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## CITY OF AVONDALE ESTATES INTEROFFICE MEMORANDUM

**TO:** City of Avondale Estates (COAE), Shannon Powell | Office of DeKalb County Commissioner Ted Terry of Super District 6

**FROM:** Nicole Sage | Bard x Sage PR Consulting, LLC

**DATE:** December 27, 2025

**RE:** *A Shakespeare Happening Series | Avondale Estates 2026* Program Debrief, Partnership Structure, and Operational Overview

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## Overview

Following the success of the 2025 pilot program, *A Shakespeare Happening Series* will proceed as a 2026 cultural initiative through a collaborative partnership between the Atlanta Shakespeare Company, Bard x Sage PR Consulting, Commissioner Ted Terry DeKalb County, and the City of Avondale Estates.

Based on strong attendance, family engagement, and educational impact, the Atlanta Shakespeare Company has expressed enthusiasm in expanding this partnership for a full year of programming with 3 performances in the spring and 3 performances in the fall of 2026.

Commissioner Ted Terry has approved funding for the 12 month 2026 program. Funds will be issued **directly to the City of Avondale Estates**, which will serve as fiscal agent and municipal partner.

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## Creative Enhancement & Media Strategy

Following meetings with the Atlanta Shakespeare Company, Bard x Sage PR is pleased to share an enhanced creative component that will be implemented to strengthen audience engagement and earned-media visibility.

Each performance will feature a **William Shakespeare reenactment actor** serving as narrator and on-site presence. This allows the series to be branded and promoted as:

**“Come Meet William Shakespeare — Live, In Person!”**

This element increases educational value, provides a compelling PR hook, and positions the series as a distinctive cultural experience unique to Avondale Estates Upon the Avon.

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## Proposed Program Dates & Performances: Shows will be conducted on the 3rd Saturday of each month from 2 pm to 5 pm.

**Location:** Avondale Estates Town Green

**March 21, 2026** | *Much Ado About Nothing*

**April 18, 2026** | *A Midsummer Night’s Dream*

**May 23, 2026** | *Romeo & Juliet*

(Fall performances to follow in September, October, and November 2026.)

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## Funding & Disbursement Structure

**Total Approved Budget:** \$32,978.00      **Number of Performances:** 6

Funds will be managed and disbursed by the City of Avondale Estates % Shannon Powell, issuing **three payments per performance** to support program execution.



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ITEM	OFFICE	COST	NOTES
Performers	Office of Ted Terry	\$2k x 6 performances \$12K	
Audio Engineering	Office of Ted Terry	\$3k x 6 performances \$18K	
Marketing Materials	Office of Ted Terry	\$1,418.00 vinyl banners with grommets, event flyers, palm cards, posters	posters, postcards, update the banners to reflect Spring of 2026
Security Officer	Office of Ted Terry	\$260 x 6 \$1,560	
Producing Vendor	Office of Ted Terry	\$3650 x 12= \$43,800	
Publicity	Bard x Sage PR	\$5K x 12= \$60,000*	This is included in the Producer fee in line item above*



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## City of Avondale Estates Partnership Role

For the program to proceed successfully, the City of Avondale Estates will uphold the following municipal partnership commitments:

The City of Avondale Estates has agreed to participate as a **municipal partner** for *A Shakespeare Happening Series | Avondale Estates 2026*.

As partner, the City will provide **in-kind operational support**, including:

- Venue access (Town Green)
- Permitting and site coordination
  - City banner placement in 3 strategic placement in COAE
  - Sanitation services
  - Insurance coverage (Certificates of Insurance)
  - Coordination with relevant city departments

This partnership structure allows Sage PR Consulting to focus on programming, production, marketing, and public engagement, while the City supports essential municipal operations.

ITEM	OFFICE	COST	NOTES
Bathroom Cleaning fee	COAE	\$250 x 6	



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Permitting and site coordination	COAE		
Insurance	COAE		
Venue	COAE		
communications and marketing and	COAE		15 hours of event coordination, promotion including use across city's channels 6 E-News posts, 2 Print newsletter (mailed), 12 social media posts, website)
Sanitation	COAE		(2 people/ 4 hours per event)
Signage provided by Bard x Sage PR	COAE		Will display 2 weeks prior to event
TOTAL			



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## Audience Experience & Community Activation

Based on attendee feedback, the following elements are requested:

- Food trucks on-site
- Ability to purchase coffee and beer
- **Banjo Coffee** to be offered right of first refusal
- Local businesses invited to participate with pop-up tents
- Creation of a **"Shakespeare Village Marketplace"** to enhance community engagement

Local businesses may participate without vendor fees, supporting economic development and neighborhood activation.

## Program Continuity & Future Planning

The 2026 series establishes a repeatable framework for partnership consideration into **2027**, with the opportunity to align future programming with the City of Avondale Estates' **Centennial celebration**, expanding cultural tourism and civic pride.

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## Action Items

- Letter of approval issued by the City of Avondale Estates to Commissioner Terry
- Funding issued to the City of Avondale Estates on or before March 10, 2026
- Approval of calendar dates and the above mentioned.
- Direction on vendor on site for food trucks, Avondale Estates businesses and Banjo Coffee



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## Conclusion

With funding approved, a defined disbursement structure, and clear municipal partnership roles, *A Shakespeare Happening Series | Avondale Estates 2026* is positioned for success. This collaboration ensures professional execution, fiscal accountability, and long-term cultural impact for the City.