

## 17<sup>th</sup> Annual Smyrna's St. Patrick's Day Festival

### FESTIVAL PERMIT REQUEST

**Event Dates and Times:** March 16, 2019 11:00 am - 11:00 pm

March 17, 2019 11:00 - 10:00 pm

We would like to begin setup Friday March 15th, 10:00 am all event-festival items will be removed or out of site line by midnight 3/17.

**Location:** Smyrna Market Village

**Contacts:** Bettie Cagle, Redbird Events, 404.754.3211

Kevin Drawe, Atkins Park, 770.435.1887

Joe Romano, Zucca Pizzeria, 770.803.9990

The event will be a two day, outdoor St. Patrick's Day and music centered event. A portion of the proceeds will benefit Leukemia & Lymphoma Society.

#### **Street Closures:**

Market Village 10:00 am until completion of cleanup evening of 3/17 11:30 pm. The traffic circle will re open for business and close again the morning of 3/18 for setup 9:00 am and will re open at the conclusion of cleanup Saturday night by 11:30.

#### **Street Sales:**

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

Food: Samples of food from Smyrna

Market Village Restaurants

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

#### **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:** We will have two temporary event banners out at the street upon approval.

#### **Entertainment:**

Games and activities for adults & children

Live Music to end by 11:00 pm or prior to sound ordinance.

#### **Cleanup & Recycling:**

Atkins Park & Zucca Pizzeria –Staff will be hired to clean festival area and pick up large debris from back parking lot.

**Police:**

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

**Alcohol Permits:**

Both Atkins Park & Zucca to acquire proper permits from State of Georgia.

**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:**

Barricades, port o johns, Tents and Tables  
Inflatables/ Rides for family entertainment

**Advertising and Promotions:**

Signage onsite, outdoor sign banners , If permitted to hang a sign on the Spring Rd bridge a new sign will be produced) cable, print advertising, Facebook ,Twitter, Email blasts, 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.