

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL24-000197

File #: 24-017748

Application for: Public Event

Organization name: Federal Realty / Assembly Row

Description: Get ready to see 150 drones take flight! We will be hosting our very first drone show here at Assembly Row to celebrate our 10th anniversary. The event will kickoff with free play from Club Volo, live music, and more - sponsored by Capital One Café.

Date(s): Saturday, October 19, 2024

Setup starts at (time): 12pm

Cleanup after the event ends at (time): 8pm

Entertainment: Live Music, Drone Light Show

Attendees:

Max attendance at one time: Estimated 5,000 at once

Maximum attendees accommodated: N/A

Attendee fees or suggested donations: N/A - Free and open to the public

Social or cultural benefits:

This event is free + open to the public. Event is to celebrate Assembly Row's 10th anniversary and includes free, live music, kids/family friendly activities and entertainment, free giveaways, raffles, etc. and a drone show over Block 9.

Event Contact: Haley Suarez

Event name: Assembly Row's 10th Anniversary Drone Show

Location: Event to take place at Assembly Row on Blocks 7/8/9 (owned and operated by Federal Realty). Area enclosed by and adjacent to Foley Street, Assembly Row, Revolution Drive, and Grand Union Blvd.

Rain date(s): Sunday, October 20, 2024

Event starts at (time): 3pm

Event ends at (time): 7:30pm

Temporary Structures: We will use a handful of 10x10 tents for the bands, tenants to set up their own 10x10 tents as needed

Total people attending: 5k-8k

Total Somerville residents attending: Roughly 1/4 of attendees

What is your budget for this event: \$35,000

Financial benefits:

By holding a free event for people, we hope that while visitors are here they will shop/dine at Assembly Row businesses.

Event Contact Phone: (617) 684-1518

Event Information

Open to the public?

Yes/No

Yes

If yes, Describe

Promoted across all Assembly Row communications channels (website, social media, email, PR, on-site signage and more)

Food served?

Yes

TBD - we will offer the opportunity for Assembly Row restaurants to sell food/drink (non-acholic) during the event. If any would like to move forward with this opportunity, we will fill out an event coordinator form and coordinate with the BOH.

Caterer used?

No

Alcohol served?	No	
Grill/open-flame device used?	No	
Streets blocked?	Yes	We will need to close the following streets down during the drone show itself (15 mins) because they fall within the safety zone: - Foley Street between Grand Union Blvd and Assembly Row. - Assembly Row between Revolution Drive and Foley Street
Sidewalks blocked?	Yes	Sidewalks along - Foley Street between Grand Union Blvd and Assembly Row and on Assembly Row between Auto Workers Way and Revolution Drive ADA Accessible
Describe any accessibility features available to attendees/participants		
Arrangements:		
Police Detail:	Yes	Need detail on Foley Street at corner of GUB
Parking (for Attendees)?	Yes	Assembly Row offers 3 hours of free parking in all of our garages as well as on the surface level Assembly Marketplace lot
Restrooms?	Yes	Porta Potties located at Club Volo - Public Restrooms available on Block 4
Liability Insurance?	Yes	Federal Realty has/can provide
Will any public parks be used?	No	
Has the event occurred in the last two years?	No	

Approved By:

CS Mayor, Approved

Maureen Lee, Approved with Conditions

Applicant acknowledges Coordinators checklist / vendor applications may be required.

Kevin Roche, Approved

CS Traffic and Parking, Approved

Eric Weisman, Approved

Charles Breen, Approved with Conditions

Permits & fire details will be required as per past events.

Timothy Mitsakis, Approved with Conditions

Must follow city noise ordinance and detail officers

Kimberly M. Wells, Approved