



City of Smyrna

Issue Sheet

A Max Bacon
City Hall
2800 King Street
Smyrna, GA 30080

File Number: ATH2024-046

Agenda Date: 3/5/2024

In Control: City Council

File Type: Authorization

Agenda Section:
Consent Agenda

Agenda Number: E.

Department: Community Relations

Agenda Title:

Approval for Atkins Park through event coordination by Redbird Events to hold the Annual Crawfish Boil - two days of New Orleans style crawfish/food and music themed festival - in the Market Village taking place in 2024 on Saturday, April 20 from 11:00 a.m. until 11:00 p.m. (outdoor music ending at 10:00 p.m.), and Sunday, April 21 from 11:00 a.m. until 11:00 p.m. (outdoor music ending at 10:00 p.m. - with setup beginning on the afternoon of Friday, April 19 with all event/festival items removed or out of sight by midnight on Sunday, April 21 for pickup on Monday, April 22, 2024. Approval includes associated street closure request conforming to work in tandem with the City of Smyrna Jonquil City Jog on Saturday, April 20 am. Street closings include Market Village from S. Atlanta Rd to the end of the top traffic circle at the edge of the fountain area from 7:00 am until after the close and breakdown of the Jonquil City Jog around 10:00 /11:00 am on Saturday. Once the Jonquil City Jog has concluded, expansion of event space may move into the Market Village, but not prior. On Sunday, April 21, setup may begin at 7:00 am and include the Market Village from S. Atlanta Road toward City Hall. At least one cross way must remain open at all times to allow traffic to move between both parking area sides of the Market Village. The traffic circle will be open both Saturday and Sunday night ASAP after the last band has finished with all streets to open concluding event close and cleanup on Sunday, April 21.

Ward 3 Councilmember - Travis Lindley

ISSUE AND BACKGROUND:

Atkins Parks, assisted by Redbird Events, has successfully held this annual food and music celebration in April in the range of two decades. The 2024 festival days cover Saturday, April 20 and Sunday, April 21 – with setup taking place on Friday, April 19 with plans for streets to open concluding event close and cleanup on Sunday, April 21. Red Bird Events (Bettie Cagle 404-754-3211) is the event coordinator working on behalf of Atkins Park (Kevin Drawe 770-435-1887) are requesting approval for alcohol sales for Atkins Park in the event space, beyond their respective business.

Special Notation: The event must work in tandem with City of Smyrna staff working on and planning the Jonquil City Jog which takes place on Saturday, April 20 from approx. 7:30 am until/before 11:00 am / including arranging for deliveries, staffing, performers and other Crawfish Boil-related activities/deliveries/arrivals to avoid the Atlanta Road entrance areas (and other areas otherwise managed/controlled by the City of Smyrna during the Jonquil City Jog activities) until after all runners



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participating in the Jonquil City Jog have moved through the area and cones are collected by Race Organizer and the roadway is opened by the Smyrna Police Department for approach to the Market Village Area from Atlanta Road. There exists the possibility that deliveries for the Crawfish Boil on Saturday morning must approach via Atlanta Road by way of Windy Hill Rd and enter the Market Village Pavilion parking area to access the festival area/Atkins Park establishment from the back of the building housing Atkins Park until the Jonquil City Jog participants have cleared the area along Atlanta Road and Smyrna Police Department has cleared the roadway/lanes adjacent to the Market Village area. Additionally, any plans to expand into the Market Village toward City Hall must wait until the Jonquil City Jog awards ceremony concludes and all event materials are removed from King Street/Market Village area in front of City Hall. This will require meticulous planning on the part of the Crawfish Boil event management team.

Organizer would like to begin loading in the afternoon of Friday, April 19 and is confirming removal of all event/festival items to be placed out of sight by midnight April 21 with removal on Monday, April 22.

Location: Smyrna Market Village 1265 W Spring St, Smyrna, GA 30080 – with main activities in the traffic Circle at Atlanta Road/Fountain area until approx. 11:00 am on Saturday, April 20 – expanding into the Market Village only as needed and possible on Saturday and then following the requested setup plan for Sunday, April 21.

Contacts:

Bettie Cagle, Redbird Events, 404-754-3211

Kevin Drawe, Atkins Park, 770-435-1887

Event as Described by Organizer: The event will be a two-day, outdoor New Orleans style - Crawfish and music centered event. A portion of the proceeds will benefit the Leukemia & Lymphoma Society.

Street Closures: Street closings include Market Village from S. Atlanta Rd to the end of the top traffic circle at the edge of the fountain area from 7:00 am until after the close and breakdown of the Jonquil City Jog around 10:00 /11:00 am on Saturday. Once the Jonquil City Jog has concluded, expansion of event space may move into the Market Village, but not prior. On Sunday, April 21, setup may begin at 7:00 am and include the Market Village from S. Atlanta Road toward City Hall. At least one cross way must remain open at all times to allow traffic to move between both parking area sides of the Market Village. The traffic circle will be open both Saturday and Sunday night ASAP after the last band has finished with all streets to open concluding event close and cleanup on Sunday, April 21.

Street Sales: Food & Alcohol (60% Food / 40% Alcohol)

Food: New Orleans Style Crawfish, Jambalaya, Boiled Shrimp, Veggies

Alcohol/Sales & Controls: Wine and Beer – Plastic cups for all (no cans/bottles). As indicated by organizer/requester “Everyone gets carded with each and every purchase - in addition to wristbands



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at point of festival entry.” (Organizer indicates, in provided pdf, request for placement of a beer trailer at the end of the Market Village at City Hall on King Street for the Spring Jonquil Festival. However, the Spring Festival is to be held on a different weekend, thus eliminating this portion of the request. All beer trailers must stay within the upper traffic circle/fountain area of the Market Village. This fact may provide opportunity and reason to reduce event footprint, easing the plans for Saturday expansion in conjunction with the Jonquil City Jog. Event organizer to provide site plan in advance of approved event, base upon the allowances and restrictions of this event approval.)

Signage: A temporary sign permit application (for one sign) will be submitted upon event approval.

Entertainment: Sound System \ Popular Up in coming Bands and New Orleans Bands, Several Jazz and Acoustic Bands.

Cleanup & Recycling: Merchants will cleanup their festival area as well as parking areas utilized by festival participants following both festival days – hiring people to clean the festival area and pick up large debris from back parking lot.

Police: Merchants will hire City of Smyrna Officer(s) as needed.

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

Temporary Structures: 10 x 10 Tents and Tables and inflatables /Games.

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. (City may consider providing support as sponsorship, signage access and social media).

Site Plan: Will work with the City of Smyrna to determine and provide an agreed upon site plan that adheres to allowances and restrictions of the event approval.

Resident Contact and Support: Event organizers will manage barricading, parking and access, as well as coordination with all merchant(s) and will contact the residents of the Market Village 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 as well as onsite as needed.

RECOMMENDATION / REQUESTED ACTION:

Authorize Atkins Park Tavern and Redbird Events to conduct the Annual Crawfish Boil in the Market Village with described street closures (working in tandem with Jonquil City Jog organizers on Saturday am) with adjustments as mutually agreed upon prior to event as well as all specified cleanup, traffic control, resident access/notification and other event parameters as defined in the Issue Sheet with cooperation with and/or direction from the City of Smyrna, the Smyrna Police Department and other City Departments as needed. Authorize Atkins Park to conduct alcohol sales beyond their respective business premises – within the event space - for the duration of the festival (during times described in the above event days/times.)