

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL24-000008

File #: 14-003922

Application for: Public Event

Organization name: Union Square Main Streets

Description: In its 20th season, this 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): 5/11/2024, 5/18/2024, 5/25/2024, 6/1/2024, 6/8/2024, 6/15/2024, 6/22/2024, 6/29/2024, 7/6/2024, 7/13/2024, 7/20/2024, 7/27/2024, 8/3/2024, 8/10/2024, 8/17/2024, 8/24/2024, 8/31/2024, 9/7/2024, 9/14/2024, 9/21/2024, 9/28/2024, 10/5/2024, 10/12/2024, 10/19/2024, 10/26/2024

Setup starts at (time): 6:45am

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

Entertainment: When space permits and insurance requirements are met, 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 the old firehouse at 90 Union Square.

Rain date(s): The Union Square Farmers Market is open rain or shine, and will only close in case of extreme wind/unsafe weather conditions.

Event starts at (time): 9:00am

Event ends at (time): 1:00pm

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: \$2000/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

Yes/No

If yes, Describe

Open to the public?	Yes	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.
Food served?	Yes	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.
Caterer used?	No	
Alcohol served?	Yes	
Grill/open-flame device used?	No	
Streets blocked?	No	
Sidewalks blocked?	No	
Describe any accessibility features available to attendees/participants		Entrances to the market area will be at the curb cuts leading from the Plaza/sidewalk to the parking lot. Vendors will be placed so that customers can easily maneuver the market, leaving room for walkways. Sidewalks will remain clear and open. Our team will work with the Director of Traffic and Parking to ensure appropriate HP spots are established.
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

Charles Breen, Approved with Conditions

Keep emergency lane free of obstructions according to event area map to allow passage of fire apparatus if needed

CS Traffic and Parking, Approved

Eric Weisman, Approved

Timothy Miksakis, Approved

Kimberly M. Wells, Approved