

PUBLIC EVENT PERMIT APPLICATION
City of Somerville, Commonwealth of Massachusetts
Application #: PEL16-000096
File #: 16-006863

Organization name: Federal Realty Investment Trust

Description: You're invited to be a part of the Boston area's first high heel dash! Participants will be wearing their favorite high heels and dashing 50 yards to raise funds for Project Smile. Hosted by Melissa and Ramiro of HOT 96.9FM, the event will feature an after party with guests enjoying complimentary appetizers, signature cocktails, a silent auction and prizes. Directly reach 250 race participants and thousands more through event marketing. All proceeds benefit Project Smile's mission to help children who are victims of traumatic events. www.projectsmile.org

Date(s): June 8 from 6-8pm

Setup starts at (time): 1pm

Cleanup after the event ends at (time): 9pm

Attendees:

Max attendance at one time: 300

Maximum attendees accommodated: 300

Attendee fees or suggested donations: Only registration fee for dash,

Social or cultural benefits:

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City Contact:

Organization mailing address:

450 Artisan Way, suite 320, Somerville, MA 02145

Event name: High Heel Dash

Location: Assembly Row The private way at the corner of Assembly Row and Artisan Way and on Great River Road.

Rain date(s): June 29

Event starts at (time): 6pm

Event ends at (time): 8pm

Total people attending: 300

Total Somerville residents attending: 150

What is your budget for this event: 3500

Financial benefits:

No direct financial benefit for Somerville since it is a fundraiser for Project Smile.

Contact person:

Vanessa Martinez

Telephone: 617-684-1518

Email: vmartinez@federalrealty.com

Event Information

Food served?

Yes/No

Yes

If yes, Describe

We will have an Assembly Row restaurant cater the event.

Alcohol served?

Yes

Wine, beer and cocktails.

Grill/open-flame device used?

No

Streets blocked?

Yes

The private way at the corner of Assembly Row and Artisan Way and on Great River Road.

Sidewalks blocked?

No

Arrangements:

Auxiliary Police?	No	
Police Detail:	Yes	We have four police details for the night.
Parking (for Attendees)?	Yes	Free parking in garages
Restrooms?	Yes	Public restrooms will be available.
Liability Insurance?	Yes	We have as Assembly Row as well as Project Smile.
Will any public parks be used?	No	
Has the event occurred in the last two years?	No	
Alcohol License?	Yes	We will attend our hearing Monday, May 16.

Approval Conditions:

Reviewer: Elise Collins, ISD Health, Approved

Reviewer: John J. Long, City Clerk, Complete

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

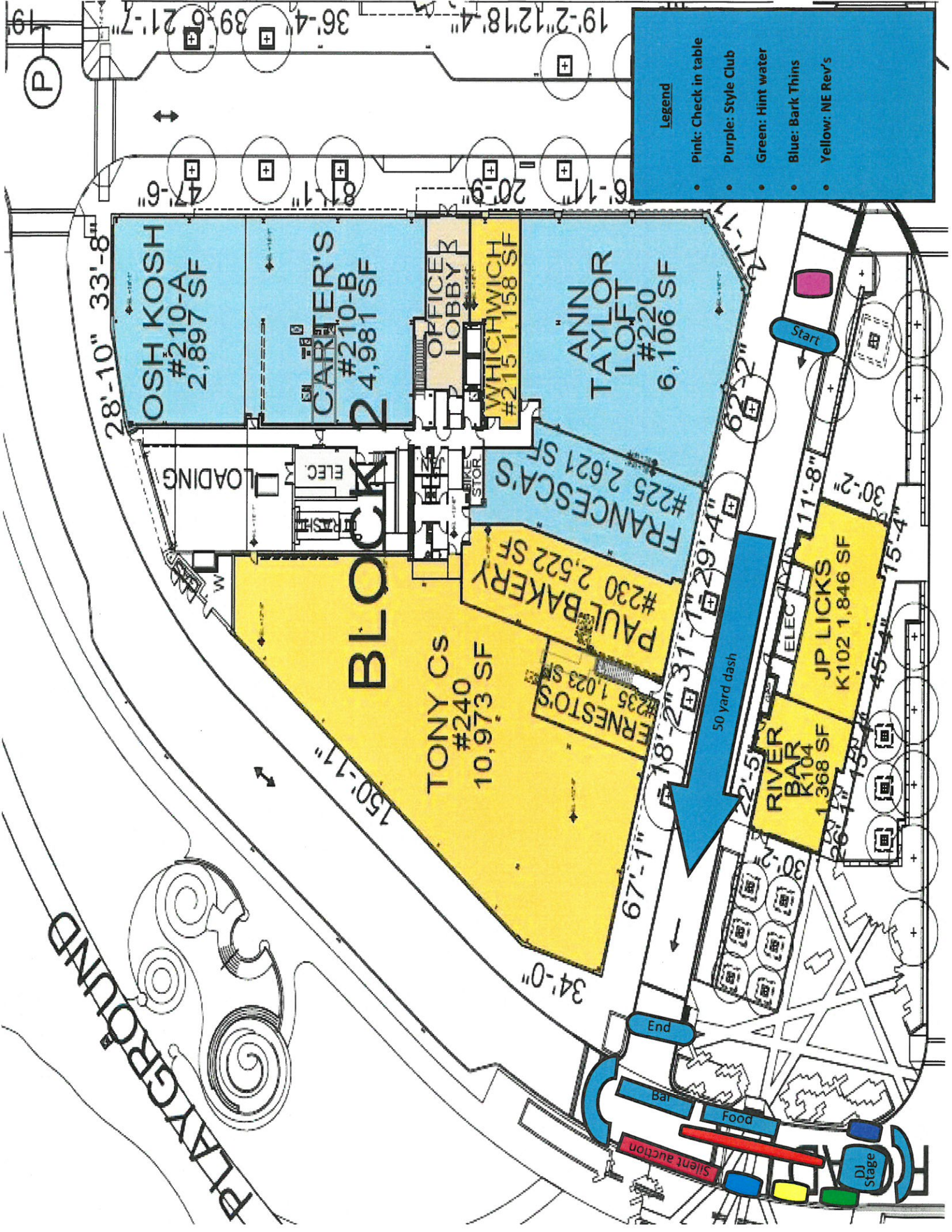
Reviewer: Christine Morin, Public Works, Approved

Reviewer: CS Mayor, Mayor's Office, Approved

Reviewer: CS Fire, Fire Prevention, Approved

Reviewer: Lori Batzek, City Clerk, Approved

Reviewer: David Monte, Police, Approved



Legend

- Pink: Check in table
- Purple: Style Club
- Green: Hint water
- Blue: Bark Thins
- Yellow: NE Rev's

OSH KOSH
#210-A
2,897 SF

CARTER'S
#210-B
4,981 SF

OFFICER
LOBBY
WHICHWICH
#215 1,158 SF

ANN
TAYLOR
LOFT
#220
6,106 SF

FRANCESCA'S
#225 2,621 SF

PAUL BAKERY
#230 2,522 SF

ERNESTO'S
#235 1,023 SF

TONY CS
#240
10,973 SF

JP LICKS
K102 1,846 SF

RIVER
BAR
K104
1,368 SF

PLAYGROUND

End

Bar

Food

Silent auction

DJ Stage

50 yard dash

Start