



15th Annual St. Patrick's Day Celebration Weekend **FESTIVAL PERMIT REQUEST**

Contacts:

Kevin Drawe- Atkins Park Restaurant and Bar- 770-435-1887
Tim Langell/Joe Romano-Vintage Tavern/Zucca-770-803-9990
Bettie Cagle- Redbird Events- 404.754.3211

Event Dates and Times: 2017 will be hosted as a 2-day event as in year's past.

St. Patricks Day: Friday, March 17, 2017 12:00 pm -10:45pm

Saturday, March 19, 2016 11:00pm-10:30 pm

Donation to charity at gate \$5 advance / \$10 gate

Setup will begin Friday 3/17, 10:00 am all event-festival items will be removed or out of site line by midnight 3/19.

Street Closures:

Market Village 10:00 am until completion of cleanup evening of 3/17 11:30 pm. The traffic circle will re open for business and close again the morning of 3/18 for setup 9:00 am and will re open at the conclusion of cleanup Saturday night by 11:30.

Street Sales:

Food & Alcohol (60% Food /40% Alcohol)
Food: Samples of food from Smyrna
Market Village Restaurants
(Corn Beef & Cabbage, Lamb Stew, Reuben's)

Charity Donation:

A portion of our entry fee will be donated to the *Leukemia & Lymphoma Society*

Alcohol/Sales & Controls:

Wine and Beer, Baileys & coffee, Plastic cups for all (no cans/bottles)
Everyone gets carded with each and every purchase-
In addition to wristbands at point of festival entry

Signage:

Sign permit submitted 1.9.17 for
Sponsors Guinness and Harp(beer, wine and food outside-
liquor inside) Bushmills Irish Whiskey

Entertainment:

Games and activities for adults & children
Live Music to end by 11:00 pm or prior to sound ordinance.

Cleanup & Recycling:

Atkins Park & Zucca Pizzeria –Staff will be hired to clean festival area and pick up large debris from back parking lot.

Police:

Merchants will hire City of Smyrna Officer(s) as needed

Alcohol Permits:

Both Atkins Park & Zucca to acquire proper permits from State of Georgia.

Insurance:

Additional insured on merchant policies (Atkins Park and Zucca/Vintage Tavern for their areas – other merchants participating will be required to hold additional insured)

Temporary Structures:

Tents and Tables – (locations negotiated with city)
Inflatables/ Rides for family entertainment

Advertising and Promotions:

Signage onsite, **outdoor sign banners , If permitted to hang a sign on the Spring Rd bridge a new sign will be produced)**
cable, print advertising, Facebook ,Twitter, Email blasts,
Possible purchase inclusion in Smyrna Water Bill
Brightside Paper–Ticket Alternative– Demographic range: 25 – 40, young professionals, adults, families and singles. Draw from all over Cobb County but not limited to the Cobb area. **(City may consider providing support, signage access to advertisements as sponsorship)**

Site Plan:

Will work with City of Smyrna to determine and provide site plan.

Resident Contact and Support:

Manage Parking and access, organizing merchant(s) will contact the residents and provide copies of provided documentation and notification(s). Noise levels and end times will be agreed upon with the city through the festival permit process. Preliminary notification will be sent out in the Homeowner Assoc Newsletter for February.