



City of Smyrna

City of Smyrna
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Issue Sheet

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WARD: Ward 3 / Councilmember Travis Lindley

\$ IMPACT:

Agenda Title:

Approval of "The Secrets of Smyrna," a historical street theatre tour, hosted by the Smyrna Arts Council, showcasing some of Smyrna's citizen's of yesteryear and most interesting places. The tour is scripted and performed by Atlanta Theatre-To-Go and is proposed to take place on Saturday, October 16 and Sunday, October 17, 2021 from 5:00 p.m. to 9:30 p.m. The tour will consist of three 45-minute walking tours of various downtown locations and one street closure - Memorial Place between Church Street and Atlanta Road, adjacent to the Smyrna Cemetery.

ISSUE / BACKGROUND: The Smyrna Arts Council is requesting permission for one street closing and approval for two days of street theatre on October 16 and 17, 2021 in the downtown, making use of Memorial Place, the Smyrna Cemetery, the pavilion across from City Hall as well as conduct three 45-minute guided walking tours each evening. This event was approved to take place in 2020 but was cancelled due to COVID-19/pandemic. The 2021 event is a first-time event in Smyrna, presented/managed by the Smyrna Arts Council, organized in conjunction with a professional theatre company (Atlanta Theatre-To-Go).

The Smyrna Arts Council has put considerable time into planning and proposing this first-time event, having consulted with the office of Community Relations and the City Administrator on dates and requirements/considerations relative to proposal and conduct of event. Each tour is proposed to have a maximum of 30 people (25 preferred) with tickets purchased in advance or on-site and plans to post as "sold-out" when maximum for each 45-minute tour is achieved. For more information on Atlanta Theatre-To-Go, visit their website at www.atlantatheatretogo.com. They are the creators of Alpharetta's historic street theatre tour "Restless in Resthaven." Additional event details follow.

Contacts: Smyrna Arts Council: Joan M. Stuart, President (jmstuartgroup@gmail.com, 404-310-3832) and Lisa Hawk, Board Member (lisahawk8@outlook.com, 404-274-5598)

Event Date(s)/Times: Saturday and Sunday, October 16 and 17, 2021 from 5:00pm to 9:30pm. Three 45-minute performances per night with 30 minutes for check-in before

each tour (5:30pm, 7:00pm, 8:30pm).

Event Setup Dates/Times: Saturday and Sunday, October 16 and 17, 2021 at 3:00pm (see below for requested street closing of Memorial Place between Church Street and Atlanta Road). Also requesting reservation of the Pavilion (and use of the electrical outlets) in the Market Village (in front of City Hall) for check-in at the start of each tour and reservation of Aunt Fanny's cabin, which will be the last stop on each tour.

Event Breakdown/Times: Saturday and Sunday, October 16 and 17, 2021 by 10:30pm each night.

Requested Street Closure(s) - include setup time and street open time(s) as well as your planned staffing to manage street closure(s) as well along with pedestrian/attendee safety plan. Request closure of Memorial Place between Church Street and Atlanta Road on Saturday and Sunday, October 16 and 17, 2021 beginning at 3:00pm each day and ending at 10:30pm each night. One of the stops on the tour (see event map) will be the Smyrna Memorial Cemetery and we will park vintage cars on Memorial Place to give the feel of olden days.

Alcohol Sales - No sale of alcohol for this event

Alcohol Sales & Controls: N/A

Signage - list all planned/requested signage within and adjacent to event site (include approved graphic design/photos): Organizer will have signage at the check-in area for the walking tour, which will be located at the Market Village Pavilion. Organizer will work with City representative on the final graphics prior to the event. Organizer will have signs directing patrons to the parking lot behind City Hall. We will post "No Parking for Special Event" signs along Memorial Place and other directional signage as needed. Organizer is requesting permission to hang battery-operated lanterns along the cemetery fence for ambiance and safety.

Entertainment (describe all such as bands and include anticipated performance times as well as plans for load-in/load-out): Organizer will have a sound system on a golf cart that will play background level period music while patrons are checking in and then travel along the tour to serve as a speaker to amplify the voices of the actors who will be wearing cordless microphones (radio frequency). The sound level will be just enough so that everyone on the tour (30 people max) can hear what the actors are saying. Professional lighting will be used in the cemetery for safety purposes and to ensure the sanctity of the gravesites. A generator will be placed on Memorial Place outside the cemetery and extension cords will be run to the lights positioned in the cemetery.

Cleanup and Recycling (must describe plan): Organizer will clean up, take out trash and recycling from Aunt Fanny's Cabin where light refreshments will be served at the end of each tour.

Police/Security (if alcohol sales are requested/planned, please expect to hire number of off-duty City of Smyrna Police as assigned by City of Smyrna): Request permission to use golf cart on event tour path (see map). Organizer will arrange police presence for patrons crossing Atlanta Road at the traffic light to get back and forth from Aunt Fanny's Cabin, which is the last stop on the tour (see map).

Fire/EMS (tent inspection/permit must be obtained from the Smyrna Fire Department along with review of other flammable mechanisms such as portable stoves and heating) EMS/Safety may be required to include onsite contracted EMS: No tents. Organizer will contact/call for EMS if needed.

Temporary Structures Organizers will have a folding table and 2-4 chairs at the check-in location (the Pavilion in the Market Village across from City Hall) and will be using a professional lighting company to illuminate the cemetery, respecting the sanctity of the cemetery and ensuring the safety of patrons on the tour.

Health Permit(s) - N/A (no food vendors)

Insurance: Smyrna Arts Council has insurance and will take out a rider for the event.

Site Plan - See map of walking tour.

Resident/Business Contract/Notification: Organizers will notify Wells Fargo Bank and Smyrna First Baptist Church. Organizers will also be requesting rehearsal space and permission for use of parking from Smyrna First Baptist Church. Organizers plan to reach out to the restaurants in the Market Village for the purpose of working together on a discount to ticket holders for the day/night of the event to encourage visits to those businesses.

Advertising/Promotion: Smyrna Arts Council will publicize on the Smyrna Arts Council website and social media sites, as well as have it promoted on the Cobb Arts VIBE website and Facebook page and social media platforms. It will also be promoted on the Atlanta Theatre-To-Go website and social media sites as well as email to their former patrons. Organizers will issue press releases, with focus on local papers (Brightside), and produce postcards to be displayed by Market Village merchants. Organizers are requesting sharing/notification to the community on social media sites. Organizer will work with Community Relations on final graphics/details.

Parking/Traffic Management: Organizer will encourage patrons to park in the lot behind City Hall and/or the parking lot owned by Smyrna First Baptist Church, adjacent to the cemetery. It is expected that some guests likely park in the Market Village, especially if they are dining at the restaurants before or after the tours.

Note: Each tour will have a maximum of 45 people (30 people preferred). Tickets can be purchased in advance or on-site. Organizer will specify "Sold Out" when the max is reached.

RECOMMENDATION/REQUESTED ACTION: Staff recommends approval of this first-time street theatre event taking place over two evenings, highlighting Smyrna history and culture with street closings and event specifics as requested.