



City of Smyrna

Issue Sheet

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

File Number: 2023-010

Agenda Date: 1/17/2023

In Control: City Council

File Type: General ID

Agenda Section:
Consent Agenda

Agenda Number: F.

Department: Community Relations

Agenda Title:

Authorize Atkins Park Tavern (Kevin Drawe) and Red Bird Events (Bettie Cagle) to host Smyrna's 11th Annual Oysterfest on Fri., Feb. 3, 2023 from 7:00 pm until 11:00 pm, on Sat., Feb. 4, 2023 from 11:00 am until 11:00 pm and on Sun., Feb. 5, 2023 - extending Atkins Park service/event area onto sidewalks and parking spaces immediately in front of the Atkins Park establishment for the annual festival. Request includes closing the upper circle of the Smyrna Market Village to vehicle traffic during the operational hours of the festival on each day of the festival.

Citywide

ISSUE AND BACKGROUND:

Event Dates and Times: February 3, 2023 7:00pm - 11:00pm February 4, 2023 11:00am - 11:00pm February 5, 2023 11:00am - 11:00pm Location: Atkins Park 2840 Atlanta Rd SE, Smyrna, GA 30080 – sidewalk and parking spaces immediately in front of establishment with the upper portion (upper circle) of the Smyrna Market Village designated as pedestrian space for the above specified dates and times.

Contacts: Bettie Cagle of Redbird Events, 404.754.3211 and Kevin Drawe of Atkins Park 770.435.1887
Event Summary: The event will cover two and a half days offering food, oysters and music. A portion of the proceeds will benefit Mustard Seed communities. Live music and the festival menu begins on Friday evening and continues through the duration of the festival with highest attendance anticipated to be on Saturday and Sunday.

Street Closures: Festival hosts/managers would like to close the traffic circle for cars Saturday and Sunday during peak event times, if needed, with plans to open the street/circle each night following festival hours. Street closure is for the purpose of pedestrian safety.

Alcohol/Sales & Controls: Service area is inside the establishment and the extended, tented, area. Everyone will be carded with each and every purchase of alcohol by the bartender along with entry wrist-bands provided at the gate Saturday and Sunday.

Signage: A temporary sign permit application (for one sign) has been submitted to Community Development. Entertainment: Funk and Jazz Bands both Saturday and Sunday in the attached tent. Sunday Brunch is Family Day.

Fire / Tent Info: Tent install Thursday, February 2, 2023 8:00 am load in Tent Removal February 6, 2023. An application for tent permit and fire inspection will be submitted upon festival approval.

Site cleanup : Trash cleanup and removal will be staffed by Atkins Park for the restaurant and all surrounding areas affected and used by the festival.



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Police: Atkins Park will hire City of Smyrna Officer(s) as needed. Insurance: Additional insured on merchant policies (Atkins Park)

Temporary Structures: Large Custom Tents connected to front of Atkins Park to extend the length of the building. Tent will cover the designated parking spaces up on the left and to the right of the restaurant immediately in front of the establishment. Handicapped parking space(s) will be accessible in front of Moe's as previous years. Staging riser for the band will be inside the tented area (12 inches height). High-top tables and chairs will be set up throughout the tented area. There will be three portable restrooms provided and placed on the side of the building with a hand washing station provided.

Advertising and Promotions: Banners and promo cards / Email blast to 150,000 from Ticket Alternative Co. / social media postings / print advertising going to 8,000 Smyrna Upscale Homes—Demographic range: 25 – 55, young professionals, adults, families and singles. Draw from all over Cobb County but not limited to the Cobb area.

Resident Contact and Support: Noise levels and end times will be agreed upon with the city through the festival permit process but may be adjusted during the festival period should it be needed . Music in tented area will end at 10:30 pm.

RECOMMENDATION / REQUESTED ACTION:

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