



# City of Smyrna

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

## Issue Sheet

File Number: 2019-374

Agenda Date: 11/4/2019

Version: 1

Status: Consent Agenda

In Control: City Council

File Type: Authorization

Agenda Number: D.

**WARD:** Ward 3

**COMMITTEE:** Community Relations

### **\$ IMPACT:**

#### **Agenda Title:**

Approval of 18th Annual St. Patrick's Day Celebration(s) in the Market Village Saturday, on March 14, 2020 11:00 am - 11:00 pm (music ending at 10:00 p.m.), Sunday, March 15, 2020 11:00 am - 10:00 pm and Tuesday, March 17, 2020 3:00 pm until 10:00 pm. with request for set up to begin on Friday, March 13, 2020 beginning at 7:00 am. with reopening at midnight on Sunday along with use of the traffic circle in the Market Village for the afternoon and evening of Tuesday, March 17 with associated closure requested for 10:00 a.m. until reopening at 11:30 p.m. on Tuesday, March 17.

#### **ISSUE: St. Patrick's Day Celebration to take place over the weekend prior and on**

**St. Patrick's Day** - Saturday, March 14, 2020 - 11:00 am -11:00 pm (City specifies that outdoor music end no later than 10:00 pm)

Sunday, March 15, 2020 - 11:00 am - 10:00 pm and again on Tuesday, March 17, 2020 3:00 pm - 10:00 pm. Applicant requests set up Friday, March 13, 2020 at 10:00 am and indicates that all event/festival items will be removed or out of site line by 12:00 am on March 15, 2020. Applicant requests to use only the traffic circle in the Market Village for the afternoon and evening of Tuesday, March 17 with associated closure requested for 10:00 a.m. until reopening at 11:30 pm on Tuesday, March 17.

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

**BACKGROUND: Contacts:** Bettie Cagle - Redbird Events - 404-754-3211

Kevin Drawe- Atkins Park Restaurant and Bar -770-435-1887

Joe Romano- VintageTavern / Zucca -770-803-9990

**Street Closures:** Atkins Park Tavern requests street closing for the 2020 St. Patrick's Day Celebration to include Smyrna Market Village from Atlanta Road to the end of businesses located at the street break 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 14th until closure

again at 8:00 am Sunday, March 15 and all will re-open fully at the conclusion of cleanup Sunday night by 11:30 pm. Applicant would like to close the traffic circle of Smyrna Market Village only for the afternoon on Tuesday, March 17 at 10:00 am with re-opening at 11:30 pm. on Tuesday, March 17.

**Street Sales:** Food & Alcohol (60% Food /40% Alcohol) Food: Samples of food from Smyrna Market Village Restaurants (corn beef and cabbage, lamb stew, reuben sandwiches).

**Charity Donation:** A portion of the entry fee will be donated to the Leukemia & Lymphoma Society

**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. Applicant requests Live Music to end by 11:00 pm or prior to sound ordinance. City requiring outdoor bands/music/sound to end by 10:00 p.m.

**Cleanup & Recycling:** Atkins Park & Zucca Pizzeria -Staff will be hired to clean festival area and pick up large debris from back parking lot. Notation: City requires that all event materials, including but not limited to signage, portables, tents, tables, chairs and staging be removed immediately following the event or as quickly as possible to leave area free of event materials for normal conduct of business and public use/enjoyment of area no later than early Monday morning March 16, if not sooner - paying attention to resident comfort, and noise levels. Items and structures that may not be collected and removed immediately following the event, must be removed from public areas and stored neatly (out of public view as much as possible) by or prior to midnight on last evening of event - Tuesday, March 17, 2020 - for pickup as soon as possible on Wednesday, March 18, 2020).

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

**Alcohol / Health 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, 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 two weeks prior to event setup.

**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.

**RECOMMENDATION/REQUESTED ACTION:** Staff recommends approval of the 2020 St. Patrick's Day Celebrations in the Market Village with additional cleanup, sound, and materials removal requirements of organizers to submit a site plan, manage cleanup as communicated by City, hire specified number of City of Smyrna police officers and work within City direction for adjustments to band/music end times, street closures and traffic flow prior to, during and after event, as the City determines necessary.

Event organizers will be responsible for resident notification, cleanup (including the parking lots adjacent to Atkins Park Tavern/Zucca/Vintage 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, plant materials (planting beds and other public ornamentals) and crowd control relating to the event.