



City of Smyrna

Legislation Text

City of Smyrna
A.Max Bacon City Hall /
Council Chambers
2800 King Street
Smyrna, GA 30080
770-434-6600
www.smyrnacity.com

File #: 2019-03, Version: 1

WARD: Ward 3

COMMITTEE: Community Relations

\$ IMPACT:

Approval for Atkins Park Tavern to extend premises for Smyrna OysterFest January 26 - 27, 2019 during hours of operation.

ISSUE: No street closings are required or requested by Atkins Park / Kevin Drawe for this event. Event organizer requests an extension of premises to include the sidewalk and seven parking spaces directly connected to and in front of Atkins Park's patio: Saturday, Jan. 26 and Sunday, Jan. 27, 2019 during hours of operation; event set-up is Friday, Jan. 25. Event organizer will not block disabled parking space in front of Moe's.

Event set-up - Friday, Jan. 25, 2019, 8:00 a.m. (tent build approx. 4-5 hours)

Event dates - Saturday, Jan. 26, 2019 & Sunday, Jan. 27, 2018

Breakdown: Monday, January 28, 2019, 8:00 a.m. complete by 1:00 p.m.

BACKGROUND:

Food menu & extension of inside sales in enclosed tents connected to Atkins Park.

Charity: Proceeds benefiting Mustard Seed Communities

Alcohol/Sales & Controls: Patrons will be served inside Atkins Park or connected areas as mentioned above. All patrons will be required to present ID with each alcohol purchase and wristbanded at gate on Saturday, Jan. 26 and Sunday, Jan. 27, 2019.

Signage: Event banners outside--all other signage will be inside; temporary signage application must be submitted by applicant to Community Development.

Entertainment: Funk and Jazz Bands & Jazz Quartet Saturday and Sunday; Sunday Brunch is Family Day- Jazz, face painters, arts and craft tables under the tents for decorating children's masks with paints and feathers-paper crown jewel decorating and coloring.

Cleanup & Recycling: Tent(s) will be installed/removed by Peachtree Rentals.

Event set-up - Friday, Jan. 25, 2019, 8:00 a.m. (tent build approx. 4-5 hours)

Breakdown: Monday, January 28, 2019, 8:00 a.m. complete by 1:00 p.m.

Police: Atkins Park would like to provide private security for indoor event. There will be no "outdoor" alcohol sales for the event; however, Smyrna Police will be hired if instructed by City of Smyrna.

Health Permits: NA for this request

Insurance: Additional insured on merchant policies (Atkins Park)

Temporary Structures: Large tent connected to front of Atkins Park and a possible riser for band inside tent (12 inches high) along with tables and chairs inside tent.

Advertising and Promotions: Banners and promo cards; email blast to 150,000 from Ticket Alternative Co.; print advertising going to 8,000 Smyrna addresses--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 - as considered appropriate - providing support, through social media: Facebook and Twitter accounts - as part of downtown attractions.

Site Plan: Will work with City of Smyrna to determine.

Resident Contact and Support: No street closings.

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.