



City of Smyrna

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Issue Sheet

File Number: 2020-79

Agenda Date: 2/17/2020

Version: 1

Status: ATS Review

In Control: City Council

File Type: Authorization

Agenda Number: C.

WARD / COUNCILMEMBER: Ward 3, Travis Lindley

\$ IMPACT: to be determined

Agenda Title:

Approval of new Smyrna "Culture & Spirit" Celebration and event-area street closings to take place Saturday, October 10, 2020 from 11:00 a.m. until 6:00 p.m. in the downtown Village Green and Market Village area.

ISSUE AND BACKGROUND:

Staff proposes a new community event titled Smyrna Culture & Spirit Celebration to include dance, music, other cultural attractions with a beer/wine/meade/"Spirit" Garden taking place from 11:00 a.m. until 6:00 p.m. on Saturday, October 10, 2020 in the downtown area of the Village Green, immediate area of City Hall and the Market Village (along proposed Max Bacon Blvd) with corresponding street closings for the downtown area consistent with existing successful City of Smyrna community events. Street closings are proposed to follow the pattern of the annual City of Smyrna Birthday Celebration with the addition of parts or all of the Market Village, connecting a festival area for music, dance and various performances with a structured "spirit" garden.

The City of Smyrna seeks to bring forth elements of expanded cultural and ceremony (such as bagpipes, fiddles, drums, dance, song, etc.) celebrations together with new and emerging brewery, wine and meade businesses to showcase the deep diversity of the community and celebration in a new event to take place each Fall. The structure of this new event will include contracted musical performances on a main stage in front of the Library with several other performance locations throughout the event area, to include the steps/pavers of City Hall, designated street performance areas and the Memorial lawn and structures. Event and performances to be contracted and/or arranged by approved City of Smyrna organizers and/or City contracted event management. Food samples consistent with beverage offerings may be presented in concert with beverage offerings in the Spirit Garden, identified in advance and offered by merchants of the Spirit Garden. Vendor, performance and booth space will be limited to sponsors and selected event elements approved by the City of Smyrna. (This event is not an arts/crafts, business showcase, open performance platform or food festival).

Contacts:

City of Smyrna Community Relations Department and/or

City contracted event organization service/person(s).

Event Dates and Times: Saturday, October 10, 2020 from 11:00 a.m. until 6:00 p.m.

Street Closures: Street closings for the annual event are proposed to include the entirety of the downtown area including City Hall, the Smyrna Public Library and the Smyrna Community Center and approach roads that include Village Green Circle from Atlanta Road - including the circle and areas in front of and next to the Community Center/Library and along Village Green Circle up to the parking lot of the Smyrna parking and pavilion area across from City Hall; and Bank Street from King to Village Walk. Additionally, the Market Village is included (with cross traffic route(s) to be identified during planning/organizational period to begin upon approval of event).

Street Sales: Limited to offerings of the Spirit Garden with merchants managing ID checks upon Spirit Garden entry / and/or point of sale. Should a limited number of food vendors be added to the event, stations will be placed along King Street in a pattern consistent with City of Smyrna summer concerts and the City Birthday Celebration. No booth sales of merchandise.

Alcohol/Sales - Controls: Wine, Beer, meade and other special event-themed cocktails - Plastic cups for all purchases (no cans or bottles). Everyone gets carded with each and every purchase--in addition to wristband at point of entry. (Merchants to be responsible for managing ID checks upon Spirit Garden entry / and/or point of sale.)

Signage: Expectation of signage consistent with existing City of Smyrna community events.

Entertainment: Music, dance and various cultural and instrumental displays/performances

Cleanup & Recycling: City of Smyrna

Police: City of Smyrna

Health Permits: Merchants participating will be required to obtain health permits

Temporary Structures: 10 x 10 tents in Spirit Garden / others to be determined

Advertising and Promotions: City of Smyrna to advertise

Trailer/Station Installation and Trailer/Station Removal: To be determined (to include portable restrooms, food and beverage service).

RECOMMENDATION/REQUESTED ACTION: Staff recommends Council approve the new "Culture & Spirit" Celebration proposed for Saturday, October 10, 2020 and addition of the event to the set of annual City of Smyrna Community Events.