



City of Smyrna

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

Issue Sheet

File Number: 2017-21

Agenda Date: 1/17/2017

Version: 1

Status: Consent Agenda

In Control: City Council

File Type: Authorization

Agenda Number: F.

WARD: Ward 3

COMMITTEE: Community Relations

\$ IMPACT:

Agenda Title:

Approval for Atkins Park Tavern to extend premises for Smyrna OysterFest January 28-29, 2017

ISSUE: **No street closings are required or requested by Atkins Park / Kevin Drawe for this event.** Event organizer requests an extension of premises to include the sidewalk and seven parking spaces directly connected to and in front of Atkins Park's patio: Saturday, Jan. 28 and Sunday, Jan. 29, 2017; event set-up is Friday, Jan. 27. Event organizer will not block disabled parking space in front of Moe's.

Event set-up - Friday, Jan. 27, 2017, 8:00 a.m. (tent build approx. 4-5 hours)

Event dates - Saturday, Jan. 28, 2017 & Sunday, Jan. 29, 2017

Breakdown: Monday, January 30, 2017, 8:00 a.m. complete by 1:00 p.m.

Event permit request resubmitted by event organizer 1/5/17 including updated event set-up and breakdown times.

BACKGROUND:

Street Sales: Food menu & extension of inside sales in enclosed tents connected to Atkins Park.

Charity: Proceeds benefitting Mustard Seed Communities

Alcohol/Sales & Controls: Patrons will be served inside Atkins Park or connected areas as mentioned above. All patrons will be identified with each alcohol purchase and wristbanded at gate on Saturday, Jan. 28 and Sunday, Jan. 29, 2017.

Signage: Event banners outside--all other signage will be inside; temporary signage application to be submitted to authorizing department by organizer by December 27, 2016.

Entertainment: Acoustic bands and jazz quartet Saturday and Sunday; 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(s) will be installed/removed by Peachtree Rentals.

Event set-up - Friday, Jan. 27, 2017, 8:00 a.m. (tent build approx. 4-5 hours)

Breakdown: Monday, January 30, 2017, 8:00 a.m. complete by 1:00 p.m.

Police: Atkins Park would like to provide private security for event. There will be no "outdoor" alcohol sales for the event; however, Smyrna Police will be hired if instructed by City of Smyrna.

Health Permits: NA

Insurance: Additional insured on merchant policies (Atkins Park)

Temporary Structures: Large tent connected to front of Atkins Park and a possible riser for band inside tent along with 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 addresses -demographic range: 25 - 55, young professionals, adults, families and singles (Draw from all over Cobb County but not limited to the Cobb area.); social media: Facebook and Twitter.

Site Plan: Will work with City of Smyrna to determine.

Resident Contact and Support: No street closings.

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

RECOMMENDATION/REQUESTED ACTION: Staff recommends approval of event with extension of premises.