



**Events Committee
Meeting Agenda
September 3, 2026 3:30 PM
City Hall Training Room
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)**

The Committee includes members of every department impacted by a special event, and will meet to discuss event scheduling, staffing, and budgeting. This is so that departments can coordinate their efforts, enhance communication, determine publicity requirements, anticipate issues, and address concerns. The Committee will also make recommendations for event improvement to facilitate maximum benefit to Kennesaw citizens and visitors.

Representatives are from the following departments/organizations: Building Services; Building Maintenance; City Manager; Communications; Economic Development; Kennesaw Downtown Development Authority; Parks & Recreation; Police; Public Works; Smith-Gilbert Gardens; Southern Museum. Each entity has one vote.

If a citizen needs special accommodation to attend or participate in a meeting, please contact the Committee Chair at least 24 hours in advance of the specific meeting.

Chair: Marty Hughes; Vice-Chair: Ricky Stewart; and Secretary: Miranda Taylor

- 1. Call to Order / Roll Call**
- 2. Approval of the Meeting Minutes**
 - A. Draft meeting minutes - 08.06.26
- 3. Announcements/ Public Comment**
- 4. Old Business**
- 5. New Business**

- A. 10.03.26 - History Walking tour: The Atlanta Preservation Center, in partnership with the Historic Preservation Commission, is proposing a walking tour of Downtown Kennesaw. The tour will cover Main Street, Depot Park, and J. O. Stephenson Avenue. No road closures or city resources/equipment is requested.
- B. 10.07.16 - Hispanic Heritage Celebration - This even is hosted by Kennesaw PD Citizens Advisory Board. The event is a celebration of Latin Community in Kennesaw and is an evening of food from multiple countries, music, and dancing. The event will be held at the Recreation Center. This is a returning event for the PD Citizens Advisory Board.
- C. 10.12.26 - Faith and Blue event: Hosted by Kennesaw PD, Faith and Blue is a community event with Law Enforcement, Faith Based Organization, and Community and includes a free cookout and activities for the community. The event will be held at Summit Baptist Church (on private property).
- D. 10.24.26 - DEA Drug Takeback: Community resource event hosted by Kennesaw Police Department and sponsored by the Drug Enforcement Administration. The event provides a place for residents to safely dispose of unused prescription medications. There will be a booth setup outside of city hall for citizens to drop off medications. No road closures or other city resources are requested.
- E. 10.24.26 - Downtown Candy Crawl: Hosted by KDDA and KDMA, featuring annual trick-or-treating with downtown businesses and carnival games in the Main Street Plaza.

6. Adjourn

**MINUTES OF EVENTS COMMITTEE MEETING
CITY OF KENNESAW
City Hall Training Room
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)
August 6, 2026
3:30 PM**

1. Call to Order / Roll Call

Chair Marty Hughes called the meeting to order at 3:30 pm.

Committee members present: Building Services (Scott Banks), Building Maintenance (Robbie Balenger), City Manager (Marty Hughes), Communications (Ally Allen), Economic Development (Miranda Taylor), Parks & Recreation (Bill McNair), Police (Sgt. Andrew Woodard, Ofc David Buchanan), Public Works (Ricky Stewart), Smith-Gilbert Gardens (Vanita Keswani), Southern Museum (Bill Clark).

2. Approval of the Meeting Minutes

A. Draft meeting minutes - 06.04.26

Draft minutes from the June 4 meeting were reviewed. Bill Clark made a motion to approve the minutes as presented. The motion was seconded by David Buchannan. The motion passed unanimously.

3. Announcements/ Public Comment

Marty Hughes made an announcement to the committee regarding the Chair position. As Marty will be serving as Interim City Manager following the retirement of Jeff Drobney, he will not be able to continue to serve as Chair of the Events Committee. Anna Trapp, Assistant to the City Manager, will represent the CM office on the committee and serve as Interim Chair from October - December. The committee will then elect a permanent chair in January of next year. Bill McNair made a motion to approve Anna Trapp as the Interim Chair beginning in October. Bill Clark seconded the motion. The motion passed unanimously.

4. Old Business

5. New Business

A. Discussion of extension of Farmers Market Season: Cobb Farm Bureau has asked KDDA to consider extending the 2026 Farmers Market season through the end of September. The market day and location would remain the same, but they would utilize the parking lot area at Depot Park rather than the trail/grass area.

Miranda Taylor presented the request from the Cobb Farm Bureau to extend the Farmers Market season through the end of September. A core group of vendors has requested the extension and are committed to attend each week. We have had issues in the past with vendors requesting an extension and then not showing up, so the

committee wants to ensure that we would have enough vendors to make it worthwhile. Miranda suggested a minimum of 15 vendors each week to justify the extension. In addition, to mitigate the ongoing issues with damage to the grass in the market area, the September market dates would be held in the parking lot at Depot Park, rather than in the grassy trail area. Communications would need to know by the end of next week whether the market will definitely extend so that they can plan marketing posts accordingly. Ally Allen made a motion to approve the extension of the market through the end of September, with the requirements of using the parking lot area and a minimum of 15 vendors each week. Ricky Stewart seconded the motion. The motion passed unanimously.

6. Adjourn

With no further business, Robbie Balenger made a motion to adjourn; seconded by Scott Banks. The meeting adjourned at 3:37 pm.

[MIN_SIGNATURES]



Item Report

TO:

FROM:

DATE: September 3, 2026

TITLE: 10.03.26 - History Walking tour: The Atlanta Preservation Center, in partnership with the Historic Preservation Commission, is proposing a walking tour of Downtown Kennesaw. The tour will cover Main Street, Depot Park, and J. O. Stephenson Avenue. No road closures or city resources/equipment is requested.

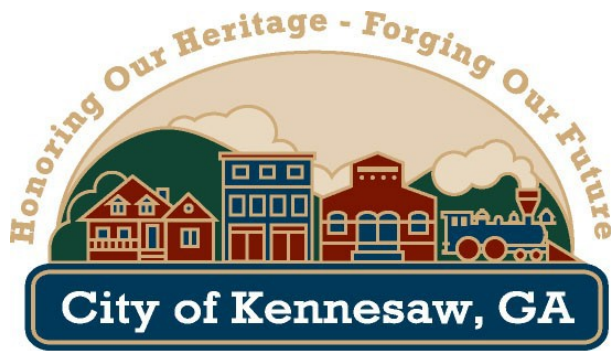
Summary:

Recommendation:

Fiscal Impact:

Attachments:

1. Walking Tour Application - 2026.10.3-Agenda



City of Kennesaw Special Event Application

Applications to hold an event must be submitted to the Kennesaw Events Committee at least 90 days before your event. The application will be reviewed by the Kennesaw Events Committee during their monthly meeting held on the first Thursday of each month at 3:30pm at City Hall. Direct your applications to James Friedrich, Events Committee Chair at jfriedrich@kennesaw-ga.gov; or mail at 2529 J.O. Stephenson Ave., Kennesaw, GA 30144.

A NON-REFUNDABLE APPLICATION FEE OF \$50 IS DUE UPON RECEIPT OF THIS APPLICATION. CHECK TO BE MADE TO CITY OF KENNESAW.

You will be notified of the exact Kennesaw Events Committee meeting date so you can be present to discuss your event with the committee members. **You are required to attend that meeting.**

Please note that filling out an application does not guarantee approval of requests. Final approval or denial is determined by the City as well as contingent upon the applicant completing the required actions, submitting the required funds, etc. If you have filed this application without adequate time for processing and coordination, the applicant must re-file the request for a new event date.

Name of Event _____

Type of Event _____

Event Date(s): 1st choice _____ 2nd Choice _____

Event Site being requested: _____

Beginning Time(s) _____ am/pm to Ending Time(s) _____ am/pm

Event Set up Time _____ Event Clean up Time _____

Purpose of Event _____

Details of the Event _____

1. Applicant/Organization _____

Address _____

Phone Number _____ Fax Number _____

E-mail Address/Website _____

2. Name of Organizer/Contact Person _____

Phone Number _____ Email _____

Any Other Organizers Name(s) _____

Phone Number _____ Email _____

3. General Event Information:

Number of person(s) expected _____ Have you previously held this Event? _____

What types of advertising will you use to promote this event? _____

To whom are you marketing _____

4. **Fees.** Based on your request, you will be invoiced for any fees due that are associated with this event. Fees will be charged for facilities, equipment, and personnel. More explanation of fees will be discussed during your scheduled Event Committee Meeting; see Fee Schedule attached.

Are you requesting **City Personnel**? List required assistance: _____

Are you requesting **City Streets** to be closed for your event, if so which ones? _____

Are you requesting **City Facilities** for this event? _____

Are you requesting **City Equipment** for this event? _____

Are you requesting Trash and Recycling? _____

5. Is your event a fundraiser? _____ If yes, for whom or what organization(s)? _____

6. **We will need the Following Supporting Documents along with your Application:**

1. **Property Owner's Affidavit** (if Private Property is to be used in conjunction with your event).

2. **A Certificate of Insurance**, in the amount of \$1,000,000 or as determined to be appropriate to
City of Kennesaw 2529 J.O. Stephenson Avenue Kennesaw, Georgia 30144

the size of the event, naming the City of Kennesaw as an Additional Insured. Certificate must be provided at least 30 days in advance of the event.

3. Return a signed **Fee Acknowledgement Agreement** within 30 days of event approval.
4. Include your **Cleanup/Recycling Plan**.
5. Are you a non-profit organization? If so, provide a **Copy of Your 501C-3**.
6. Include additional forms stating you are in Compliance with all other agencies requiring Permitting. i.e.: Cobb/Public Health Department, Cobb Fire Marshal Office, Alcohol Permits
7. Attached map showing the event site & set-up.

For City of Kennesaw Use Only

DEPARTMENT CHECKS

Date Received _____ Received by _____ Reviewed by Events Committee _____

Suggest Approved _____ Suggest Denial _____

Payments Received: Fees _____ Insurance Received: _____

Events Committee Chairperson

Date _____

Notification _____

City of Kennesaw Events Committee Fee Schedule

KENNESAW RESOLUTION NO. 2023-44

Department	Fee Type	Fee	Reference
Events Committee	Event Application Fee	\$50 nonrefundable application fee for all events	To be waived only when a City department or board is a primary or co-applicant
Events Committee	Police Officer Alcohol Beverage Concession Support	See prices outlined by Off Duty Management web- based service https://www.kennesaw-ga.gov/hire-off-duty/ .	2 hour minimum
Events Committee	Police Officer Support for City Sanctioned Events	See prices outlined by Off Duty Management web- based service https://www.kennesaw-ga.gov/hire-off-duty/ .	The number of required officers at an event is determined by the type of event
Events Committee	Police Officer Special Events at City Facilities for external rentals	See prices outlined by Off Duty Management web- based service https://www.kennesaw-ga.gov/hire-off-duty/ .	2 hour minimum
Events Committee	Public Works Street Closings	\$48 per hour, with 4-hour minimum plus \$20 per sign required (based on special event application)	Based on rate for two person crew
Events Committee	Barricade Replacement	\$275 each	Only charged if barricade is damaged or stolen
Events Committee	Maintenance Dept	\$50 per hour, per person with 4-hour minimum for custodial support	Charge for non-City events
Events Committee	Maintenance Dept	\$50 per hour, per person, with 2-hour minimum for other maintenance (such as electrical)	Charge for non-City events
Events Committee	Race Fee	\$2,000	In effect January 2013. The fee covers the City's costs and does include the \$500 Orion Racing fees the City's contract required
Events Committee	Recreation Staff	\$48 per hour, per employee if requested in Special Event Application	

City of Kennesaw 2529 J.O. Stephenson Avenue Kennesaw, Georgia 30144



Item Report

TO:

FROM:

DATE: September 3, 2026

TITLE: 10.07.16 - Hispanic Heritage Celebration - This even is hosted by Kennesaw PD Citizens Advisory Board. The event is a celebration of Latin Community in Kennesaw and is an evening of food from multiple countries, music, and dancing. The event will be held at the Recreation Center. This is a returning event for the PD Citizens Advisory Board.

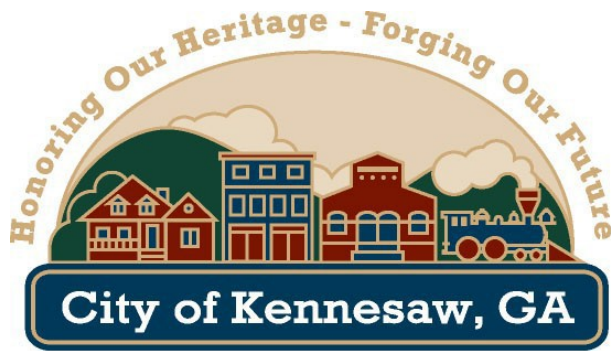
Summary:

Recommendation:

Fiscal Impact:

Attachments:

1. Hispanic Heritage 2026 Event-Application



City of Kennesaw Special Event Application

Applications to hold an event must be submitted to the Kennesaw Events Committee at least 90 days before your event. The application will be reviewed by the Kennesaw Events Committee during their monthly meeting held on the first Thursday of each month at 3:30pm at City Hall. Direct your applications to Marty Hughes, Events Committee Chair at mhughes@kennesaw-ga.gov.

A NON-REFUNDABLE APPLICATION FEE OF \$50 IS DUE UPON RECEIPT OF THIS APPLICATION. CHECK TO BE MADE TO CITY OF KENNESAW.

You will be notified of the exact Kennesaw Events Committee meeting date so you can be present to discuss your event with the committee members. **You are required to attend that meeting.**

Please note that filling out an application does not guarantee approval of requests. Final approval or denial is determined by the City as well as contingent upon the applicant completing the required actions, submitting the required funds, etc. If you have filed this application without adequate time for processing and coordination, the applicant must re-file the request for a new event date.

Name of Event _____

Type of Event _____

Event Date(s): 1st choice _____ 2nd Choice _____

Event Site being requested: _____

Beginning Time(s) _____ am/pm to Ending Time(s) _____ am/pm

Event Set up Time _____ Event Clean up Time _____

Purpose of Event _____

Details of the Event _____

1. Applicant/Organization _____

Address _____

Phone Number _____ Fax Number _____

E-mail Address/Website _____

2. Name of Organizer/Contact Person _____

Phone Number _____ Email _____

Any Other Organizers Name(s) _____

Phone Number _____ Email _____

3. General Event Information:

Number of person(s) expected _____ Have you previously held this Event? _____

What types of advertising will you use to promote this event? _____

To whom are you marketing _____

4. **Fees.** Based on your request, you will be invoiced for any fees due that are associated with this event. Fees will be charged for facilities, equipment, and personnel. More explanation of fees will be discussed during your scheduled Event Committee Meeting; see Fee Schedule attached.

Are you requesting **City Personnel**? List required assistance: _____

Are you requesting **City Streets** to be closed for your event, if so which ones? _____

Are you requesting **City Facilities** for this event? _____

Are you requesting **City Equipment** for this event? _____

Are you requesting Trash and Recycling? _____

5. Is your event a fundraiser? _____ If yes, for whom or what organization(s)? _____

6. **We will need the Following Supporting Documents along with your Application:**

1. **Property Owner's Affidavit** (if Private Property is to be used in conjunction with your event).

2. **A Certificate of Insurance**, in the amount of \$1,000,000 or as determined to be appropriate to
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the size of the event, naming the City of Kennesaw as an Additional Insured. Certificate must be provided at least 30 days in advance of the event.

3. Return a signed **Fee Acknowledgement Agreement** within 30 days of event approval.
4. Include your **Cleanup/Recycling Plan**.
5. Are you a non-profit organization? If so, provide a **Copy of Your 501C-3**.
6. Include additional forms stating you are in Compliance with all other agencies requiring Permitting. i.e.: Cobb/Public Health Department, Cobb Fire Marshal Office, Alcohol Permits
7. Attached map showing the event site & set-up.

For City of Kennesaw Use Only

DEPARTMENT CHECKS

Date Received _____ Received by _____ Reviewed by Events Committee _____

Suggest Approved _____ Suggest Denial _____

Payments Received: Fees _____ Insurance Received: _____

Events Committee Chairperson

Date _____

Notification _____



Item Report

TO:

FROM:

DATE: September 3, 2026

TITLE: 10.12.26 - Faith and Blue event: Hosted by Kennesaw PD, Faith and Blue is a community event with Law Enforcement, Faith Based Organization, and Community and includes a free cookout and activities for the community. The event will be held at Summit Baptist Church (on private property).

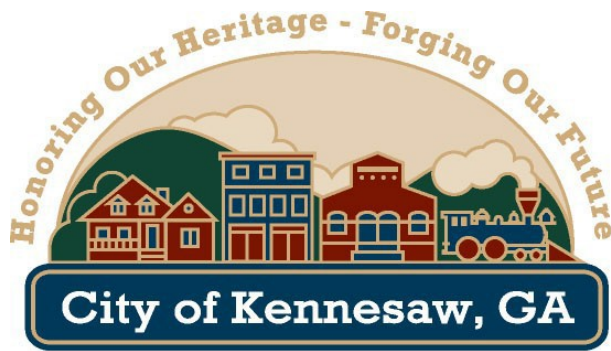
Summary:

Recommendation:

Fiscal Impact:

Attachments:

1. Faith & Blue Event Application 2026



City of Kennesaw Special Event Application

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Event Date(s): 1st choice _____ 2nd Choice _____

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Beginning Time(s) _____ am/pm to Ending Time(s) _____ am/pm

Event Set up Time _____ Event Clean up Time _____

Purpose of Event _____

Details of the Event _____

1. Applicant/Organization _____

Address _____

Phone Number _____ Fax Number _____

E-mail Address/Website _____

2. Name of Organizer/Contact Person _____

Phone Number _____ Email _____

Any Other Organizers Name(s) _____

Phone Number _____ Email _____

3. General Event Information:

Number of person(s) expected _____ Have you previously held this Event? _____

What types of advertising will you use to promote this event? _____

To whom are you marketing _____

4. **Fees.** Based on your request, you will be invoiced for any fees due that are associated with this event. Fees will be charged for facilities, equipment, and personnel. More explanation of fees will be discussed during your scheduled Event Committee Meeting; see Fee Schedule attached.

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4. Include your **Cleanup/Recycling Plan**.
5. Are you a non-profit organization? If so, provide a **Copy of Your 501C-3**.
6. Include additional forms stating you are in Compliance with all other agencies requiring Permitting. i.e.: Cobb/Public Health Department, Cobb Fire Marshal Office, Alcohol Permits
7. Attached map showing the event site & set-up.

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DEPARTMENT CHECKS

Date Received _____ Received by _____ Reviewed by Events Committee _____

Suggest Approved _____ Suggest Denial _____

Payments Received: Fees _____ Insurance Received: _____

Events Committee Chairperson

Date _____

Notification _____



Item Report

TO:

FROM:

DATE: September 3, 2026

TITLE: 10.24.26 - DEA Drug Takeback: Community resource event hosted by Kennesaw Police Department and sponsored by the Drug Enforcement Administration. The event provides a place for residents to safely dispose of unused prescription medications. There will be a booth setup outside of city hall for citizens to drop off medications. No road closures or other city resources are requested.

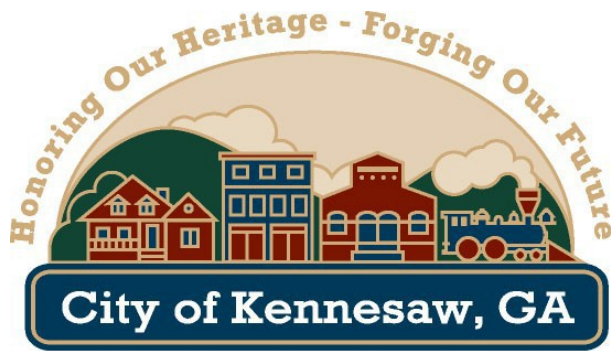
Summary:

Recommendation:

Fiscal Impact:

Attachments:

1. DEA Drug Takeback Event Committee Application October 2026-agenda



City of Kennesaw Special Event Application

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Name of Event _____

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Event Date(s): 1st choice _____ 2nd Choice _____

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Purpose of Event _____

Details of the Event _____

1. Applicant/Organization _____

Address _____

Phone Number _____ Fax Number _____

E-mail Address/Website _____

2. Name of Organizer/Contact Person _____

Phone Number _____ Email _____

Any Other Organizers Name(s) _____

Phone Number _____ Email _____

3. General Event Information:

Number of person(s) expected _____ Have you previously held this Event? _____

What types of advertising will you use to promote this event? _____

To whom are you marketing _____

4. **Fees.** Based on your request, you will be invoiced for any fees due that are associated with this event. Fees will be charged for facilities, equipment, and personnel. More explanation of fees will be discussed during your scheduled Event Committee Meeting; see Fee Schedule attached.

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Are you requesting **City Facilities** for this event? _____

Are you requesting **City Equipment** for this event? _____

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City of Kennesaw 2529 J.O. Stephenson Avenue Kennesaw, Georgia 30144

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6. Include additional forms stating you are in Compliance with all other agencies requiring Permitting. i.e.: Cobb/Public Health Department, Cobb Fire Marshal Office, Alcohol Permits
7. Attached map showing the event site & set-up.

For City of Kennesaw Use Only

DEPARTMENT CHECKS

Date Received _____ Received by _____ Reviewed by Events Committee _____

Suggest Approved _____ Suggest Denial _____

Payments Received: Fees _____ Insurance Received: _____

Events Committee Chairperson

Date _____

Notification _____



Item Report

TO:

FROM:

DATE: September 3, 2026

TITLE: 10.24.26 - Downtown Candy Crawl: Hosted by KDDA and KDMA, featuring annual trick-or-treating with downtown businesses and carnival games in the Main Street Plaza.

Summary:

Recommendation:

Fiscal Impact:

Attachments:

1. 2026-CandyCrawl-UpdatedApp



City of Kennesaw Special Event Application

Applications to hold an event must be submitted to the Kennesaw Events Committee at least 90 days before your event. The application will be reviewed by the Kennesaw Events Committee during their monthly meeting held on the first Thursday of each month at 3:30pm at City Hall. Direct your applications to Marty Hughes, Events Committee Chair at mhughes@kennesaw-ga.gov.

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Name of Event Candy Crawl 2026

Type of Event Community Engagement

Event Date(s): 1st choice 10/24/25 2nd Choice _____

Event Site being requested: Downtown Kennesaw

Beginning Time(s) 12 am am/pm to Ending Time(s) 5 pm am/pm

Event Set up Time 10 am Event Clean up Time 5-6 pm

Purpose of Event Downtown Trick-or-Treating/Family Festival

Details of the Event Will include business/sponsor booths, games, and candy

We request use of the Main Street Plaza and parking lot at 1885 for set up of carnival games, business booths, and bounce house. 1885 will also host some activities for Candy Crawl in the parking lot closer to the restaurant. Other than the closure of the 1885/Plaza parking lot, there are no other road/lot closures requested. We will place barricades at the plaza entrance to create an entrance/exit & to provide road safety, and will place crossing signage at crosswalks. Off-duty officers will be booked if required by KPD. We may also add a DJ to play music in the Plaza area to add a festive atmosphere.

City of Kennesaw 2529 J.O. Stephenson Avenue Kennesaw, Georgia 30144

1. Applicant/Organization KDDA, partnering with KDMA
Address 2529 J.O. Stephenson Ave
Phone Number 770-424-1919 Fax Number _____

E-mail Address/Website _____

2. Name of Organizer/Contact Person Miranda Taylor

Phone Number _____ Email _____

Any Other Organizers Name(s) Riley Lane, KDMA

Phone Number _____ Email _____

3. General Event Information:

Number of person(s) expected 600-800 Have you previously held this Event? Yes

What types of advertising will you use to promote this event? Social Media

To whom are you marketing Families with kids

4. **Fees.** Based on your request, you will be invoiced for any fees due that are associated with this event. Fees will be charged for facilities, equipment, and personnel. More explanation of fees will be discussed during your scheduled Event Committee Meeting; see Fee Schedule attached.

Are you requesting **City Personnel**? List required assistance: _____

Are you requesting **City Streets** to be closed for your event, if so which ones? _____

Are you requesting **City Facilities** for this event? Main Street Plaza & parking lot at 1885

Are you requesting **City Equipment** for this event? Barricades for lot closure and plaza sidewalk

Are you requesting Trash and Recycling? Yes, 4 roll-off cans for plaza

5. Is your event a fundraiser? Yes If yes, for whom or what organization(s)? KDMA

KDMA may charge booth fees to non-members businesses. Any fees will help support KDMA activities (merchant support, events, etc).

6. **We will need the Following Supporting Documents along with your Application:**

1. **Property Owner's Affidavit** (if Private Property is to be used in conjunction with your event).

2. **A Certificate of Insurance**, in the amount of \$1,000,000 or as determined to be appropriate to
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4. Include your **Cleanup/Recycling Plan**.
5. Are you a non-profit organization? If so, provide a **Copy of Your 501C-3**.
6. Include additional forms stating you are in Compliance with all other agencies requiring Permitting. i.e.: Cobb/Public Health Department, Cobb Fire Marshal Office, Alcohol Permits
7. Attached map showing the event site & set-up.

For City of Kennesaw Use Only

DEPARTMENT CHECKS

Date Received _____ Received by _____ Reviewed by Events Committee _____

Suggest Approved _____ Suggest Denial _____

Payments Received: Fees _____ Insurance Received: _____

Events Committee Chairperson

Date _____

Notification _____