



# City of Smyrna

City of Smyrna  
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## Issue Sheet

File Number: 2022-182

Agenda Date: 4/18/2022

Version: 1

Status: Consent Agenda

In Control: City Council

File Type: Authorization

Agenda Number: H.

### Agenda Title:

Approval for two-day outdoor New Orleans style crawfish and music focused event organized and managed by Atkins Park and Redbird Events. On Saturday, April 23 from 11:00 am until 11:00 pm (outdoor music ending at 10:00 pm) and Sunday, April 24 from 11:00 am until 11:00 pm (outdoor music ending at 10:00 pm) in the upper portion of the Market Village with street closures to vehicular traffic.

**Ward 3 / Councilmember Lindley**

**ISSUE AND BACKGROUND:** Atkins Parks with Redbird Events have successfully held the Annual Crawfish Boil in past years as a two-day outdoor New Orleans style crawfish and music focused event during the operational times of the Spring Jonquil Festival. They wish to resume with the 2022 hosting on Saturday, April 23 from 11:00 am until 11:00 pm (outdoor music ending at 10:00 pm) and Sunday, April 24 from 11:00 am until 11:00 pm (outdoor music ending at 10:00 pm) in the Market Village with street closures to consist of the upper portion of the Market Village, including closure of vehicle traffic to the cut-through traffic lanes next to Atkins Park and the Corner Taqueria for the duration of event setup and event breakdown. A gate for paid entry into the event will be adjacent to the Spring Jonquil Festival which will occupy the remainder of the Market Village (street closure for the Festival is previously approved). A portion of the proceeds will benefit the Leukemia & Lymphoma Society.

**Contacts:** Bettie Cagle of Redbird Events 404-754-3211 / Kevin Drawe of Atkins Park Restaurant and Bar - 770-435-1887

### Barricades:

The barricades will be placed so access to all tenants aside from those presenting the event will be available to pedestrian traffic at all times, as in years past.

### Street Sales:

Food & Alcohol (60% Food / 40% Alcohol)

Food: New Orleans Style Crawfish, Jambalaya, Boiled Shrimp, Veggies

### Alcohol/Sales & Controls:

Wine and Beer - Plastic cups for all (no cans/bottles)

Everyone gets carded with each and every purchase - in addition to wristbands at point of festival entry.

A beer Trailer will be parked down by City Hall at the end of our block during the Spring

Jonquil Festival, Abita Brewery Sponsors (beer, wine and food outside-liquor inside).

**Signage:** Temporary sign permit applications (for two signs) will be submitted upon event approval.

**Entertainment:**

Sound System \ Popular Up in coming Bands and New Orleans Bands, Several Jazz and Acoustic Bands.

**Cleanup & Recycling:**

Merchants will assist the City of Smyrna with cleanup following both festival days -will hire people to clean the festival area and pick up large debris from back parking lot.

**Police:**

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

**Alcohol Permits:**

Atkins Park to acquire proper permits from the State of Georgia.

**Insurance:**

Additional insured on merchant policies (Atkins Park for their area - other merchants participating will be required to hold additional insured)

**Temporary Structures:**

Barricades, 10 x 10 Tents, tables and games (potential for inflatables if space permits).

**Advertising and Promotions:**

Signage onsite, radio, cable, print advertising -- Demographic range: 25 - 60, young professionals, adults, families and singles. Draw from all over Cobb County but not limited to the Cobb area. (City may consider providing support as sponsorship, signage access and social media)

**Site Plan:**

A site plan was proposed and has been amended according to the street closure identification in the background section of this issue sheet.

**Resident Contact and Support:**

Organizer will manage parking and access. Organizing merchant(s) will contact the residents and provide notification(s). Noise levels to be managed and direction from City Staff/Police Department to be followed. Outdoor music is to end at 10:00 p.m. each evening.

**RECOMMENDATION / REQUESTED ACTION:** Authorize Atkins Park and Redbird Events to conduct the two-day crawfish boil/music event with all specified cleanup, traffic control, resident access/notification and other event parameters as defined in the

contained description(s) with cooperation with and/or direction from the City of Smyrna, the Smyrna Police Department and other City Departments as needed.