

17th Annual Atkins Park Crawfish Boil

FESTIVAL PERMIT REQUEST

Event Dates and Times:

April 27, 2019 11:00 am - 11:00 pm

March 28, 2019 11:00 - 10:00 pm

We would like to begin setup Friday April 26th, 10:00 am all event-festival items will be removed or out of site line by midnight April 27th.

Location:

Smyrna Market Village

Contacts:

Bettie Cagle, Redbird Events, 404.754.3211

Kevin Drawe, Atkins Park, 770.435.1887

The event will be a two day, outdoor Crawfish and music centered event. A portion of the proceeds will benefit Leukemia & Lymphoma Society.

Street Closures:

Market Village from Atl Rd to City Hall- Traffic circle will be open both Saturday and Sunday night ASAP after the last band has finished.

Street Sales:

Food & Alcohol (60% Food / 40% Alcohol)

Food: Samples of food from Smyrna

Market Village Restaurants

(New Orleans Style Crawfish, Jambalaya, Boiled Shrimp, Veggies)

Alcohol/Sales & Controls:

Wine and Beer – Plastic cups for all (no cans/bottles)

Everyone gets carded with each and every purchase - in addition to wristbands at point of festival entry.

A beer Trailer will be parked down by City Hall end of our block during the Spring Jonquil Festival, Abita Brewery Sponsors (beer, wine and food outside-liquor inside).

Signage:

We will have one temporary event banner out at the street upon approval.

Entertainment:

Sound System \ Popular Up in coming Bands and New Orleans Bands, Several Jazz and Acoustic Bands – Continuous (power requirements to be determined and bands stop time negotiated with city)

Cleanup & Recycling:

Merchants will assist the City of Smyrna with cleanup following both festival days –we will hire people to clean festival area and pick up large debris from back parking lot.

Police:

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

Insurance:

Additional insured on merchant policies (Atkins Park for their area – other merchants participating will be required to hold additional insured)

Temporary Structures:

Tents and Tables and Rides/Games– (locations negotiated with city)

Advertising and Promotions:

Signage onsite, radio , cable, print advertising — Demographic range: 25 – 60, young professionals, adults, families and singles. Draw from all over Cobb County but not limited to the Cobb area. (City may consider providing support as sponsorship, signage access and social media)

Site Plan:

Will work with City of Smyrna to determine and provide an agreed upon 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.