

## **22<sup>nd</sup> Annual Atkins Park Crawfish Boil**

### **FESTIVAL PERMIT REQUEST**

#### **Event Dates and Times:**

April 20, 2024 11:00 am - 11:00 pm

April 21, 2024 11:00 am - 11:00 pm

We would like to begin loading in the afternoon of Friday, April 20th and all event-festival items will be out of sight by midnight April 21st and removed Monday, April 22nd.

#### **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

#### **Event Summary:**

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:**

Market Village from S. Atlanta Rd to City Hall beginning at 7:00 am both April 20 and April 21. The traffic circle will be open both Saturday and Sunday night ASAP after the last band has finished.

#### **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)

Everyone gets carded with each and every purchase - in addition to wristbands at point of festival entry.

A beer Trailer will be parked down by City Hall at the end of our block during the Spring Jonquil Festival, Abita Brewery Sponsors (beer, wine and food outside-liquor inside).

#### **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 assist the City of Smyrna with cleanup following both festival days –we will hire 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.

**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.