



14th Annual St. Patrick's Day Celebration Weekend
FESTIVAL PERMIT REQUEST

Contacts:

Kevin Drawe- Atkins Park Restaurant and Bar- 770-435-1887
Tim Langell/Joe Romano-Vintage Tavern/Zucca-770-803-9990
Bettie Cagle- Redbird Events- 404.754.3211

Event Dates and Times: 2016 will be hosted as a 2 day event as in year's past.

Actual St. Patrick's Day: Thursday, March 17, 2016

1:00 pm -10:45pm

Saturday, March 19, 2016 12:00pm-10:30 pm

donation to charity at gate-around \$5 adv/ \$10 gate

Street Closures:

Market Village 10:00 am until completion of cleanup.

Street Sales:

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

Food: Samples of food from Smyrna

Market Village Restaurants

(Corn Beef & Cabbage, Lamb Stew, Reuben's)

Charity Donation:

A portion of our entry fee will be donated to the Leukemia & Lymphoma Society

Alcohol/Sales & Controls:

Wine and Beer, Baileys & coffee, Plastic cups for all (no cans/bottles)

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

Signage:

Sponsors Guinness and Harp(beer, wine and food outside- liquor inside) Bushmills Irish Whiskey

Entertainment:

Games and promo from Family Friendly Ride Co.

Sound System – Continuous (power requirements to be determined and bands stop time negotiated with city)

Live Music

Cleanup & Recycling:

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

Police:

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

Health Permits:

Merchants will orchestrate

Insurance:

Additional insured on merchant policies (Atkins Park and Zucca/Vintage Tavern for their areas – other merchants participating will be required to hold additional insured)

Temporary Structures:

Tents and Tables – (locations negotiated with city)
Inflatables/ Rides for family entertainment

Advertising and Promotions:

Signage onsite, **outdoor sign banners,(hopefully on bridge)**
cable, print advertising, Facebook ,Twitter, Email
Possible purchase inclusion in Smyrna Water Bill
Brightside Paper–Ticket Alternative– Demographic range: 25 – 40, 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)**

Site Plan:

Will work with City of Smyrna to determine and provide site plan

Resident Contact and Support:

Manage Parking and access, organizing merchant(s) will contact the residents and provide copies of provided documentation and notification(s). Noise levels and end times will be agreed upon with the city through the festival permit process. Preliminary notification will be sent out in the Homeowner Assoc Newsletter for February.