



City of Smyrna

Issue Sheet

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

File Number: ATH2024-014

Agenda Date: 1/29/2024

In Control: City Council

File Type: Authorization

Agenda Section:
Consent Agenda

Agenda Number: F.

Department: Community Relations

Agenda Title:

Approval for Atkins Park and Zucca through Redbird Events to hold the 21st Annual St. Patrick's Day Celebration(s) - two days of St. Patrick's Day themed festival - in the Market Village taking place in 2024 on Saturday, March 16 from 11:00 a.m. until 11:00 p.m. (outdoor music ending at 10:00 p.m.), and Sunday, March 17 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, March 15 and all event/festival items removed or out of sight by midnight, Sunday, March 17 for pickup on Monday, March 18, 2024 along with approval for Atkins Park and Zucca to operate alcohol sales in the festival area, beyond their respective business premises.

Citywide

ISSUE AND BACKGROUND:

Atkins Parks with Zucca assisted by Redbird Events have successfully held annual celebrations around St. Patrick's Day with this one being the 21st. The 2024 celebration days covers March 16, and March 17 with setup taking place on Friday, March 15 with plans for streets to open concluding event close and cleanup. Red Bird Events (Bettie Cagle 404-754-3211) is the event coordinator working on behalf of Market Village merchant organizers. Atkins Park (Kevin Drawe 770-435-1887) and Zucca (Joe Romano 770-803-9990) are requesting approval for alcohol sales in the event space, beyond their respective businesses. / Impact: Ward 3 Councilmember - Travis Lindley

Event Summary

The outdoor St. Patrick's Day themed event featuring Irish fare and live music will begin Friday March 17th at 11:00 a.m. and run through the evening of both Saturday, March 16th and Saturday, March 17th with a full day of family fun. A portion of the proceeds will benefit the Leukemia & Lymphoma Society.

Dates/Times of Festival Operation: March 16, 2024 11:00 am - 11:00 pm / March 17, 2024 11:00 am - 11:00 pm

Organizers would like to begin set up Friday, March 15, in the afternoon and all event-festival items will be removed out of sight line by midnight 3/17 for pickup Monday 3/18. 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



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Joe Romano, Zucca Pizzeria, 770.803.9990

Street Closures: Organizers would like to close Smyrna Market Village from Atlanta Road to the end of the businesses located at the street break (cross drive) nearest King Street (above the pavilion and adjacent to the Wine Bar and Sport Chiropractic) beginning Friday, March 15 as early as 9:00 a.m. until the event concludes by 11:00 pm on Sunday, March 17th, after event breakdown and cleanup with organizer activity beginning at 7:00 am each day of the festival. (Organizer plans for vehicle traffic to have access Friday evening for overnight, closing fully for two days of festival and re-opening fully at the conclusion of cleanup following event ending on Sunday evening. If possible, organizers will open streets up for overnight traffic movement through the festival area on Friday, and Saturday nights before resuming the final day of the festival and fully opening the streets after breakdown and cleanup on Sunday, March 17).

Barricades: Barricades will be placed to allow pedestrian access to all businesses not participating in the event as has been the practice in past years.

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 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 10:00 p.m. or in compliance with 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 City of Smyrna and the State of Georgia upon approval of the festival request by the City of Smyrna Council.

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 anticipated should weather conditions suggest or require covering the fountain area for the festival. Organizer is required to seek Fire Marshall review/approval in the event



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of the need/deployment of tent(s) as described.

Advertising and Promotions: Signage onsite, outdoor sign banners, (If permitted and schedule is favorable to hang a banner on the Spring Rd bridge a new banner may be produced and install/removed at organizer expense according to direction by City of Smyrna), cable, print advertising, Facebook, Twitter/X, Email blasts, BrightsidePrint, 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.

Site Plan: A site plan will be provided to the City of Smyrna. City of Smyrna requires that site plan and placement of structures and all event items must be reviewed an/or permitted properly with City of Smyrna representative(s)/departments prior to week of setup.

Resident Contact and Support: Organizers will manage parking and access. Organizing merchant(s) will contact residents and businesses and provide copies/notice of activities as well as work with residents and businesses on resolving any issues that arise specific to the festival operation). Noise levels and end times will be agreed upon with the city through the festival permit process and managed on-site with authorities as needed or as otherwise described above.

RECOMMENDATION / REQUESTED ACTION:

Authorize Atkins Park Tavern, Zucca and Redbird Events to conduct the 21st Annual St. Patrick's Day Celebration and Festival with all specified cleanup, traffic control, resident access/notification and other event parameters as defined in the contained description(s) with cooperation with and/or direction from the City of Smyrna, the Smyrna Police Department and other City Departments as needed. Authorize Atkins Park and Zucca to conduct alcohol sales beyond their respective business premises for the duration of the festival (during times described in the above event days/times.)