

Smyrna's 9th Annual Oysterfest

FESTIVAL PERMIT REQUEST

Event Dates and Times:

January 24, 2020 7:00 pm - 11:00 pm

January 25, 2020 11:00 am - 11:00 pm

January 26, 2020 11:00 am - 11:00 pm

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 oyster and music centered event. A portion of the proceeds will benefit Mustard Seed communities. We will begin Friday night to spread out the high attendance days Saturday and Sunday.

Street Closures:

We would like to close the traffic circle at Smyrna Market Village beginning Friday January 24th at 8:00am until approximately 11:30 pm when the traffic circle will re open until the following morning. We are asking for an extension of premises to include the sidewalk and 7 parking spaces with tent install that will be directly attached to AP exterior.

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:

A temporary sign permit application (for one sign) will be submitted upon event approval.

Entertainment:

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

Fire / Tent Info:

Tent install 1/24/20 8:00 am load in

Tent Removal 1/27/20 2:00 pm load out

An application for tent permit and fire inspection will be submitted upon event approval.

We would potentially like to apply for a second tent permit that would cover the area around the fountain with an approximate size of 30 x 50 ft. This will be determined and applied for upon event 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 Tent connected to front of Atkins Park to extend the length of the building.

Potential tent to surround the fountain at approximately 30 x 50 ft.

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

High top 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 at 10:30 pm.