



TOWN COUNCIL ITEM AGENDA REQUEST FORM

Meeting Date:	09/03/2026	Staff Contact:	Brandon Perkins
Agenda Section:	New Business	Department:	Community Development

Staff Report

Item Description:

*Consideration to approve a contract with the Town of Tyrone Downtown Development Authority and Night Market LLC for a "Night Market" event on September 18th, 2026 at Shamrock Park. **Phillip Trocquet**, Assistant Town Manager.*

Background/History:

The Tyrone DDA has been in discussion with Mr. Jason Bass, operator of Night Market, an established evening market and festival currently operating in Peachtree City and other locations, to bring the event to Tyrone. Under the proposed arrangement, the DDA would serve as the event sponsor and Mr. Bass as the event operator.

Council has already approved the event to occur on this date, but has not yet approved the contract. This contract is substantively the same as the previous contract save how sponsorship revenue is handled. Under this contract, sponsorship revenue will first go to the sponsorship coordinator at the agreed upon rate, then the Town is compensated for its incurred costs. Net revenue after this is split equally amongst Night Market and the DDA.

Findings/Current Activity:

- Event: Night Market at Shamrock Park, September 18th, 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.
- Compliance measures: 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. Costs incurred by the Town will be covered or offset by sponsorship revenue.

Actions/Options/Recommendations:

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