



# City of Smyrna

City of Smyrna  
A.Max Bacon City Hall /  
Council Chambers  
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## Issue Sheet

File Number: 2022-018

Agenda Date: 1/18/2022

Version: 1

Status: Consent Agenda

In Control: City Council

File Type: Authorization

Agenda Number: J.

**WARD / COUNCILMEMBER:** Ward 3 / Councilmember Lindley

### **\$ IMPACT:**

#### **Agenda Title:**

Approval for Atkins Park (2840 Atlanta Road SE, Smyrna) to host the 10th Annual Smyrna Oysterfest and extend patio area to include sidewalk and seven parking spaces directly connected to and in front of Atkins Park's permanent patio space on February 4, 2022 from 7:00am - 11:00pm, February 5, 2022 from 11:00am - 11:00pm and February 6, 2022 from 11:00am - 11:00pm and authorize the Mayor to sign and execute any related documents.

***Ward 3 / Councilmember Lindley***

### **ISSUE AND BACKGROUND:**

Location: Atkins Park 2840 Atlanta Rd SE, Smyrna, GA 30080

Contacts: Bettie Cagle, Redbird Events, 404.754.3211, Kevin Drawe, Atkins Park, 770.435.1887

Event Summary: The event will be a two and a half day, indoor food (oysters) and music centered event. A portion of the proceeds will benefit Mustard Seed communities. They will begin with live music and our festival menu Friday night to spread out the high attendance days Saturday and Sunday.

Street Closures: No street closures requested at this time.

Alcohol/Sales & Controls: Everyone served will be inside Atkins or in the connected tent area. Everyone gets carded with each and every purchase of alcohol by the bartender and/or server and entry wrist-bands will be at the gate Sat. & Sun.

Signage: A temporary sign permit application (for one sign) has been submitted to Community Development Planner I, Caitlin Crowe.

Entertainment: Funk and Jazz Bands both Saturday and Sunday in the attached tent. Sunday Brunch is Family Day.

Fire / Tent Info: Tent install 2/4/20 8:00am load in / Tent Removal 2/7/22. An application for tent permit and fire inspection will be submitted upon approval

Site cleanup: Garbage cleanup and removal will be staffed by Atkins Park for the restaurant and all surrounding areas affected and used by the festival.

Police: Atkins Park will hire City of Smyrna Officer(s) as needed.

Insurance: Additional insured on merchant policies (Atkins Park)

Temporary Structures: Large Custom Tents connected to front of Atkins Park to extend the length of the building. Tent will cover our designated parking spaces up on the left and

to the right of the restaurant. Please note the Handicapped parking space will be accessible in front of Moe's as in years passed. Staging riser for the band inside tent (12 inches height) High top tables and chairs set up throughout the tent interior. We will have 3 porta potties on the side of the building with a hand washing station being added.

Advertising and Promotions: Banners and promo cards, email blast to 150,000 from Ticket Alternative Co. and 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

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 pm.

**RECOMMENDATION / REQUESTED ACTION:** Staff recommends approval for Atkins Park (2840 Atlanta Road SE, Smyrna) to host the 10th Annual Smyrna Oysterfest and extend patio area to include sidewalk and seven parking spaces directly connected to and in front of Atkins Park's permanent patio space on February 4, 2022 from 7:00am - 11:00pm, February 5, 2022 from 11:00am - 11:00pm and February 6, 2022 from 11:00am - 11:00pm and authorize the Mayor to sign and execute any related documents.