



TOWN COUNCIL ITEM AGENDA REQUEST FORM

Meeting Date:	07/02/2026	Staff Contact:	Phillip Trocquet
Agenda Section:	New Business	Department:	Community Development

Staff Report

Item Description:

*Consideration to approve a "Night Market" event sponsored by the Tyrone Downtown Development Authority (DDA) to include off-premises sales of alcohol at Shamrock Park on Friday, September 11th, 2026. **Phillip Trocquet, Assistant Town Manager.***

Background/History:

Town Council previously approved a Night Market event for June 19th of this year sponsored by the DDA with Mr. Jason Bass as the operator.

The June 19th Night Market drew approximately 1,500-2,000 people and was widely considered successful despite competition with the World Cup games and high heat. Estimated vendor revenue from the event is as follows:

- Food Trucks (9) - \$14,000
- Dessert/Snack Vendors (9) - \$5,000
- Artisan Vendors (25) - \$16,500
- Young Entrepreneurs (2) - \$2,000
- Partners - \$2,400
- **Total Estimated Economic Activity: \$39,900**

Approximately \$3,300 of sponsorship money went towards offsetting Town Costs associated with Public Works and Police personnel costs.

Findings/Current Activity:

- *Event:* Night Market at Shamrock Park, Friday, Sept. 11th, 2026.
- *Sponsor:* Tyrone Downtown Development Authority; *Operator:* Mr. Jason Bass, Night Market.
- *Alcohol vendor:* A single licensed vendor, Partners II Pizza (the only currently licensed alcoholic beverage caterer holding a Town-issued license) would sell alcohol by the drink under an event permit issued by the Town Clerk pursuant to Sec. 4-203. Alcohol service will be confined to a designated area within the park with physical boundary markers controlling ingress and egress. Serve-ware will be distinctively marked. These measures satisfy the area-definition requirements of Sec. 4-203(a)(6). Mr. Bass applies equivalent practices at his Peachtree City events.
- *Budget:* The DDA will fund ancillary event costs, including sanitation facilities and supplemental event materials. The Town will provide public works and police personnel presence subject to reimbursement from sponsorship dollars raised.

A final contract will be brought before the Town Council and DDA prior to the event for approval.

Actions/Options/Recommendations:

Council approval is required for this event in the Park. Staff recommends approval.