



Agenda

City of Charlevoix City Council Regular Meeting

Monday, October 6, 2025 - 4:00 PM

Council Chambers, 210 State Street, Charlevoix, MI

- 1. Roll Call**
- 2. Discussion Items**
 - A. Mass Casualty Response Plan
 - B. Events Policy and Expectations
- 3. Public Comment**
- 4. Adjourn**

Persons with disabilities who need an accommodation to fully participate in these meetings should contact the City Clerk's Office at 231-547-3250 or by email clerk@charlevoixmi.gov. A 24-hour notice may be needed for certain accommodations. An attempt will be made to grant all reasonable accommodations requests.

Charlevoix City Council

Discussion Items

Title: Mass Casualty Response Plan

Date: October 6, 2025

Presented By: Mark Heydlauff, City Manager
Jill McDonnell, Chief of Police

Background:

Recent events underscore the reality that acts of mass violence are a possible though unlikely event in any community. I remain confident in the local and regional law enforcement and first responders who would address the immediate hazard in a situation. This plan is not intended to change or replace those kinds of responses.

This plan is to outline and address steps the City would take after a tragic event. It may be instructive for situations which may not even be malicious in origin, but that would be a traumatic event for many in our community. This plan is also not intended to address things outside of our control like reunification plans or preparedness activities by private businesses or organizations. Again, this is a framework for how the City's resources can be deployed and services maintained during a terrible event or situation.

Our purpose during the work session is to talk through the aspects of this draft plan, find ways to improve it based on Council feedback, and then address the next steps for review. We might consider a future open house for the public to look at this and give additional feedback. Ultimately, this is a plan to help our community heal after tragedy and be resilient in our activities.

This plan is based on a nationally-developed framework and was edited, in part, with AI tools to customize it. Future review by our department heads and other staff will be important to refine some details and ensure everyone is on the same page. Once we are complete, table top exercises will be an important way to test the plan and provide realistic decision scenarios for participants to be more confident in utilizing the plan. All this being said, each emergency situation is different and the framework--not the specifics--will be relied upon to help the community address situations like this.

Recommendation:

Attachments:

1. Mass Violence Response Plan- for Council 10-25

City of Charlevoix Mass Casualty Response Plan

1. Introduction

The City of Charlevoix recognizes the need for a structured and compassionate response to mass casualty incidents, ensuring that all community members understand their roles and have access to accurate information. This plan is designed to provide immediate support to those directly affected, reassure the broader community, and present a unified public response that upholds public trust and confidence.

In the aftermath of a tragedy, a clear and coordinated approach is essential for mitigating harm and fostering recovery. This plan outlines the responsibilities of key city officials, emergency responders, and community organizations, ensuring an organized and efficient response.

- **Mayor** – Acts as the public face of the city, offering reassurance, unity, and support to residents while working closely with emergency management personnel to provide consistent messaging and guidance.
- **City Council Members** – Support emergency declarations, assist in resource allocation, and serve as liaisons to their respective constituencies to ensure effective communication and community engagement.
- **City Manager** – Directs and coordinates all non-law enforcement emergency response efforts, ensuring that city resources are deployed efficiently.
- **Police Chief** – Oversees all law enforcement response operations, ensuring public safety and coordination with state and federal agencies.

This plan is designed to be proactive, establishing clear guidelines for preparedness, response, and long-term recovery. Through effective leadership, collaboration, and communication, Charlevoix will be equipped to navigate crisis situations with resilience and unity.

2. Immediate Response (First 24 Hours)

This section ensures that all necessary steps are clearly outlined and delegated to specific personnel, allowing for a structured and efficient response.

This section follows national best practices for managing the first 24 hours after a mass casualty event, ensuring a coordinated, trauma-informed, and effective response.

Primary Spokesperson

The Mayor, working closely with the City Manager and Police Chief, will serve as the primary spokesperson for all non-law enforcement communication, ensuring accurate and consistent messaging to the public and stakeholders.

A. Communications

Responsibilities: Ensure consistent and transparent communication, prevent misinformation, and coordinate messaging between agencies and the public.

Objective: Implement a structured crisis communication strategy that includes trauma-informed messaging, social media management, and proactive public engagement. Prevent misinformation by centralizing updates through designated channels and ensuring alignment between city officials and law enforcement. Provide clear instructions, dispel misinformation, and maintain public confidence through transparent updates. Ensure messaging aligns with law enforcement, emergency responders, and city leadership.

Primary Coordinators:

- Mayor (Non-law enforcement communication and primary public spokesperson)
- Police Chief (Law enforcement communication)

Key Tasks by Role:

- **Recreation Department:** Given the multiple activities likely to be occurring after an event, various City staff will be tasked to cover responsibilities. The Recreation Department will handle the physical efforts of updating City social media channels and websites as information is ready to be shared. They will also utilize email lists to distribute this information. Recreation facilities may be closed temporarily so that staff can be redeployed to other matters.
- **Mayor, City Manager & Police Chief:** Conduct regular press briefings. Together, they will coordinate with other key actors and PIOs from involved agencies as the situation may arise and coordinate messaging, press availability, and information requests.
- **Mayor and City Council:** Listen and gather concerns and questions from constituents and share with City Manager and Police Chief. Play role in linking communication chain by sharing factual information back to constituents as information is available for release. It is important in this situation not to promise information, activities, or a timeline until it is actually possible to deliver such things.

B. Emergency Operations

Responsibilities: Maintain public safety, allocate resources, and establish emergency response coordination.

Objective: Facilitate a well-organized emergency response by efficiently allocating resources, deploying personnel, and maintaining public safety. Establish clear communication between agencies, manage critical infrastructure, and ensure swift decision-making during crises. In addition to emergency responses, the City will maintain, to the extent possible, regular services and public activities.

Primary Coordinators:

- **City Clerk/Assistant to the City Manager:** Oversee normal City services while emergency operations are managed. Maintain communication with City department management and staff.
- **Police Chief:** Overseeing all facets of emergency and law-enforcement response.

Key Tasks:

- **City Manager:** Coordinates with civilian emergency management personnel including Charlevoix County Victims Services and arranging logistical considerations.
- **CCE 911:** Issues emergency alerts via various communication channels
- **City Council:** Considers and approves a state of emergency declaration.
- **Assistant to the City Manager/City Clerk:** Manages non-emergency infrastructure issues and resource allocation.
- **Public Works/Electric/Water & Wastewater Staff:** As necessary, carry-on normal activities to the extent practicable. Infrastructure issues and related day-to-day activities will be ultimately overseen by the City Clerk/Assistant to the City Manager. Department staff may be tasked quickly to set-up barricades or other logistical issues.
- **City Treasurer:** Will review expense categories and track items for potential reimbursement from state and federal sources. The office will coordinate reporting and create a framework as needed.

C. Victim and Family Support

Responsibilities: Provide immediate emotional and logistical support to victims and their families, ensuring access to resources and trauma-informed care.

Objective: Establish a secure and well-managed Family Assistance Center (FAC) that provides immediate medical, psychological, and logistical support to victims and their families. Transition services to a long-term Resiliency Center (RC) to offer ongoing recovery support. Establish safe spaces for affected individuals and ensure families receive timely and compassionate communication.

Primary Coordinators:

- Victim Services Coordinator (Law enforcement-based victim assistance)

Key Tasks:

- **Victim Services Coordinator:** Establishes a Family Notification Center separate from the press.
- **Mental Health Providers:** Deploy trauma counselors to assist families.

- **Local Facilities (Library, City Hall, Churches):** Serve as designated Victim Assembly Areas; separate facility(ies) serve as media briefing and staging areas.
 - **Hospitals & First Responders:** Coordinate medical updates for affected families.
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3. Coordination and Resources

This section outlines structured approaches to managing donations, community involvement, and interagency collaboration for efficient resource allocation.

To ensure effective incident management, coordination with federal and state agencies, emergency response teams, and community organizations is critical. This section incorporates best practices from national response models.

A. Donations and Funding

Objective: Secure and distribute financial resources for victims and recovery efforts with full transparency. Establish clear protocols for fund collection, disbursement, and tracking, ensuring donations effectively support those impacted.

Primary Coordinator:

- Charlevoix County Community Foundation

Key Tasks:

- **Charlevoix County Community Foundation:** Manages the victim assistance fund. (*The Foundation is reviewing this prospect for the future*).
 - **Communication:** All emphasis on donations and information is geared toward one outlet to avoid scams and misinformation.
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B. Community and Faith-Based Involvement

Responsibilities: Coordinate support efforts with faith leaders, community organizations, and mental health providers to ensure a robust support network.

Objective: Mobilize faith-based and community organizations to provide emotional, logistical, and spiritual support. Foster resilience through interfaith collaborations and community-driven assistance programs.

Primary Coordinators:

- Rev. Chip Sauer, Community Reformed Church and Scott Kelly, BASES
 - Coordinate further resources of the Charlevoix Area Ministerial Association
- Charlevoix County Victims Services
- Charlevoix County Community Foundation

Key Tasks:

- **Faith Leaders:** Organize interfaith vigils.
 - **Community Nonprofits:** Establish trauma-informed care programs.
 - **Clergy Network:** Maintain an up-to-date list of local houses of worship and contacts.
 - **Mental Health Agencies:** Provide crisis intervention and referrals.
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4. Recovery and Long-Term Support

A structured approach to recovery is critical for sustainable healing and rebuilding efforts. The following tasks are designed to address physical, emotional, and economic recovery efforts.

Effective recovery and long-term support require structured planning and phased implementation. This section follows nationally recognized models for sustained trauma recovery, economic stabilization, and public health interventions.

Phased Recovery Timeline**First Week:**

- Work with stakeholders to facilitate a centralized victim assistance center for ongoing support.
- Appropriate providers and agencies can conduct immediate mental health interventions for victims, families, and first responders.
- Initiate community debriefings and healing events.
- Identify and secure temporary housing solutions for displaced victims.

First Month:

- Seek expanded access to long-term counseling and therapy services as may be needed.
- Conduct needs assessments for victims and families to determine ongoing support requirements.
- Begin infrastructure repairs or modifications as needed.
- Host community resilience meetings and support group sessions.

First Six Months:

- Work with agencies like Michigan Works for employment and workforce rehabilitation initiatives for impacted individuals.
- Establish permanent community resilience and mental health support programs through appropriate agencies and organizations.

- Conduct a comprehensive review of emergency response effectiveness and update protocols accordingly.
- Continue long-term rebuilding efforts, ensuring sustainable recovery practices.

A. Mental Health Services

Responsibilities: Provide long-term emotional and psychological support for victims, first responders, and the broader community.

Objective: Ensure long-term access to mental health services for victims, first responders, and community members. Implement trauma-informed care initiatives and maintain sustainable mental health resources for recovery.

Primary Coordinator:

- Northern Community Mental Health

Key Tasks:

- **Northern Community Mental Health:** Manages crisis intervention services.
- **BASES:** Provides youth and family counseling support.

5. Training and Preparedness

Regular and ongoing training initiatives ensure that first responders, city officials, and community members are well-prepared for any future crisis.

Regular preparedness exercises, interagency training, and public education campaigns are necessary to strengthen community resilience. This section integrates recommendations on active assailant response drills, interdepartmental coordination, and public awareness programs.

Objective: Enhance preparedness through ongoing training and exercises for city personnel, first responders, and community stakeholders. Implement simulations, drills, and educational programs to strengthen response capabilities.

Primary Coordinator:

- Chief of Police

Key Tasks:

- **Law Enforcement & First Responders:** Conduct response drills for various kinds of emergencies including tabletop exercises and emergency pre-planning for events and routine activities. Future trainings may include additional school drills, the airport, churches, county/court facilities, manufacturing facilities.
- **Emergency Management Coordinator:** Assists with training resources as needed.
- **Schools & Hospital:** May participate in preparedness exercises and vice versa.

- **City HR Department:** Maintains training schedules for staff and responders.
 - **Incident Command Structure Class:** In-person class that could be held in Charlevoix County to train elected officials and other appointed leadership who would play a role in incident response. Future City Council Work Sessions might also be effective.
 - **Create boilerplate press release templates for significant and routine events**
 - **Office staff training:** Front-line staff in the Clerk/Treasurer/Police Department should be prepared to give basic information, point to other sources of information, and receive gifts and donations.
 - **Community Readiness Training:** Offer training to community and volunteer groups on tactics like “run, fight, hide” and stop the bleed training. Offer opportunities for first aid and similar civilian medical training so that many in the community are aware of ways to assist during any kind of active emergency.
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6. Conclusion

This plan ensures a swift, coordinated, and compassionate response to mass casualty incidents in Charlevoix. By defining clear roles and responsibilities and assigning tasks to appropriate agencies, this plan fosters an organized response structure. Through proactive planning, effective communication, and community engagement, officials can mitigate harm, support victims, and lead recovery efforts efficiently.

Charlevoix City Council

Discussion Items

Title: Events Policy and Expectations

Date: October 6, 2025

Presented By: Mark Heydlauff, City Manager

Background:

In some form or fashion, Charlevoix has long hosted special events downtown and in various parts of the community. Council has wrestled with this topic at various iterations over time yet events remain ubiquitous. At the same time there seems to be growing discontent from residents about the frequency, duration, and inconvenience of special events. Costs to the City for special events are also growing.

In 2019 and 2020, City Council adopted a Special Event Policy (included as an attachment) that intended to limit the growth of new events. This policy clarified the requirements for staff in implementing events and has helped to standardize our processes. We have been able to more easily say no to new large events that have been proposed but we have also seen a proliferation of new smaller activities that do take up staff time and public resources like various fun run 5ks and weddings. We still struggle, however, to balance being open and welcoming of activities on public spaces and the need for events to not distract from routine public services. As noted in the below breakdown of costs, the effort required by staff to safely and effectively prepare for road closures and the frequency of cones to be blocking or unblocking parking spaces takes away from the core functions of our public services.

SUMMARY OF 2024 FESTIVALS						
FESTIVAL	Date(s) of Event	Employee Wages	Fringe Benefits	Equipment Rental	Vendors Paid	Total
Groundhog Shadowfest		\$ -	\$ -	\$ -	\$ -	\$ -
Dogman Challenge		\$ 161.37	\$ 125.86	\$ 119.53	\$ -	\$ 406.76
Easter Egg Hunt		\$ 241.98	\$ 188.73	\$ 53.99	\$ -	\$ 484.70
Breast Cancer Walk/Run		\$ 124.18	\$ 96.87	\$ 40.49	\$ -	\$ 261.54
Memorial Day Parade		\$ 230.05	\$ 179.44	\$ 36.27	\$ -	\$ 445.76
High School Graduation Parade (CPS)		\$ -	\$ -	\$ -	\$ -	\$ -
Trout Tournament		\$ 213.30	\$ 166.38	\$ 40.49	\$ -	\$ 420.17

Charlevoix Marathon		\$ 1,284.65	\$ 1,002.03	\$ 283.43	\$ -	\$ 2,570.11
Summer Art Show		\$ 1,385.38	\$ 1,069.91	\$ 332.34	\$ -	\$ 2,787.63
Boyne Thunder		\$ 3,294.50	\$ 2,569.71	\$ 212.56	\$ -	\$ 6,076.77
Annual Arts & Craft Show		\$ 2,141.70	\$ 1,632.74	\$ 364.40	\$ -	\$ 4,138.84
Venetian		\$ 23,297.89	\$ 16,402.18	\$ 4,685.26	\$ 23,363.50	\$ 67,748.83
Waterfront Art Fair		\$ 1,101.65	\$ 801.04	\$ 165.33	\$ -	\$ 2,068.02
Sidewalk Sales (DDA)		\$ -	\$ -	\$ -	\$ -	\$ -
Homecoming Parade (CPS)		\$ 108.68	\$ 84.77	\$ 26.99	\$ -	\$ 220.44
Apple Festival		\$ 6,625.93	\$ 5,168.23	\$ 750.73	\$ 887.00	\$ 13,431.89
Holiday Parade		\$ 312.83	\$ 244.02	\$ 40.49	\$ -	\$ 597.34
GRAND TOTALS:		\$ 40,524.09	\$ 29,731.91	\$ 7,152.31	\$ 24,250.50	\$ 101,658.81

I would encourage Council to clearly determine what you want for the community. If you want to encourage more events and support them, we need to take a harder look at our budget and plan for more; some communities have dedicated events staff. If, on the other hand, Council wants to tighten up our policy, we have a range of suggestions outlined below. Ultimately, the best thing Council can do is be consistent on what you want to achieve with events and provide clear direction on the outcomes you seek.

Common concerns with events:

- Some event planners are not timely with their planning and/or the permissions they seek from the City for holding events. From concerts to races to weddings, we see some event planners advertising their event before obtaining approvals or providing the City with details of what support they expect.
- During vendor-driven events, we often see little or no planning on the part of event organizers for vendor parking. This has led to an increase in vendors who park campers in streets or parking lots—something not permitted by City ordinance. To be fair, carnival workers and vendors for Venetian Festival do plan ahead to use the area off State Street by the community gardens. That being said, this is not an optimal situation either and really should not be expanded.
- Event organizers sometimes fail to plan for conflicts among their vendors and participants and turn to us to solve these kinds of disputes.
- We have some event planners who seem to feel empowered to "take over" spaces as their

own rather than realizing they have been given the privilege of using public spaces owned by the people of this City for their activities. This has included driving the wrong way down one-way streets, telling members of the public to leave certain spaces that are open, or attempting to limit other activities in favor of their event.

Suggestions for improvement:

- Require event organizers to seek approval for events at least 90 days in advance of the event or activity. This would include basic information like times, dates, expectations for attendance, and desired City services.
- To the City's satisfaction, event organizers should prepare an "all hazards" mitigation plan for things like weather and other unforeseen conditions that would negatively impact an activity and require mitigation.
- Event organizers should prepare for City review and approval specific plans for the following: set-up and clean-up; space closures; security; restrooms; parking (vendors and event attendees).
- Establish a defined route for those who want to hold a 5k and only permit them on this route.
- When neighborhoods are directly impacted by an event, require the event organizer to provide communication and verify this has been completed.
- Lower the threshold for mass gathering permits from 2,000 (current) to some lower number.
- Balance the needs of downtown parking with event space. Ironically, when events draw the most people to downtown, event organizers will often request the most parking spaces be blocked. This limits access to folks doing regular business downtown and also to those who are attending events.

Cost recovery for special events:

- Assess a fixed fee on vendors in public spaces during events. This could be something like \$15 per day per vendor to help cover the cost of maintenance in parks and staff time to manage events.
- Charge costs or require a deposit for costs ahead of an event.
- Explore the relationship between the Venetian Festival and the Marina; this year, staff projected Marina revenue during Venetian was down more than \$12,000 due to reserving spaces for donor boats and parade boats. This is not calculated in the above table.
- Charge an application fee for any special event.

While we have tried to differentiate between smaller and larger events and make the process smoother—especially for smaller events, it might make sense for consistency to require direct Council approval for more activities. This would increase Council's awareness of the requests and give you closer control over the activities we permit in the public spaces.

Just because something has evolved to what it is today doesn't mean it can or must continue in the same way. The needs and expectations of a community change overtime and our policies relative to it must do the same.

Recommendation:

Attachments:

1. Special Event Policy Final



City of Charlevoix Special Event Policy

Purpose

Charlevoix parks, open spaces, alleys, walkways, streets, and recreation areas exist, primarily, for the benefit and enjoyment of the residents who live in this City. These resources were built by the taxpayers of this City, the generosity of donors, and resources of the State of Michigan to bring positive outdoor experiences to connect with the recreational assets, commerce, and natural beauty of our community. Special events should be limited in number, organized in form, and compatible with the community. Special events, when planned on public property, should supplement the enjoyment of our community rather than supplant the free enjoyment of public space. This policy is intended to regulate time, manner, and place of events but not the content of an event.

Recognition of Events of Historic and Cultural Significance to Charlevoix

As Charlevoix has grown and evolved over the years, there are special events that have come to be synonymous with Charlevoix and serve as local markers of the seasons; these events also serve as regional and national draws for visitors. These events shall be deemed exempt events and are given preference in space use above all other requests in any public space of the City; exempt events shall generally be exempt from space usage fees given their unique importance to the cultural and social life of the community.

Charlevoix Venetian Festival

The Venetian Festival's eight day run in late July is Charlevoix's oldest and most well-known special event. It exists for the purpose of drawing families and friends together and celebrating summer life in Charlevoix and the surrounding area. Having begun in 1930, this event has a lasting impact on the character of summer life in Charlevoix. The City of Charlevoix is committed to continuing our unique relationship in support of the Festival.

Charlevoix Waterfront Art Fair

Begun in 1958, this one-day festival is consistently ranked among America's best art shows. The Waterfront Art Fair is sponsored by the Charlevoix Council for the Arts who uses the proceeds derived from the annual show to support the arts in our community. The Council helps sustain various organizations who contribute to the high quality of life enjoyed in our community.

Charlevoix's Apple Fest

Founded in 1978 as a collaboration with area apple vendors and downtown merchants, the Apple Festival is operated by the Charlevoix Area Chamber of Commerce and is viewed by many as the "end of the season" in Charlevoix. Combining crafters, apple vendors, and local food booths, the festival is the prime fall attraction in downtown Charlevoix utilizing East Park, Bridge Park and other portions of the downtown.

Definition of events

Major Events

Major events are those events intended to raise money, sell products, or otherwise engage in commercial activity within a city park, public space or street. This may include events where a fee is charged to patrons for entry, where a special liquor license or extended liquor service is requested, or for events where, in the opinion of City staff, unique public service requirements are requested for the management of traffic, pedestrians, fireworks, or other special circumstances. The City Council shall establish a fee scale for these events based on location, type of activity and time of year.

Small Events

Small events are those events where commercial activity or fundraising is included in the event but done so at a small scale. Events of this type may occur in parks, public spaces or streets but shall be limited in scope. Events may require low-level public service requirements but not, in the opinion of City staff, to a significant extent. The City Council may establish a fee scale for these events based on location, type of activity, and time of year.

Community Events

Community events are unique in that they include any event sponsored and fully managed by the City of Charlevoix or one of its entities. Community events may also include events sponsored by Charlevoix Public Schools or other community entities for which the event exists as a broad gathering for members of the community for which fundraising or commerce is not the intent and for which entry is open to all persons regardless of affiliation. Community events shall expressly include the Charlevoix Farmers Market(s) operated by the City; summer concert or entertainment series operated by the Charlevoix DDA; Charlevoix High School homecoming festivities; and holiday-themed events (including the Easter Egg Hunt and the Holiday Tree Lighting). Most community events shall be exempt from special event fees.

Event Spaces and Restrictions

All public spaces, parks, and areas of the City are unique and carry with them certain characteristics making them more or less fitting for a variety of activities. Small private events like weddings, memorials, graduation parties, receptions or other similar events may be permitted by staff in addition to those rules outlined below. Small private events like these should have minimal impact on a public space and allow for the free enjoyment of the public space by non-participants congruently with the small, private event. Exempt events shall always have precedent over small private events. Any kind of event and gathering must still comply with the mass gathering permit regulations elsewhere stipulated.

City Council and City staff may place limitations on the size, scope, and manner of an event as indicated. Permission to hold an event is limited to the space and agreed standards for the event between the City and the event organizer.

East Park

East Park is the crown jewel of Charlevoix's public spaces. Its unique design connects the marina, downtown, and merchants together. It is anchored by the Odmark Performance Pavilion to the south and the marina office and trout pond at the north end. The undulating landscape of the park creates unique opportunities and challenges for using the space for different activities. All event requests for East Park will require City Council approval.

East Park Use Restrictions

Peak Season

From the Tuesday following Memorial Day through Labor Day, the following major events may be permitted after review and approval by City Council:

- Summer Art Show (June)
- Art & Craft Show (July)
- Charlevoix Venetian Festival (July)
- Waterfront Art Fair (August)

New major events shall not be permitted during the peak season unless specifically approved by City Council.

Small events may be permitted so long as their use is limited, using less than 25% of the park for tents, vendors or other temporary structures. Community events are permitted. Event planners shall pay the per-space parking fee as Council may from time to time establish for all spaces requested to be closed (excluding community events). Aside from Community events, no events may be held on the weekend closest to Independence Day.

Fall Season

From the Tuesday following Labor Day through October 31, major and small events are permitted in East Park along with community Events and Charlevoix's Apple Fest. Event planners will pay the per-space parking fee as Council may from time to time establish for all spaces requested to be closed (excluding community events). Major events shall require specific Council approval.

Off-season Events

Dependent on weather and snow conditions, events may be held in East Park from November 1 through Memorial Day. Major events shall require specific Council approval.

Bridge Park

Bridge Park consists of the open space roof above 103-111 Bridge Park Drive and the park area along the Pine River Channel between the ferry dock and US 31. It is suitable for small events and some smaller major events. Due to the park being situated on a roof, there are restrictions on the weight of vehicles and tent usage. All event requests for Bridge Park will require City Council approval.

Bridge Park Use Restrictions

Peak Season

From the Tuesday following Memorial Day through Labor Day, the Council may permit up to four major events in Bridge Park in addition to exempt and community events. Event planners shall pay the per-space parking fee as Council may from time to time establish for all spaces requested to be closed (excluding community events). Aside from Community events, no events may be held on the weekend closest to Independence Day.

Fall Season

From the Tuesday following Labor Day through October 31, major events may be planned with Council approval. Event planners shall pay the per-space parking fee as Council may from time to time establish for all spaces requested to be closed (excluding community events).

Off-peak Season

Dependent on weather and snow conditions, events may be held in Bridge Park from November 1 through Memorial Day.

Ferry Beach Park

Ferry Beach Park is a large community park with ample shoreline on Lake Charlevoix including amenities like an accessible kayak launch, beach, swimming pier, and pavilions. There is ample parking and shaded areas for recreation.

Ferry Beach Park Use Restrictions

In-season

From May 1 through October 31, the City Council may permit up to two major events plus exempt and community events. Small events and community events shall be permitted by staff on a space available basis; exempt events shall always have preference.

Off-season

Event use from November 1 through April 30 is impacted based on snowfall and seasonal conditions. While events may be planned, there is no expectation of parking being available in the park. Services are limited based on weather.

Michigan Beach

Michigan Beach is Charlevoix's premiere public beach on Lake Michigan. It is defined as the parking lot behind the DNR station on to the west inclusive of the playground, pavilion, beach, and parking areas to the Water Treatment Plant but below the bluff.

Michigan Beach Use Restrictions

Council may permit one major event at Michigan Beach each year between Memorial Day and Labor Day. Small events and community events shall be permitted by staff on a space available basis; exempt events shall always have preference.

Depot Beach Park

Depot Beach is centered around the historic train depot and features a pavilion and beach on Lake Charlevoix. Council may permit one major event there each year in addition to exempt events. Small events may be permitted by staff on a space available basis.

Lake Michigan Beach Park

This natural park located along Park Avenue features walking areas and some parking. Aside from the parking areas, which may support other events, events centered in the park are only permitted on a case by case basis (excluding pedestrian races which may utilize the area).

Water Tower Park and Hoffman Park

These are small neighborhood parks along Park Avenue and the Pine River Channel. Neither is suitable for major events and small events may be permitted by staff on a space available basis.

Veterans Park

This is a small park downtown adjacent to East Park. Aside from Community events, there are no events permitted in this park.

Other Public Spaces

Sometimes events or activities may be held in parking lots, alleys or similar spaces. Residents may also wish to have a block party to gather neighbors together. Peak Season shall be defined as the Friday before Memorial Day to Labor Day; Fall Season is the Tuesday following Labor Day through October 31 and off-peak season is November 1 through the Thursday before Memorial Day. Straight-forward requests may be approved by staff or forwarded to City Council for review as staff may feel appropriate.

Mt. McSauba Recreation Area

The Mt. McSauba Recreation Area is primarily intended for the operation of winter sports activities including skiing, snowboarding, ice skating and snowshoeing along with summer day camp and disc golf. Some community events are held here but primarily the area is intended for the free enjoyment of the public. Major and small events will be considered on a case by case basis to the extent they are compatible with routine operations.

Fees and Expenses

The City Council will set fees for the use of certain spaces dependent on the kinds of activities planned and the season in which they will occur. In addition to usage fees which cover costs for staff time, maintenance, and supplies for the activity, Council may impose actual fees for expense including but not limited to: traffic control devices and personnel; public services; and any other specialized costs pertaining directly to the event.

Solid Waste and Recycling

Events tend to create waste. Event holders are responsible for developing a solid waste and recycling plan for each event and delineating responsibility for the collection and disposal of waste. This plan should outline how the event organizers will manage solid waste, what steps will be used to encourage the use of recyclable material, and how waste will be collected and removed from the site. It is the goal of the City of Charlevoix to continually reduce the stream of unrecycled waste in the community; event organizers should work with vendors to use materials that can be recycled.

Senior Citizens and Inclusion for those with Disabilities

The City of Charlevoix desires to be a community accessible and welcoming of persons of all ages and abilities. To this end, organizers of special events shall provide a statement of their efforts to include senior citizens in the special event and discuss steps taken to ensure those with disabilities can freely enjoy the event.

Specific Rules and Procedures

The City Manager is authorized by City Council to develop or have developed other specific rules and regulations to apply to all events consistent with this policy. These additional rules and regulations may include but not be limited to: permits; procedures; insurance requirements; live music and noise rules; parking; and other such topics leading to orderly events.

Reporting and Assessment

Event organizers shall annually report their reasonable estimated return on the City's investment into their event by tracking such data points as: visitor counts; specific local economic impact; funds donated or spent in the City; and other such information as may be relevant. Additionally, event organizers

should indicate the steps taken to reduce non-recycled waste, the efforts made to include persons with disabilities, and efforts to minimize traffic and parking congestion.

City staff are directed to track costs associated with all major special events and report the excess or deficiency of fees compared with the City's cost to support such events.

City Council shall review and modify this policy as needed each year in November based on the reporting, assessment, and feedback received.

Breach and Revocation

An event organizer who fails to adhere to the rules set forth for their event or who fails to fully reimburse the City for expenses as stipulated by this policy may face revocation of their right to organize an event under this policy. Announcing an event without prior written authorization may also be grounds for revocation.