

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL21-000105

File #: 21-010874

Application for: Public Event

Organization name: Squad-Driven

Description: 50-60 high end cars will meet here in the morning of September 24th in preparation to launch our East Coast Run fundraiser event. We use our high-profile cars to raise funds and awareness for various foundations, and raise tens of thousands of dollars every year. We have selected Somerville as our Launch location this year, because of the historical significance of Assembly Row to the automotive community, and it's proximity to many of our community members. We will park and mingle while we register and check in for this year's event.

Date(s): Sept 24th, 2021

Setup starts at (time): 4AM

Cleanup after the event ends at (time): 9:30AM

Entertainment: A DJ will play background music while we mingle

Attendees:

Max attendance at one time: 120

Maximum attendees accommodated: 150

Attendee fees or suggested donations: 0

Social or cultural benefits:

We are bringing a number of high-end cars and their owners to the area, providing the residents of Somerville an opportunity to gather socially, focused around an exciting, unique experience. Additionally, our community is welcoming, knowledgeable, and passionate about our hobby and we love sharing with the local community. Every time we drive through a town or city, we take joy in talking with the local community, showing them our hobby, and inspiring them. Residents across the US are known to reach out to their family and friends and urge them to come check out the rally that's coming through town.

Event Contact: Asa Gladstein

Event name: East Coast Run Launch

Location: Foley St from Grand Union Blvd to Assembly row

Rain date(s): None

Event starts at (time): 7AM

Event ends at (time): 9AM

Temporary Structures: none

Total people attending: 120

Total Somerville residents attending: 0

What is your budget for this event: 0

Financial benefits:

In addition to staying at a local hotel, we place emphasis on partnering with local businesses wherever we stay. From breakfast cafes, to the host of our evening event, to local first responders and automotive businesses, we always make sure to encourage our community to support local.

Event Contact Phone: 973-508-5622

Event Information	Yes/No	If yes, Describe
Open to the public?	No	
Food served?	No	PKL has partnered with The Smoke Shop BBQ, who will provide food to PKL/Squad-Driven
Caterer used?	No	
Alcohol served?	No	
Grill/open-flame device used?	No	
Streets blocked?	Yes	Foley St from Grand Union Blvd to Assembly Row
Sidewalks blocked?	No	
Arrangements:		
Police Detail:	Yes	Two detail units will be on scene at launch, and they will

		escort us out of Assembly row to 93 north. The route is attached
Parking (for Attendees)?	Yes	We will shut down Foley st for us to park in preparation to launch. The parking diagram is attached.
Restrooms?	Yes	PKL has a restroom trailer, and the Row hotel (our overnight accommodations) has restrooms
Liability Insurance?	Yes	We have purchased and carry private event liability insurance for all of our events.
Will any public parks be used?	No	
Has the event occurred in the last two years?	Yes	June 10th, 2021, Aug 20th, 2020, July 19th, 2019

Approved By:

CS Mayor, Approved with Conditions

Set-up noise must be kept to a minimum. No equipment before 7 a.m.

Scott Whalen, Approved with Conditions

Please contact Sgt Whalen at Police dept to discuss police details.

CS Traffic and Parking, Approved with Conditions

Meters will need to be bagged.

Christine Morin, Approved

Dennis Sullivan, Approved

Maureen Lee, Approved

Kevin Roche, Approved

Kimberly M. Wells, Approved