



City Council Agenda Item Report

From: Jamie Wolters
Date: September 28, 2026
Subject: Special Event Application - Strader Films Toyota E&D MI

Description:

Strader Films has submitted an application for a for profit commercial filming for Toyota E&D MI. The filming will take place on 9/30 at both Oval Beach and Butler St. Safety measures have been discussed by Fire, Police and DPW. All departments approve of the safety measures in place. The organizer is aware that the request for using private parking lots must go through the owner of the lot.

Budget Action Required:

N/A

Legal Review:

N/A

Sample Motion:

Motion to approve/deny the commercial photo shoot to take place on September 30, 2026.

**Council Action** Approved Denied 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: Strader Films dba Strader FilmsTELEPHONE: MAILING ADDRESS: Brentwood, TN 37027CONTACT NAME: Jason HamelinTELEPHONE: naE-MAIL ADDRESS: CELL PHONE: **CONTACT PERSON ON DAY OF EVENT**CONTACT NAME: Jason HamelinTELEPHONE: naE-MAIL ADDRESS: CELL PHONE: **EVENT INFORMATION**NAME OF EVENT: Toyota E&D MIDATE(S) OF EVENT: 9/30PURPOSE OF EVENT: Comercial Filming

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

EVENT LOCATION: Oval Beach and Butler St at Brass AnchorEVENT HOURS: 7am-12pm / 6-8pmESTIMATED NUMBER OF ATTENDEES: 26 Vehicles: 1 motorhome 2 sprinter vans
24 cars (max)ESTIMATED NUMBER OF VOLUNTEERS: 0ESTIMATE DATE / TIME FOR SET-UP: no additiona Need ☐ A.M. ☐ P.M.ESTIMATE DATE / TIME FOR CLEAN-UP: no additiona Need ☐ 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: _____ END: _____

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: ____ (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): Oval beach and Butler
Description of signs: a couple 24"x36" foam core signs informing public filming in progress
(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** _____
☐ **AWNINGS – QUANTITY** _____
☐ **PORTABLE TOILETS – QUANTITY** _____

☒ **TENTS – QUANTITY** 2-3 8x8 at oval beach

☒ **TABLES – QUANTITY** 6 8' under tents

*just Pop ups if raining
placed next to motorhome
in parking spots*

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

If yes, where do you propose your vendors park? crew park in see map

Will the Interurban be utilized? ☐ Yes ☐ No Time(s) _____

DEPARTMENT OF PUBLIC WORKS

☐ APPROVED

☐ DENIED

Authorized Personnel Signature

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

☐ TRASH RECEPTACLES – QUANTITY _____

☐ BARRICADES – QUANTITY _____

☐ TRAFFIC CONES – QUANTITY _____

☐ PARKING SIGNS – QUANTITY _____

☐ FENCING

☐ WATER

☐ ELECTRIC

☐ RESTROOM CLEANING

☐ OTHER _____

POLICE DEPARTMENT

☐ APPROVED

☐ DENIED

Authorized Personnel Signature

ADDITIONAL OFFICERS REQUIRED? ☐ Yes ☐ No

If yes please describe & include times _____

Other (describe): _____

SAUGATUCK TOWNSHIP FIRE DISTRICT

☐ APPROVED

☐ DENIED

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: _____

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

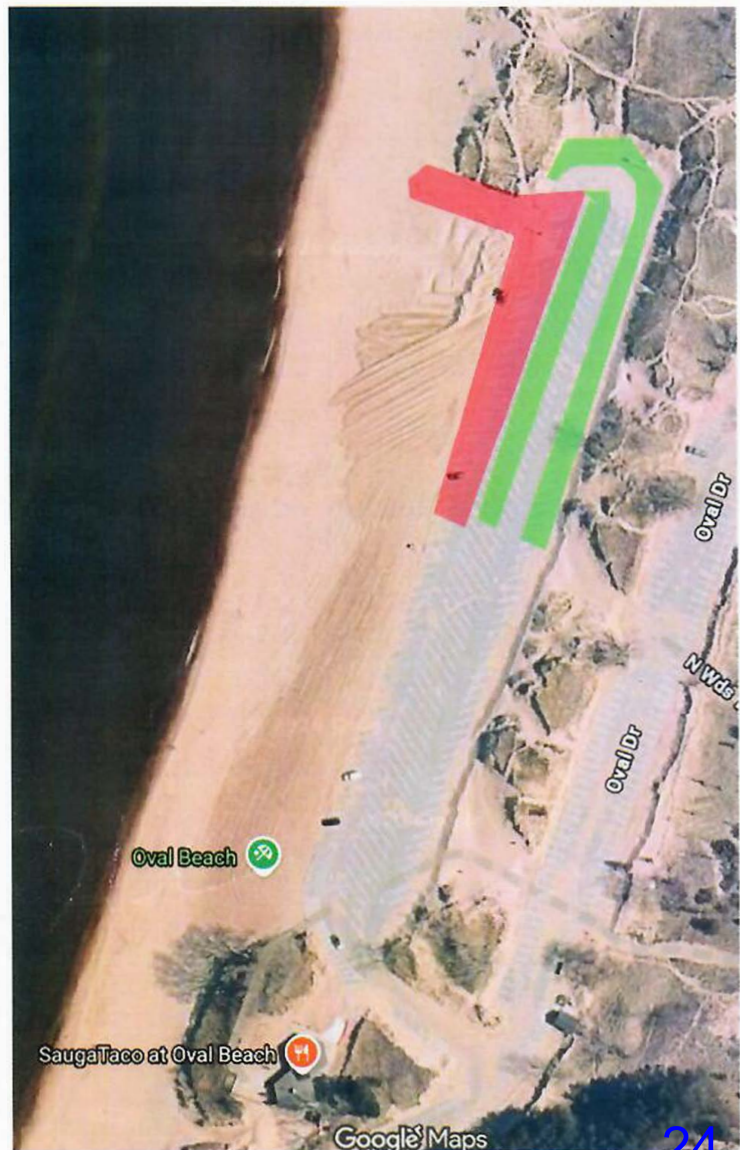
9-12-26

Date

Event Locations

1st: Oval beach, 7am to approximately 12pm, We will be shooting in the NW lot along then parking spots and if possible pulling an AWD Rav4 out onto the sand just past the north dune and parking it for the shot, we will not be driving it for the filming or driving on the boardwalk just south of that area. We would also like to shoot in the parking spots along the sand and if possible broom some sand from the edge onto the pavement, (unless its already there) we would broom the sand back when finished. We would also like to cone off spots in our shoot area to prevent unwanted vehicles in our background. We would also like to shoot in the circle drive near the entrance where there are no parking signs. We will be able to allow traffic to proceed as normal. We will be using a licensed drone operator for this shot but only low flying and not over park goers, we will also be faa cleared and supply you with the operators licence.

-  Filming Areas
-  Crew Parking

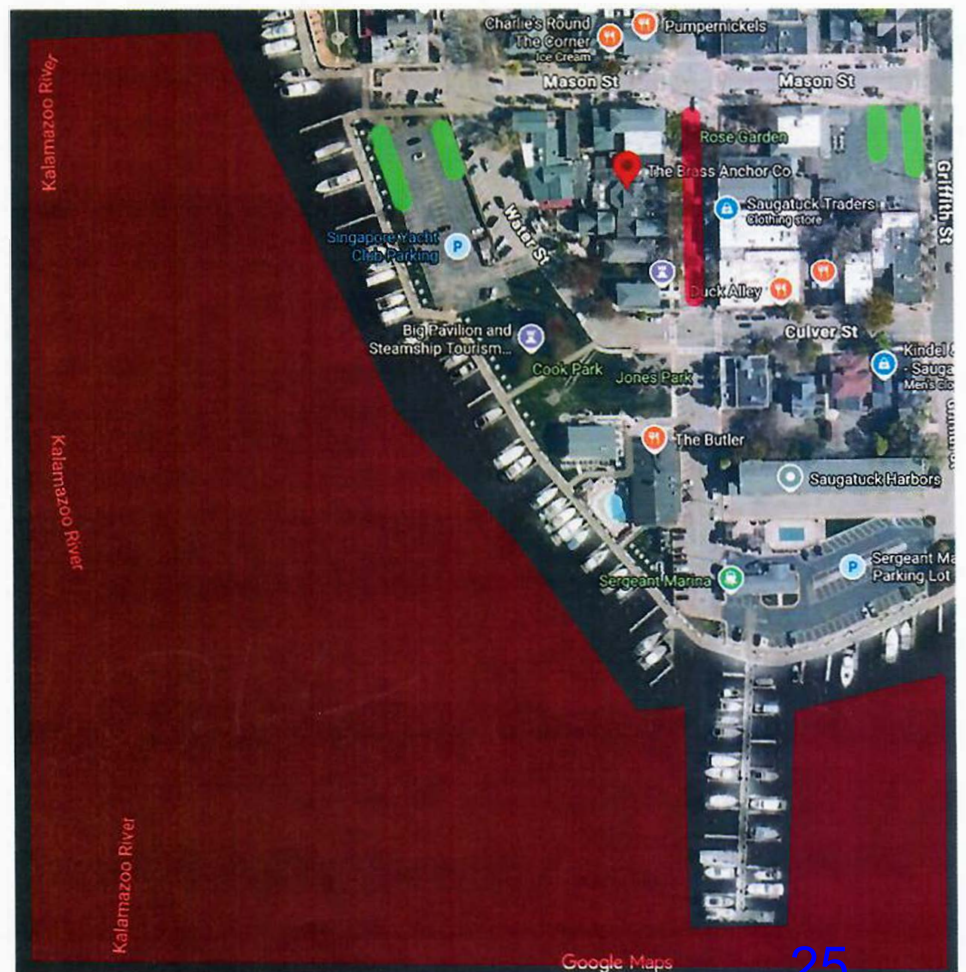


Event Locations

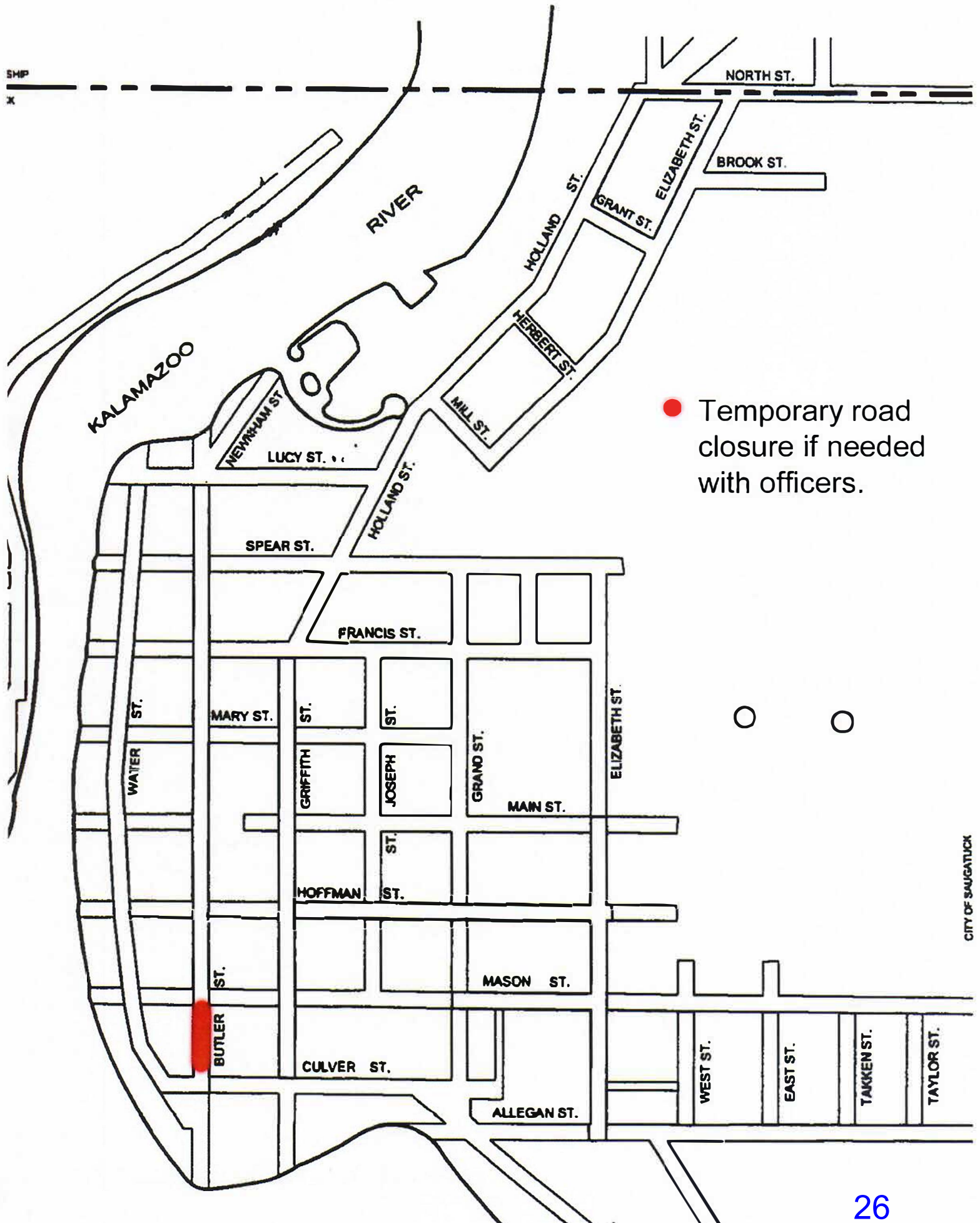
2nd Butler St in front of Brass Anchor and some drone footage of the city shot from out over the water looking back at the city.

Time, evening at dusk, arrival approximately 6pm and shooting till twilight aprox 7:30/8pm, just need the glow light from the store. We have parking available at the SCA (where we will be shooting mid afternoon) but if we can park closer in either the Singapore Yacht Club parking or the lot at the corner of Mason and Griffith that would be better. We are planning on having two officers from the county on site to assist with temporary traffic stoppage on Butler in between Mason and Culver. When not shooting we can open the flow of traffic, and the sidewalks do not need to be shut down, but if we can stop foot traffic just for a few seconds if we are filming at that moment that would be helpful, our crew can control that. In all I don't think we will shoot for more than a half hour here, its a pretty basic shot. We would ask if mid day we can cone off three spots in front of brass anchor and a couple more across the street to keep our filming location and filming lanes open? As well if we can cone off some parking spots in the lot mid afternoon?

-  Filming Areas
-  Crew Parking



Downtown Street / Sidewalk Closure(s)



● Temporary road closure if needed with officers.

CITY OF SAUGATUCK