



City of Smyrna

2800 King Street
Smyrna, GA 30080
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Issue Sheet

File Number: 2019-371

Agenda Date: 10/21/2019

Version: 1

Status: ATS Review

In Control: City Council

File Type: Authorization

Agenda Number: D.

WARD: Ward 3

COMMITTEE: Community Relations

\$ IMPACT:

Agenda Title:

Approval for Atkins Park Tavern to extend premises for Smyrna OysterFest January 24, January 25 and January 26, 2020 during hours of operation (Jan. 24 7:00 p.m. to 11:00 p.m./ Jan. 25 11:00 a.m. to 11:00 p.m. and Jan. 26 11:00 a.m. to 11:00 p.m.).

ISSUE: Requesting Street Closings for the first time for this annual event. the traffic circle at Smyrna Market Village beginning Friday January 24th at 8:00 am until approximately 11:30 pm when the traffic circle will re-open until the following morning. Organizer is requesting for an extension of premises to include the sidewalk and seven parking spaces with tent install that will be directly attached to building exterior (Atkins Park Restaurant and Bar).

BACKGROUND: Food menu & extension of inside sales in enclosed tents connected to Atkins Park. The event will be a two and a one half day indoor oyster and music centered event. Organizer plans to begin Friday night and anticipates high-attendance days to be Saturday and Sunday.

Charity: A portion of the proceeds will benefit Mustard Seed communities.

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. Organizer would like to apply for a second tent - potentially - 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.

Cleanup & Recycling: 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.

Health Permits: NA for this request

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

Site Plan: Required to submit a site plan upon approval - to work with City of Smyrna on location of items/portable beyond tents.

Resident Contact and Support: Organizer required to notify business and residents upon approval. Noise levels and end times will be agreed upon with the city through the festival permit process. Tent music will end by **10:00 p.m.** (10:30 requested by merchant, but 10:00 is standard for downtown events).

RECOMMENDATION/REQUESTED ACTION: Staff recommends approval of event with extension of premises and street closings as requested (street closings are new for this annual event/Festival for the first time).