

21st Annual Smyrna's St. Patrick's Day Festival

FESTIVAL PERMIT REQUEST

Event Dates and Times:

March 16, 2024 11:00 am - 11:00 pm

March 17, 2024 11:00 am - 11:00 pm

We would like to begin set up Thursday March 15th, in the afternoon and all event-festival items will be removed out of sight line by midnight 3/19 for pickup Monday 3/20.

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 outdoor St. Patrick's Day themed events featuring Irish fare and live music will begin Saturday, March 16th and continue through Sunday, March 17th. Both will include a day of family fun. A portion of the proceeds will benefit the Leukemia & Lymphoma Society.

Street Closures:

We would like to close Smyrna Market Village from Atlanta Road to the end of businesses located at the street break (not named) nearest King Street beginning Friday, March 15th at 9:00 am for setup, Saturday, March 16th at 7:00 am until Midnight after event breakdown and cleanup. Sunday, March 17th at 9:00 am until after 11:30 pm for breakdown.

The traffic circle will re-open for business by 11:30 pm Friday and Saturday and all will re-open fully at the conclusion of cleanup Sunday night by 11:30 pm.

Barricades:

The barricades will be placed so access to all tenants aside from those presenting the event will be available by foot at all times as in years past.

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 the 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 10:30 pm or prior to sound ordinance.

Cleanup & Recycling:

Atkins Park & Zucca Pizzeria –Staff will be hired to clean the festival area and pick up large debris from the 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, port o johns, Tents and Tables, stage

Inflatables/ Rides for family entertainment

A large tent structure is not anticipated at this time and will only be considered due to potential rain.

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 the 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.