PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts
Application #: PEL19-000173
File #: 19-013314

Application for: Public Event

Organization name: East Somerville Main Streets

Description: Pet costume contest and parade. A brief social time followed by costume parade and judging,

prizes for best costumes.

Date(s): Saturday October 19th

Setup starts at (time): 11:00 AM

Cleanup after the event ends at (time): 5:00 PM

Entertainment: Live music, we would like to include a 1-

5 person band at the event.

Attendees:

Max attendance at one time: 150

Maximum attendees accommodated: 500

Attendee fees or suggested donations: \$5 registration

fee for the pet costume contest

Social or cultural benefits:

To highlight public awareness of dog park, to provide free public event for community, engage seniors at Ralph and

Jenny Center 9 New Washington St

Event Contact: Jen Atwood

Event name: Howl-o-Ween Pet Parade

Location: New Zero Washington Dog Park & New Washington Street from Cobble Hill road to Inner Belt

Road.

Rain date(s): Sunday, October 20th

Event starts at (time): 1:00 PM

Event ends at (time): 4:00 PM

Temporary Structures: tables and chairs

Total people attending: 300

Total Somerville residents attending: 200

What is your budget for this event: 500

Financial benefits:

Drives food traffic to local businesses on Washington

Street

Event Contact Phone: 7603820897

| Event Information | Yes/No | If yes, Describe |
|---|--------|--|
| Open to the public? | Yes | We will publicize online and with printer flyers and press release to local media outlets |
| Food served? | No | |
| Caterer used? | | |
| Alcohol served? | No | |
| Grill/open-flame device used? | No | |
| Streets blocked? | Yes | New Washington Street from Cobble Hill road to Inner Belt Road, in front of the New Zero Washington Street Dog Park. |
| Sidewalks blocked? | No | |
| Arrangements: | | |
| Police Detail: | No | |
| Parking (for Attendees)? | No | |
| Restrooms? | No | |
| Liability Insurance? | Yes | East Somerville Main Streets general liability |
| Will any public parks be used? | Yes | New Zero Washington Street Dog Park |
| Has the event occurred in the last two years? | No | |

Approval Conditions:

Reviewer: Robert Maclaughlan, Fire Prevention, Approved

1. This approval is for the event at 9 New Washington ST. not the Broadway Foodie Crawl

Approved By:

John J. Long, Approved
CS Mayor, Approved
CS Traffic and Parking, Approved
Robert Maclaughlan, Approved
This approval is for the event at 9 New Washington ST. not the Broadway Foodie Crawl
Scott Whalen, Approved
Jill Lathan, Approved
Christine Morin, Approved



EAST SOMERVILLE (343) MAIN STREET

HowloWeen PetParade



Saturday October 19th at 1:00 PM At Zero New Washington Street Dog Park

Special thanks for our event sponsors

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Cambridge Health Alliance

















Federal Realty

