

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL18-000189

File #: 18-013484

Application for: Public Event

Organization name: Ball Square Business Association

Description: Businesses will set up tables in front of their storefronts or host components within their businesses to encourage visitors to engage with the different businesses of Ball Square. In addition, there will be small activities like crafting, face painting, and others. At the end of the street towards Paperworks, there will be music entertainment.

Date(s): 9/30/2018

Setup starts at (time): 10:00am

Cleanup after the event ends at (time): 6:00pm

Attendees:

Max attendance at one time: 300

Maximum attendees accommodated: 300

Attendee fees or suggested donations: This is a free event. A pot will be available to contribute to the performing bands or suggested donations to Somerville Local First.

Social or cultural benefits:

The Ball Square commercial corridor will likely be significantly affected by the Green Line Extension construction, which will result in the closure of the Broadway bridge for about a year. This event is aimed at bringing new customers to Ball Square and promoting the many local, independent businesses that are in the square. Ideally, this will encourage attendees to visit these businesses even when it is less convenient to do so while the bridge is closed. In addition, this will provide an opportunity for the neighborhood to come together and get to know their local businesses better.

Event Contact: Lauren Drago

Event name: A Ball for Squares

Location: 1 VINAL ST Along the Broadway corridor from Lowden Ave to Boston Ave, closing Broadway to vehicular traffic but keeping Lowden Ave and Boston Ave open.

Rain date(s): 10/21/2018

Event starts at (time): 12:00pm

Event ends at (time): 5:00pm

Total people attending: 300

Total Somerville residents attending: 250

What is your budget for this event: \$5,000

Financial benefits:

Many Ball Square businesses will be selling food, providing services (like quick updos or massages), or distributing promotional coupons for future visits.

Event Contact Phone: 617-625-6600 ext. 2515

Event Information	Yes/No	If yes, Describe
Food served?	No	
Alcohol served?	No	
Grill/open-flame device used?	No	
Streets blocked?	Yes	We would like permission to block Broadway from Lowden Ave to Boston Ave.
Sidewalks blocked?	No	
Arrangements:		
Auxiliary Police?	No	
Police Detail:	Yes	We expect to hire police detail to support the safety of this event.
Parking (for Attendees)?	No	
Restrooms?	Yes	Participating businesses have agreed to let participants use their facilities.

Liability Insurance?	Yes	Because the Mayor's Office of Strategic Planning and Community Development's involvement with this event, we are hoping the City will agree to be the liable party.
Will any public parks be used?	No	
Has the event occurred in the last two years?	No	

Approval Conditions:

Reviewer: CS Traffic and Parking, Traffic and Parking, Approved with Conditions

1. Traffic and Parking would require a meeting with DPW, Fire, Police, Event Organizer to go over specific road closures, detours and parking restrictions a minimum of 3 weeks prior to the event.

Reviewer: CS Fire, Fire Prevention, Approved with Conditions

1. A fire detail will be required, please contact the Fire Prevention office to set the detail up

Approved By:

CS Mayor, Approved

Scott Whalen, Approved

CS Traffic and Parking, Approved with Conditions

Traffic and Parking would require a meeting with DPW, Fire, Police, Event Organizer to go over specific road closures, detours and parking restrictions a minimum of 3 weeks prior to the event.

Christine Morin, Approved

CS Fire, Approved with Conditions

A fire detail will be required, please contact the Fire Prevention office to set the detail up

Ben Lipham, Approved






John J. Long, Approved

A Ball for Squares

Key Areas

-  Event Area
-  STAGE
-  Beer Garden

Participating Businesses (Subject to Change)

-  KenkoDo Clinic
-  Lindsay Griffin Salon
-  True Grounds
-  Paperworks
-  The Pub
-  Ball Square Cafe & Breakfast
-  Ball Square Fine Wines
-  Lyndell's
-  Ball Square Yoga
-  Amal Niccoli Salon
-  Supreme Paint
-  Sassafra

