Date:	November 04, 2026	**City Council Meeting Date:**	November 04, 2026
Presenter:	Maggie Dimov	**Department:**	Visitor Center
Goal:	Special Events/Tourism		
Agenda Title:	**Consideration of a Mardi Gras Event Season, February 1-28, 2027**		

Agenda Item Description (Background/History/Details):

Consideration of a Mardi Gras Event Season, February 1-28, 2027

Discussion and Direction: Mayor and Council to consider establishing a Mardi Gras-themed event season from February 1 through February 28, 2027, to encourage community activities, attract visitors, and support local businesses.

Interested event organizers would be required to follow the City's standard special event application and review process, including submission of applications, supporting maps and documents, a Certificate of Insurance naming the City as an additional insured and policy holder, and payment for required public safety and public works services.

Mayor and Council may consider authorizing a waiver of applicable special event permit fees and Lawn on Main rental fees for eligible Mardi Gras-themed events. The City Manager does not have authority to waive these fees independently.

The goals of this initiative are to:

- Increase visitor traffic. Encourage multiple Mardi Gras-themed events throughout February to attract residents and visitors from surrounding communities and create additional reasons to visit Stone Mountain Village.
- Support local businesses. Increase foot traffic to restaurants, shops, and other local businesses, creating opportunities for increased sales and greater exposure to new customers.
- Activate public spaces. Encourage appropriate use of Lawn on Main and other eligible venues for themed events, entertainment, cultural activities, and community gatherings.
- Create a month of community activities. Offer residents and visitors a variety of events throughout February rather than relying on a single annual event, providing more opportunities for families, residents, and visitors to participate.
- Strengthen Stone Mountain's identity as a destination. Promote the City as an active, welcoming destination with recurring events, entertainment, and experiences that encourage visitors to spend more time in the Village.

- Generate economic activity with limited City investment. Use a coordinated event season to encourage privately organized events while maintaining the City's standard application, public safety, insurance, and operational requirements. Any fee waivers would be subject to Council authorization and applicable eligibility requirements.

- Evaluate results and future opportunities. Track event attendance, participating businesses and organizers, visitor engagement, and feedback to determine whether the initiative should be continued or expanded in future years.

Workplan Goal Details: Establishing a Mardi Gras event season from February 1 through February 28, 2027, would create an opportunity for the City of Stone Mountain to attract visitors during the winter season, increase community activities, and support local economic development.

Requested Action:

Provide direction to staff on whether to prepare a resolution establishing the event season and authorizing potential fee waivers, authorizing the City Manager to have the authority to apply/waive application and permit fees. Applications would remain subject to the City's standard review and approval process. Submission of an application does not guarantee event approval or a fee waiver.