



City Council Agenda Item Report

FROM: Jamie Wolters

MEETING DATE: July 13, 2026

SUBJECT: Art Coast Food & Wine Festival – Special Event Review

DESCRIPTION

City staff and public safety representatives met with organizers of the proposed Art Coast Food & Wine Festival to review event logistics, public safety, traffic control, and operational requirements. This inaugural event is proposed to be held within the Singapore Yacht Club parking lot and adjacent public parking areas.

Event Overview

- **Organizer:** Saugatuck–Douglas Area Convention & Visitors Bureau
- **Event Planner:** Lucas Malloy
- **Location:** Singapore Yacht Club parking lot and adjacent public areas on Water Street and Mason Street
- **Event Dates:** November 5–7, 2026
 - *Note:* The previously proposed late-night Saturday activity at Oval Beach has been removed from the event schedule.
- Organizers will provide 24-hour on-site security beginning Tuesday, November 3, at 5:00 p.m. through Sunday, November 8.
-

Road Closures and Parking Requests

- **Mason Street Closure:** Closure of the Mason Street street-end beginning Sunday, November 1, at 12:00 p.m. through Monday, November 9, at 10:00 a.m. A 20' x 30' event tent is scheduled for installation on Mason Street beginning Monday, November 2.
- **No Parking Request:** Temporary no-parking restrictions are requested on the west side of Water Street from Mason Street south to the Singapore Yacht Club gate entrance for the same period (November 1–9). This area will serve as a secured "back-of-house" operations area. A temporary chain-link security fence with black windscreen and decorative branded screening will be installed to create a secure perimeter while minimizing visual impacts from the public right-of-way.

Water Service Requests

Organizers have requested temporary water connections to serve:

- The Mason Street back-of-house operations area;
- The culinary demonstration stage; and
- Two luxury restroom trailers.

The Department of Public Works Director Ondersma and the Kalamazoo Lake Water/Sewer Authority have provided paperwork and cost options for both potable and non-potable water since the workshop discussion.

Noise Ordinance Request

The City's Noise Ordinance currently requires amplified sound to cease by 11:00 p.m. Organizers are requesting a one-time exception for Friday evening only to allow amplified music until 11:30 p.m. for the "Club Sugar" event.

Alcohol Service and Security

Alcohol service will be strictly controlled within the licensed event area. No outside alcoholic beverages will be permitted into the event, and alcoholic beverages may not be removed from the premises. Attendees will receive a commemorative sampling glass upon entry, which must be empty when exiting the event. Security personnel will monitor and enforce all alcohol control measures.

Restroom Facilities

Two luxury restroom trailers will be located on Singapore Yacht Club property for event attendees.

BUDGET ACTION REQUIRED: None.

COMMITTEE/COMMISSION REVIEW: City Council Discussion on July 8 and action on July 13.

LEGAL REVIEW: None.

SAMPLE MOTION: Motion to approve/deny the Special Event application for the Art Coast

Food & Wine Festival to take place on Nov 5-7, 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 INFORMATION

LEGAL BUSINESS NAME: Saugatuck-Douglas Area Convention &

TELEPHONE: _____

MAILING ADDRESS: P.O. Box 28, Saugatuck, MI 49453

CONTACT NAME: Alec Payleitner

TELEPHONE: _____

E-MAIL ADDRESS: alec@saugatuck.com

CELL PHONE: 312.480.8161

CONTACT PERSON ON DAY OF EVENT

CONTACT NAME: Lucas Molloy

TELEPHONE: _____

E-MAIL ADDRESS: lucas.molloy@brothersmolloyevents.com

CELL PHONE: 207-647-1220

EVENT INFORMATION

NAME OF EVENT: Art Coast Food & Wine Festival

DATE(S) OF EVENT: 11/5/26-11/7/26

PURPOSE OF EVENT: showcasing chefs, restaurants, wineries, &

RAIN DATE: N/A

☒ Non-Profit

☐ For-Profit

☐ City Operated/Sponsored

☐ Co-Sponsored

☐ Marathon/Race

☐ Festival/Fair

☐ Video/Film Production

☐ Other _____

EVENT LOCATION: 48 Water St, Saugatuck, MI 49453

EVENT HOURS: 11/5 (7PM-9PM) 11/

ESTIMATED NUMBER OF ATTENDEES: 1000

ESTIMATED NUMBER OF VOLUNTEERS: 50

ESTIMATE DATE / TIME FOR SET-UP: 11/2/26

7:00

☒ A.M. ☐ P.M.

ESTIMATE DATE / TIME FOR CLEAN-UP: 11/9/26

12:00

☐ 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: Two hours before ea **END:** The end time for each day fo

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. I.D. checks will be taking
place before entry into the event.

WILL FIREWORKS BE A PART 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' x2'. 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): 48 Water St, Saugatuck, MI 49453

Description of signs: TBD

(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 – QUANTITY⁵ _____

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

If yes, where do you propose your vendors park?

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 ²² _____

☐ FENCING

☒ WATER

☐ ELECTRIC

☐ RESTROOM CLEANING

☒ OTHER _____

No parking signs for the South side of Mason St to the West of Water St. Starting Sunday 11/1/26 at noon until Monday 11/9 at 10am. With this section of Mason St being closed with Type one traffic barricades.

No parking signs for the west side of Water St between Mason and Butler St. Starting Sunday 11/1/26 at noon until Monday 11/9 at 10am

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: 11/1/26 _____

12 ☐ A.M. ☒ P.M.

Street re-open date/time: 11/8/26 _____

10 ☒ 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.

Ashley Siebelink

2026-02-27

Applicant Signature

Date

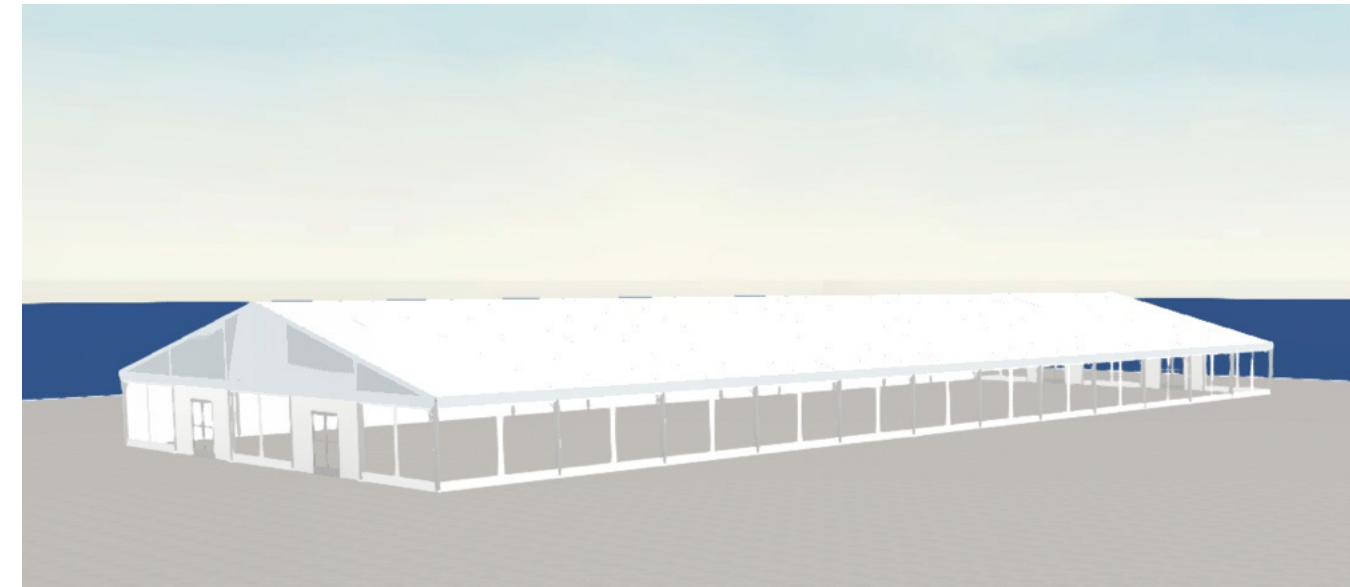
Art Coast[®] | FOOD & WINE FESTIVAL

November 5–7, 2026
Three Autumn Days.
Three Fall Nights.



Riverside Pavilion

16K square foot heated tent on the Kalamazoo River
48 Water Street (Singapore Yacht Club).



Festival Schedule*

Thursday

Evening

Welcome Luau
Riverside Pavilion

Friday

Afternoon

Hosted
Mini-Sessions
Town

Night

Restaurant
Showcase
Local Talent

Late Night

Club Sugar
Riverside Pavilion

Saturday

Afternoon

Grand Tasting
Riverside Pavilion

Night

Grand
Collaboration
Local Talent

Late Night

S'Mores on
the Beach
Town

*All events are subject to change

Ticket Pricing

Subject to change. Ticket sales begin June 1, 2026.

	Thursday Night Welcome Luau <i>All-inclusive themed dinner at the pavilion</i>	Friday Night Restaurant Showcase <i>Coursed wine dinner at local restaurants</i>	Friday Late Night 'Club Sugar' <i>Sparkling wine, desserts, DJ, until midnight</i>	Saturday Afternoon Grand Tasting <i>All-inclusive tasting with dozens of chefs/wineries and celebrity demos</i>	Saturday Night Collaboration Dinner <i>Coursed dinner featuring multiple local chefs at a special off-site venue</i>	Saturday Late Night 'S'mores on the Beach' <i>Fire pits on Oval Beach and elevated s'more kits (weather permitting)</i>
VIP Pass \$725						
Weekend Pass \$550						
Pavilion Pass \$400						

Riverside Pavilion

16,000-square-foot, heated structure in downtown Saugatuck, with clear-sided views of the Kalamazoo River and late fall colors.



