



City of Smyrna

City of Smyrna
A.Max Bacon City Hall /
Council Chambers
2800 King Street
Smyrna, GA 30080
770-434-6600
www.smyrnacity.com

Issue Sheet

File Number: 2022-184

Agenda Date: 4/18/2022

Version: 1

Status: Agenda Ready

In Control: City Council

File Type: Authorization

Agenda Number: A.

WARD / COUNCILMEMBER: Ward 3 / Councilmember Lindley

\$ IMPACT: Not to exceed \$35,000.00

Agenda Title:

Approval to award of RFP 22-027 to Premier Events for an amount not to exceed \$35,000.00 for the production and management of a celebration of the sounds and tastes of Smyrna taking place in conjunction with the City of Smyrna Birthday Celebration in October, 2022.

Ward 3 / Councilmember Lindley

ISSUE AND BACKGROUND:

Saturday, October 8, 2022 - 11:00 am - 10:00 pm in the Smyrna Market Village and downtown area.

General Description: Culture & Spirit Festival - celebration of the sounds and tastes of Smyrna - held throughout the Smyrna Market Village and downtown area. There will be multiple street-level performance areas. A central performance stage will offer a diverse mix of entertainment from bluegrass, blues, and singer-songwriters to stilt walkers, steel drums, mariachi bands, dance troops, Chinese Dragon Dancers, a Caribbean dance, a cheer squad, an acrobat team, 3D chalk artists, a strolling magician, etc. Performance locations and schedules will be strategically programmed throughout the day to prevent sound bleed between stages and encourage visitors to the area to experience everything that Smyrna has to offer. Three additional street-level performance areas will be programmed around the general themes of: Dance Zone, Grooves and Tunes, and an International Alley. Three additional locations will offer surprise buskers and activities. Examples may include close-up magic, 3-D chalk artists, living statues, and more.

A centrally located tasting area offers food and beverages throughout all hours of the event and into the Smyrna Birthday Celebration (11:00 am - 10:00 pm). This area will showcase local restaurants, breweries, and select vendors offering wine and spirits.

RECOMMENDATION / REQUESTED ACTION: Staff recommends approval to award of RFP 22-027 for Culture & Spirit Event/Celebration to Premier Events and authorize the Mayor to sign all required agreements/contracts.