

# PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL20-000042

File #: 14-003922

**Application for:** Public Event

**Organization name:** Union Square Main Streets

**Description:** In its 16th season, this weekly market features ~45 vendor booths offering the best locally grown and regionally produced agricultural items, including: vegetables, fruits, cheese, eggs, meats, fish, bread, pastries, chocolate, wine, cider and craft beer (legislation-pending). We also reserve booth space for community groups and non-profits to utilize for outreach and education. We feature rotating guest vendors each week, as well as live entertainment, on the Union Square Plaza, in the Central Parking Lot, and on the cobblestones in front of Somerville Media Center.

**Date(s):** Every Saturday from May 16 through November 21, 2020, for a total of twenty-eight markets.

**Setup starts at (time):** 6:45AM

**Cleanup after the event ends at (time):** 2:00PM

**Entertainment:** Live music played by local musicians and residents. Music primarily serves as ambiance and is at a volume low enough as not to interfere with businesses or vendor/customer interaction. Once a month, we feature local children's books authors for a story hour and invite neighborhood families to listen in, meet and interact with the authors, and sometimes, join in on the fun by helping read selections of the book themselves!

## **Attendees:**

Max attendance at one time: 300 people

Maximum attendees accommodated: 2000

**Attendee fees or suggested donations:** Attendance to the Farmers Market is free

## **Social or cultural benefits:**

The Union Square Farmers Market is integral to the Union Square community. It serves as a catalyst for vibrancy, community, and economic activity in Union Square. The Market provides visitors and city residents with top-quality, fresh, and local produce at fair prices, encourages healthy eating and active lifestyle values, educates consumers about farming and locally sourced foods, and provides customers with opportunities to interact directly with farmers. The Market also provides information and education about community issues, promotes local activities and businesses, and provides opportunities for the community to gather and visit.

**Event Contact:** Kait Stinchcomb

**Event name:** Union Square Farmers Market

**Location:** Union Square Plaza, Union Square Central parking lot, cobblestone area in front of Somerville Media Center.

**Rain date(s):** The Union Square Farmers Market is open rain or shine, and will only close in case of extreme wind/unsafe weather conditions.

**Event starts at (time):** 9:00AM

**Event ends at (time):** 1:00PM

**Temporary Structures:** Vendors are responsible for providing 10'x10' pop up tents and canopies and weights to secure the tents in the amount of 40lbs per tent leg.

Total people attending: up to 3000 per market

Total Somerville residents attending: 49%

**What is your budget for this event:** \$1000 per market day

## **Financial benefits:**

The Union Square Farmers Market has a positive economic impact of \$2M each season for neighborhood businesses.

**Event Contact Phone:** 617.899.5095

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Event Information

Yes/No

If yes, Describe

Open to the public?	Yes	We utilize the Union Square Main Streets website, listings on area calendars, as well as the Union Square Farmers Market social media accounts (Facebook @unionsquaremarkets and Instagram @unionsqmarket) to publicize the event. We also publish a weekly e-newsletter to over 1300 subscribers, and work with a local artist to create posters for each season.
Food served?	Yes	Fresh produce, meat, seafood, cheese, specialty foods (jam, juice, bread, etc.) and ready-to-eat meals. Farmers Market permit will be obtained for all processed foods.
Caterer used?	No	
Alcohol served?	Yes	
Grill/open-flame device used?	No	
Streets blocked?	No	
Sidewalks blocked?	No	
<b>Arrangements:</b>		
Police Detail:	No	
Parking (for Attendees)?	Yes	The Farmers Market occupies half of the Union Square Central Parking Lot. The remaining half is for attendee parking.
Restrooms?	Yes	For vendors, we will have restrooms with hand-washing at 66-70 Union Square.
Liability Insurance?	Yes	Union Square Main Streets will obtain liability insurance.
Will any public parks be used?	No	
Has the event occurred in the last two years?	Yes	Each year since 2005.

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**Approval Conditions:**

**Reviewer:** CS Mayor, Mayor's Office, Approved with Conditions

1. Farmers' market organizers must work with the Public Space and Urban Forestry Division to create a safety plan that must be approved by ISD.

**Approved By:**

**CS Mayor, Approved with Conditions**  
**CS Traffic and Parking, Approved**  
**Donna Pickett, Approved**  
**Paul Nonni, Approved**  
**Timothy Mitsakis, Approved**  
**Christine Morin, Approved**  
**John J. Long, Approved**