



# City of Smyrna

## Issue Sheet

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

File Number:

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**Agenda Date:** 6/16/2025

**In Control:** City Council

**File Type:** General ID

**Agenda Section:**  
Consent Agenda

**Department:** Community Relations

**Agenda Title:**

Approval for road closure amendment and addition of Radio Partner/activities (cornhole tournament)/special alcohol tasting/sales arrangement for day of the July summer concert - Saturday, July 12 with functional hours of the tournament being 5:00 pm until 8:00 pm.

***Ward 3 Councilmember - Travis Lindley***

**ISSUE AND BACKGROUND:**

The City of Smyrna has a pre-approved event (concert) scheduled for Saturday, July 12, 2025 with road closures and concert setup to support a concert in Village Green Park from 7:00 pm to 10:00 pm, only. WCNN 680 The Fan (FM 93.7) wishes to enter into partnership on the day of the concert to hold a cornhole tournament on the Veterans Memorial Lawn with supporting sponsors and alcohol sponsors and vending opportunities. It has been determined that the request for partnership provides promotional as well as travel & tourism benefits and that the requested time of the tournament (5:00 pm to 8:00 pm) can work in tandem with the concert but requires road closure adjacent to the event site that the concert does not require. Additionally, the request for alcohol sponsorship/vending/sales at the tournament requires approval and permitting. WCNN 680 The Fan has identified Premier Events as the management entity of choice for issue of the alcohol permit (Premier Events is a Smyrna based company with successful experience with City of Smyrna requirements). Needed road closures are as described: Close the portion of King Street from the Market Village (W Spring Street) egress in front of City Hall to the intersection of Bank Street – leaving traffic flow in and out of the Market Village unhindered but preventing vehicular traffic on King Street at the intersection of King Street and Bank Street (this includes use of the parking spaces along this section of King Street). Additionally, Bank Street is to be closed from the intersection at King Street and Bank Street to the intersection of Village Walk and Bank Street but with barricading arranged to allow for free flow of residential traffic for the residents adjacent to the event site. Street closures are anticipated to begin at/by 3:00 pm on the day of the event and to be withdrawn at the conclusion of the tournament or following the end of the concert – whichever is best for attendee safety and public safety. The tournament/680 The Fan activities street closure(s) will require the City to amend the barricading plan currently in place for weekends at the intersection of King Street and Bank Street to accommodate the addition of the cornhole tournament activities, vending and support features (which may include portable restrooms and tents with anticipated pedestrian activities/access).

Contacts for the event and the tournament are as follows:



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City of Smyrna Staff :

Jennifer Bennett, Community Relations Director

Richard Garland, Parks and Recreation Director/Community Service Administrator

680 The Fan and Responsibility for contract with Premier Events:

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Scott McFarlane - Operations Director [scottmcfarlane@680thefan.com](mailto:scottmcfarlane@680thefan.com) Cell: 678.230.9428

Mike Kee - Events & Promotions Manager [mikekee@680thefan.com](mailto:mikekee@680thefan.com) Cell: 404-725-5166

Atlanta Cornhole:

Jeff Brawand – Owner of CornholeATL & Atlanta Bocce [jeff@cornholeatl.com](mailto:jeff@cornholeatl.com)

Virginia Whiddon - CornholeATL & Atlanta Bocce [virginia@cornholeatl.com](mailto:virginia@cornholeatl.com)

### **RECOMMENDATION / REQUESTED ACTION:**

Approve road closure amendment and addition of Radio Partner/activities (cornhole tournament)/special alcohol tasting/sales arrangement (through WCNN 680 The Fan and Premier Events) to hours prior to and overlapping by one hour of the July summer concert - Saturday, July 12 with functional hours of the tournament being 5:00 pm until 8:00 pm.