



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 or utilized on: **June 30, 2026 – July 12, 2026**

Street(s): **As outlined in the 2026/2027 National Cherry Festival – City of Traverse City Agreement**

Event Name: **National Cherry Festival**

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

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: June 26, 2025

Issued by: _____


Sarah Lutz, City Clerk

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



City of Traverse City Park or Public Land Use High Impact Permit

Pursuant to the City of Traverse City Park and Public Land Use Policy, the following parks or public land are hereby permitted to be utilized on:

June 30, 2026 – July 12, 2026

Public Land: As outlined in the 2026/2027 National Cherry Festival – City of Traverse City Agreement

Event Name: National Cherry Festival

Event Organizer: The Festival Foundation (Alexis Bremer - Applicant)

Exclusive use is not granted. However, the City of Traverse City hereby authorizes the use of the above-named Parks and Public Land during the time period indicated above subject to the following terms and conditions.

1. The Applicant shall furnish to the City Clerk's office a certificate of insurance for submit 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 but not sold, the applicant shall furnish to the City Clerk's Office a Certificate of Insurance for \$1 million host liquor liability, naming the City of Traverse City as additional insured. If alcohol is being sold, the applicant shall furnish to the City Clerk's Office a Certificate of Insurance for \$1 million liquor liability, naming the City of Traverse City as additional insured. The City Clerk may require additional insurance coverage.
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.

February 15, 2013

Drafted by: Benjamin Marentette

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 application is attached hereto and made a part of this permit. In the event that any term, clause or provision of this Permit conflicts with any term, clause or provision contained in any attachments hereto, this Permit's terms shall prevail.
5. 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.
6. The Applicant shall comply with all federal, state, county and city rules and regulations; nothing in this permit shall be construed to grant a waiver from any such regulations.
7. The Applicant is responsible for any cleanup following this event and any damage done to City property and will be billed accordingly.
8. If there is any staking done, the Applicant shall contact MISS DIG (1-800-482-7171) and the City's Parks and Recreation Superintendent (231-922-4910, extension 114) at least five (5) days prior to such staking.
9. 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.
10. This permit may not be transferred or assigned.

Attached:

 X Application

 X Site Plan

 X Narrative

 X 2026/2027 National Cherry Festival – City of Traverse City Agreement

Date: June 26, 2026

Issued by


Sarah Lutz, City Clerk

February 15, 2013

Drafted by: Benjamin Marentette



521 S. Union St, Traverse City, MI 49684

p. 231.947.4230 | f. 231.947.7435 | cherryfestival.org

July 29th, 2024

Mayor Amy Shamroe
City Commissioners
City of Traverse City
400 Boardman Avenue
Traverse City, MI 49684

2026/2027 National Cherry Festival – City of Traverse City Agreement

Dear Mayor Shamroe and City Commissioners:

On behalf of the Board of Directors of the National Cherry Festival, I want to formally request the use and participation of various City facilities and personnel for the 2026 and 2027 National Cherry Festival (hereinafter called NCF), which will occur in 2026 on July 4 through July 11 and in 2027 on July 3 through July 10.

This portion of the agreement 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 2026 Festival. The terms are as follows:

Parks – June 30 - July 12, 2026

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 30 - July 12, 2026

- a. All quadrants in Open Space Park on Grandview Parkway with the exception of the TART trail brick park that includes a statue located off of Marina Dr..
- b. Parking along the west side of the North Quadrant of the Open Space Park on the sidewalk shall be limited to emergency vehicles and deliveries.

2. Clinch Park - June 30 - July 12, 2026

- a. Cherry Kid’s Club
- b. Foodie Events
- c. Ambassador Oasis
- d. Other Free Events

3. Volleyball Courts – July 4 – July 6, 2026

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

4. City Parks – July 4 - July 11, 2026

- a. The NCF requests authority to sell food, non-alcoholic beverages and merchandise at the City Parks listed in this document from Saturday, July 4 through Saturday July 11, 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. F&M Park for Children’s Events July 3 through July 12 (9:00 a.m. to 9:00 p.m.)
 - i. Kids Fun and Games
 - ii. Pie Eating
 - iii. Pet Show
 - iv. Teddy Bear Tea
 - v. Cherry Town Fun Night (Many performers, hands-on activities, food and all-around enjoyment. No fee required. Event runs 4pm-8pm)
 - vi. Diaper Derby & Toddler Trot
- d. Rotary Square, at the corner of Front Street and Grandview Parkway for VIP parade viewing from July 7 through July 11. Access will be by ticket only as controlled by the NCF. The area will be barricaded off, access to the sidewalk will not be affected.
- e. Sunset Park Beach for Sand Sculpture on July 4 at 6:00 p.m. and July 10 at 9:00 a.m.

5. TART Trail - June 30 - July 12, 2026

- a. NCF, City Management and Tart Trail representatives have put together a plan to maintain safe access of the trail within Clinch Park and the Open Space during the period of this agreement. The NCF will endeavor to keep all trails and sidewalks open during the festival. In that NCF needs use of the sidewalk along the southern portion of the Open Space for equipment used for set up and take down of the festival, detour signs directing people to use the TART Trail will be placed at the intersection of the south sidewalk within the Open Space and the TART Trail just to the west of Lot RB and at the southerly sidewalk located at Marina Drive and Union Street. The NCF will maintain a minimum 2 foot side clearance on all trails, and will endeavor to maintain a 3 foot side clearance.

6. Parking and Street (including marina) - June 30 – July 12, 2026.

- a. 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 12. Shuttle bus service pick-up and drop-off will be off Hall St.
- b. Shuttle services to the MSU Horticultural Station from July 6 through July 10 may use a pick-up/drop-off location on Hall St. at the BATA transfer station as mutually agreed upon by the City and the NCF.
- c. 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 4 – Air Show
 - ii. Sunday, July 5 – Air Show
 - iii. Wednesday, July 8 – Special Kid’s Day
- d. Trailers will be parked on Open Space Park from June 30 - July 12 (Maps to be attached to the permit application)
 - i. Production
 - ii. Product
 - iii. Media
- e. Two Trailers will be parked on F&M Park from July 2 - July 12 (Maps to be attached to the permit application)
 - i. Concessions
 - ii. Production (Parades Mobile Command)
- f. Vehicles parked in the Open Space Park are for Festival production purposes only. The Festival will only have equipment on property that is mutually agreeable to both the City Staff and NCF.
- g. Lot RB June 30 - July 12, 2026.
- h. Use of Marina Drive from Grandview Parkway to the West Marina Parking Lot June 30 – July 12. The Director of Public Services will seek permission from the State of Michigan Waterways Commission.
- i. Handicap Parking July 4 - July 12, 2026
 - i. 14 metered spaces near the marina as mutually agreed upon between the City and Festival.
 - ii. Lot B - 30 Spaces on East end
- j. Use of the east half or “island portion” of the City Marina boat launch parking lot for National Cherry Festival Air Show, July 4 and July 5 with access beginning on July 2 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 on the west half for air show parking for announcers and crew. During the practice Air Show performance on Friday, July 3, the NCF will provide seating to people with disabilities as an alternative to attending the Air Show on the designated Festival Air Show days.
- k. Use of Parking Lots B and T for NCF vending, parking and carnival from Wednesday, July 1 beginning at 11:30 p.m. through Sunday, July 12 to be utilized as follows:
 - i. Lot B – All spaces, with 30 spaces designated on East end for Handicap use
 - ii. Lot T - All spaces

- iii. 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.

- l. Union Street from Grandview Parkway to the North Union Street Bridge from July 4 through July 11. An emergency access lane through July 11 will be provided at all times.

- m. Street closings July 9 and 11 for Festival of Races and parades (Maps to be attached to the Permit Application). Porta-jons to be placed within the downtown area and parade route from July 4 through July 11. The NCF will coordinate with both the DDA and City Police regarding the location of porta-jons along the parade route and throughout downtown.

- n. The NCF is authorized to place overhead signs/banners across Front Street at the State Theatre on July 2 between 12:01 am and 5:00 am, this banner will be on display from July 2 – July 14.

- o. Use of Parking Lot C for NCF Emergency trailers, vehicles, and police personnel from Wednesday July 1 starting at 9am through Sunday July 12 to be utilized as follows:
 - i. Lot C – Use of entire lot for Emergency vehicles, trailers, and police personnel.

Fire Department – July 4 - July 11, 2026

Events, times and locations will be discussed with the Fire Department Representatives, but will include:

- a. Air Shows- July 4 & July 5, 2026
- b. Parades- July 9 & 11, 2026
- c. Fireworks- July 4, 2026 (TCBBC) July 11, 2026 (NCF)

The Fire Department will provide NCF with a listing of documentation needed; and such documentation shall be provided at least ten (10) days in advance of set up, unless otherwise agreed to in writing by the Fire Chief or designee.

Police Department – July 4 - July 11, 2026

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

Waiver Request – July 4 - July 11, 2026

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

- 1. 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).

- 2. 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.

- 3. The NCF (or its designees) requests that it be allowed to sell Festival Commemorative Pins within the City from April 1 through July 11, 2026.

- 4. The NCF will be charging an entrance fee for the designated concert area as approved by the City Clerk.

Miscellaneous – July 4 - July 11, 2026

1. Trash Pick-Up will be handled by the NCF in conjunction with the City of Traverse City. In addition to other areas, the city will empty waste receptacles in the morning once each day on the 100 and 200 blocks of East Front Street; NCF has contracted with Green For Life to augment waste removal in the 100 and 200 blocks of East Front Street as well as the Open Space Park and other affected areas.

The NCF will have volunteer groups working as recycling stewards cleaning up the beaches after large events.

For beaches, the city will use the beach groomer to clean the beach after both fireworks nights and after the air shows, with all costs to be reimbursed by the NCF.

2. Parades – No Parking Signs and Cones
 - a. The NCF will place their “No Parking” cone signs for Front, Union and Seventh Streets on July 9 with designated times for the Community Royale Parade. The NCF will be responsible for placing the cones and picking them up on July 9 for the Community Royale Parade. Vehicle tow locations will be designated and discussed in conjunction with the Parking Department.
 - b. The NCF will place the “No Parking” cone signs for Front and Union Streets on Saturday, July 11 with designated times for the Cherry Royale Parade and Festival of Races. Vehicle tow locations will be designated and discussed in conjunction with the Parking Department.
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 water barricades will be set by NCF from July 4 through July 11 per agreed-upon list.
 - b. All barricades will be in place for the parades by Thursday, July 9, 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. (Installed by the City Streets Department)

This portion of the agreement 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 2027 Festival. The terms are as follows:

Parks – June 29 - July 11, 2027

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 11, 2027**

- a. All quadrants in Open Space Park on Grandview Parkway with the exception of the TART trail brick park that includes a statue just off of Marina Dr.
- b. Parking along the west side of the North Quadrant of the Open Space Park on the sidewalk shall be limited to emergency vehicles and deliveries.

2. Clinch Park - June 29 - July 11, 2027

- c. Cherry Kid's Club
- d. Foodie Events
- e. Ambassador Oasis
- f. Other Free Events

3. Volleyball Courts – July 3- July 5, 2027

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

4. City Parks – July 3 - July 10, 2027

- a. The NCF requests authority to sell food, non-alcoholic beverages and merchandise at the City Parks listed in this document from Saturday, July 3 through Saturday July 10, 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. F&M Park for Children's Events July 3 through July 10 (9:00 a.m. to 9:00 p.m.)

- i. Kids Fun and Games
- ii. Pie Eating
- iii. Pet Show
- iv. Teddy Bear Tea
- v. Cherry Town Fun Night (Many performers, hands-on activities, food and all-around enjoyment. No fee required. Event runs 4pm-8pm)
- vi. Diaper Derby & Toddler Trot

- d. Rotary Square, at the corner of Front Street and Grandview Parkway for VIP parade viewing from July 6 through July 10. Access will be by ticket only as controlled by the NCF. The area will be barricaded off, access to the sidewalk will not be affected.

- e. Sunset Park Beach for Sand Sculpture on July 4 at 6:00 p.m. and July 9 at 9:00 a.m.

2. TART Trail - June 29- July 11, 2027

- a. NCF, City Management and Tart Trail representatives have put together a plan to maintain safe access of the trail within Clinch Park and the Open Space during the period of this agreement. The NCF will endeavor to keep all trails and sidewalks open during the festival. In that NCF needs use of the

sidewalk along the southern portion of the Open Space for equipment used for set up and take down of the festival, detour signs directing people to use the TART Trail will be placed at the intersection of the south sidewalk within the Open Space and the TART Trail just to the west of Lot RB and at the southerly sidewalk located at Marina Drive and Union Street. The NCF will maintain a minimum 2 foot side clearance on all trails, and will endeavor to maintain a 3 foot side clearance.

6. *Parking and Street (including marina) - June 29 – July 10, 2027.*

- a. 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 29 through July 11. Shuttle bus service pick-up and drop-off will be off Hall Street.
- b. Shuttle services to the MSU Horticultural Station from July 3 through July 10 will use the BATA transfer station off of Hall Street as mutually agreed upon by the City and the NCF.
- c. 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 3 – Air Show
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- d. Trailers will be parked on Open Space Park from June 29 - July 11 (Maps to be attached to the permit application)
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- g. Lot RB June 29 -July 11, 2027.
- h. Use of Marina Drive from Grandview Parkway to the West Marina Parking Lot July 1 – July 11.
- I. Handicap Parking July 3 - July 10, 2027.
 - i. 14 metered spaces near the marina as mutually agreed upon between the City and Festival.
 - ii. Lot B - 30 Spaces on East end
- j. Use of the east half or “island portion” of the City Marina boat launch parking lot for National Cherry Festival Air Show, July 3 through July 4, with access beginning on July 1 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 on the west half for air show parking for announcers and crew. During the practice Air Show performance on Friday, July 2, the NCF will provide seating to people with disabilities as an alternative to attending the Air Show on the designated Festival Air Show days.

- k. Use of Parking Lots B and T for NCF vending, parking and carnival from Wednesday, June 30 beginning at 11:30 p.m. through Sunday, July 11 to be utilized as follows:
 - i. Lot B - All spaces, with 30 spaces designated on East end for Handicap use.
 - ii. Lot T - All spaces
 - i. 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.

- m. Union Street from Grandview Parkway to the North Union Street Bridge from July 3 through July 11. An emergency access lane through July 11 will be provided at all times.
 - n. Street closings July 8 and July 10 for Festival of Races and parades (Maps to be attached to the Permit Application). Porta-jons to be placed within the downtown area and parade route from July 3 through July 10. The NCF will coordinate with both the DDA and City Police regarding the location of porta-jons along the parade route and throughout downtown.
 - o. The NCF is authorized to place overhead signs/banners across Front Street at the State Theatre on July 1, between 12:01 am and 5:00 am, this banner will be on display from July 1 – July 14, 2027.
 - p. Use of Parking Lot C for NCF Emergency trailers, vehicles, and police personnel from Wednesday June 30 starting at 9am through Sunday July 11 to be utilized as follows:
 - i. Lot C – Use of entire lot for Emergency vehicles, trailers, and police personnel.

Fire Department – July 3 - July 10, 2027

Events, times and locations will be discussed with the Fire Department Representatives, but will include:

- a. Air Shows- July 3 & 4, 2027
- b. Parades- July 8 & 10, 2027
- c. Fireworks- July 4, 2027 (TCBBC) July 10, 2027 (NCF)

The Fire Department will provide NCF with a listing of documentation needed; and such documentation shall be provided at least ten (10) days in advance of set up, unless otherwise agreed to in writing by the Fire Chief or designee.

Police Department – July 3 - July 10, 2027

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

Waiver Request – July 3 - July 10, 2027

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

1. 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).
2. 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.
3. The NCF (or its designees) requests that it be allowed to sell Festival Commemorative Pins within the City from April 1 through July 10, 2027.
4. The NCF will be charging an entrance fee for certain Entertainment venues on city property.

Miscellaneous – July 3 - July 10, 2027

1. Trash Pick-Up will be handled by the NCF in conjunction with the City of Traverse City. In addition to other areas, the city will empty waste receptacles in the morning once each day on the 100 and 200 blocks of East Front Street; NCF has contracted with Green For Life to augment waste removal in the 100 and 200 blocks of East Front Street as well as the Open Space Park and all affected areas.

The NCF will have volunteer groups working as recycling stewards cleaning up the beaches after large events.

For beaches, the city will use the beach groomer to clean the beach after both fireworks nights and after the air shows, with all costs to be reimbursed by the NCF.

2. Parades – No Parking Signs and Cones
 - c. The NCF will place their “No Parking” cone signs for Front, Union Street and Seventh Streets on July 8 with designated times for the Community Royale Parade. The NCF will be responsible for placing the cones and picking them up on Thursday, July 8 for the Community Royale Parade. Vehicle tow locations will be designated and discussed in conjunction with the Parking Department.
 - d. The NCF will place the “No Parking” cone signs for Front and Union Streets on Saturday, July 10 with designated times for the Cherry Royale Parade and Festival of Races. Vehicle tow locations will be designated and discussed in conjunction with the Parking Department.
5. Barricades

- a. Barricades will be placed by NCF at Marina Drive/Grandview Parkway and the Marina boat launch and parking lot beginning July 3. All-week water barricades will be set by NCF from July 3 through July 10 per agreed-upon list.
- b. All barricades will be in place for the parades by Thursday, July 8, for street closings (to be determined by Police).

6. Snow Fencing

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

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.

The NCF will reimburse the City of Traverse City for all city services directly associated with the festival. The NCF will have the opportunity to negotiate services and substitute city services where appropriate.

NCF acknowledges and agrees that this agreement is contingent upon issuance of the related Park and Public Land Use Permits and Street Use Permits by the City Clerk; if such permits are not issued, the activities outlined in this agreement are not authorized.

NCF agrees to pay the city for 50% of estimated lost parking system revenue in 2026, and 75% in 2027. For purposes of this calculation, Parking Services will average actual revenue data by location by the number of days utilized. This rate may vary each year as it will be based on actual revenue collected. The current non-profit fee per space rate will be applied to metered and permit spaces.

The average will sum the number of days prior to the start date and the number of days after the end date. Example: Location is requested for 10 days July 1-July 10. Revenue reports will be pulled for June 20-30 and July 11-21. The sum of both weeks will be averaged and used for billing purposes.

Non-profit per space fee for Lot T. Example: \$3.25 X 146 spaces X 10 days

Sincerely,



Kat Paye
CEO/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



Amy Shamroe, Mayor

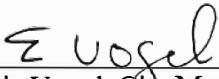
Kat Paye, CEO



Benjamin Marentette, City Clerk



Approved as to substance:



Liz Vogel, City Manager

Approved as to form:



Lauren Tribble-Laucht, City Attorney

*signed with permission. See attached



Sarah Lutz <lutzs@traversecitymi.gov>

NCF 2026/2027 Agreement

Amy Shamroe <ashamroe@traversecitymi.gov>
To: Sarah Lutz <lutzs@traversecitymi.gov>

Thu, May 22, 2025 at 12:52 PM

You can sign for me.

On Thu, Apr 10, 2025 at 2:06 PM Sarah Lutz <lutzs@traversecitymi.gov> wrote:

[Quoted text hidden]



Sarah Lutz <lutzs@traversecitymi.gov>

NCF 2026/2027 Agreement

Benjamin Marentette <bmarente@traversecitymi.gov>
To: Sarah Lutz <lutzs@traversecitymi.gov>

Fri, Apr 11, 2025 at 9:06 AM

Hi Sarah,

Please sign for me,, thank you.

A handwritten signature in black ink, appearing to read "Benjamin Marentette".

Benjamin Marentette (he/him), MBA, MMC
City Clerk | City of Traverse City
First Floor | Governmental Center
400 Boardman Ave. | Traverse City, Michigan 49684
bmarente@traversecitymi.gov | <https://www.traversecitymi.gov/government/city-clerks-office/>
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Sarah Lutz <lutzs@traversecitymi.gov>

NCF 2026/2027 Agreement

Elizabeth Vogel <evogel@traversecitymi.gov>

Tue, Apr 29, 2025 at 2:21 PM

To: Sarah Lutz <lutzs@traversecitymi.gov>

Cc: Amy Shamroe <ashamroe@traversecitymi.gov>, Lauren Tribble-Laucht <ltribble@traversecitymi.gov>

Yes please sign electronically on my behalf. Thank you, Liz

[Quoted text hidden]

--

Elizabeth Vogel, ICMA-CM
City Manager



400 Boardman Ave
Traverse City, MI 49684
P: 231.922.4440



Sarah Lutz <lutzs@traversecitymi.gov>

NCF 2026/2027 Agreement

Lauren Tribble-Laucht <lulaucht@traversecitymi.gov>

Tue, Apr 29, 2025 at 3:08 PM

To: Elizabeth Vogel <evogel@traversecitymi.gov>

Cc: Sarah Lutz <lutzs@traversecitymi.gov>, Amy Shamroe <ashamroe@traversecitymi.gov>

Yes please sign for me. Thanks Sarah.

[Quoted text hidden]

--

Lauren Tribble-Laucht
City Attorney
[City of Traverse City](#)
400 Boardman Avenue
Traverse City, MI 49684
Office: (231) 922-4404
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Addendum to 2026/2027 City Agreement

Please see the highlighted additions to the 2026/2027 City Agreement below.

4. City Parks

- a) Mini Park (Vietnam Veterans Memorial) as generally outlined in the map labeled Mini Park, at the corner of Front Street and Grandview Parkway for VIP parade viewing on July 11, 2026. Access will be by ticket only as controlled by the NCF. The area will be barricaded off: access to the Tart Trail will only be affected on July 11th from 12:01am until Parade end. The trail can still be visually seen and pedestrian traffic can re-route to Front Street. Access to the TART Trail will be just to the east of the Real Estate One Building.

6. Parking and Street (including Marina) June 30th- July 12, 2026

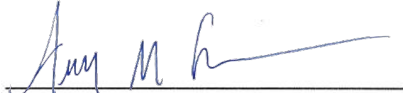
- a) Use of the east half or “island portion” of the City Marina boat launch parking lot for National Cherry Festival Air Show, July 4 and July 5 with access beginning on July 2 at 6:00 p.m. Special seating for handicapped and seniors will be provided. Tent placement will be done so that no tent spikes are placed in the parking lot asphalt surface.
- b) The east half of the City marina boat launch will also be the launch location for the July 4th, 2026 drone show. The east half of the parking lot will be inaccessible to the public and not include any seating for the public. Set up for the drones will begin once the airshow has concluded on Saturday July 4th.
- c) The west half of the boat launch parking lot (36 spaces) will be available for partial marina use, the NCF requests 10 spaces on the west half for air show parking for announcers and crew. During the practice Air Show performance on Friday, July 3, the NCF will provide seating to people with disabilities as an alternative to attending the Air Show on the designated Festival Air Show days.
- d) Use of following streets and lots on Sunday, July 5, 2026 from 6:00 a.m. to 6:00 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 8th Street. Lake Street between Cass and Union Streets (with an emergency lane kept open at all times). Lot J for Car Show.

2026 New Events

- a. Bingo – Clinch Park will host the 2026 bingo tent (Kids Club area). The event will run from Saturday, July 4th - Friday July 10th occurring daily during the National Cherry Festival week.

- b. Milk Carton Boat Regatta- The Marina Boat Launch will host the 2026 Milk Carton Boat Regatta on Wednesday, July 8th beginning at 11am. Approval for use of the boat launch has been issued by the DNR for the 2026 year.

- c. Bed Races- The Bed Races will be conducted on Front St. From Park St. To Cass St. (totaling one block). Front St. will close at 4:00pm on Thursday July 9th prior to the Community Royale Parade (same time as in previous years). The Bed Races will take place from 4:45pm-6:00pm prior to the parade kick off at 6:15pm.



Amy Shamroe, Mayor
City of Traverse City



Kat Paye, CEO
National Cherry Festival



Sarah Lutz, City Clerk
City of Traverse City



Sarah Lutz <lutzs@traversecitymi.gov>

Contract amendment | NCF 2026/2027

Amy Shamroe <ashamroe@traversecitymi.gov>
To: Sarah Lutz <lutzs@traversecitymi.gov>

Mon, Apr 27, 2026 at 9:32 AM

Yes, you can sign for me

Sent from my iPhone

On Apr 23, 2026, at 12:15 PM, Sarah Lutz <lutzs@traversecitymi.gov> wrote:

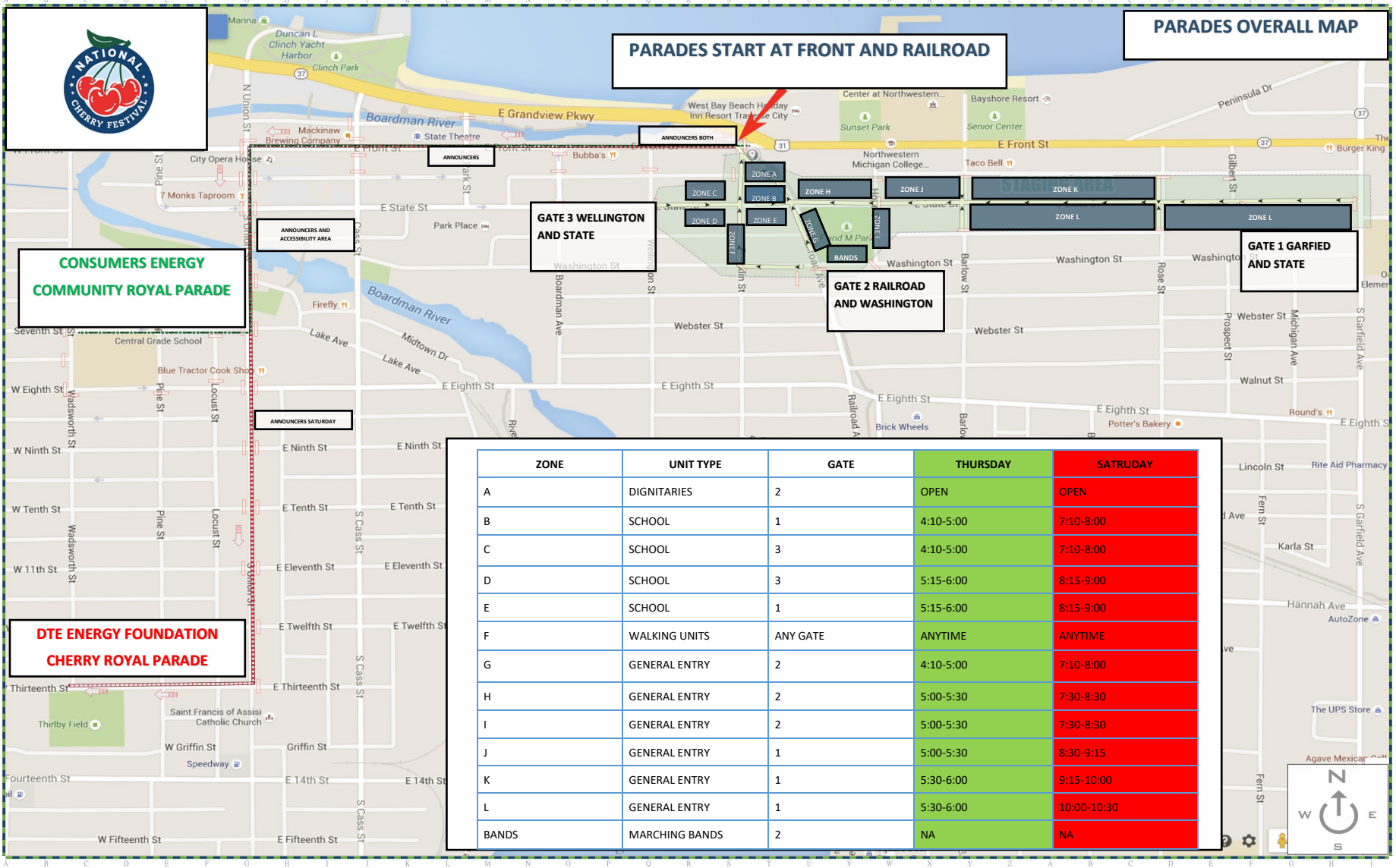
[Quoted text hidden]

<CityAgreementAddendum2026.pdf>



PARADES OVERALL MAP

PARADES START AT FRONT AND RAILROAD



**CONSUMERS ENERGY
COMMUNITY ROYAL PARADE**

**DTE ENERGY FOUNDATION
CHERRY ROYAL PARADE**

**GATE 3 WELLINGTON
AND STATE**

**GATE 2 RAILROAD
AND WASHINGTON**

**GATE 1 GARFIELD
AND STATE**

ZONE	UNIT TYPE	GATE	THURSDAY	SATURDAY
A	DIGNITARIES	2	OPEN	OPEN
B	SCHOOL	1	4:10-5:00	7:10-8:00
C	SCHOOL	3	4:10-5:00	7:10-8:00
D	SCHOOL	3	5:15-6:00	8:15-9:00
E	SCHOOL	1	5:15-6:00	8:15-9:00
F	WALKING UNITS	ANY GATE	ANYTIME	ANYTIME
G	GENERAL ENTRY	2	4:10-5:00	7:10-8:00
H	GENERAL ENTRY	2	5:00-5:30	7:30-8:30
I	GENERAL ENTRY	2	5:00-5:30	7:30-8:30
J	GENERAL ENTRY	1	5:00-5:30	8:30-9:15
K	GENERAL ENTRY	1	5:30-6:00	9:15-10:00
L	GENERAL ENTRY	1	5:30-6:00	10:00-10:30
BANDS	MARCHING BANDS	2	NA	NA

