

**13th Annual Atkins Park Crawfish Boil
Smyrna Jonquil Festival
FESTIVAL PERMIT REQUEST**

Contacts:

Kevin Drawe- Atkins Park Tavern – 770.435.1887
Bettie Cagle – Redbird Events – 404.754.3211

Event Dates and Times:

Saturday, April 23, 2016 12pm to 10:45pm &
Sunday, April 24, 2016 12pm to 10pm
(Jonquil Festival/ Atkins Park Crawfish Boil Celebration)

Street Closures:

Market Village from Atl Rd to City Hall

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)

Charity Donation:

Leukemia & Lymphoma Society (Team in Training)

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.
Beer Trailer down by City Hall end of our block during the
Spring Jonquil Festival

Signage:

Abita Brewery Sponsors (beer, wine and food outside-
liquor inside)

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 festivals –we will hire people to clean festival area and pick up large debris from back parking lot. Additional trash receptacles and trash will be rented from the Smyrna Parks and Rec

Police:

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

Health Permits:

Merchants will orchestrate

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 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.