



City Council Meeting - Final

February 26, 2024
7:00 PM

D. ATH2024-040 Approval of dates for 2024 City of Smyrna organized community event dates, street closings, and other event management details as outlined in approval documents.



City of Smyrna

Issue Sheet

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

File Number: ATH2024-040

Agenda Date: 2/26/2024

In Control: City Council

File Type: Authorization

Agenda Section:

Agenda Number: D.

Consent Agenda

Department: Community Relations

Agenda Title:

Approval of dates for 2024 City of Smyrna City Organized Community & Events of Note dates, street closings and other event management details as outlined in approval documents.

Ward 3 Councilmember - Travis Lindley

ISSUE AND BACKGROUND:

The City of Smyrna holds annual community events throughout the year. Events of note, particularly those with associated street closings, are outlined in the attached documents – “City Organized Community & Events of Note Dates” / “Street Closings for Approval for 2024” .pdf files. Documentation includes management notes particular to each event, where/when needed in the City Organized Community & Events of Note Dates and associated documents and supporting documents. Associated documentation includes approval of alcohol sales management by JRM Management for the Spring Jonquil Festival, Taste of Smyrna and the Crafts & Drafts Festival (events managed by JRM Management).

RECOMMENDATION / REQUESTED ACTION:

Approve the City organized Community & Events of Note dates and associated management notations, along with associated street closings for the 2024 events season.

2024 City Organized (and/or assisted) Community & Events of Note by Dates

* Requiring Street Closings and/or traffic plan – separate approval document

Holiday - Jan. 1 – New Year’s Day – City Holiday

Holiday - Jan. 15 – MLK Day – City Holiday – Monday, January 15, 2024

- February 2, 3 & 4 – Oysterfest in Market Village – Atkins Park organized (Fri. 6-11 pm / Sat. & Sun. 11am-11pm)

February 9 - Daddy/Daughter Dance – Friday, February 9, 2024 (Community Center) - Parks & Recreation

February 23 - Black History Month Event – Community Center – 5:30 pm Dinner w/ Speaker

- March 9 - Atlanta Track Club 10K (staging in Market Village/ City Hall area)

March 15 - Mother/Son Nerf Wars – Friday, March 15, 2024 – 5:30 pm to 8:30 pm (Community Center) - Parks & Recreation

- St. Patrick’s Day in the Market Village – March 16 & 17 (11:00 am – 11:00 pm each day)

March 23 - Easter After Dark – Saturday, March 23, 2024 – 6pm-9pm (Tolleson) – Parks & Recreation

Holiday - March 29 – Good Friday – City Holiday – Friday, March 29, 2024 - Easter is Sunday, March 31, 2024

- 2024 Citizens Guide in water bills

April 8 – Library Eclipse Viewing Party – Monday, April 8 – 1:30 pm-4:30 pm – Village Green Park

- Event Calendar in water

April 18 - Mayor’s Education Awards – Thursday, April 18, 2024 – 5:30 pm to 7:30 pm (Community Center)

***April 20 - Jonquil City Jog** – Registration at 7:00 am – 5K at 8:00 am – 1-mile at approx. 9:00 am with Tot Trot to follow – Community Relations on logistics / Support Smyrna for sponsorships & volunteers

- Crawfish Boil in the Market Village – April 20 & 21 (11:00 am – 11:00 pm each day) – Atkins Park/Redbird Events to work setup around Jonquil City Jog runners clearing the Market Village end of Atlanta Road – close/breakdown of Jonquil City Jog on same day.

***April 27 & 28, 2024 - Spring Jonquil Festival** - Saturday, April 27 (10:00 am to 6:00 pm) & Sunday, April 28 (12:00 pm to 5:00 pm), 2023 – Community Relations & JRM (to manage alcohol sales – Letter from JRM included).

***May 7 – Sept. 24 - Food Truck Tuesdays** – (Covers **21 weeks**) - Tues. May 7 through Tues. Sept. 24, 2024 - 5:00 pm to 9:00 pm - (removing week of July 4 and Labor Day week 2024) – Community Relations & JRM assisting

May 4 – Garden Tour - Saturday, May 4, 2024 – Keep Smyrna Beautiful / Environmental Services (day-long)

***May 5 – Oct. 20 - Handmade Market** – (Covers **25 weeks**) - Sunday, May 5 – Oct 20, 2024 – 11:00 am to 3:00 pm – Parks & Recreation

Holiday - May 27 – Memorial Day – City Holiday – Monday, May 27, 2024

***May 27 - Memorial Day Ceremony** - Monday, May 27, 2024 - 9:30 am to 10:30 pm – Parks & Recreation with **outside organizer (Veterans Memorial)**

***June 8 - 1st Concert (June)** - Saturday, June 8, 2024 – 7:00 pm to 10:00 pm –Community Relations

- Smyrna Is Fabulous - June 15 – downtown (street closure request to be submitted)

Holiday - June 19 – Juneteenth Day – City Holiday – Wednesday, June 19, 2024

Holiday - July 4 – Independence Day – City Holiday – Thursday, July 4, 2024

***July 13 - 2nd Concert (July)** - Saturday, July 13, 2023 – 7:00 pm to 10:00 pm – Community Relations

July 24 - State of the City – Wednesday, July 24, 2024 – 5:30 pm to 7:30 pm (registration in advance) – Community Center

July 31– Teachers Appreciation Lunch for Campbell High School – Wednesday, July 31– 11:30 am to 1:00 pm – Community Center

Holiday - Sept. 2 – Labor Day – City Holiday – Monday, September 2, 2024

***Sept. 7 - Taste of Smyrna** - Saturday, September 7, 2023 - 11:00 am to 8:00 pm – Community Relations & JRM (to manage alcohol sales – Letter from JRM included). Moving forward, will be held the first Saturday following Labor Day.

***Sept. 21 - Hispanic Heritage Celebration** – 5:00 pm – 9:00 pm – Parks & Recreation

***College Football Saturdays – Parks & Recreation (tentative dates are Sat., Sept. 28, Oct. 19, Nov. 16 and Dec. 7)** – Parks & Recreation) – Street Closure request submitted by P&R previously.

*** Preferred date Oct. 5 – Birthday Celebration (152nd) & Fireworks** –Saturday, October 5, 2024 7:00 pm - (includes street closures beginning Friday, Oct. 4 for setup). – Atlanta Rd / Market Village and new downtown – Village Green. – DATE TBD and includes range of Oct. 5 or Oct. 12 (street closures would be Fri., Oct. 11).

***Preferred date Oct. 5 – Culture & Spirit Festival** taking place prior to the Birthday Celebration - Saturday, October 5, 2024 – 11:00 am-6:00pm - Around Village Green – DATE TBD and includes range of Oct. 5 or Oct. 12 (street closures would be Fri., Oct. 11).

Oct. 25– Smyrna Spook Fest – Friday, October 25, 2023 – Time TBD - at Village Green Park - Parks & Recreation – Street Closures, if needed, to be submitted by P&R

***Oct. 26 & 27 - Crafts and Drafts** – Music – Football – Arts & Crafts – Drafts - Saturday, October 26 (10:00 am to 6:00 pm) & Sunday, October 27 (12:00 pm to 5:00 pm), 2024 – Community Relations & (to manage alcohol sales – Letter from JRM included). Police Department Children’s Halloween Costume Contest (TBD) folded in if held by Police Department.

***Nov. 11 - Veterans Day** - Monday, November 11, 2024 – 11:00 am to 12:00 pm – Parks & Recreation with **outside organizer (Veterans Memorial)**

Holiday - Nov 11 – Veterans Day – City Holiday – Observed on Monday, November 11, 2024

Holiday - Nov. 28 & Nov. 29 - Thanksgiving Holiday – City Holiday – Thurs. & Fri., Nov 28-29, 2024

***Dec. 3 - Home for the Holidays” and Tree Lighting** - Tuesday, Dec 3, 2024 – 5:00 pm to 8:30 pm – Parks & Recreation

Dec. 6–8 - Holiday Market – Fri–Sun, December 6–8, 2024 - Brawner Hall & Reed House - Parks & Rec

Menorah Lighting – Date TBD – Brawner Hall – Parks & Rec – organized by Chabad Smyrna/Vinings

Holiday - Christmas Eve – observed Tuesday, December 24, 2023

Holiday - Christmas Day – observed Wednesday, Dec. 25, 2024 – Christmas Holiday

Street Closings for Approval for 2024

City Organized (or assisted) Community Events

These events require street closings/traffic management and cleanup in public spaces. Descriptions of what streets are to be closed and for how long are posted within this document following the event/date/holiday list, in numerical order. Events that are still in development may indicate the need for approval of street closings at a later date by department indicated. Special considerations and/or changes of note may be provided in the event/date/holiday list as well. Events that are not organized by or with the City of Smyrna as official City of Smyrna events are not listed and must be approved through a separate staff review and Council approval process.

Jan. 15 - MLK Day – City Holiday

February

March

March 29 – Good Friday is March 29 (Easter is Sunday, March 31) – City Holiday

1) Jonquil City Jog - Saturday, April 20th, 2024 – 7:00 am registration / 8:00 am 5K / approx. 9:00 am 1-mile with Tot Trot following) – Community Relations & Support Smyrna – Date Change and separating from Festival.

2) Spring Jonquil Festival - Saturday, April 27 (10:00 am to 6:00 pm) & Sunday, April 28 (12:00 pm to 5:00 pm), 2023 – Community Relations & JRM (managing alcohol sales)

May

3) Food Truck Tuesdays – Tues. May 7 through Tues. Sept. 24 – 5:00 pm to 9:00 pm (removing week of July 4 and Labor Day week 2024) – Community Relations & JRM assisting – **Portion of lanes only and one-way traffic plan.**

4) Handmade Market – Sunday, May 5 – Oct 20, 2024 – 11:00 am to 3:00 pm – Parks & Recreation

May 30 – Memorial Day – City Holiday

5) Memorial Day - Monday, May 27, 2024 – 9:30 am to 10:30 pm – Parks & Recreation with **outside organizer**

June

6) 1st Concert (June) - Saturday, June 8, 2024 – 7:00 pm to 10:00 pm – Community Relations

July

June 19 – Juneteenth Day – City Holiday

July 4 – Independence Day – City Holiday

7) 2nd Concert (July) - Saturday, July 13, 2024 – 7:00 pm to 10:00 pm – Community Relations

August

September

Sept 4 – Labor Day – City Holiday

8) Taste of Smyrna - Saturday, September 7, 2024 – 11:00 am to 8:00 pm - (City Hall & Market Village Area) - JRM (managing alcohol sales) / **moving forward, will be first Saturday following Labor Day**

9) Hispanic Heritage Celebration – Sept. 21 – 5:00 pm to 9:00 pm – Parks & Recreation

October

10) City Birthday Celebration (152nd) / Culture & Spirit Festival followed by Atlanta Road Concert(s) – Saturday, October 5 or 12, 2024 – (setup & times TBD but to include full street closures beginning Fri., Oct. 4 or Fri., Oct. 11 for setup. For Atlanta Road, closures to begin on Fri., Oct 4 or 11 at 5:30 pm by PD and PW). Main performance/celebration event to take place on Sat., Oct. 5 or 12 with Culture & Spirit Festival beginning at 11:00 am on event day.

11) Riverview Landing - Events/Activities/Music etc.- TBD – Parks & Recreation

12) College Football Saturdays – Sept. 28, Oct 19, Nov. 16 & Dec. 7 – Parks & Recreation (dates and street closures submitted by P&R (outside of full list for approval by Council).

- **13) Crafts and Drafts** – Music – Football – Crafts – Drafts – Wine (Fall Jonquil Festival)- **Saturday, October 26 (10:00 am to 6:00 pm) & Sunday, October 27 (12:00 pm to 5:00 pm), 2024** last weekend in October – TBD
Children's Halloween Parade – Police Department – Community Relations and JRM (to managing alcohol sales)

November

November 11 – Veterans Day – City Holiday

14) Veterans Day - Monday, November 11, 2024 – 11:00 am to 12:00 pm – Parks & Recreation with outside organizer

Nov. 28 & Nov. 29 – Thanksgiving – City Holiday

15) Home for the Holidays and Tree Lighting - Tuesday, Dec. 3, 2024 – 5:00 pm to 8:30 pm – Parks & Recreation (some vendor assistance/recommendations provided by outside vendors as needed.)

December

Dec. 24 (Tues.) – Christmas Eve – City Holiday

Dec. 25 (Wed.) – Christmas Day – City Holiday

Street Closings Descriptions for Approval - 2024

The following is an outline of anticipated street closings specific to the proposed 2024 City events, requiring restricted or no use of roadways and parking spaces for a period of time understood to be a sustained period of time for approved event purposes. * Other closings due to events proposed and requested by Smyrna Market Village merchants (for instance) and closings for Memorial Day and Veterans Day for events managed by outside organizations, as well as other events that may be proposed or altered after the date of the 2024 City Event Dates approval, may be identified through other processes such as the road race approval process or additional event approval requests actioned through the City Council approval process or as deemed appropriate for City Administration to approve. **The following street closings are specific to downtown and/or special events either managed by or through the City of Smyrna Community Relations Department and/or the Parks & Recreation Department staff.**

1) Jonquil City Jog – 5K / 1mile and Tot Trot – April 20, 2024 (Community Relations / Racing Solutions/ Support Smyrna)

Start / Finish - The Jonquil City Jog 5k will require the closure of the lower section of the Market Village at the pavilion and parking spaces adjacent to King Street at City Hall (will need street closings as early as 4:00 am for Start & Finish setup). This includes Bank Street between the Veterans Memorial and City Hall terminating at the entrance to the residential properties at Village Walk as well as King Street from Bank up to Stephens Street for the main event service space (including blocking access to the space from the dentist office parking lot at King and Stephens).

Race Course - The following roads will be closed for the Jonquil City Jog course at varying lengths of time beginning at 7:45 a.m. and ending by 10:00 a.m. (generally cleared by 9:30 a.m.): King Street from Bank Street to Stephens Street (within the event enclosure for the Spring Jonquil Festival); with Bank Street at Village Walk to Hamby Street; Hamby to Powder Springs Street (circling the Arboretum / behind the Community Center) to Atlanta Road closing for the start of the race and clearing for reopening once runners have cleared the area and entered Atlanta Road at Powder Springs. Two lanes of Atlanta Road at Powder Springs (southbound) along Atlanta Road to Campbell Middle School will close to vehicular traffic with intersections along the way closed to vehicular traffic until runners clear the intersection of Atlanta Road and Church (at Publix and Ken's Corner Grill) as runners complete the course). Smyrna Police Officers will manage intersections, traffic flow, pedestrian/runner safety and access along the aforementioned in addition to Church from Atlanta Road to the intersection of King and Church; from the intersection of King and Church down King to the finish line with additional closings at Stephens and King Street and limits of vehicular traffic in the area of Stephens St., King Street and adjoining parking lots (Smyrna First Baptist Church and the Dentist Office) until the conclusion of the event. As runners clear the course, lanes and normal traffic patterns will be restored at varying rates, specific to event participant occupation and safety.

2) Spring Jonquil Festival – Sat., April 27 & Sun., April 28, 2024 (Community Relations / JRM)

The downtown area will experience street closings beginning Friday, April 26, 2024 (beginning at or prior to 12:00 pm EST) as setup for the Festival begins. Street closings for the Festival for 2024 include the portion of the downtown area in front of City Hall (King Street up to Stephens - includes closing of access to parking lot adjacent to the Dentist office from the inside of the Festival area at the intersection of King Street and Stephens Street), the Market Village from in front of City Hall up to the circle at the fountain/restaurants (leaving access for residents and businesses at the cross street at the fountain end), Bank Street and into the new Village Green Park to the parking spaces at the terminus of the Community Center/King Street just past the new playground – includes blocking access to the one-way street from the new downtown greenspace area to Atlanta Road. Streets and general access to area is restricted with streets remaining closed from the

beginning of setup until event breakdown and street opening following the close of last day of event/festival when it is clear and safe to open the streets.

3) Food Truck Tuesday – Tues., May 7 – Tues., Sept. 24, 2024 – Taylor-Brawner Park (Community Relations / JRM)

Though no streets are closed, a one-way traffic plan has been in place for several years in the Forest Hills neighborhood adjacent to the Collier Place neighborhood which converts two-way traffic along Collier Road and Memory Lane to one-way for the duration of the event (5:00 p.m. until 9:00 p.m.) or such time as ingress and egress no longer present issue (determined onsite by Police Department and Event Management representatives). The lane adjacent to the main entrance and lower entrance to the park may be managed as determined by Smyrna Police Department/Park Rangers.

4) Handmade Market – Sun., May 5 – Oct. 20, 2024 (Parks & Recreation) - Closings: Street closings for the 2024 weekly Smyrna Handmade Market will take place from May 5 to October 20. The areas included in this closure are the entirety of the downtown area around City Hall (King Street which may include up to Stephens, the Market Village (leaving access for residents and businesses), and Bank Street at Village Walk. These closures will begin at 8:00 am on each identified Sunday until market breakdown is complete and it is clear and safe to open the streets.

5) Memorial Day – Mon., May 27, 2024 (organized and managed by Veterans Groups in cooperation with Smyrna Parks & Recreation)

It is generally understood that roads immediately joining the Village Green lawn adjacent to the Veterans Memorial, the Veterans Memorial and City Hall may be closed for setup on the morning of the Ceremony and will be reopened as event attendees and event materials are cleared. This is generally understood to include Bank Street at Village Walk to King Street and King Street. Additional closings should be identified and managed by Parks & Recreation in proximity to event planning conclusion in accordance with the availability of the redesigned greenspace. Times to be defined by event timing. Historically, the event setup begins in the morning with an hour-long (+) event period and brief breakdown period for road access. **Approval to be requested by Parks & Recreation.**

6) 1st Concert – Sat., June 8, 2024 (Community Relations)

The 2024 June concert setup is anticipated to be in the newly designed space with the stage placed in the area of the Community Center. Street Closing is anticipated to be from King Street & Bank Street intersection with full closure of the new street (King Street) and the street/parking spaces at the Community Center approaching Powder Springs. The Village Green approach from Atlanta Road is to be closed to vehicles with the exception of Public Safety vehicles. Setup may include closure on Friday, June 7 for stage and event support items to be placed and will continue through event end and cleanup following the event.

7) 2nd Concert – Sat., July 13, 2024 (Community Relations)

The 2024 July concert setup is anticipated to be in the newly designed space with the stage placed in the area of the Community Center. Street Closing is anticipated to be from King Street & Bank Street intersection with full closure of the new street (King Street) and the street/parking spaces at the Community Center approaching Powder Springs. The Village Green approach from Atlanta Road is to be closed to vehicles with the exception of Public Safety vehicles. Setup may include closure on Friday, July 12 for stage and event support items to be placed and will continue through event end and cleanup following the event.

8) Taste of Smyrna – Sat., Sept. 7, 2024 (Community Relations)

The downtown area will experience street closings beginning Friday, Sept. 6, 2024 (beginning at or prior to 12:00 pm EST) as setup for the Festival begins. Street closings for the Festival for 2024 include the portion of the downtown area in front of City Hall (King Street up to Stephens - includes closing of access to parking lot adjacent to the Dentist office from the inside of the Festival area at the intersection of King Street and Stephens Street), the Market Village from in front of City Hall up to the circle at the fountain/restaurants (leaving access for residents and businesses at the cross street at the fountain end), Bank Street and into the new Village Green Park to the parking spaces at the terminus of the Community Center/King Street just past the new playground – includes blocking access to the one-way street from the new downtown greenspace area to Atlanta Road. Streets and general access to area is restricted with streets remaining closed from the beginning of setup until event breakdown and street opening following the close of last day of event/festival when it is clear and safe to open the streets.

9) Hispanic Heritage Celebration – Sept. 21 (Parks & Recreation) - Approval to be submitted by Parks & Recreation.

10) Birthday Celebration / Culture & Spirit Festival – Closings beginning Fri., Oct. 4 or 11, continuing and expanding Sat., Oct 5 or 12 and concluding into Sun., Oct. 6 or 13, 2024 (Community Relations and all supporting departments)

The 2024 City of Smyrna Culture & Spirit Festival and the Birthday Celebration will again be held on Atlanta Road with the road closing plan mirroring the 2022 & 2023 plans with modifications as identified through the planning process as the 2024 event day is adapted to the addition of the redesigned downtown green space and the placement of the SL100 stage in the area of the Community Center/Library/Park and the anticipated changing availability of the intersection of Atlanta Road and Church. Should the Atlanta Rd/Church intersection remain available, it is anticipated that Atlanta Road from Powder Springs to Church Street will be closed for the event – including the approach roads to the redesigned Village Green area and including King and Bank Streets. Powder Springs to be closed upon arrival of fireworks on Sat., Oct. 5 or 12 until conclusion of show and following safety clearing and cleanup of area for road opening by City of Smyrna. Further approval as needed - and/or managed by the Smyrna Police Department during setup and forward.

11) Riverview Landing/Ward 7 – Events/Activities/Music etc. at park property – (Parks & Recreation) – Proposals/Approvals to be processed by Parks & Recreation.

12) College Football Saturdays (Parks & Recreation) – Proposed Dates/Approvals (including street closures) requested through Parks & Recreation.

13) Crafts and Drafts – Music – Football – Crafts – Drafts – Wine – last weekend in October – Sat., Oct. 26 & Sun., Oct 27 (Community Relations / JRM)

The downtown area will experience street closings beginning Friday, Oct. 25, 2024 (beginning at or prior to 12:00 pm EST) as setup for the Festival begins. Street closings for the Festival for 2024 include the portion of the downtown area in front of City Hall (King Street up to Stephens - includes closing of access to parking lot adjacent to the Dentist office from the inside of the Festival area at the intersection of King Street and Stephens Street), the Market Village from in front of City Hall up to the circle at the fountain/restaurants (leaving access for residents and businesses at the cross street at the fountain end), Bank Street and into the new Village Green Park to the parking spaces at the terminus of the Community Center/King Street just past the new playground – includes blocking access to the one-way street from the new downtown greenspace area to Atlanta Road. Streets and general access to area is restricted with streets remaining closed from the beginning of setup until event breakdown and street opening following the close of last day of event/festival when it is clear and safe to open the streets.

14) Veterans Day – Mon., Nov. 11, 2024 – (organized and managed by Veterans Groups in cooperation with Smyrna Parks & Recreation) - **Approvals to be requested by Parks & Recreation.**

It is generally understood that roads immediately joining the Village Green lawn adjacent to the Veterans Memorial, the Veterans Memorial and City Hall may be closed for setup on the morning of the Ceremony and will be reopened as event attendees and event materials are cleared. This is generally understood to include Bank Street at Village Walk to King Street and King Street. Additional closings should be identified and managed by Parks & Recreation in proximity to event planning conclusion in accordance with the availability of the redesigned greenspace. Times to be defined by event timing. Historically, the event setup begins in the morning with an hour-long (+) event period and brief breakdown period for road access. **Approval to be requested by Parks & Recreation.**

15) Home for the Holidays and Tree Lighting – Tues., Dec. 3, 2024 (Parks & Recreation) - **Approval to be requested by Parks & Recreation.**



January 1, 2024

City of Smyrna

JRM Management would like to request a temporary permit to conduct and manage alcohol sales for the Spring Jonquil Festival- April 27-28, 2024, in conjunction with Atkins Park Tavern and proceeds benefiting Smyrna Education Foundation. The temporary permit dates will need to be from April 26-29, 2024. This will allow for better flexibility and to better service the event.

Sincerely,

Bill Watson, Festival Coordinator

billwatson@jrmmanagement.com



January 1, 2024

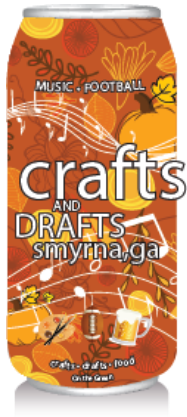
City of Smyrna

JRM Management would like to request a temporary permit to conduct and manage alcohol sales for the Taste of Smyrna Festival- September 7, 2024, in conjunction with Atkins Park Tavern and proceeds benefiting Smyrna Education Foundation. The temporary permit dates will need to be from September 6-8, 2024. This will allow for better flexibility and to better service the event.

Sincerely,

Bill Watson, Festival Coordinator

billwatson@jrmmanagement.com



January 1, 2024

City of Smyrna

JRM Management would like to request a temporary permit to conduct and manage alcohol sales for the Crafts and Drafts on the Green Festival- October 26-27, 2024, in conjunction with Atkins Park Tavern and proceeds benefiting Smyrna Education Foundation. The temporary permit dates will need to be from October 25-28, 2024. This will allow for better flexibility and to better service the event.

Sincerely,

Bill Watson, Festival Coordinator

billwatson@jrmmanagement.com