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PUBLIC EVENT PERMIT APPLICATION
City of Somerville, Commonwealth of Massachusetts
Application #: PEL14-000036
File #: 14-005240

Organization name: FRIT & City

Description: Day-long arts, food, and cultural celebration along the waterfront, ending with fireworks from the Mystic River. There are more than 25 art vendors, as well as local non-profit organizations, restaurants and food trucks, live music, family and kids' activities, and fireworks to end the day.

Date(s): Saturday, September 13, 2014

Setup starts at (time): 8:00 AM

Cleanup after the event ends at (time): 10:00 PM

Attendees:

Max attendance at one time: 5000

Maximum attendees accommodated: N/A (open space)

Attendee fees or suggested donations: N/A

Social or cultural benefits:

This is an annual event designed to connect Somerville residents, and visitors, to Somerville's newest neighborhood, and to the waterfront. It annually brings 10,000+ people to the area for arts, cultural, and foodie fun!

City Contact:

Organization mailing address:

5 Middlesex Ave.
Suite 401
Somerville, MA 02145

Event name: Riverfest

Location: 5 MIDDLESEX AVE Assembly Row, Grand Union Blvd., Great River Rd., Artisan Way, Baxter Park

Rain date(s): Sunday, September 14, 2014

Event starts at (time): 11:00 AM

Event ends at (time): 9:00 PM

Total people attending: 10000

Total Somerville residents attending: 5000+

What is your budget for this event: Depends on costs of public safety details.

Financial benefits:

See above.

Contact person:

Sarah Campbell
Telephone: 617-684-1520
Email: SCampbell@federalrealty.com

Event Information	Yes/No	If yes, Describe
Food served?	Yes	On-site vendors/restaurants and food trucks, pre-permitted.
Alcohol served?	No	
Grill/open-flame device used?	No	
Streets blocked?	Yes	Portions of Great River Road, Assembly Row, and Artisan Way to accommodate safe access for participants. All with security and police details.
Sidewalks blocked?	No	
Arrangements:		
Auxiliary Police?	Yes	Working with John Aufiero and Dave Fallon
Police Detail:	Yes	Working with John Aufiero and Dave Fallon
Parking (for Attendees)?	Yes	Free garage and parking lots
Restrooms?	Yes	on-site, restaurants, and possible porta potties
Liability Insurance?	Yes	FRIT & City
Will any public parks be used?	Yes	Baxter Park - state permit obtained.
Has the event occurred in the last two years?	Yes	This is the 7th annual event.
Alcohol License?	No	

Approval Conditions:

Reviewer: John J. Long, City Clerk,

Reviewer: CS Mayor, Mayor's Office, Approved

Reviewer: CS Police, Police, Approved

Reviewer: CS Auxiliary Police, Auxiliary Police, Approved

Reviewer: CS Traffic and Parking, Traffic and Parking, Approved

Reviewer: CS Public Works, Public Works, Approved

Reviewer: CS Fire, Fire, Pending

1. Fire Details will be needed as the Fireworks Arrive and during the Display.

Reviewer: Guy Selfridge, ISD Health, Pending

Reviewer: John J. Long, City Clerk, Complete

Riverfest at Assembly Row

September 13, 2014

-  Inflatable/ amusement
-  Food vendor
-  Street closure

- Riverfest Event Elements:**
- Fireworks (8pm)
 - Kids zone (Inflatables, rock wall, face painters, balloon twisters, roaming entertainment, chalk art)
 - Artists- finale to Assembled
 - Food (Assembly Row Restaurants coming out to street)
 - Sidewalk Sale
 - Live music all day

