

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

### **FESTIVAL PERMIT REQUEST**

#### **Event Dates and Times:**

March 14, 2020 11:00 am - 11:00 pm

March 15, 2020 11:00 am - 10:00 pm

March 17, 2020 3:00 pm - 10:00 pm

We would like to begin setup Friday March 13th, 10:00 am all event-festival items will be removed or out of site line by midnight 3/15.

**Location:** Smyrna Market Village 1265 W Spring St, Smyrna, GA 30080

**Contacts:** Bettie Cagle, Redbird Events, 404.754.3211, Kevin Drawe, Atkins Park, 770.435.1887 Joe Romano, Zucca Pizzeria, 770.803.9990

#### **Event Summary:**

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

#### **Street Closures:**

We would like to close Smyrna Market Village from S. Atlanta Road to the end of businesses located at the street break (not named) nearest King Street beginning Saturday, March 15 at 7:00 am until Sunday March 15 at Midnight after event breakdown and cleanup. With the traffic circle re opening for business by 11:30 pm Saturday, March 15th until closure again at 8:00 am Sunday, March 16 and all will re open fully at the conclusion of cleanup Sunday night by 11:30 pm.

We would like to close the traffic circle of Smyrna Market Village only for the afternoon event Tuesday, March 17 at 10:00 am reopening at 11:30 pm.

#### **Street Sales:**

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

Food: Samples of food from Smyrna

Market Village Restaurants

(Corn Beef & Cabbage)

#### **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:** Temporary sign permit applications (for two signs) will be submitted upon event 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 the 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, porta 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:**

A site plan will be provided to City of Smyrna events department.

**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.