

PUBLIC EVENT PERMIT APPLICATION
City of Somerville, Commonwealth of Massachusetts
Application #: PEL15-000017
File #: 15-002268

Organization name: Relish Management

Description: 36 booths on the Union Sq plaza, central parking lot and on the cobblestones in front of SCAT selling vegetables, fruit, baked goods, fish, meat, cheese and more. With the addition of live music and children's programming the market is a lively atmosphere drawing neighbors together each weekend.

This year the market may need to place more vendors on the central parking lot and on the cobblestones by SCAT. BrassUnion wishes to keep their seasonal patio on the plaza open during the market and we wish to accommodate them. If the market does need more of the parking lot we'll meet with affected businesses, T&P as well as public safety officials on the specific layout. We will maintain a fire lane and limited vehicle access to Sanborn Court.

Please note that the attached layout map is from the 2014 season. For 2015 we expect that vendors from the west side of the plaza will need to be moved to the east side of the market area.

Date(s): May 16 through November 21. Saturdays only.

Setup starts at (time): 7 am

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

Attendees:

Max attendance at one time: 3200

Maximum attendees accommodated: 3600

Attendee fees or suggested donations: free

Social or cultural benefits:

Now in its 11th year, the Union Square Farmers Market brings locally grown vegetables, fruit, meat, fish and speciality foods to local residents. A matching program helps low income customers stretch their SNAP dollars with a 1:1 match up to \$10 per household each week.

Relish has been designated by Union Square Main Streets to manage the market. The two principal staff of Relish, Mimi Graney and MaryCat Chaikin, previous ran the market as staff of USMS. They also manage the Somerville Winter Farmers Market at the Armory and plan to open the Assembly Farmers Market this June.

City Contact:

Organization mailing address:

PO Box 47
Somerville, MA 02143

Event name: Union Square Farmers Market

Location: Union Square Plaza, Union Sq Central Parking lot, cobblestone area in front of SCAT

Rain date(s): Open rain or shine. The market does close in case of extreme wind/ unsafe conditions.

Event starts at (time): 9 am

Event ends at (time): 1 pm

Total people attending: 200

Total Somerville residents attending: 2800

What is your budget for this event: \$30,000

Financial benefits:

The farmers market has a demonstrated economic benefit for nearby businesses. Currently the market generates \$2M in benefits each season, attracting 3,200 people each Saturday in the peak of the summer.

Contact person:

Mimi Graney
Telephone: 617-620-1497
Email: mimi@relishmgmt.com

Event Information

Yes/No

If yes, Describe

Food served?

Yes

we obtain market permits for required prepared food vendors.

Alcohol served?

Yes

We obtain farm winery permits for vintners

Grill/open-flame device used?	No	
Streets blocked?	No	
Sidewalks blocked?	No	
Arrangements:		
Auxiliary Police?	No	
Police Detail:	No	
Parking (for Attendees)?	Yes	We provide parking for vendors behind the Independent and will seeking additional off street parking as we can. We encourage walking, biking and public transit to the market for customers.
Restrooms?	Yes	For vendors we have restrooms and handwashing at 66 Union Square
Liability Insurance?	Yes	\$1M/\$2M with USMS and City of Somerville listed as additional insureds
Will any public parks be used?	No	
Has the event occurred in the last two years?	Yes	Now entering into its 11th year. Please see www.unionsq.market for complete details
Alcohol License?	Yes	Farm winery permits will be sought for those accepted vendors

Approval Conditions:

Reviewer: John J. Long, City Clerk, Complete

Reviewer: CS Mayor, Mayor's Office, Approved

Reviewer: CS Police, Police, Approved

Reviewer: CS Traffic and Parking, Traffic and Parking, Complete

Reviewer: Christine Morin, Public Works, Approved

Reviewer: CS Fire, Fire, Approved with Conditions

Reviewer: Ben Lipham, ISD Health, Approved with Conditions

Reviewer: Jenneen Pagliaro, City Clerk, Approved

Reviewer: John J. Long, City Clerk, Pending

PRECINCT BAR

THE INDEPENDENT

29 28 1 2

A 3 B 4

5 5A

15A 15B

27 26 25 24

7 9 11 13
MANAGER 10 12 14

23 22 21 20 19

18A 18B 17 16



HUBWAY BIKES



BIKE RACK



LIVE MUSIC



MONUMENT



BUS STOP

MBTA BUS 85, 87, 91

SOMERVILLE AVENUE



BUS STOP

MBTA BUS 85, 87, 91



SCATV BUILDING

