



ATLANTA  
**HISTORY**  
CENTER





# MARGARET MITCHELL HOUSE AND LAWNS

Discover picturesque ambiance among the trees and high rises of this unique urban setting. The three-story Tudor revival home contains four intimate parlor rooms and one event room on two floors with covered porches and balconies, and is surrounded by manicured lawns.

Invite your guests to explore exhibitions as well as Margaret Mitchell’s Crescent Avenue apartment, which she affectionately nicknamed “The Dump.”

This venue is perfect for wedding ceremonies and receptions, rehearsal dinners, corporate events, award dinners, lectures and presentations, fundraisers, birthdays, graduation celebrations and mitzvahs, or any other special occasion. From backyard BBQs to black tie affairs, Atlanta History Center Midtown promises a memorable event.

## ATLANTA HISTORY CENTER MIDTOWN

The Atlanta History Center boasts two unique and eclectic campuses.

Located in Buckhead, the main campus sits on 33 acres and features historic houses, gardens, event spaces, award-winning exhibitions and is home to the iconic Swan House.

The Midtown campus is centrally located at the corner of Peachtree Street and 10th Street. It is the birthplace of Gone with the Wind. Listed on the National Register for Historic Sites, the Atlanta History Center Midtown includes the apartment in which Margaret Mitchell penned her famous novel, two lawns and Commercial Row.

## CONTACT

404.814.2076  
PrivateEvents@AtlantaHistoryCenter.com  
[AtlantaHistoryCenter.com](http://AtlantaHistoryCenter.com)







# APARTMENT & EXHIBITIONS

The first floor houses Margaret Mitchell's Crescent Avenue Apartment No. 1, where she wrote her Pulitzer Prize winning book. Also on the first floor, the *Margaret Mitchell: A Passion for Character* exhibition focuses on her motives for writing the novel and the lifestyle of the author and her husband, John Marsh, in 1920s Atlanta. Explore the aspiring writer through her girlhood writings, career as a reporter for the Atlanta Journal newspaper, how the popularity of the book affected her life, and the philanthropy that characterized her later years.

which highlights events and people in Atlanta surrounding the world premiere in December 1939. The display shows Atlanta's excitement over the arrival of the stars of *Gone With the Wind* and the debut of the motion picture at Loew's Grand Theatre.

Across the lower lawn, the exhibition *The Making of a Film Legend: Gone With the Wind* details the transformation of *Gone With the Wind* from a bestselling novel to a film classic and features the movie's original doorway to Tara.

There is an additional \$200 fee to have the apartment and exhibits open to tour.

On the second floor of the house you can see *Stars Fall on Atlanta: The Premiere of Gone With the Wind*,



# COMMERCIAL ROW

Commercial Row, a historic retail building, is a large venue featuring floor-to-ceiling windows with an open loft feel and exposed ceiling beams. This room can be transformed to fit even the most creative themes and will accommodate between 130 – 200 guests depending on the style of the event. Don't let the name misguide you, your event here will be anything but commercial.









# VENUE PRICING

Atlanta History Center Midtown rental venues include Commercial Row, Peachtree Parlors, and third floor Crescent Room.

**DAYTIME WEEKDAY RENTAL PRICING**

\$1,000  
9:00am – 5:00pm

**EVENING RENTAL PRICING**

\$2,500 Saturday  
\$2,000 Sunday - Friday  
8 hours (including setup and cleanup time)

**EQUIPMENT**

125 banquet chairs (interior use only)  
100 natural wood folding chairs (outdoor use only)  
7 six-foots, 7 eight-foots, 3 four-foots, 8 high boys, and 14 forty-eight inch rounds  
Commerical Row: Podium, adjustable 8’ x 12’ stage, and microphones

- Time includes setup and cleanup
- Additional fees apply for events requiring hours outside the times listed above.
- One block from MARTA train station; parking decks nearby.
- Outdoor lighting may be desired for evening rentals, limited power is available.
- Tents are allowed. Peachtree Tents & Events is our exclusive tent company.

# PARKING

There is limited parking at the Atlanta History Center Midtown. We share a parking lot with other businesses and can only accomodate about ten vehicles. There is local street parking available and we are one block from the Midtown MARTA station. Most clients arrange for guest parking at one of the following parking garages:

Lanier Parking Solutions  
999 Peachtree Street Northeast  
404.885.7319

National Parking Solutions  
930 Juniper Street  
678.365.4030

# CAPACITY

Venue	Standing Reception	Seated Dinner	Seated with Dance Floor	Theatre Style
Commercial Row	200	130	100	150
Peachtree Parlors	50	42		
Windsor Parlors (3rd Floor)	50	42		
Crescent Room (3rd Floor)	50	37		50
Upper Lawn	250	220	175	
Lower Lawn	200	120	100	

# BEVERAGE SERVICE & STAFF

The Atlanta Historical Society, Inc., owns and operates the Atlanta History Center Midtown and retains a liquor license, and by law must provide any liquor, beer, and/ or wine. We offer a venue select bar. Product brands are selected by the venue, and are not guaranteed. We cannot accommodate special orders.

Bartenders and bar backs will be supplied by the Atlanta History Center Midtown. Each bar staff is \$150 plus tax for a minimum of four hours. One bartender is required per 75 people and one bar back for every three bartenders. The fee is \$25 per hour, per bar staff for each additional hour.

By the Hour	2 Hours	3 Hours	4 Hours
Full Bar	\$18 (per person)	\$23 (per person)	\$28 (per person)
Beer & Wine Bar	\$14 (per person)	\$16 (per person)	\$20 (per person)

By the Drink	Host Bar	Credit Card
Wine	\$28 (per bottle)	\$8.50 (per glass)
Sparkling Wine	\$28 (per bottle)	\$8.50 (per glass)
Cocktail	\$7.50	\$8.50
Beer	\$5	\$6.50
Soft Drinks	\$3	\$3

- Full bar set-up includes liquor, beer, wine, and soft drinks. Mixers include orange and cranberry juices, tonic water, club soda, vermouth, and triple sec with lemons, limes, and green olives as garnishes. Prices subject to change without notice.
- Please note: An 18% service charge and applicable GA State and City taxes will be added to Host Bar prices.
- We provide plastic cups. Glassware must be rented.



# GENERAL POLICIES

MISSION

Atlanta History Center Midtown, located at 10th Street Northeast and Peachtree Street, is a part of the Atlanta History Center, whose mission is to connect people, history, and culture through collections, educational and community programs, exhibitions, and research. We welcome the opportunity to expand our educational efforts by allowing individuals and groups to host private events at our venues. Use must be consistent with the mission of Atlanta History Center.

RENTAL PROCEDURES & HOLD POLICIES

- After touring the venue, a date can be placed on a courtesy hold for up to two weeks. If another client wants to contract the venue on the same date, the first client on hold will be given 48 hours (two business days) to request a contract and pay a deposit to exclusively reserve the date. Otherwise the hold will be forfeited to the second client.
- All other charges are due 23 days prior to the event. Adjustments will be made following the event and any additional payments are due within 30 days of the invoice.
- There is a refundable damage deposit of \$500 which is due 23 days prior to the event. The client must be notified that damage has occurred within 72 hours following the event. The \$500 will be processed and refunded as soon as all invoices have been paid.
- Cancellation of an event after confirmation will result in the forfeiture of all fees paid.
- Evening rentals must end at midnight, with the load out being completed by 2:00am. There will be a charge of \$175 per hour or any portion of an hour for additional event hours.
- There is a noise ordinance at 10:00pm for outdoor music. A police officer can be hired for any event to a monitor this.

DECORATIONS

- Items cannot be attached to the walls, columns, or ceiling.
- Candles may be used, but flames must be contained with glass. Open fires and pyrotechnics are not allowed on the property.
- Items cannot block any entryway, paths, stairwells, or hallways.
- All items should be removed from the premises immediately following the event, unless otherwise pre-arranged.
- We cannot be responsible for items left after any event.

WEDDINGS

- Only bubbles and real flower petals may be thrown outside. Birdseed, grass seed, confetti, or rice are not allowed. Biodegradable confetti is not allowed, the only exception is “Ecofetti” brand. [www.Ecofetti.com](http://www.Ecofetti.com)
- Wedding rehearsals are conducted on weekdays between 3:30pm and 5:30pm. The scheduling of rehearsals is dependent upon the availability of the facility and staff. Rehearsal times will be confirmed three weeks before the event.
- Our staff members are not responsible for coordinating or directing the wedding rehearsal, the wedding ceremony or the reception. Please consult with your wedding planner for those services.

CATERING

- All catering services must provide:
- Proof of worker’s compensation for their employees.
  - Business License & Certification by the Health Department.
  - Certificate of Liability insurance in the amount of \$1 million with the History Center named as additionally insured, Automotive Liability insurance of \$1 million, and Umbrella insurance of \$2 million.
  - Signed History Center Event Guidelines

# SUGGESTED VENDORS

- Caterers are responsible for unloading, setting up, and reloading their goods.
- Breakdown must occur immediately after the event, which includes the removal of all trash, dishware, and other perishables. Caterers need to provide their own trash receptacles and garbage bags.
- Fire extinguisher must be provided for each table with sterno or flame-producing units.
- All ice must be disposed of properly. Ice cannot be disposed of on lawns or in flower beds; it will kill plant material.
- Caterers must clean the kitchen or prep area, returning it to the condition it was found.
- All vendors should promptly report any issue they encounter with our venue or our staff so we may address the issue and better meet the satisfaction level expected by clients and vendors.

CATERERS

[Affairs to Remember](#)<sup>++</sup>  
Affairs.com  
Saffold Barksdale  
404.872.7859  
Saffold@Affairs.com

[Bold Catering + Design](#)<sup>++</sup>  
www.Bold-Events.com

Michelle Segura (social/weddings)  
678.302.3260  
MSegura@Bold-Events.com

Monique Joyce(corporate events)  
678.302.3206  
MJoyce@Bold-Events.com

[Dennis Dean Catering](#)<sup>+</sup>  
DennisDeanCatering.com  
Annie Duncan (corporate events)  
404.475.1002  
Annie@DennisDeanCatering.com

[Low Country Catering](#)  
LowCountryCatering.net  
Jessica Brown  
404.835.5350  
Jessica@LowCountryCatering.net

[Proof of the Pudding](#)<sup>+</sup>  
ProofPudding.com  
Christina Cummings  
470.237.8277  
CCummings@ProofPudding.com

[Soiree Catering and Events](#)  
SoireeCateringAtlanta.com  
404.467.1699  
Info@SoireeCateringAtlanta.com

\*Kosher catering available  
+Indian cuisine available

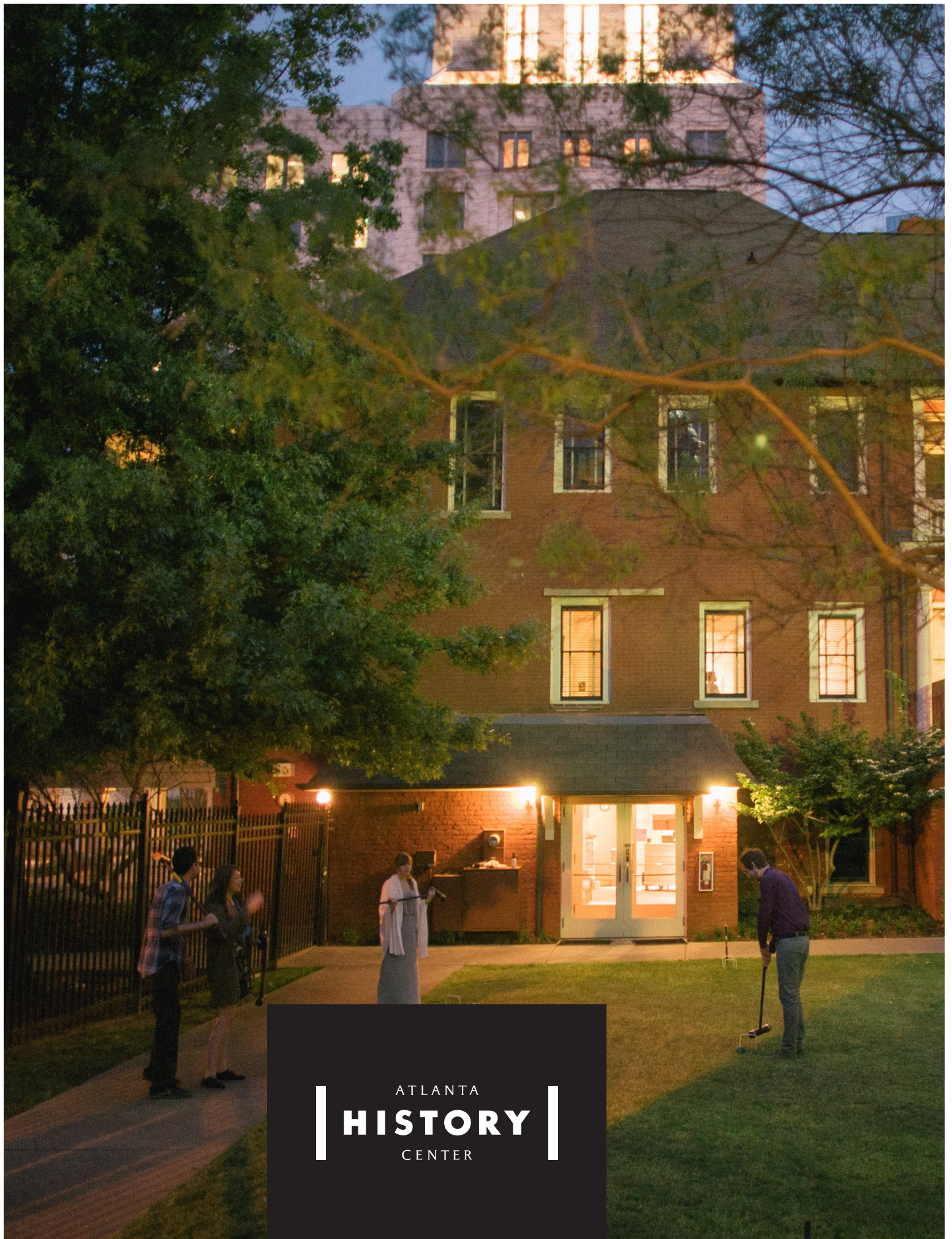
AUDIO-VISUAL  
LIGHTING & PRODUCTION

[Active Production and Design](#)  
ActiveProductionandDesign.com  
Ever Clavel  
404.633.3527 Ext. 122  
Ever@ActiveProductionAndDesign.com

EQUIPMENT & TENT RENTALS  
(tables, chairs, staging)

[Peachtree Tents and Events](#)  
PeachtreeTents.com  
Liz Aguilon  
404.477.6275  
Liz@PeachtreeTents.com





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