

## PUBLIC EVENT PERMIT APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL14-000050

File #: 14-006375

**Organization name:** Taza Chocolate

**Event name:** Taza Chocolate's 4th Annual Dia de los Muertos Celebration

**Description:** A celebration bringing together food, music, and chocolate with a Taza twist on Mexican tradition.

**Location:** 561 WINDSOR ST 561 Windsor St

**Date(s):** Saturday, November 1st, 2014

**Rain date(s):** Sunday, November 2nd, 2014

**Setup starts at (time):** 9AM

**Event starts at (time):** 1PM

**Cleanup after the event ends at (time):** 7PM

**Event ends at (time):** 6PM

**Attendees:**

Max attendance at one time: 400

Total people attending: 1000

Maximum attendees accommodated: n/a

Total Somerville residents attending: 600

**Attendee fees or suggested donations:** Celebration is free and open to the public. There will be food and drink for sampling and for sale. We will be selling passes to the Taza Chocolate Factory tours that day and \$1 from each pass sold will be going to our Tour Donation Partner.

**What is your budget for this event:** 3000

**Social or cultural benefits:**

We are celebrating the traditional Mexican Day of the Dead. Partnering with the Museum of Science and multiple local vendors, we will be hosting a FREE family-friendly party to celebrate this cultural tradition.

**Financial benefits:**

Now in our 4th year, this celebration brings approx. 1000 people to an otherwise industrial quiet part of Somerville. This event has resulted in positive feedback from the attendees and the media.

**City Contact:**

**Organization mailing address:**

Taza Chocolate  
561 Windsor St  
Somerville, MA 02143

**Contact person:**

Suhayl Ramirez  
Telephone: 6176230804  
Email: suhayl@tazachocolate.com

---

**Event Information**

**Yes/No**

**If yes, Describe**

Food served?

Yes

Food trucks will be parked on-site

Alcohol served?

Yes

Beer and Spirits

Grill/open-flame device used?

No

Streets blocked?

Yes

Windsor place between Windsor St and Webster Ave

Sidewalks blocked?

No

**Arrangements:**

Auxiliary Police?

Yes

We will arrange for details as needed

Police Detail:

Yes

We will arrange at least 2 police details in addition to fire details

Parking (for Attendees)?

Yes

Public free parking available on premises

Restrooms?

Yes

Public restrooms inside 561 Windsor Street on first floor

Liability Insurance?

Yes

Taza Chocolate insurance extends to all attendees.

Will any public parks be used?

No

Has the event occurred in the last two years?

Yes

Saturday, November 2nd, 2013 and Sunday, October 28, 2012

Alcohol License?

Yes

Applying for Special one-day license

---

**Approval Conditions:**

**Reviewer:** John J. Long, City Clerk, Complete

**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:** Christine Morin, Public Works, Approved

**Reviewer:** Brian O'Donovan, Fire, Approved

**Reviewer:** Ben Lipham, ISD Health, Approved with Conditions

**Reviewer:** Jenneen Pagliaro, City Clerk, Approved

**Reviewer:** John J. Long, City Clerk, Approved

---