



City of Traverse City Street Closing Permit - Community Event/Major Event

Pursuant to Section 1020.05 of the Codified Ordinances of the City of Traverse City, Michigan, the following streets are hereby permitted to be closed on: **December 31, 2025 from 4:00 p.m. until January 1, 2026 at 2:00 a.m.**

Streets:

- **100 & 200 Blocks of E Front Street**
- **Cass Street from the alley south of Boardman River to E State St**

Event Organizer: **The Festival Foundation** (Alexis Bremer - applicant)

Event Title: **CherryT Ball Drop**

Shall have exclusive use and supervisory and control authority over said streets on the date and during the time period above indicated subject to the following terms and conditions:

1. The Applicant shall furnish to the City Clerk's office a certificate of insurance for Comprehensive General Liability Certificate in the amount of \$1 million per occurrence along with an endorsement to the policy naming the City of Traverse City as additional insured. If alcohol is being served, the applicant shall furnish to the City Clerk's office a Certificate of Insurance for liquor liability in the amount of \$1 million per occurrence along with an endorsement to the policy naming the City of Traverse City as additional insured.
2. 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.

3. The Applicant shall reimburse the City for expenses such as police, fire, streets, and others as agreed upon between the City and the applicant and will be billed accordingly.
4. The Applicant shall maintain a 20' wide center lane (10' on both sides of the center line) for emergency vehicles.
5. 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).
6. The Applicant shall notify in writing all affected property owners and occupants at least two (2) weeks before the event. This may include an area surrounding the event. 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.
7. If located within the Central Business District / boundaries of the Downtown Development Authority and not an event which continuously moves and closes a segment of street(s) for no greater than one (1) hour, the applicant shall submit a supporting petition signed by at least 50 percent of the occupiers of the footage fronting on the public street on both sides of the street by block. For buildings with more than one (1) business, this calculation will be determined by counting the number of ground floor units, or the building owner may sign on behalf of the entire building.
8. The application is attached hereto and made a part of this permit.
9. The tent/canopy membrane material shall be non-combustible, flame resistant, or treated in an approved manner in accordance with the State Building Code. On-site inspection will be done by the Fire Marshal; it is the responsibility of the Permit Holder to arrange such inspection at least seven (7) days prior to the event.
10. The Applicant is responsible for any cleanup following this event and any

damage done to City property and will be billed accordingly.

11. 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.
2. This permit may not be transferred or assigned.

Date: December 9, 2025

Issued by:


Sarah Lutz, Interim City Clerk

If necessary, date Approved by City Commission: N/A

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: Cherry Ball Drop

General Nature of your Event New Years Eve Celebration

Name of For-Profit Organization, if any: _____

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

The Festival Foundation

Expected Number of Participants: 10,000

Authorized Representative (Applicant): Alexis Brener

Business Address: 521 S. Union St. Traverse City MI 49684

Email: abrener@cherryfestival.org Phone Number: 231 313 0331

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), excluding streets:

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: Please see attached map.

Cass St. and Front St.

Official Date(s) and Time(s) of Event: December 31st, 2025

10:00pm - 12:30am

All Date(s) and Time(s) requested, including set up and tear down: December 31st, 2025

4:00pm - 2:00am

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): 20' x 30' 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) water weights / cement 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, *additional 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.traverscitymi.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;	(I) Vehicle/Trailer Parking at event site – include the purpose of the vehicles/trailers;
(C) Public Address system;	
(D) Stages;	(J) Portable Toilets - to the greatest extent possible, they shall be located so that they cannot be seen by outside spectators;
(E) Flames/fires/pyrotechnics;	
(F) Vending;	
(G) Barricades;	
(H) Police;	

- 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.

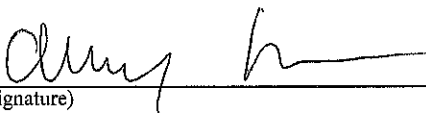
The undersigned acknowledges that the City may revoke a permit if the city determines information regarding the event was not accurately conveyed to the City on this application document or if the City's ordinances or policies are violated; and by signing, waives any claims of liability, financial or 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: 9/10/25

Authorized Applicant Representative:

Alexis Brene
(Please print name)





(Signature)

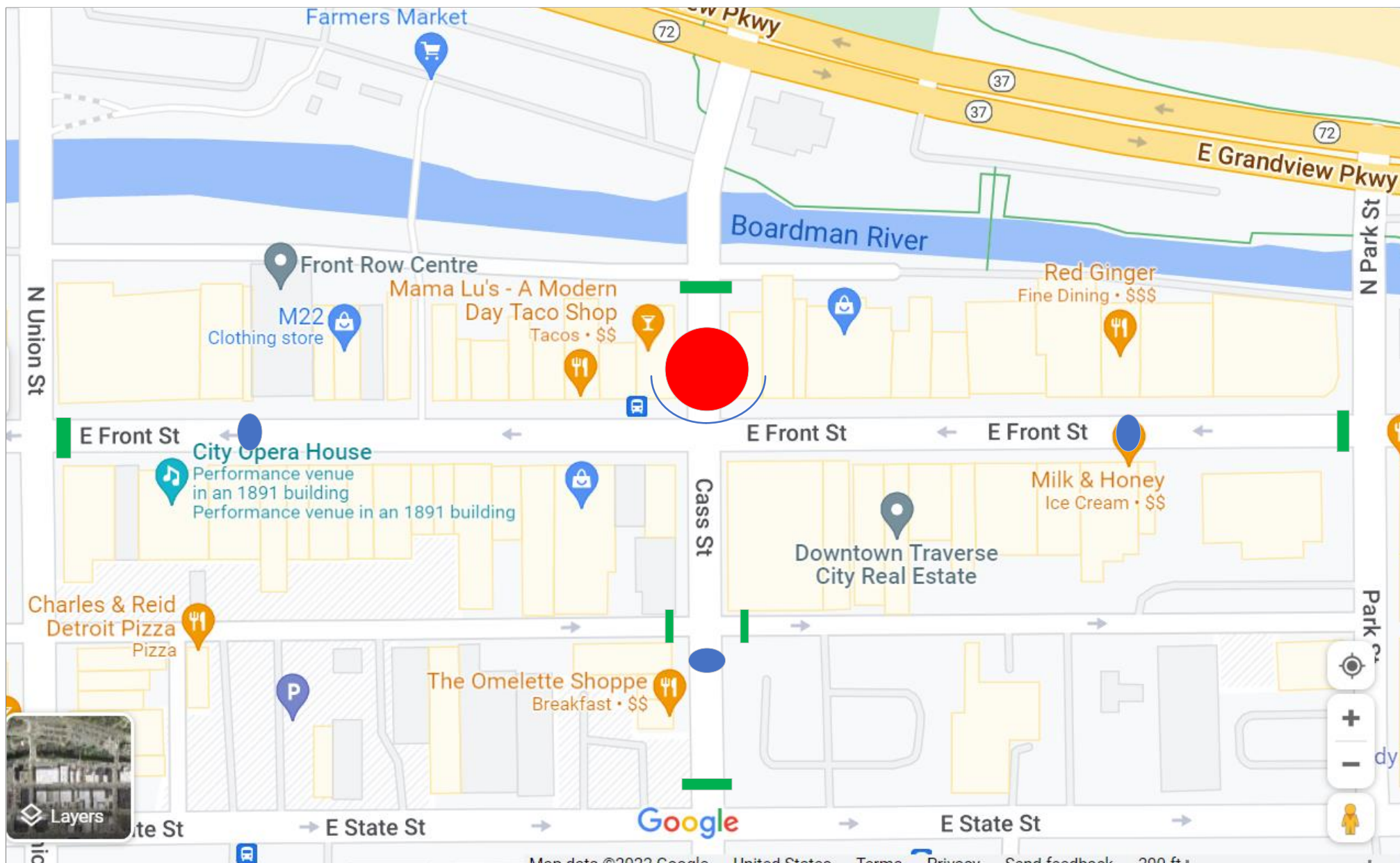
9/10/2025

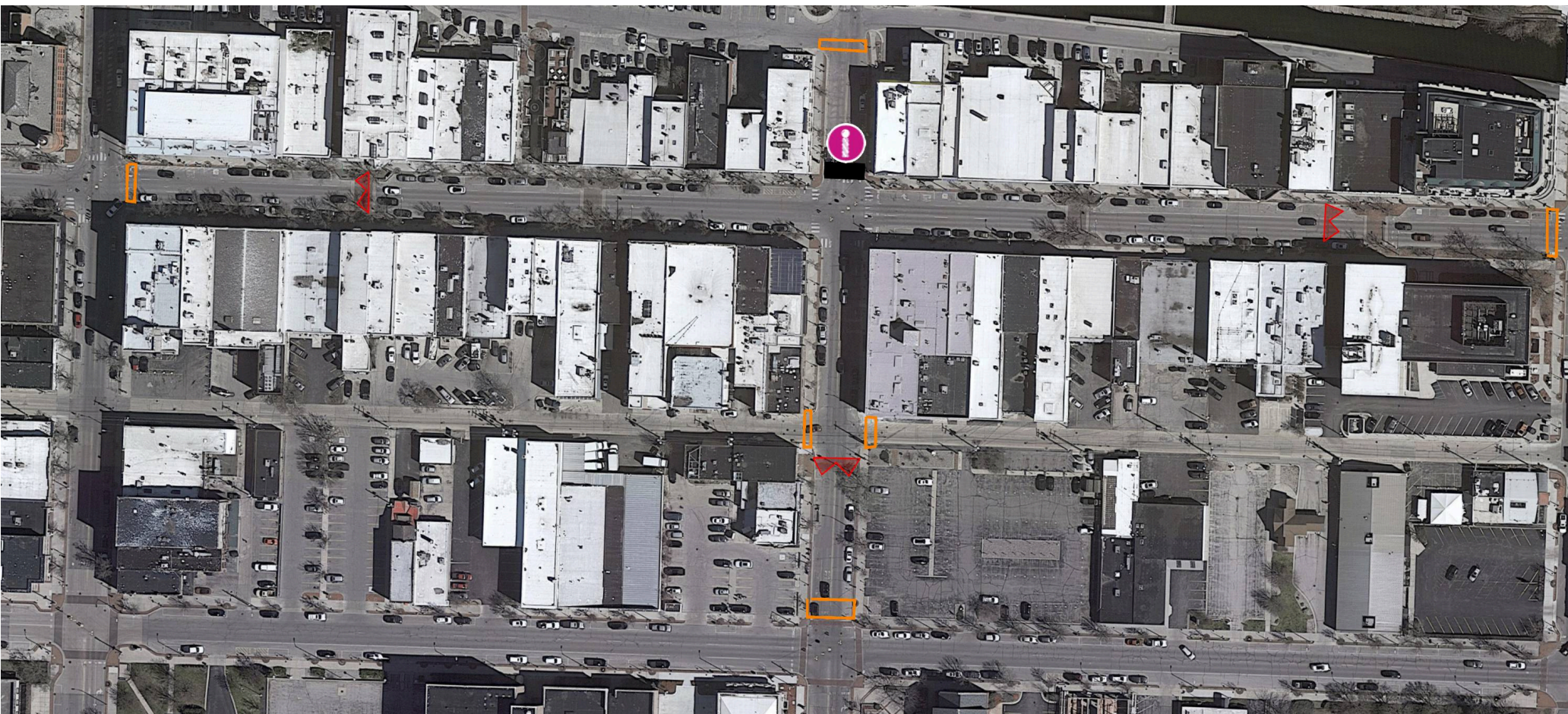
Narrative:

The CherryT Ball Drop is a New Year's Eve celebration that takes place in Downtown Traverse City and will run from 10:00pm to approximately 12:15am on December 31st, 2025. The Cherry will drop from approximately 115ft in the air starting shortly before Midnight. The Cherry will be dropped at the corner of Cass St. and Front St. Beginning at 4pm, the north lane of Front st at the intersection of Front St. and Cass St. will be closed down for the set up of a stage for the event. At 6pm on December 31st, Cass Street from Grandview Parkway to E. State St, as well as Front Street from Park St. to Union St. will be closed off to vehicle traffic by barricade. Alley Access, north and south of Front St. will be limited between Park Street and Union Street.

A stage will be set up on which a DJ will be playing music beginning at 10:00pm leading up to the Midnight Drop of the Cherry. Guests are being asked to bring a food pantry item or a cash donation to gain access to the event so that these items/donations can go back to our local food pantry charities. At 12:15am cleanup will begin, with closed roads opening following the tear down of the event which should start around 2:30am after street cleaners sweep the closed roads.

-  : CherryT Ball along with the stage and tent.
-  : Barricade/vehicles that closes down roads leading to event.
-  : Entrance Gate





CherryT Ball Drop Barricade Placement