



City of Smyrna

2800 King Street
Smyrna, GA 30080
www.smyrnacity.com

Issue Sheet

File Number: 2017-36

Agenda Date: 1/17/2017

Version: 1

Status: Consent Agenda

In Control: City Council

File Type: Authorization

Agenda Number: G.

WARD: Ward 3

COMMITTEE: Community Relations

\$ IMPACT:

Agenda Title:

Approval of 2017 St. Patrick's Day Celebration Weekend in the Market Village - March 17 & 18, 2017

ISSUE:

Event Dates and Times:

St. Patrick's Day - Friday, March 17, 2017 - 12:00 p.m. -10:45 p.m.

Saturday, March 18, 2017 - 11:00 a.m. - 10:30 p.m.

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

Atkins Park Tavern requests street closing for the 2017 St. Patrick's Day Celebration to include West Spring Street from Atlanta Road and terminating at the end of the fountain area at the corners of Atkins Park Tavern and Corner Taqueria.

Additional Market Village event activities include a food/beer/wine sales and outdoor games, rides and prizes.

During the event, the West Spring Street (Market Village) will be closed to vehicle traffic however, the sidewalks throughout the Market Village will remain open for pedestrians. Market Village vehicle access and parking will be via Atlanta Road to the Village Pavilion complex and Church Street off Atlanta Road.

BACKGROUND:

Contacts: Kevin Drawe- Atkins Park Restaurant and Bar -770-435-1887
Tim Langell/Joe Romano- VintageTavern / Zucca -770-803-9990

Bettie Cagle - Redbird Events - 404-754-3211

Street Closures: Market Village from West Spring Street (at Atlanta Road) around the Market Village fountain area.

Set-up Friday 3/17 at 10:00 a.m.: Top end of West Spring St. (at Atlanta Road) around the Market Village fountain area will remain closed until completion of cleanup Friday 3/17 at 11:30 pm. After the event cleanup, West Spring Street will reopen to motorist and close again Saturday 3/18 by 9:00 a.m. for event set-up.

Set-up Saturday 3/18 at 9:00 a.m.: Top end of West Spring St. (at Atlanta Road) around the Market Village fountain area will remain closed until conclusion of cleanup Saturday night 3/18 by 11:30 p.m. and reopen to motorists.

Street Sales: Food & Alcohol (60% Food /40% Alcohol) Food: Samples of food from Smyrna Market Village Restaurants (corned beef and cabbage, lamb stew, reuben sandwiches)

Charity Donation: A portion of the entry fee will be donated to the Leukemia & Lymphoma Society (Team in Training).

Alcohol/Sales & Controls: Wine/beer/Bailey's and coffee - Plastic cups for all purchases (NO cans or bottles). Everyone gets carded with each and every purchase--in addition to wristband at point festival entry.

Signage: Sign permit submitted January 9, 2017.
Sponsors Guinness, Harp (beer, wine and food outside / liquor inside), and Bushmills Irish Whiskey

Entertainment: Games and promotions provided by family-friendly ride company: Sound system - continuous (power requirements to be determined and bands stop time negotiated with city); Live music

Cleanup & Recycling: Merchants will assist the City of Smyrna with cleanup following the event. Atkins Park and Zucca Pizzeria will hire staff to clean festival area and pick up debris from the back parking lot.

Police: Merchants will hire specified number of City of Smyrna police officers as required by the city.

Health Permits: Merchants will orchestrate

Insurance: Additional insured on merchant policies (Atkins Park/Zucca/Vintage Tavern for their areas - 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: Outdoor sign banners (event organizers request approval to install event banner on Wind Hill and/or Spring Road bridges), event organizer also requests mention(s) in City managed promotion -- demographic range: 25 - 60, young professionals, adults, families and singles. Event will draw from all over Cobb County, but not limited to the Cobb area.

Site Plan: Will work with City of Smyrna to determine and provide site plan

Resident Contact and Support: Organizing merchant(s) will manage parking/access to their event and will contact surrounding residents providing copies of documentation and notification(s). Noise levels and end times will be agreed upon with the city through the festival permit process.

RECOMMENDATION/REQUESTED ACTION: Staff recommends approval of the 2017 St. Patrick's Day Celebration in the Market Village with requirement of organizers to submit a site plan, manage cleanup as communicated by City, hire specified number of police officers and work within City direction for adjustments to street closures and traffic flow prior to, during and after event, as the City determines necessary.

Event organizers will be responsible for cleanup (including the parking lots adjacent to Atkins Park Tavern/Zucca/Vintage Tavern) and work with other merchants and residents in the 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.