



City Council Agenda Item Report

FROM: Jamie Wolters

MEETING DATE: February 23, 2026

SUBJECT: Annual Special Event-Art in the Park Saugatuck

DESCRIPTION:

SWMI Artisan Markets is proposing Art in the Park Saugatuck to be held on September 12, 2026. Please see the attached application and event details below. A safety meeting was conducted, and the Fire Department, Police Department, and DPW have reviewed the request and provided departmental approval.

BREAKDOWN OF EVENT:

Event Dates:	September 12, 2026
Event location:	Wicks Park
Event Hours:	10:00am-5:00pm
Set up/Clean up times:	7:30am & 5:00pm
Est. number of attendees:	1,500 – 2,000
Tents:	Maximum of 40-50 see attached map
Volunteers:	Yet to be determined
Music:	Band with no amplification
Alcohol:	None
Fireworks:	None
Signage:	Palette Sign, Wicks Park Gazebo Banner and 6 yard signs-(not 16 as stated on application)
Vendor Parking:	High School via Interurban

BUDGET ACTION REQUIRED:

N/A

COMMITTEE/COMMISSION REVIEW:

N/A

LEGAL REVIEW:

N/A

SAMPLE MOTION:

Motion to approve/deny the Art in the Park Saugatuck to take place on September 12th, 2026, organized by SWMI Artisan Markets.

October 22, 2025

City of Saugatuck
PO Box 86
Saugatuck, MI 49453

Dear City of Saugatuck and Members,

We are excited to share some wonderful news!

Art in the Park is entering a new chapter with a thoughtful transition of management from Anna Donahue to **SWMI Artisan Markets**. We are deeply grateful that Anna has entrusted us with this beloved event.

As we take on this new role, we do so with renewed purpose and enthusiasm, committed to celebrating fine arts throughout our region. **Art in the Park** is an exclusive, juried showcase of fine, handcrafted creations from the region's most talented artisans. Our carefully curated selection promises a discerning and elevated shopping experience, a celebration of true craftsmanship and creative excellence.

As part of SWMI Artisan Markets commitment to giving back to the community, we're proud to announce that 20% of our net earnings will be donated to the **Art à Loan program at Saugatuck Public Schools**. This remarkable program has been a cherished tradition for nearly 30 years, and it holds a special place in my heart. During her school years, my daughter, Lauren Messing, was selected three times with her artwork, an experience that left a lasting impact on her.

Thank you for taking the time to review our application for *Art in the Park Saugatuck*. We look forward to working collaboratively with you to ensure a successful event and to help draw visitors to Downtown Saugatuck.

Kind regards,



Susan L. Poolman
Marie Kappenman
SWMI Artisan Markets

We're currently developing a strategic social media marketing plan, which will include featured vendor spotlights to help promote participation and engagement. Additionally, we'll provide a booth layout once we've re-measured the area to ensure the space is used as efficiently as possible.

Our application rules and regulations:

1. **Original Work Requirement**

All items must be **original, handcrafted, and created by the approved artist/vendor**.

Buy-sell items, kits, imports, commercial, and mass-produced products are **not permitted**.

This policy will be strictly enforced to maintain the integrity and quality of our market.

***** 3-D printed media will not be considered for this event**

2. **Exhibitor Selection & Category Limitations**

To ensure a diverse and balanced marketplace, we limit the number of exhibitors within each category or with similar product offerings. All applications are juried simultaneously, and selections are made to provide a varied representation within each category.

This is **not** a first-come, first-served process.

3. **Application Review Process**

All applications will be reviewed and screened for completeness before the jury process. If your application is incomplete, you will be notified and given the opportunity to resubmit once all required information is provided.

4. **Cancellation Policy**

Please notify us as soon as possible if you need to cancel your participation.

Cancellation refunds may be considered on a case by case basis. No refunds after May 1st.

5. **Returned Check Policy / Venmo**

A \$50.00 bank fee will be charged for all returned checks. To secure your acceptance into the Market, payment must then include the original amount **plus** the \$50.00 bank fee

Venmo is highly encouraged for payment and details will be in your acceptance email.

6. **Photo Submission and Usage Policy**

You must submit a minimum of **3 high-quality digital photos** of your items and **2 photos of your display**. Photos should comprehensively represent **all wares** you plan to exhibit at Art In the Park.

Please ensure photos are clear and well-lit. Additionally, work-in-progress photos must be available on the day of the market if questions arise about your items' craftsmanship.

By submitting photos, you agree that images taken by Committee members or their designees—whether at the market or provided by you—may be used for promotional purposes, including news releases, the event website, social media, and other advertising.

7. **Booth Content Policy**

If you display any crafts or wares in your booth that differ from those listed in your application or that have not received prior approval from the Market Committee, you may be asked to remove those items or risk expulsion from the event.

8. **Sales Tax Responsibility**

You are responsible for researching, collecting, and reporting all applicable local and state sales taxes to the appropriate revenue departments. We **will not** accept a **concessionaire's sales tax license** from out of state residents.

9. **Booth Set-Up Information**

Set-up time is on **Saturday from 7:30 a.m. to 9:45 a.m.** Please unload your vehicle and move it to the designated parking area **before** beginning to set up your display.

If you have not arrived or contacted us regarding a late arrival by **8:15 a.m.**, you will be considered a **no-show**, and your space may be reassigned without a refund.

10. **Market Hours & Breakdown Policy**

The market officially closes at **5 p.m.**

Please **do not begin packing up or dismantling your display before this time.**

Failure to comply with this rule **will affect** your eligibility for participation in future markets.

11. **We are a community-focused event** that thrives on support, positivity, and collaboration. If you feel unable to encourage fellow vendors, engage positively with shoppers, or maintain an uplifting attitude, this may not be the right market for you.

12. **Digital Presence**

Your digital presence matters. Having an up-to-date website and active social media allows us to effectively promote and showcase your work for this event.

13. **Right of Withdrawal**

The SWMI Artisan Market Committee reserves the sole discretion to require an exhibitor to withdraw from the market due to misrepresentation or unacceptable behavior. In such cases, any fees paid directly to the Market by the exhibitor will be refunded, less \$65 due to planning and advertisement of the event.

The exhibitor agrees that they have no further recourse, and the SWMI Artisan Market shall not be liable for any direct, indirect, consequential damages, lost profits, or any other losses incurred.

**Council Action**

____ Approved

____ Denied

2-23-26 Date

102 Butler Street • P.O. Box 86 • Saugatuck, MI 49453
Phone: 269-857-2603 • Website: www.saugatuckcity.com

SPECIAL EVENT & PARADE APPLICATION

Must be filled out in its entirety & returned to the City Clerk's Office 60 days prior to scheduled event

SPONSORING ORGANIZATION INFORMATIONLEGAL BUSINESS NAME: SWMI Artisan MarketsTELEPHONE: 269.227.3448MAILING ADDRESS: PO Box 286, Glenn, MI 49416CONTACT NAME: Susan PoolmanTELEPHONE: 269.227.3448E-MAIL ADDRESS: swmiartisanmarkets@gmail.comCELL PHONE: 269.227.3448**CONTACT PERSON ON DAY OF EVENT**CONTACT NAME: Emily BerezowskyTELEPHONE: 248.342.3541E-MAIL ADDRESS: emilyberezowsky@gmail.comCELL PHONE: 248.342.3541**EVENT INFORMATION**NAME OF EVENT: Art In the Park SaugatuckDATE(S) OF EVENT: 09/12/2026PURPOSE OF EVENT: Art FestivalRAIN DATE: n/a

☐ Non-Profit ☐ For-Profit ☐ City Operated/Sponsored ☐ Co-Sponsored
☐ Marathon/Race ☒ Festival/Fair ☐ Video/Film Production ☐ Other _____

EVENT LOCATION: Wicks ParkEVENT HOURS: 10am-5pmESTIMATED NUMBER OF ATTENDEES: 1,500 - 2,000 GuestsESTIMATED NUMBER OF VOLUNTEERS: Not sure at this pointESTIMATE DATE / TIME FOR SET-UP: 09/12/2026 7:30 ☒ A.M. ☐ P.M.ESTIMATE DATE / TIME FOR CLEAN-UP: 09/12/2026 5:00 ☐ A.M. ☒ P.M.

EVENT DETAILS

WILL MUSIC BE PROVIDED DURING THIS EVENT: ☒ Yes ☐ No

TYPE OF MUSIC PROPOSED: ☒ Live ☒ Amplification ☐ Recorded ☐ Loudspeakers

PROPOSED TIME MUSIC WILL BEGIN: 11:00am END: 5:00pm

FOOD VENDORS/CONCESSIONS: (Contact Allegan County Health Department) ☐ Yes ☒ No
☐ Provide Copy of Health Department Food Service License

WILL ALCOHOL BE SERVED AT THIS EVENT: ☐ Yes ☒ No
☐ Provide Copy of Liquor Liability Insurance (listing the City as additionally insured)
☐ Provide Copy of Michigan Liquor Control License

If yes, describe measures to be taken to prohibit the sale of alcohol to minors: _____

WILL FIREWORKS BE APART OF EVENT: ☐ Yes ☒ No
☐ Provide Copy of Liability Insurance (listing the City as additionally insured)
☐ Provide Copy of Fireworks Permit

EVENT SIGNAGE: City Council approval is required for any temporary signing in the public right-of-way, across a street or on City property. Which of the following signs are requested for this event:

 **"YARD" SIGNS** - Number requested: 16 (Maximum size is 2' x 2'. Cannot be displayed no more than 15 days prior to first day of event and must be removed 24 hours after end of event.)

 **BANNER UNDER SAUGATUCK PALETTE SIGN** - (Size cannot be greater than 14' x 4'). Cannot be displayed more than 15 days prior to first day of event and must be removed 24 hours after end of event.)

 **SIGNAGE AT EVENT SITE** - Location(s): Gazebo banner and yard signs near sidewalks
Description of signs: Will submit images once we have them finalized, similiar to the past event
(Signs at event site cannot be displayed prior to day of the event and must removed at the end of the event.)

TENTS/CANOPIES/MISC: The City of Saugatuck does not have tents, stage, tables or chairs available for rental. There are a number of businesses listed in the yellow pages under "Rental Service Stores" that specialize in the rental of event supplies. Will the following be constructed or located in the event area:

☒ **BOOTHS – QUANTITY** 40 - 50 ☐ **TENTS – QUANTITY** _____

☐ **AWNINGS – QUANTITY** _____ ☐ **TABLES – QUANTITY** _____

☐ **PORTABLE TOILETS – QUANTITY** _____

VENDOR PARKING: Have you made arrangement for vendor parking? ☒ Yes ☐ No

If yes, where do you propose your vendors park? We will be in contact with the HS & Churches

Will the Interurban be utilized? ☒ Yes ☐ No Time(s) 7:30am - 10am & 4pm-6pm

DEPARTMENT OF PUBLIC WORKS

☒ APPROVED

☐ DENIED

approved via safety meeting on 2-19-26
Authorized Personnel Signature

Will this event require the use of any of the following municipal equipment: ☒ Yes ☐ No

☒ TRASH RECEPTACLES – QUANTITY 6

☐ BARRICADES – QUANTITY _____

☐ TRAFFIC CONES – QUANTITY _____

☒ PARKING SIGNS – QUANTITY 2

☐ FENCING

☐ WATER

☒ ELECTRIC

☒ RESTROOM CLEANING

☐ OTHER _____

POLICE DEPARTMENT

☒ APPROVED

☐ DENIED

approved via safety meeting on 2-19-26
Authorized Personnel Signature

ADDITIONAL OFFICERS REQUIRED? ☐ Yes ☒ No

If yes please describe & include times _____

Other (describe): _____

SAUGATUCK TOWNSHIP FIRE DISTRICT

☒ APPROVED

☐ DENIED

approved via safety meeting on 2-19-26
Authorized Personnel Signature

STREET CLOSURES: ☐ Yes ☒ No (use attached map to outline proposed closures)

Street closure date/time: _____ ☐ A.M. ☐ P.M.

Street re-open date/time: _____ ☐ A.M. ☐ P.M.

SIDEWALK CLOSURES: ☐ Yes ☒ No (use attached map to outline proposed closures)

Describe Sidewalk Use: _____

Sidewalk closure date/time: _____ ☐ A.M. ☐ P.M.

Sidewalk re-open date/time: _____ ☐ A.M. ☐ P.M.

PARKING LOT CLOSURES: ☒ Yes ☐ No (use attached map to outline proposed closures)

Parking Lot Location: Next to Wicks Park

Sidewalk closure date/time: _____ ☐ A.M. ☐ P.M.

Sidewalk re-open date/time: _____ ☐ A.M. ☐ P.M.

What parking arrangements are proposed to accommodate potential attendance: _____

APPLICATION CHECK LIST

- ☒ Completed Application
- ☒ Event Map (includes detailed event layout for vendors, booths, porta potties, etc.)
- ☐ Road/Sidewalk/Parking Lot Closure Map
- ☒ Certificate of Insurance (listing the City of Saugatuck as additionally insured)
- ☐ Fireworks Permit (if applicable)
- ☐ Michigan Liquor Control Commission Special Event License (if applicable)
- ☐ Health Department Food Service License (if applicable)

If document is missing, please explain: _____

The applicant and sponsoring organization understand and agrees to:

Provide a certificate of insurance with all coverages deemed necessary for the event, name the City of Saugatuck as an additional insured on all applicable policies and submit the certificate to the City Clerk's Office no later than one (1) week following notice of the event approval.

Comply with all City and County Ordinances and applicable State laws, City policies and acknowledges that the special events permit does not relieve the applicant or organization from meeting any application requirements of law or other public bodies or agencies.

Applicant and sponsoring organization further understands the approval of this special event may include additional requirements and/or limitations based on the City's review of this application. The applicant and sponsoring organization understands that it may be necessary to meet with City staff during the review of this application and that City Council approval is necessary.

Applicant understands that he/she is responsible for contacting the Michigan Liquor Control Commission and/or Allegan County Health Department to secure all permits required for this event.

Applicant agrees to defend, indemnify and hold harmless the City of Saugatuck, Michigan from any claim, demand, suit, loss, cost of expense or any damage which may be asserted, claimed or recovered against or from this Special Event by reason of any damage to property, personal injury or bodily injury, including death, sustained by any person whomsoever and which damage, injury or death arises out of or is incident to or in any way connected with the performance of this contract, and regardless of which claim, demand, damage, loss cost of expense is caused in whole or in part by the negligence of the City of Saugatuck or by third parties, or by the agents, servants, employees or factors of any of them.

As the duly authorized agent of the sponsoring organization, I hereby apply for approval of this Special Event and affirm the above understandings. The information provided on this application is true and complete to the best of my knowledge.


Applicant Signature

10/22/2025
Date

Augatuck Chain Ferry
Temporarily closed

* Booths spaced between permanent part benches *

Andean Otavalos
Handworks

Ship Building
Historical Marker

Rose + Huck Sal

Water St

Booth Sizes
10' x 10'
15' x 10'

Bath
room
21' x 30'

Park



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

10/27/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Saugatuck Harbor Insurance Agency 102 S. Blue Star Hwy, Ste. 118 PO Box 730 Douglas MI 49406	CONTACT NAME: Mark Bekken PHONE (A/C, No, Ext): (269) 857-1751 FAX (A/C, No): (269) 857-1838 E-MAIL ADDRESS: markb@shinsurance.com														
INSURED Susan Poolman 7021 114Th Ave 7021 114th Ave Fennville MI 49408-9756	<table><tr><th>INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr><tr><td>INSURER A : Auto-Owners Insurance</td><td>18988</td></tr><tr><td>INSURER B :</td><td></td></tr><tr><td>INSURER C :</td><td></td></tr><tr><td>INSURER D :</td><td></td></tr><tr><td>INSURER E :</td><td></td></tr><tr><td>INSURER F :</td><td></td></tr></table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : Auto-Owners Insurance	18988	INSURER B :		INSURER C :		INSURER D :		INSURER E :		INSURER F :	
INSURER(S) AFFORDING COVERAGE	NAIC #														
INSURER A : Auto-Owners Insurance	18988														
INSURER B :															
INSURER C :															
INSURER D :															
INSURER E :															
INSURER F :															

COVERAGES**CERTIFICATE NUMBER:** CL25102706158**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☐ POLICY ☐ PRO-JECT ☐ LOC OTHER:	Y		16878019	05/23/2025	05/23/2026	EACH OCCURRENCE \$ 1,000,000
	DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000						
	MED EXP (Any one person) \$ 10,000						
	PERSONAL & ADV INJURY \$ 1,000,000						
	AUTOMOBILE LIABILITY ☐ ANY AUTO ☐ OWNED AUTOS ONLY ☐ SCHEDULED AUTOS ☐ HIRED AUTOS ONLY ☐ NON-OWNED AUTOS ONLY						GENERAL AGGREGATE \$ 1,000,000
	UMBRELLA LIAB ☐ OCCUR EXCESS LIAB ☐ CLAIMS-MADE DED ☐ RETENTION \$						PRODUCTS - COMP/OP AGG \$ 1,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory In NH) If yes, describe under DESCRIPTION OF OPERATIONS below						Insurer Adjustment \$
							COMBINED SINGLE LIMIT (Ea accident) \$
							BODILY INJURY (Per person) \$
							BODILY INJURY (Per accident) \$
							PROPERTY DAMAGE (Per accident) \$
							\$
							EACH OCCURRENCE \$
							AGGREGATE \$
							\$
							PER STATUTE ☐ OTH-ER ☐
							E.L. EACH ACCIDENT \$
							E.L. DISEASE - EA EMPLOYEE \$
							E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**City of Saugatuck
102 Butler St.

Saugatuck

MI 49453

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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