

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL26-000061

File #: 26-015676

Event Name: Somerville World Cup Viewing Party: Union Square

Business Name: Somerville Chamber of Commerce

Application Type: Public Event License

Location: Union Square Plaza

APPLICANT

Company Name: Somerville Chamber of Commerce

Contact Name: Jennifer Lawrence

Business Address:

561 Windsor Street
Somerville, MA 02143

Home Address:

Work Phone:

Home Phone:

Email: jennifer@somervillechamber.org

of days: 1

Does this event occupy a public space or significantly affect nearby residents?: Yes

Are you the party applying for the Public Event License?: Yes

Describe the location in detail: We are applying for a permit for the plaza and parking lot in Union Square in front of The Independent and Vera's for a World Cup Watch Party.

In the last 5 years, have you been found guilty, liable, or responsible, in any judicial or administrative proceeding, for any violation of the City Wage Theft Ordinance or any State or Federal laws or regulations regulating the payment of wages?

[City Wage Theft Ordinance](#): No

Date: 07/19/2026

Event Setup Begins: 11:00 AM

Start Time: 02:00 PM

End Time: 07:00 PM

Event Cleanup Ends: 08:30 PM

Do You Have a Proposed Rain Date for Your Public Event?: No

Organization name; if none, your name: Somerville Chamber of Commerce

Describe any social or cultural benefits

of this event for Somerville residents : Event Overview & Partnership Summary The Somerville Chamber of Commerce, in collaboration with local business districts, community partners, and municipal stakeholders, is pleased to present a series of free, family-friendly FIFA World Cup public viewing parties across Somerville, Massachusetts. These events will bring together residents, businesses, and visitors to celebrate the FIFA World Cup through inclusive, community-centered programming that supports local economic activity and reflects Somerville's diverse global communities. Event Overview The Somerville World Cup Viewing Party Series will consist of outdoor public viewing events aligned with key FIFA World Cup matches. Each event will feature: Large-scale outdoor LED screens for live match viewing Multilingual broadcast access, including: Portuguese-language radio broadcast (Nossa radio is a Somerville company) English-language televised broadcast for English-speaking matches Spanish-language televised broadcast for Spanish-speaking matches Local food vendors and restaurants Beer gardens and craft beverage providers (where permitted) Family-friendly activities and cultural programming Live music and/or DJs featuring local artists The series is designed to be accessible, welcoming, and culturally responsive, with intentional alignment to the communities represented across Somerville.

Describe any financial benefits of this event for Somerville businesses or organizations: The Somerville World Cup Viewing Party Series is designed as a neighborhood-scaled activation model, with anticipated attendance of approximately

500– just under 1,000 residents per event, depending on match significance, location, and weather conditions. By intentionally right-sizing these events, the Chamber aims to maximize positive economic impact for surrounding small businesses while maintaining a safe, accessible, and high-quality attendee experience. Across all locations, the Chamber anticipates: Consistent foot traffic increases in host districts during match windows Strong direct spending at nearby restaurants, bars, and retailers, particularly before, during, and after matches Extended visitor dwell time, encouraging attendees to explore and patronize multiple businesses Distributed economic benefit, supporting both participating vendors and brick-and-mortar establishments With an estimated per-person local spend of \$20–\$40, each event has the potential to generate approximately \$10,000–\$40,000 in direct neighborhood economic activity, with additional indirect benefits through repeat visits and increased visibility for Somerville businesses. This approach ensures that the World Cup Viewing Party Series serves as a catalyst for local economic vitality, while remaining community-centered, scalable, and sustainable across multiple neighborhoods.

What is the budget for this event?: \$12,500

Complete Mailing Address : 561 Windsor Street, Suite BMz2 Somerville, MA 02143

Contact name for follow-up questions (Will be available to the public): Jennifer Lawrence

Email: jennifer@somervillechamber.org

Phone (Will be available to the public): 6177764100

Event Name : Somerville World Cup Viewing Party: Union Square

Describe the Event: Union Square Finals Event (July 19, 2026) Location: Union Square Plaza Partners: Union Square Main Streets, Bow Market, The Independent, Somerville Youth Soccer, Somerville United, EventThem. Featured Match: FIFA World Cup Final This marquee event will serve as the City's primary World Cup celebration, with expanded programming and coordinated business district activation. Capacity under 1,000. The language of the game will be pending the participants. If the teams are Spanish-speaking, we will utilize the Spanish-language broadcast. If not, we will do the English broadcast. The Food and Beer Vendors will not be event sponsors. They are only selling food to make sure that there is enough food for the participants. They will not have branded tents and will pay a small permit fee to the city and event organizers to cover the administrative costs of the event. All branding will be scrubbed from menus, boards, and paper goods. The LED screen will be situated in the parking lot and facing the into the plaza, not towards the street. The viewing area will be Union Square Plaza. No commercial activities are planned for this party.

Describe any Entertainment at the Event (if none, type None): We will show the match on a large LED screen. We would like to have a DJ pre-match.

Describe any tents, inflatables, or other temporary structures to be used (if none, type None): We will have tents for the community tables, and if applicable, any food vendors.

Describe any accessibility features available to attendees/participants: We will have closed captioning on the screen, Nossa Radio will broadcast in Portuguese, if the game is between a Spanish-speaking team, we will televise the Spanish-speaking broadcast, and we will have a ramp to the plaza.

Estimated maximum attendance at one time : 999

Estimated total number of people attending: 999

Estimated total number of Somerville residents attending : 999

Maximum number of attendees you will accommodate: 999

Attendee.fees.or.suggested donations: Free

Will this event be open to the public?: Yes

Describe your outreach/publicity: We will have posters for the community, we are partnering with SOIA to get the word out in multiple languages, we are partnering with the City comms to get World Cup programming advertised to the community, and will share through all of our partner social media channels, and newsletters.

Will food be served?: Yes

If yes, describe:1: If the neighboring businesses are interested, we will offer additional vendor spots to local businesses to accommodate the influx of patrons. We will submit paperwork for a temporary food license through the City of Somerville ISD /Health permitting process. Vendors will pay a fee to participate, in addition to their permit fee.

Will the event be catered?: No

Will a grill/open-flame device be used? : Yes

If yes, describe:3: If a vendor would like a grill, they will apply for a permit through the Fire Department.

Will any streets be blocked? : No

Will any sidewalks be blocked? : No

Will any public parks be used? : No

Has this event occurred in the last two years? : No

Police Detail : Yes

If yes, describe:7: Because of the popularity of the World Cup, we would like to request a police detail.

Parking for Attendees : No

Restrooms : No

Liability Insurance : Yes

If yes, describe:10: We will hold our general liability insurance and will be getting additional event insurance for each World Cup Viewing license to cover the additional patrons.

Approval Conditions:

Reviewer: Maureen Lee, ISD Health, Approved with Conditions

1. Approved with the condition a Coordinators Checklist is submitted to Arturo Vazquez 30 days prior to the event.

Reviewer: Kevin Roche, Engineering, Approved with Conditions

1. Event layout must maintain access to BlueBike station.
2. Screen location may conflict with trash and recycling can location. Contact DPW if the Big Belly cans need to be moved before the event.

Reviewer: Eric Weisman, Public Works, Approved with Conditions

1. May require payment of event fees if closure of the parking lot is required. Please reach out to DPW to confirm.

Reviewer: Charles Breen, Fire Prevention, Approved with Conditions

1. The plan appears to show the community tables blocking emergency vehicle access into Sanborn Court. These tables must be moved so that fire apparatus has an unobstructed access from Washington Street into Sanborn Court.

Reviewer: Suzanne Rinfret, Traffic and Parking, Approved with Conditions

1. Applicant will have to purchase signs to restrict parking. Since the event is on a Sunday, they will need signs \$5/sign per space.

Reviewer: Emergency Management, Office of Emergency Management, Approved with Conditions

1. Event will require a unified IAP to include all departments involved.

Reviewer: CS Mayor, Mayor's Office, Approved

Reviewer: Albert Bargoot, ISD Building, Approved

Reviewer: Mackenzie Richardson, Police, Approved

Reviewer: Courtney Henderson, City Clerk, Approved

Reviewer: Jesse Moos, Engineering, Complete

