



City of Smyrna

2800 King Street
Smyrna, GA 30080
www.smyrnacity.com

Issue Sheet

File Number: 2017-88

Agenda Date: 3/6/2017

Version: 1

Status: Consent Agenda

In Control: City Council

File Type: Authorization

Agenda Number: F.

WARD: Ward 3

COMMITTEE: Community Relations

\$ IMPACT:

Agenda Title:

Approval of Atkins Park Annual Crawfish Boil April 29, 2017, from 11 a.m.-10:45 p.m. and Sun., April 30, 2017, from 1 p.m.-10 p.m.

ISSUE: Approval for merchant organizer Atkins Park Tavern to host the Annual Crawfish Boil in the Market Village on Sat., April 29, 2017, from 11 a.m.- 10:00 p.m. and Sun., April 30, 2017, from 1 p.m.-10 p.m. This event will be held in conjunction with the Spring Jonquil Festival on the same weekend.

Atkins Park Tavern requests street closing for the Crawfish Boil and Market Village expansion to include West Spring Street from Atlanta Road to King Street (add-on) connecting to Spring Jonquil Festival event site (King Street continuing to Village Green Circle). Atkins Park also requests to position a beer trailer to be stationed near Market Village/City Hall end of the block during the Spring Jonquil Festival. (However, City of Smyrna will require a pass through for vehicles to parking lots on either side of the Market Village via the cross drive at the pavillion - at Charter and the Wine Cellars and the corresponding side.)

Additional Market Village event activities include a food/beer/wine sales and outdoor games, rides and prizes.

West Spring Street will close the morning of Sat., April 29 for event set-up, however the exact time of street closing on April 29 and 30 will be determined by City of Smyrna and event organizer. West Spring Street will reopen at the close of the event once all event equipment has been removed from the event site.

During the event, the West Spring Street (Market Village) will be closed to vehicle traffic however, the sidewalks throughout the Market Village will remain open for pedestrians. Market Village vehicle access and parking will be via Atlanta Road to the

Village Pavilion complex and Church Street off Atlanta Road.

BACKGROUND:

Contacts: Kevin Drawe- Atkins Park Tavern - 770-435-1887
Bettie Cagle - Redbird Events - 404-754-3211

Event Dates and Times: Sat., April 29, 2017, 11 am - 10:00 p.m. & Sun., April 30, 2017, 1 p.m. - 10 p.m. (held on the Jonquil Festival weekend/Atkins Park Crawfish Boil for Market Village activities - outside music ending at 9:45 p.m.)

Street Closures: Market Village from West Spring Street (at Atlanta Road) to King Street at City Hall

Trailer Installation: Applicant requests the "afternoon April 28, 2017, not to be blocking any road ways or thoroughfares." However, activity in the area the morning of April 29 (Jonquil City Jog) means that the trailer may not be placed until the conclusion of the Jonquil City Jog and the beginning of the Spring Jonquil Festival on the 29th.

Trailer Removal: Morning of May 1, 2017.

Street Sales: Food & Alcohol (60% Food / 40% Alcohol) Food: Samples of food from Smyrna Market Village Restaurants (New Orleans Style Crawfish, Jambalaya, Boiled Shrimp, Veggies)

Charity Donation: Leukemia & Lymphoma Society (Team in Training)

Alcohol/Sales & Controls: Wine and Beer - Plastic cups for all purchases (no cans or bottles). Everyone gets carded with each and every purchase--in addition to wristband at point festival entry. A beer trailer will be stationed near Market Village/City Hall end of the block during the Spring Jonquil Festival.

Signage: Abita Brewery Sponsors (beer, wine and food outside / liquor inside)

Entertainment: Sound System \ Popular up-in-coming bands, New Orleans style bands, several jazz and acoustic bands - Continuous (power requirements to be determined and bands stop time negotiated with city)

Cleanup & Recycling: Merchants will assist the City of Smyrna with

cleanup following festivals -we {Atkins Park Tavern / Kevin Drawe} will hire staff to clean festival area and pick up debris from the back parking lot. Additional trash receptacles and trash will be rented from the Smyrna Parks and Recreation.

Police: Merchants will hire specified number of City of Smyrna police officers as required by the city.

Health Permits: Merchants will orchestrate

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

Temporary Structures: Tents, tables, rides/games- (locations negotiated with city)

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.

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

Resident Contact and Support: Organizing merchant(s) will manage parking/access to their event and will contact surrounding residents providing copies of documentation and notification(s). Noise levels and end times will be agreed upon with the city through the festival permit process.

RECOMMENDATION/REQUESTED ACTION: Staff recommends approval of Atkins Park Crawfish Boil on April 29-30, 2017, in the Market Village with requirement of organizers to hire specified number of police officers and work within City direction for adjustments to street closures and traffic flow prior to, during and after event, as the City determines necessary.

Event organizers will be responsible for cleanup (including the parking lots adjacent to Atkins Park Tavern) and work with other merchants and residents in the Market Village regarding notification and resolution of issues relevant to the event. Resident and merchant notification should be at least 30 days in advance.

It is also noted that organizers will be responsible for complying with City directions regarding noise levels and crowd control relating to the event.

