

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL23-000010

File #: 14-003922

Application for: Public Event

Organization name: Union Square Main Streets

Description: In its 19th season, this COVID-19 conscious, open air, weekly market features ~33 vendor booths offering the best locally grown and regionally produced agricultural items, including: vegetables, fruits, cheese, eggs, meats, fish, bread, pastries, and chocolate. We also reserve booth space for community groups and nonprofits to utilize for outreach and education and feature rotating guest vendors, and provide live entertainment when pandemic conditions and space allows.

Date(s):

05/13/2023,05/20/2023,05/27/2023,06/03/2023,06/10/2023,06/17/2023,06/24/2023,07/01/2023,07/08/2023,07/15/2023,07/22/2023,07/29/2023, 08/05/2023,08/12/2023,08/19/2023,08/26/2023,09/02/2023,09/09/2023,09/16/2023,09/23/2023,09/30/2023,10/07/2023,10/14/2023,10/21/2023,10/28/2023

Setup starts at (time): 6:45 am

Cleanup after the event ends at (time): 2:00 pm

Entertainment: When space permits, live music is played by local musicians and residents. Music primarily serves as ambiance and is at a volume low enough as not to interfere with businesses or vendor/customer interaction.

Attendees:

Max attendance at one time: 300 people

Maximum attendees accommodated: 6,000 per market

Attendee fees or suggested donations: The Union Square Farmers Market is free to attend.

Social or cultural benefits:

The Union Square Farmers Market is integral to the Union Square community. It serves as a catalyst for vibrancy, community, and economic activity in Union Square. The Market provides visitors and city residents with top-quality, fresh, and local produce at fair prices, encourages healthy eating and active lifestyle values, educates consumers about farming and locally sourced foods, and provides customers with opportunities to interact directly with farmers. The Market also provides information and education about community issues, promotes local activities and businesses, and provides opportunities for the community to gather and visit. The Market additionally provides a crucial resource of healthy and nutrient-dense foods.

Event Contact: Lizzie McCarty

Event name: Union Square Farmers Market

Location: Union Square Plaza, Union Square Central parking lot, and cobblestone area in front of Somerville Media Center.

Rain date(s): none

Event starts at (time): 9:00 am

Event ends at (time): 1:00 pm

Temporary Structures: Vendors typically utilize 10' x 10' pop up tents

Total people attending: 3,000 per market

Total Somerville residents attending: 55% of attendees

What is your budget for this event: \$2,000/day

Financial benefits:

The Union Square Farmers Market has a positive economic impact of \$2M each season for neighborhood businesses.

Event Contact Phone: 617-899-5095

Event Information

Open to the public?

Yes/No

Yes

If yes, Describe

We utilize the Union Square Main Streets website, listings on area calendars, as well as the Union Square Farmers Market social media accounts (Facebook @unionsquaremarkets and Instagram @unionsqmarket) to publicize the event. We also publish a weekly e-

newsletter to nearly 3,000 subscribers, and work with a local artist to create posters for each season.

Fresh produce, meat, seafood, cheese, specialty foods (jam, juice, bread, etc.) and ready-to-eat meals. Farmers Market permits will be obtained for all processed foods.

Food served? Yes

Caterer used? No

Alcohol served? Yes

Grill/open-flame device used? No

Streets blocked? No

Sidewalks blocked? No

Arrangements:

Police Detail: No

Parking (for Attendees)? Yes

Metered spaces surrounding the Plaza area and residential side streets

Restrooms? Yes

For vendors, we will have restrooms with hand-washing at 66-70 Union Square.

Liability Insurance? Yes

Union Square Main Streets will obtain liability insurance.

Will any public parks be used? No

Has the event occurred in the last two years? Yes

Each summer season since 2005.

Approval Conditions:

Approved By:

CS Mayor, Approved

Albert Bargoot, Approved

Maureen Lee, Approved

Kevin Roche, Approved

Timothy Bakey, Approved

CS Traffic and Parking, Approved

Timothy Mitsakis, Approved

Eric Weisman, Approved

Kimberly M. Wells, Approved