

6th Annual
SmyrnaOysterFest.com

FESTIVAL PERMIT REQUEST

Contacts:

Kevin Drawe- Atkins Park Tavern – 770-435-1887

Event Dates and Times:

January 28 - 29, 2017 (set up Jan. 27th)

Smyrna Oyster Fest-

Proceeds Benefiting Mustard Seed Communities

Setup: Friday, January 27 8:00 am (tent build takes approx. 4 – 5 hours)

Breakdown: Monday, February 1, 8:00 am, complete by 1:00 pm

Street Closures:

None---Only asking for an extension of premises to include the sidewalk and 7 parking spaces directly connected to and in front of our patios-will not block Handicap space in front of Moes.

Street Sales:

Food Menu & Extension of inside sales in enclosed tents connected to Atkins Park

Alcohol/Sales & Controls:

Everyone served will be inside Atkins or connected

Everyone gets carded with each purchase and wrist-banded at gate on Sat. & Sun.

Signage:

Event Banner outside-all other signage will be inside, application will be submitted 12.27.16

Entertainment:

Funk and Jazz Bands & Jazz Quartets Sat. and Sun.

Sunday Brunch is Family Day- Jazz, face painters, Arts and craft tables under the tents for decorating children's masks with paints and feathers-paper crown jewel decorating and coloring.

Cleanup & Recycling:

Tent will be put up on Friday afternoon and taken down Monday morning by Peachtree Tents & Events.

Police:

Will have security...no “outdoor” sales
Police not necessary unless instructed

Health Permits:

N/A

Insurance:

Additional insured on merchant policies (Atkins Park)

Temporary Structures:

Large Tent connected to front of Atkins
Possible riser for band inside tent
Tables and chairs inside tent

Advertising and Promotions:

Banners and promo cards
Email blast to 150,000 from Ticket Alternative Co.
print advertising going to 8,000 Smyrna Upscale Homes—
Demographic range: 25 – 55, 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 and with social media)** Facebook, Twitter, Email

Site Plan:

Will work with City of Smyrna to determine

Resident Contact and Support:

Noise levels and end times will be agreed upon with the city through the festival permit process. Tent music will end at 10:30.