



City of Smyrna

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Issue Sheet

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WARD: Ward 3

COMMITTEE: Community Relations

\$ IMPACT:

Agenda Title:

Approval of the 2018 Star 94.1 Woofstock Downtown Event Area Definition, Street Closings to include the Market Village entrance (West Spring) in front of City Hall, and Bank Street from King Street to the private residence including entrances on Bank Street, to close the Circle (in front of the Library and the Community Center - including connecting streets), Special Requests for approved festival on Saturday, September 29 and Sunday, September 30, 2018.

ISSUE: Star 94.1 FM previously requested and received permission to produce, in partnership with the City of Smyrna, an event in the Smyrna Village Green and downtown area on Saturday, September 29 and Sunday, September 30, 2018, approved with Council approval of the 2018 set of City of Smyrna Events. This update to the event request proposal has been submitted by General Sales Manager, Dave Demer of Entercom Communications/Star 94.1 The following falls under "special request" or full definition of the event area/street closings.

1) Depending on the final layout, Star 94 is requesting the option of extending the popular event/festival area to include areas and street surface up to the Market Village entrance (West Spring) in front of City Hall, and Bank Street from King Street to the private residence entrances on Bank Street. They are requesting to close the Circle (in front of the Library and the Community Center - including connecting streets) and the requested additional space on Saturday morning (first day of the festival), but wish to have the option of closing the Circle (generally understood to be the space reserved for the City of Smyrna summer concerts) and additional area as early as Friday afternoon, to assist with setup. They are also asking for use of City-owned barricades (requesting them to be dropped off at the closing locations on Friday). Star 94 indicates that they would provide staff to watch to make sure that they are not moved.

2) Use of City owned mobile hydraulic stage (set up by City of Smyrna certified team) - Beyond the request to make use of the mobile hydraulic stage for both days, Star 94 is requesting setup - if possible - on the turf area between the Community Center and

Atlanta Road (generally in the area where the Outdoor Market sets up). With the understanding that the stage has not yet been tested on that area or set up by staff on this surface, Star 94 is offering to hire the production company (Sound Events, the same company that handles the Zac Brown Band) to help and educate our team.

3) Use of City-owned trash cans - Star 94 is requesting use of City event trash cans - made available on Friday. As in the past, it is requested that City staff (Public Works) staff be available with a sanitation truck on Saturday and Sunday, beginning at or no later than 2:00 p.m. until close of the event, to collect from trash cans and refill bags through the event (7:00 p.m.). This has been requested and provided in past years.

4) Public Safety - Star 94 would like the City of Smyrna to provide "a few" police officers and fire/EMT as needed. No issues are anticipated, if possible and/or required.

5) Water and Electricity Usage - Star 94 would like the City of Smyrna to provide at no cost water and electricity. Water use defined as follows: dog cooling bins, water weights for tents, and perhaps water for the "Dock Dogs" exhibit, which is a competition where dogs jump into a pool in a trailer to see which dog can leap the farthest (water for this purpose was provided for the 2017 festival). Star 94 would like access to electrical panels and boxes that are stationed in the outdoor arena area(s) for various festival purposes.

6) Space in the Community Center - Star 94 would like access to a room (or two rooms) in the Community Center for possible use as a "green room" for musical guests (bands/performers).

7) Star 94 requests continuation of Atkins Park Tavern as on-site alcohol sales.

BACKGROUND: Star 94 has produced this event for Smyrna and in other parts of the Atlanta metro area with much success. Event highlights include pet related vendors, a music stage, food and drink, as well as other dog/pet focused attractions such as a Frisbee competition and a water based jumping area (Dock Dogs). Star 94 calls it the "Pet Party in the Park," and more information can be found at www.WoofstockATL.com <<http://www.WoofstockATL.com>>. Star 94.1 FM has previously received approval for the event/festival in downtown Smyrna for Saturday, September 29 and Sunday, September 30, 2018 titled "Woofstock" - two day-long dates of family and pet friendly festival, most specific to dog owners. The event days are expected to take place from 11:00 am until 7:00 pm, and would utilize the large lawn next to the community center, as well as the streets and other green spaces in the area (with possible expansion as defined above). [WoofstockATL.com](http://www.WoofstockATL.com) <<<http://www.WoofstockATL.com>>>.

RECOMMENDATION/REQUESTED ACTION: Staff recommends approval of Star 94's requests for Woofstock with requirement of organizers to submit a site plan listing exact street closures and date/time of street closures for approval prior to the event along with Star 94 attorney document approving use of City of Smyrna Stage, appropriate insurance certificate and agreement to hire specified event

assistance for stage location (but with agreement that should weather or other conditions require, that the site plan will be adjusted to accommodate mobile hydraulic stage, with authorized staff approval. Additionally, organizer will be required to have secured the appropriately down-shifted stage equipment for overnight between festival open dates/times (with security provided). Event organizer will work within City direction for adjustments to street closures and traffic flow prior to, during and after event, as the City determines necessary and will work with City staff regarding other individual and/or shared aspects of the event production. Event organizers will be responsible for cleanup of site following each day and following close of festival and work with other merchants and residents in the Village Green/Market Village regarding notification and resolution of issues relevant to the event. Resident and merchant notification should be at least 30 days in advance. It is also noted that organizers will be responsible for complying with City directions regarding noise levels and crowd control relating to the event.