

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL21-000052

File #: 21-008331

Application for: Public Event

Organization name: Federal Realty

Description: Riverfest is a free, annual event put on by Federal Realty in partnership with the City of Somerville. The event is family-friendly and includes a handful of kids activities, retailer activations, live music, commencing with a fireworks display over The Mystic River.

Date(s): September 18

Setup starts at (time): 10am

Cleanup after the event ends at (time): 11pm

Entertainment: There will be a stage set up in the Amphitheatre where 3 different live bands will perform. Bands are all family-friendly and comprised of local musicians. Our headliner performance will be by aNova Brazil.

Attendees:

Max attendance at one time: Roughly 10,000 attendees

Maximum attendees accommodated: 15,000

Attendee fees or suggested donations: This event is free and open to the public

Social or cultural benefits:

This is a free social event for the residents of Somerville and surrounding towns put on by Federal Realty on an annual basis and hosted at Assembly Row.

Event Contact: Haley King

Event name: Riverfest 2021

Location: Federal Realty plans on using Baxter Park and the Amphitheatre along The Mystic River for our annual Riverfest event. The event will include fireworks over the Mystic, a stage with live bands (in the amphitheater) as well as children's games and retail activations in Baxter Park.

Rain date(s): None

Event starts at (time): 4pm

Event ends at (time): 9pm

Temporary Structures: We may use up to (4) 10 x 10 tents to house a retailer or community activation

Total people attending: Roughly 15,000

Total Somerville residents attending: Roughly 7,500 residents

What is your budget for this event: Budget ranges from \$15,000 - \$40,000

Financial benefits:

The event draws large crowds which benefits Assembly Row restaurants and retailers leading up to the live music and fireworks display

Event Contact Phone: (617) 684-1518

Event Information

Open to the public?

Yes/No

Yes

If yes, Describe

We will promote via Assembly Row's owned channels (website, email, social), conduct PR outreach, as well as post calendar listings on nearby events calendars.

Food served?

No

Caterer used?

Alcohol served?

No

Grill/open-flame device used?

No

Streets blocked?

Yes

Great River Road will be closed from Artisan Way to Assembly Row. Artisan Way will be closed from Assembly Row intersection to Great River Road. Assembly Row will be closed between Artisan Way and Great River Road.

Sidewalks blocked?

No

Arrangements:

Police Detail:

Yes

Federal Realty will work with Somerville, Medford, Cambridge Police/Fire for proper permitting, details, etc.

Parking (for Attendees)?	Yes	Assembly Row has ample parking on-site - free for 3 hours
Restrooms?	Yes	Assembly Row has public restrooms, located where the event is being held
Liability Insurance?	Yes	Federal Realty holds liability insurance
Will any public parks be used?	Yes	Baxter Park
Has the event occurred in the last two years?	Yes	This event occurs annually - the 2020 event was cancelled due to COVID-19, but was last held in September 2019

Approved By:

CS Mayor, Approved

Scott Whalen, Approved with Conditions

Albert Bargoot, Approved

CS Traffic and Parking, Approved

Christine Morin, Approved

Dennis Sullivan, Approved with Conditions

You will need to contact CAPT Sullivan in fire prevention to pull the appropriate permits.

There will need to be fire department details, the number will be based on the IAP written by the Chief of the Department or his designee.

Jill Lathan, Approved

John J. Long, Approved