



2/06/2026

Peninsula Township  
13235 Center Road  
Traverse City, MI 49686

Large Event Ordinance, Application for Permit, Festival of Races 2026

Thank you for taking the time to review our application for the 2026 Festival of Races. The National Cherry Festival and its participants have thoroughly enjoyed this event for over 50 years! I have enclosed all of the information per the requirements of the application. Please let me know if you have any questions. I look forward to working with you.

Cheers,

A handwritten signature in black ink, appearing to read "Alexis Bremer", with a long horizontal flourish extending to the right.

Alexis Bremer  
Business Operations Director  
National Cherry Festival  
[abremer@cherryfestival.org](mailto:abremer@cherryfestival.org)  
(231)947-4230

Enclosures

2026 Application for Permit

- Meijer Festival of Races presented by Cherry Bay Orchards

1. Sponsor Contact Information

- Alexis Bremer, Operations Director, National Cherry Festival
- 521 S. Union St, Traverse City, MI 49684
- 231-947-4230

2. Private Property Owners

- Island View Orchards
- Attn: John & Gloria Lyon
- Address: 2211 Island View Rd, Traverse City, Michigan 49686 • Phone: 231-709-0053
  
- John & Laura Keenan
- Address: 2299 Hawk Ridge Drive, Traverse City, Michigan 49686 • Phone: 231-631-9345
  
- Dan & Cameron Farley
- Address: 13008 Queen Ann S, Traverse City, Michigan, 49686 • Phone: 231-392-4176

3. Event Date & Hours

- July 11<sup>th</sup>, 2026 7:00 AM - 10:30 AM

4. Event Description

- The Meijer Festival of Races is a footrace that offers four different race distances: 5K, 10K, 15K, and the Half Marathon. The races are held on the last day of the National Cherry Festival and typically draw around 3,500-4,000 runners total. Festival goers and local Traverse City residents have been enjoying this tradition for over 40 years. The 5K, 10K, and 15K start at NMC and finish on the Front Street just prior to the Cherry Royale Parade. The Half Marathon participants will park at Central Highschool and ride shuttle buses to the start of the race at Old Mission Peninsula School. This will give runners the chance to experience our local agriculture first hand as they run through vineyards and cherry orchards. The half marathon runners will start at 7:00 AM and continue down Peninsula Drive where they eventually meet up with 15K runners and follow everyone to the finish on Front Street in front of thousands of people. The race concludes promptly at 10:30 AM to allow the parade to start.

5. Address or location and written statement from real property owner

- Old Mission Peninsula School
- Address: 2699 Island View Rd, Traverse City, Michigan 49686
  
- Island View Orchards, Attn: John & Gloria Lyon
- Address: 2211 Island View Rd, Traverse City, Michigan 49686

- Letter: See attached
  
- John & Laura Keenan
- Address: 2299 Hawk Ridge Drive, Traverse City, Michigan 49686
- Phone: 231-631-9345
  
- Letter: See attached
  
- Dan & Cameron Farley
- Address: 13008 Queen Ann S, Traverse City, Michigan, 49686
- Phone: 231-392-4176
  
- Letter: See Attached

6. Estimate of the maximum number of people

- We estimate at most 500 people will participate in the Half Marathon including volunteers and staff.
- We estimate approximately 300 people will participate in the Festival 15K (volunteers and staff will be placed on the NMC campus).
- In 2025 we had 735 people total participate in these races.

7. Copy of the notice Section 2.7

- Front of Post Card (see attached example below)
- Back of Postcard to be sent at least 15 days prior to the meeting of the Township Board (example) See attached
- Back of Post Card to be sent at least 15 days but not 30 days prior to event (example) See attached

8. Rendering of all signage

- We plan to work with Peninsula Township and MDOT to secure proper signage is placed throughout the course for 2026. Examples of past signage is listed below.
- 2026 MDOT Construction Permit:
- Give em a Brake Signage (per MDOT in 2022): "Race in Progress" signs shall be located 800 yards  
     North and South of Mckinley on M-37. The "Be Prepared to Stop" signs shall be located 400 yards North and South of Mckinley on M-37.
- Additional MDOT signage for 2026 Event Ahead & Be Prepared to Stop (example below) placed at Center Rd and McKinley Road, and Peninsula Drive and McKinley Road.



○  
 ● Examples of NCF signage (most signs are Chloroplast signs on h-stakes).

Event	Location	Text
FOR	Course Mile Markers	Half Marathon 1-13, 15K 1-9
FOR	OMP School	RUNNERS ONLY
FOR	OMP School	DO NOT ENTER
FOR	OMP School	COURSE MAPS
FOR	Eastern	HALF MARATHON SHUTTLE- STRAIGHT ARROW
FOR	OMP School/Island View Orchards/Course	NO PARKING DAY OF EVENT
FOR	OMP School/Course	RIGHT ARROW
FOR	OMP School/Course	LEFT ARROW
FOR	OMP School/Course	STRAIGHT ARROW
FOR	OMP School/Course	HALF MARATHON BAG DROP OFF
FOR	OMP School/Course	CAUTION RUNNERS!
FOR	Course	Runners stay to the right! This road is not closed use caution and watch for cars.

9. A written statement that indicates how the National Cherry Festival plans to provide for the following:

A & B) The National Cherry Festival will work hand in hand with representatives of Peninsula Township,

Peninsula Fire Department and the Grand Traverse County Sheriff's department to finalize a plan that works for all parties and ensures the safety of all participants. This includes police, fire, and medical services and emergency vehicles needed for the event. Sheriff's Department - 2 deputies & canine unit (they both will help with the start of the half, now located at Old Mission Peninsula School and then made their way down to McKinley, dog will inspect all bags). MMR: 4 Bike Medics. Peninsula Fire: 1 Ambulance. (Additional TCPD support throughout the finish of the race downtown Traverse City).

C & D) The National Cherry Festival plans to work with the township, local residents, and local businesses to secure the location for proper water stations, and porta johns throughout the course. See map below for 2026 locations. All temporary structures will be removed immediately after runners pass. All structures should be cleared by 11:00 AM. We also plan to recruit volunteers that we'll train and place throughout the course to ensure safety of all runners and respect to all Peninsula Township residents. Typically, 5-10 volunteers manage each water station. They are responsible for handing out water to runners and cleaning up all trash from the runners around their water station and 1 mile north and south of their water station. At the beginning of the race we will have 10-15 volunteers to help manage the crowd and ensure safety of all runners. These volunteers will also assist in tear down and clean-up at the event start. A smaller group will follow the last runner and clean up any trash on the course route and pick up all signs and materials.

E) Regarding vehicle access and parking, we will continue to offer and promote parking at NMC, Eastern Elementary, and Central High School. Shuttle services will be offered and heavily advertised to half marathon runners. No parking will be allowed at the start of the race except for volunteers and staff. Depending on the amount of parking spaces made available by Old Mission Peninsula School we plan on handing out special "parking permits" in advance so volunteers are aware and can carpool as necessary.

F) We plan to have proper disposal containers available at the start and with each water station. Volunteers are heavily trained and aware that they must look for trash throughout the course and clean up as necessary.

G) There will be no amplified music along the course route. We plan to work with Peninsula Township to ensure proper number of signs are placed throughout the course to eliminate any chance of trespassing. We will also have volunteers placed strategically so they can educate runners on where they are allowed to run and warm up.

H) This race has a road closure on Old Mission Peninsula between Devils Dive Rd. and Front Street. The Sheriff will temporarily close Island View Road (approximately 15-30 minutes) if necessary. The race has applied for a Road Commission ROW permit.

I) We will list all parties as additional insured on our liability policy. All of our vendors are also required to list us as additional insured and all participants are required to accept a waiver of liability in their registration. We can also add additional property owners adjacent to the course to our liability policy if necessary. Below is a list of additional insureds for 2026. Additional parties can be added. All insurance documents have been requested and should be available prior to May.

- Old Mission Peninsula School
- Island View Orchards

- Peninsula Township
- John & Laura Keenan
- Grand Traverse County Road Commission
- Daniel & Cameron Farley

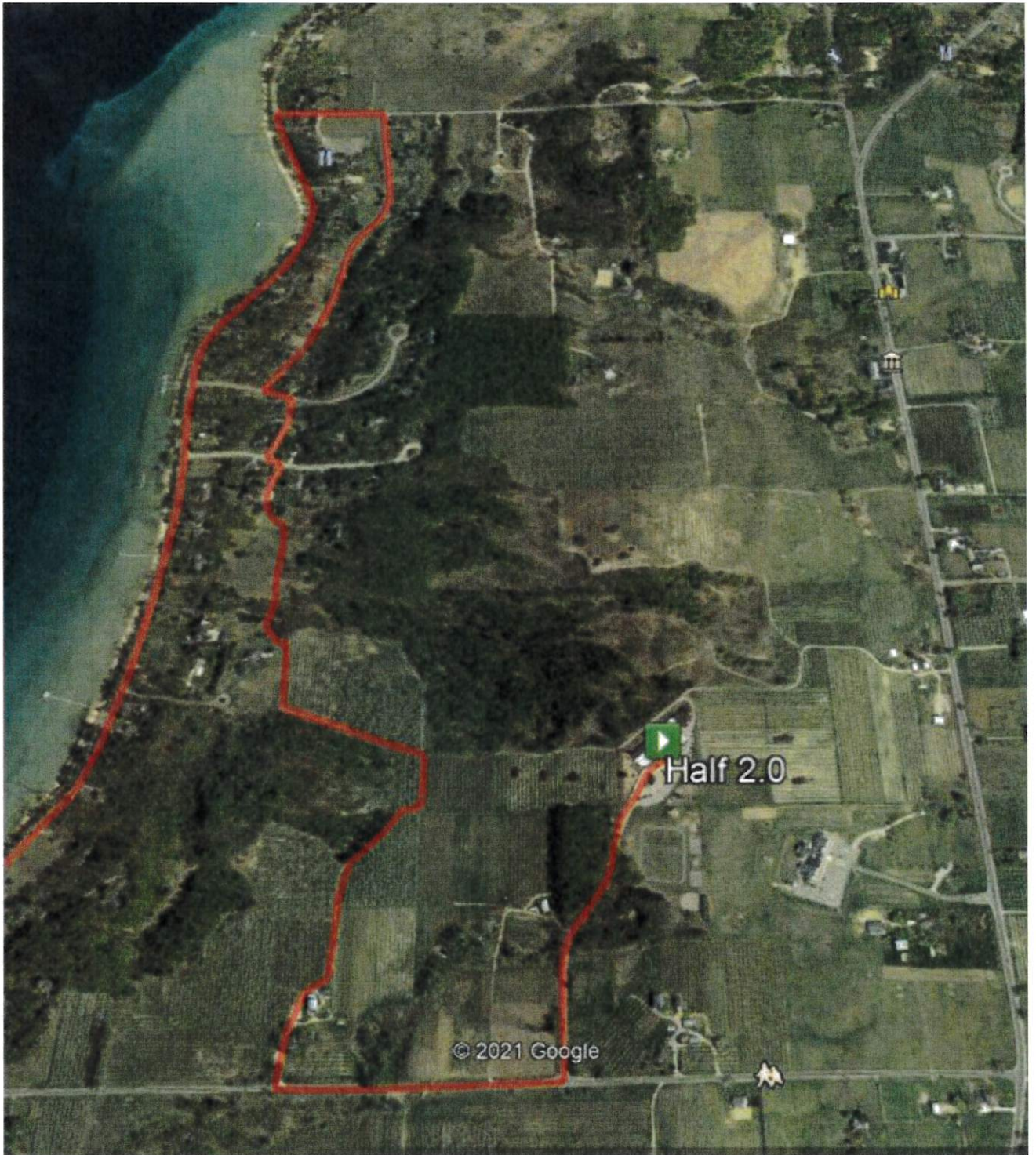
J) Per the Peninsula Township the National Cherry Festival is working with the Grand Traverse County to obtain a proper list to use for the mailing of our event notification to Peninsula residents.

10: Site Plan illustrating the following uses as part of the proposed event

- A) Parcel boundaries — see below
  - B) Location of event area — See below
  - C) Location of parking — See below
  - D) Location of sanitary facilities — See below
  - E) Location and number of temporary structures — N/A
  - F) Location of medical facilities — TBD
  - G) Location of waste disposal facilities — See below
- H) Course map — route below
- I) Location of all signage on site and a long event's course — aid station reminders and mile markers placed at every mile
- Parcel Boundaries and Site Map of Event Area — Chateau Grand Traverse (larger map below).







The start location will be at Old Mission Peninsula School. The race course will then proceed south to Island View Rd. turning West to then run through Island View Orchards. Runners will head North all the way to Devils Dive Rd where they will then head West to connect to Peninsula Dr. following it all the way into town (same course as in years previous down to Traverse City).



Start set up at Old Mission Peninsula School.

Postcard (Front)





1/12/2026

Dear Dan and Cameron Farley,

This letter is in acknowledgement and approval of the Festival of Races course that impacts the property listed below:

Dan and Cameron Farley

- 13008 Queen Ann S, Traverse City, Michigan, 49686

I am sending this request for your approval for the Festival of Races course to travel within your property lines. The race is set to take place on Saturday July 11<sup>th</sup>, 2026, beginning at 7am and should finish up around 10:00am which includes the removal of any signage or markings.

By signing below, you approve this request for use of your property for the 2026 Festival of Races course.

Approved:

Dan and Cameron Farley

Respectfully,

Alexis Bremer | Business Operations Director



521 S Union St., Traverse City, MI 49684

p. 231.947.4230 | f. 231.947.7435 | [cherryfestival.org](http://cherryfestival.org)

1/12/2026

Dear John and Laura Keenan,

This letter is in acknowledgement and approval of the Festival of Races course that impacts the property listed below:

John and Laura Keenan

- 2299 Hawk Ridge Drive, Traverse City, Michigan 49686

I am sending this request for your approval for the Festival of Races course to travel within your property lines. The race is set to take place on Saturday July 11<sup>th</sup>, 2026 beginning at 7am and should finish up around 10:00am which includes the removal of any signage or markings.

By signing below, you approve this request for use of your property for the 2026 Festival of Races course.

Approved:

John and Laura Keenan

Respectfully,

Alexis Bremer | Business Operations Director

Members of Peninsula Township  
Please allow the cherry  
festival race to be held  
on old Mission Peninsula  
as in past years. Thanks  
for the many times the race  
has been held on this very  
beautiful Peninsula.

Mary Lyon