; and the Parks and Recreation Commission may also be required to review your application. While event organizers may charge a fee for people to participate in certain aspects of their event, the park must remain open to the general public. However, if your event is held in a parking lot, an event holder has the option of their event being a ticket only event.

Determining if the event is "Low Impact" or High Impact"

1. Is the event 3 days or more in duration excluding set up and take down? Yes ___ No ___
2. Will a for-profit or commercial entity receive direct financial benefit from your event, such as directly selling goods or services, or displaying their goods/products/promotional materials? Yes___ No ___
3. Will you be requesting, or is it likely the City will require, that you utilize City personnel during the course of your event? Yes ___ No ___
4. Will you be setting up significant infrastructure, such as stages or amusements? Yes ___ No ___
5. Will the total square footage of ***ALL*** of your tent(s) exceed 1,000 square feet? Yes___ No ___ N/A ___
6. Will you be utilizing a parking lot or structure for a purpose other than parking, for example - such as setting up tents? Yes ___ No ___
7. Will you be selling alcohol in connection with your event? Yes ___ No ___

If you answered yes to any question, you are considered **high impact**, otherwise you are low impact and you should complete a Low Impact Event application**.**

Again, thank you for choosing Traverse City! We look forward to working with you very soon.

The City Clerk's Office

The City of Traverse City Special Event Process Overview

These guidelines are not intended to substitute the ordinances and policies, and may not contain all provisions as noted in the ordinances and policies. All applicants should familiarize themselves and adhere to the Traverse City Code of Ordinances and Policies as outlined below.

Parks & Public Land Policy:
https://www.traversecitymi.gov/userfiles/filemanager/qz9zoh08uthjltmtebh0/

Street Use Policy for Community Events:
https://www.traversecitymi.gov/userfiles/filemanager/0svf2frxmmy9h0qi9lrz/

Step 1: Provide the City Clerk's Office with your application, all required documents and the appropriate application fee.

Step 2: The City Clerk's Office will determine if an event planning meeting is necessary. If it is determined that an event planning meeting is necessary, the applicant's attendance will be required.

Step 3: The City Clerk's Office will obtain approvals from City departments. City staff will be in touch with you as appropriate. For your convenience, in the back of this packet you will find the contact information for the departments and individuals reference throughout the application. In some cases, City Commission and/or Parks and Recreation Commission approval is required.

Step 4: The City Clerk's Office will provide you with the final permit(s).

Step 5: Following your event, if necessary/requested, the City Clerk's Office will arrange a formal debrief. The City will provide you with a final invoice for any permit fees and out-of-pocket costs.

Please contact the City Clerk's Office with any questions – tcclerk@traversecitymi.gov or (231) 922-4480.

City of Traverse City
Application for High Impact Community Events In Parks and Public Land, and/or City Streets

(For events in streets that are conducted for a residential purpose or where a street closure is not needed, a Non-Major Street Use Permit Application should be completed instead of this application)

Please submit 90 days prior to event (application must be submitted sooner for reservation requests – see Parks and Public Land Use Policy and Street Use Policy for Community Events).

Title of Event: _____

General Nature of your Event _____

Name of For-Profit Organization, if any: _____

Name of Non-Profit Organization, if any (a non-profit organization is required for Street Use applications):

_____

Expected Number of Participants: _____

Authorized Representative (Applicant): _____

Business Address: _____

Email:_____Phone Number: _____

Authorized Co-Representative (If applicable): _____

Business Address: _____

Email: _____Phone Number: _____

Additional Contact Person(s) during Event (name & phone): _____

_____

Restrictions regarding the number of High Impact Events allowed in City Parks/Public Land according to City Policy:

- High Impact Events are prohibited in all city parks on Memorial Day and Labor Day and the preceding Friday, Saturday and Sunday and on July 3, July 4 and July 5 of each year.
- Aside from the National Cherry Festival, High Impact Events are prohibited in July in Clinch Park and the Open Space.

For Parks/Public Land (such as parking lots), <u>excluding streets</u>:

Name of Park(s) or Public Land(s) Requested: _____

Official Date(s) and Time(s) of Event: _____

_____

All Date(s) requested, including set up and tear down: _____

_____

_____

For Streets:

Street(s) section(s) requested to be closed: _____

_____

Official Date(s) and Time(s) of Event: _____

_____

All Date(s) and Time(s) requested, including set up and tear down: _____

_____

_____

1. Will you be setting up significant infrastructure, such as tents, large structures, stages, or amusements? *If setting up tents or large structures, the structure's material shall be non-combustible, flame resistant or treated in an approved manner in accordance with the Michigan Building Code. If a tent or structure has an area in excess of 200 square feet or a canopy is used that is in excess of 400 square feet, it may not be erected before first obtaining a permit from the Fire Marshal. You must contact the Fire Marshal to obtain information regarding a site plan that meets regulatory requirements as well as to schedule an on-site inspection, at least 7 days before your event.*
   - ☐ Yes - Tent Size(s): _____ Other Structures: _____
   - ☐ No

   _____

2. Will you be staking or driving anything into the ground such as tents?
   - ☐ As of September 2019, for safety reasons, as a result in the procedures for marking underground utilities, the city prohibits driving anything into the ground within any city park (e.g. staking) until we have identified exactly where all underground utilities are located.
   - ☐ No

3. Do you have any tents or other structures that need to be held down?
   - ☐ Yes If yes, recognizing that, as outlined in Question 2, staking in city parks is prohibited, how will you weigh down the tents or other structures (i.e. using sand bags or water weights) _____
   - ☐ No

4. Are you setting up equipment such as tables, portable toilets, public address systems, chairs, etc.?
   - ☐ Yes
   - ☐ No

5. Will there be any water events?
   - ☐ Yes, *DNR Permits may need to be obtained; please contact the local DNR Office.*
   - ☐ No

6. Are you using Flames/Fires/Pyrotechnics?
   - ☐ Yes, a*dditional insurance may be required as well as a hold harmless waiver. Please contact the City Clerk's Office to obtain specific requirements in advance. You shall also contact the Fire Marshal to obtain information regarding regulatory requirements.*
   - ☐ No

7. Do you need electricity services?
   - ☐ Yes, *some parks do not offer electricity; please confirm with Parks and Recreation. **Open Space electrical panels contact National Cherry Festival at (231) 947-4230*
   - ☐ No

8. Will there be any entertainment or amplified music?
   - ☐ Yes, *Compliance with the City's Noise Ordinance is required. For questions, please contact the Noise Control Officer.*
   - ☐ No

9. Will you be utilizing a generator?
   - ☐ Yes, *Contact Bruce Remai at Grand Traverse County Construction Code. 231-995-6047 or bremai@grandtraverse.org.*
   - ☐ No

10. Will you need to rent barricades from the City?
    - ☐ Yes, indicate quantity: _____, *Please contact the Streets Division Superintendent to rent your barricades. All barricades must be picked up and returned to Streets Division at 625 Woodmere Avenue.* ***Please indicate placement on the site plan.***
    - ☐ No

11. Will you be utilizing signs for your event?
    - ☐ Yes, *approval must be provided by Zoning Administrator.*
    - ☐ No

12. Will you be selling any merchandise/food/drink on sidewalk?
    - ☐ Yes, *a Sidewalk Display of Merchandise Permit is required – contact City Clerk's office*
    - ☐ No

13. Will there be any food served, sold, or will there be Mobile Food Vendors?
    - ☐ Yes, served, NOT sold. *You may need a permit from the Grand Traverse County Environmental Health Department Office.*
    - ☐ Yes, sold utilizing a Mobile Food Vendor. *For Mobile Food Vendors a permit is required. *Note: Mobile Food Vendors are not permitted in City Parks or on City property unless the City Park or Property is listed on the Map of City Property where Mobile Food Vending is Generally Allowed. Visit https://www.traversecitymi.gov/userfiles/filemanager/h6uqfw5sp5uo000mtrvf/ to view this map.*
    - ☐ No

14. Will there be alcohol? *Please note that some parks do not allow alcohol and that glass is not permitted on beaches; See attached regulation summary.*
    - ☐ Yes, served and/or sold.
    - ☐ No

    Additionally, if the entity that will be serving the alcohol is different from the applicant, please provide the following information:

    Contact person's name:_____

    Organization name: _____

    Organization mailing address:_____

    Contact telephone number: _____

    Insurance Requirements for Alcohol being served or sold:
    A Certificate of Liquor Liability Insurance in the amount of $1 million per occurrence, naming the City of Traverse City as additional insured is required. The certificate must list the following as certificate holder: City of Traverse City, 400 Boardman Avenue, Traverse City, MI 49684.

15. Will you be providing shuttle bus services?
    - ☐ Yes, *please contact Parking Administration to coordinate services and also describe pick up and drop off points in narrative.*
    - ☐ No

16. Is this a free event to the public? **Note: An event is not granted exclusive right to a City Park and shall be open to the general public without charge. A participant fee may be charged – for example, a person may walk through a vendor showcase, but would be charged a fee to participate in activities associated with the vendors.*
    - ☐ Yes
    - ☐ No, ***please include an outline of ticketed events and prices in the Narrative.***

17. If charging a fee for activities associated with your event within a park, do you acknowledge that the park cannot be completely closed to the general public?
    - ☐ Yes
    - ☐ Not applicable

18. ***For Open Space Only***: No High Impact Event in the Open Space may use more than two quadrants. Please refer to the attached map *Open Space Quadrant Layout.* Please circle which quadrant(s) your event will be utilizing (maximum of 2): **North South East West**

19. A detailed Narrative which fully describes all activities of your event, including a timeline from set-up to tear-down, is required. Did you attach the required Narrative?
- ☐ Yes
- ☐ Not yet, but I understand the requirements
- ☐ I need guidance, please

20. **A site plan is required.** Please attach a site plan depicting the location of all of the following, including any other relevant information:

(A) Tents;
(B) Table and Chairs;
(C) Public Address system;
(D) Stages;
(E) Flames/fires/pyrotechnics;
(F) Vending;
(G) Barricades;
(H) Police;
*(I) Vehicle/Trailer Parking at event site – **include the purpose of the vehicles/trailers**;*
(J) Portable Toilets - to the greatest extent possible, they shall be located so that they cannot be seen by outside spectators;

21a. Will you be closing any sections of streets?
- ☐ Yes
- ☐ No

If yes, you will need to work with the City Clerk's Office to submit a barricade plan that is logistically viable, and deemed acceptable by the Police, Fire, and Streets Departments. Did you do so?
- ☐ Yes, I have verified my barricade plan with the City Clerk's Office
- ☐ Not yet, but I know exactly what is required for my plan
- ☐ I need guidance, please
- ☐ Not applicable

21b. Are you closing street(s) within the boundaries of the Downtown Development Authority (DDA)/Central Business District?
- ☐ Yes
- ☐ No

If yes, the city requires that you submit a petition of support; the City Clerk's Office will provide you with a database and instructions on what is required. This requirement does not apply to events which close the street for less than one hour or events conducted/sponsored by the Downtown Traverse City Association.

ALL HIGH IMPACT EVENT HOLDERS – Please read and adhere to the following requirements:

(a) With the exception of Low Impact Events where nothing is being set up in the park, the Applicant shall furnish to the City a certificate of insurance for Comprehensive General Liability in the amount of $1 million per occurrence along with a separate page Endorsement to the policy naming the City of Traverse City as Additional Insured. If alcohol is being served or sold, the Applicant shall furnish to the City a certificate of insurance for liquor liability in the amount of $1 million per occurrence policy, naming the City of Traverse City as additional insured. The City Clerk may require additional insurance coverage.

(b) The Applicant shall be liable for all damages both to property and person and shall defend, indemnify and hold harmless the City, its officers, agents, and employees from any and all claims, liabilities, losses, damages, actual attorney fees, and settlement expenses resulting or arising out

of or in connection with the performance of the act for which this permit is issued. The obligations to defend indemnify and hold harmless shall exclude only those matters in which the claim arises out of allegations of the sole negligence or act of the City, its officers, agents or employees.

(c) For winter events, the Applicant shall contact the Street Division Superintendent to address removal of snow

(d) For Street Use Permits, at least two weeks before the event, the Applicant shall notify in writing all affected property owners and occupants along the route of the closure. The notice shall include the name of the event, a description of the event, time period, and the name and telephone number of a contact person.

(e) The Applicant shall maintain a 20' wide center lane (10' on both sides of the center line) for emergency vehicles.

(f) The tent/canopy membrane material shall be non-combustible, flame resistant, or treated in an approved manner in accordance with the Michigan Building Code. On-site inspection will be done by the Fire Marshal. The Applicant must contact the Fire Marshal at least 7 days before the event.

(g) If displaying pyrotechnics, a unique site plan which meets regulatory requirements as well as an on-site inspection by the Fire Marshal is required.

(h) For Street Use Permits, the Applicant shall provide watchmen and flagmen as may be necessary for the safety and convenience of the public and shall furnish all barricades, signs and lights necessary to protect the public and/or such additional barricades, signs and lights as required per part VI of the current Michigan Manual of Uniform Traffic Control Devices (MMUTCD).

(i) The Applicant shall reimburse the City for expenses such as police, fire, streets, and others as agreed upon between the City and the applicant; the Applicant will be billed accordingly.

(j) The Applicant is responsible for any cleanup needed following the event and any damage done to City property will be billed accordingly.

(k) The rights granted by this permit are revocable at the will of the City of Traverse City, and the Applicant waives any right to claim damages or compensation in the event that this permit is revoked.

(l) If issued, a permit may not be transferred or assigned.

(m) Unless otherwise waived in writing by the City Clerk, the applicant shall not place anything on the sides of non-motorized pathways that would create less than a 2' clear zone on both sides.

The undersigned, declares and says he/she wishes to be permitted to perform the operation, service or act stated hereon and that the statements made above are true and correct to the best of his/her knowledge and belief, he/she will comply with all provisions of the ordinances and policies of the City of Traverse City (hereafter "City") relative to the operation, service or act for which the permit is requested, and agrees to hold the City free and harmless from all liability which may be imposed upon it, to reimburse the City for all expenses of litigation in connection with the defense of claims as such liability and claims may arise because of negligence in the performance of the work or act for which the permit was issued.

The undersigned acknowledges that the City may revoke a permit if the city determines information regarding the event was not accurately conveyed to the City on this application document or if the City's ordinances or policies are violated; and by signing, waives any claims of liability, financial or otherwise, against the City should a permit be revoked.

The applicant acknowledges that the City may be required from time to time to release records in its possession. The applicant hereby gives permission to the City to release any records or materials received by the city from the applicant as it may be requested to do so as permitted by the Freedom of Information Act, MCL 15.231 et seq.

Date: _____ Authorized Applicant Representative:

_____
(Please print name)

_____
(Signature)

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Summary of regulations regarding the use of alcohol & tobacco

The following are the regulations regarding alcohol in City parks:

- Beer and wine are the ***only*** alcoholic beverages allowed in City Parks – with the following exceptions:
    - Beer and wine are not allowed in American Legion Park, Clinch Park Beach, F&M Park, Hannah Park, Hickory Hills, The Jay Smith Walkway and Lay Park
    - During the week of the National Cherry Festival, beer and wine are prohibited in the Open Space except for the National Cherry Festival Beverage Pavilion and the National Cherry Festival Wine Tasting Event
    - During the week of Traverse City Film Festival, beer and wine are prohibited in the Open Space
- Glass containers of any kind, regardless of contents, are prohibited within any water area or land area used as a swimming or bathing beach area

The following are regulations regarding the use of tobacco products in City parks:

- The use of all tobacco products, including the use of e-cigarettes, is prohibited in all City Parks, including beach areas owned or operated by the City, park buildings and structures, and within 15 feet of any playground area.

Street Use Application Fees

Events which are solely conducted by a non-profit organization for its financial benefit	$ 50.00
All other events	$500.00

Parks and Public Land Application Fees

High Impact Event Application Fee	$600.00
High Impact Event Future Year Reservation Fee	$200.00

(If a permit is issued for the reserved date(s), the reservation fee will act as a credit toward permit fee.)

Parking Lot & Parking Garage Permit Fees

	2025	2026	2027	2028
For-Profit fee per space	$7.50	$8.00	$8.50	$9.00
Non-Profit fee per space	$3.25	$3.75	$4.25	$5.00

Park Permit Fees	One Day	Each Additional Day
TIER ONE		
Open Space	$1,000	$500
TIER TWO		
Clinch Park	$200	$50
F & M Park	$200	$50
Hull Park	$200	$50
Sunset Park	$200	$50
Volleyball Court Area	$200	$50
Lay Park	$200	$50
TIER THREE		
Bryant Park	$100	$25
Clancy Park	$100	$25
East Bay Park	$100	$25
Grand Traverse Commons	$100	$25
Hannah Park	$100	$25
Senior Center	$100	$25
Slabtown Corner Park aka Dog Park	$100	$25
West End Beach	$100	$25

If alcohol is being sold at an event, for the Open Space and public parking lots, an additional permit fee of $350 per day that alcohol is sold shall be paid; and for all other parks, an additional permit fee of $500 that alcohol is sold per event, shall be paid.

For all High Impact events, the city will invoice you for its out-of-pocket costs, such as Police Department overtime expenses, as well as the appropriate permit fees, following the event.

Barricade rental is $55 each ($25 each for events conducted solely by and for non-profit organizations.

Signage Requirements for Metered Streets and Parking Lots

The following are the requirements for any event that will take place on a metered street or in a metered parking lot.

General:

- Event coordinators are required to prepare meter and in-street cone signage using the signage text format below.
- Event volunteers and staff are responsible for adhering signage to meters and promptly removing the signs after the event.
- Event volunteers and staff are responsible for placing in-street cones in the street and promptly removing the cones after the event.
- Meter signage must be adhered with Command Strips to avoid damage.
- Signage is not required if the event begins before 6:01 AM.
- Signage needs to be in place no less than double the hour limit on the meter. (Ex: 3 hour metered areas must have signage in place at least 6 hours before the event). Meter times vary from block to block. Refer to the interactive map for current meter time information: https://www.traversecitymi.gov/government/city-departments/public-parking/where-to-park/parking-maps.html
- To request in-street cones and coordinate cone pick-up and drop off, email parkinginfo@traversecitymi.gov.

Fees:

- In-street Signage Cone Rental Fee: $2.50 per cone
- In-street Signage Cone Replacement Fee: $25 per cone
- Staff time dedicated to removing signage will result in fee.
- Repair costs associated with damaged meters (paint, stickers, etc.) will result in fee.

Signage Requirements:

- Narrative required for rolling events that will interfere with the entrance or exit of parking garages. Narrative should include how vehicles will be able to maintain access to the facility.
- Map of cones to be included with barricade map.

Signage Type	Description	Signage Text	Size
Meter	Signage placed on individual meters to notify parkers of the event. One sign per parking space.	EVENT NAME TOW AWAY ZONE No Parking After [Time of Event]	4 signs per 8 ½" x 11" sheet
In-street Cones	Signage placed on an in-street cone to notify drivers and parkers of the event. Three cones between each crosswalk and mid-block crosswalk. (ex: 100 E Front = 9 cones)	EVENT NAME TOW AWAY ZONE No Parking After [Time of Event]	1 sign per 8 ½" x 11" sheet

Event Organizer's Checklist

This checklist is intended to assist Event Organizers. If you have any questions, please contact the City Clerk's office at (231) 922-4480.

When submitting your completed application and narrative, please be sure to include the **required site map** showing the following:

___Tent and stake placement
___Barricades
___Location of signs
___Vehicle/Trailer Parking
___Portable toilets
___Public address systems
___Vending
___Stages
___Flames/Fires/Pyrotechnics
___Where parking is provided
___Placement of tables, chairs, and/or trash receptacles

Below is a list of various departments and the scope of assistance that department would offer you. Please contact these departments directly to discuss the needs of your event.

City Clerk's Office:
(231) 922-4480 tcclerk@traversecitymi.gov

- General questions regarding overall application process
- Insurance

Parks Supervisor:
Matt Bright (231) 922-4910 ext. 122 mbright@traversecitymi.gov

- Tents – Prior to staking or driving anything into the ground (underground utilities)
- Electricity – not all parks offer electricity
- Alcohol – not all parks allow alcohol

Fire Marshal:
Keith Fritz (231) 922-4930 kfritz@tcfire.org

- Tents or large structures
- Pyrotechnics or flame

Street Division Supt:
Chris Weber (231) 922-4900 ext. 119 cweber2@traversecitymi.gov

- Barricade rental
- Snow Removal

Zoning Administration:
David Weston (231) 922-4464 dweston@traversecitymi.gov

- Signage

Parking Administration:
Nicole VanNess (231) 922-0241 nvanness@traversecitymi.gov

- Shuttle bus service (for coordination purposes)

Alcohol – Serving and/or Selling:
Kathryn Amon, Assistant to Chief of Police
(231) 995-5151

Street Closure – Developing Acceptable Barricade Plan
Traverse City Fire Chief Jim Tuller
(231) 922-4930 x 2

Traverse City Police Captain Adam Gray
(231) 218-2902

City's Noise Ordinance Information:
Traverse City Police Department
(231) 995-5151
- Entertainment or amplified music

Grand Traverse County Environmental Health Department:
(231) 995-6051
- Food Service or vendors

Michigan Department of Natural Resources:
(231) 775-9727
- Water events