

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL19-000082

File #: 19-006833

Application for: Public Event

Organization name: All Community Events

Description: This will be a fall-themed 8K run/walk traveling around Assembly Row and surrounding areas. Participants will receive a fleece hoodie, a caramel apple, and hot cider at the finish line.

Date(s): 11/9/2019

Setup starts at (time): 4:00AM

Cleanup after the event ends at (time): 12:00PM

Entertainment: There will be an iPod and speakers to play music.

Attendees:

Max attendance at one time: 1200

Maximum attendees accommodated: Will defer to city judgment

Attendee fees or suggested donations: Pricing will start at \$32.99

Social or cultural benefits:

This event will help to raise funds for a local charity which will be decided pending event approval.

Event Contact: All Community Events

Event name: Somerville Hot Cider Hustle 8K

Location: The event will be an 8K Run/Walk starting and finishing out of Sylvester Baxter Riverfront Park.

Rain date(s): N/A

Event starts at (time): 7:00AM

Event ends at (time): 10:30AM

Temporary Structures: All Community Events will provided 5-6 10x10 EZ Up tents and 1 inflatable start/finish line.

Total people attending: 1200

Total Somerville residents attending: 1000

What is your budget for this event: -

Financial benefits:

This event will take place at Assembly Row and Sylvester Baxter Riverfront Park. It will allow participants to explore Assembly Row before and after the event and it will get eyes on every storefront at Assembly Row.

Event Contact Phone: 224-757-5425

Event Information	Yes/No	If yes, Describe
Open to the public?	Yes	We will utilize Assembly Row's email and marketing list as well as send out email blasts and use our own social media reach to increase participation.
Food served?	No	
Caterer used?	No	
Alcohol served?	No	
Grill/open-flame device used?	Yes	We will use a turkey burner to heat up the apple-cider that will be served at the finish line.
Streets blocked?	Yes	1) Shore Drive and Temple Road (Runners transition from path to Shore Drive) 2) Shore Dr. and Bailey Road (Runners transfer back to path from Shore Drive near Somerville Boat Club)
Sidewalks blocked?	No	
Arrangements:		
Police Detail:	Yes	All Community Events will contact the City of Somerville to hire off-duty police officers to control traffic during the event.
Parking (for Attendees)?	Yes	The agreement between All Community Events and Assembly Row will include parking for participants at Assembly Row.
Restrooms?	Yes	All Community Events will contract a portable toilet company to provide toilets for the event.

Liability Insurance?	Yes	All Community Events will provide a certificate of insurance to the appropriate parties pending event approval.
Will any public parks be used?	Yes	Sylvester Baxter Riverfront Park
Has the event occurred in the last two years?	No	

Approval Conditions:

Reviewer: CS Mayor, Mayor's Office, Approved with Conditions

1. With limited police resources due to construction citywide, we will not be able to provide enough resources to shut down Shore Drive. Runners and walkers should be instructed to stay on the sidewalk/park.

Approved By:

John J. Long, Approved

CS Mayor, Approved with Conditions

With limited police resources due to construction citywide, we will not be able to provide enough resources to shut down Shore Drive. Runners and walkers should be instructed to stay on the sidewalk/park.

CS Traffic and Parking, Approved with Conditions

Robert Maclaughlan, Approved

Scott Whalen, Approved

Jill Lathan, Approved

Christine Morin, Approved

Elise Collins, Approved