

Smyrna's 8th Annual Oysterfest

FESTIVAL PERMIT REQUEST

Date: January 26 + January 27th, 2019

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

The event will be a two day, indoor oyster and music centered event. A portion of the proceeds will benefit Mustard Seed communities.

Street Closures:

None at this time. We are 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.

Alcohol/Sales & Controls:

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

Signage:

We will have one temporary event banner out at the street upon approval.

Entertainment:

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

Cleanup & Recycling:

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

Police:

Merchants will hire City of Smyrna Officer(s) as needed.

Insurance:

Additional insured on merchant policies (Atkins Park)

Temporary Structures:

Large Tent connected to front of Atkins

Staging riser for the band inside tent (12 inches height)

Tables and chairs set up throughout the tent interior.

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

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 around 10:30 pm.