

# PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL22-000178

File #: 22-021125

**Application for:** Public Event

**Organization name:** Union Square Main Streets

**Description:** Join in The Holiday Stroll, a celebration of Union Square sparkle, discovery, and holiday delight on Saturday, December 10 from 12-6pm.

Revel in this Union Square neighborhood tradition & enter to win CASH prizes by conquering the Keep Small Strong Challenge when enjoying unique eats and rad retail!

Stroll the Square to see participating businesses light up the night with the splendid Storefront Decoration Contest and take elfie selfies with incredible inflatables on the Festivus Trail. Dozens of locally-owned businesses await with all you need to stuff your stockings, deck your halls with local art, make your tastebuds celebrate, and MORE!

Bundle up and come on down to unwrap Union Square in all its wintry wonderment!

**Date(s):** Saturday, December 10, 2022

**Setup starts at (time):** 10am

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

**Entertainment:** Businesses will be hosting their own programming. Union Square Main Streets will coordinate activation in the Plaza that will include inflatables and free games.

**Attendees:**

Max attendance at one time: 1,000

Maximum attendees accommodated: 3,000

**Attendee fees or suggested donations:** None, event is free

**Social or cultural benefits:**

This license would be for Union Square Main Streets to activate the Plaza and cobblestone area in front of Somerville Media Center for the 8th Annual Union Square Holiday Stroll, a celebration of Union Square discovery and holiday delight. Residents are invited to stroll the Square and patronize local businesses, while taking elfie selfies in front of festive inflatables, and entering a raffle to win cash prizes.

**Event Contact:** Kait Stinchcomb

**Event name:** 8th Annual Union Square Holiday Stroll

**Location:** Union Square Plaza and cobblestone area in front of Somerville Media Center

**Rain date(s):** Sunday, December 11, 2022

**Event starts at (time):** 12pm

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

**Temporary Structures:** Inflatables (number to be determined) will be set up on the Union Square Plaza so residents and shoppers can take pictures with them.

Total people attending: 3,000

Total Somerville residents attending: 2,500

**What is your budget for this event:** \$8,000

**Financial benefits:**

The Union Square Holiday Stroll increases foot traffic and sales for local businesses by encouraging shoppers from all over Greater Boston to spend an afternoon purchasing rad retail and enjoying unique eats.

**Event Contact Phone:** 857.523.6844

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## Event Information

Open to the public?

Yes/No

Yes

Food served?

No

Caterer used?

No

Alcohol served?

No

## If yes, Describe

Social media, posters, takeout flyers

Grill/open-flame device used?	No	
Streets blocked?	No	
Sidewalks blocked?	No	
<b>Arrangements:</b>		
Police Detail:	No	
Parking (for Attendees)?	Yes	Metered spaces surrounding the Plaza area and residential side streets, the municipal parking lot in front of The Independent
Restrooms?	No	
Liability Insurance?	No	
Will any public parks be used?	No	
Has the event occurred in the last two years?	Yes	2021, 2020, 2019, 2018, 2017, 2016, 2015

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**Approval Conditions:**

**Approved By:**

**CS Mayor, Approved**

**Albert Bargoot, Approved**

**Kevin Roche, Approved**

**Dennis Sullivan, Approved**

**CS Traffic and Parking, Approved**

**Sean Sylvester, Approved**

**Eric Weisman, Approved**

**Kimberly M. Wells, Approved**