

PUBLIC EVENT PERMIT APPLICATION
City of Somerville, Commonwealth of Massachusetts
Application #: PEL16-000088
File #: 16-006364

Organization name: Oath Craft Pizza

Event name: Crustafarian Music Fest (presented by Oath Craft Pizza)

Location: Seven Hills Park (Davis Square)

Description: The idea of this event, called Crustafarian Music Fest, is to act like a block party for Davis Square. Its purpose is to bring people together for an afternoon of fun, live music, great pizza, and to support a local charity. We will be celebrating the opening of our newest Oath Pizza location in Davis Square (at 280 Elm Street, scheduled to open end of May/early June) and introducing the brand to the community, in addition to bringing awareness and support to a local charitable organization (TBD) and local musicians. Being a company so focused on being a part of the communities we live in, we also want to get to know our new home and the people who make Davis Square, Davis Square.

This will be an outdoor event held in Seven Hills Park, open to everyone and anyone? Oath Craft Pizza fans, Davis Square/Somerville residents, supporters of local music and the chosen charity, families, passersby, etc. Live music will be played by 3-4 chosen local bands/musicians throughout the event. Free Oath pizza + salads will be sampled to give the community a taste of what Oath is all about, as well as water and craft sodas from our partner Stubborn Soda (a new Pepsi-owned brand). There will be giveaways, a charity raffle, Oath merchandise sales, and potentially a small pizza making competition.

Date(s): Saturday June 25, 2016

Rain date(s): Saturday July 9, 2016

Setup starts at (time): 11:00am

Event starts at (time): 1:00pm

Cleanup after the event ends at (time): 7:00pm

Event ends at (time): 6:00pm

Attendees:

Max attendance at one time: 100-150

Total people attending: 300-400

Maximum attendees accommodated:

Total Somerville residents attending: 300-350

Attendee fees or suggested donations: No fee/donation/purchase required, though we will have an optional raffle and take donations for a local charity we partner with.

What is your budget for this event:

Social or cultural benefits:

One of Oath's greatest aspirations is to become an integral part of the communities we serve, wherever they may be. Being brand new to the Davis Square neighborhood, we want to get to know our new home and start immediately learning from and contributing to its community and culture. We believe one of the best ways to celebrate our new restaurant opening (at 280 Elm Street, scheduled for end of May/early June) is to throw a party with the whole neighborhood invited. Being a public event, our block party will bring

Financial benefits:

As mentioned above, this block party will draw a crowd to the heart of Davis Square, which will hopefully drive revenue and exposure to the surrounding local businesses. Additionally, since we will have a raffle and be collecting donations for a local cause, this event will financially impact that local organization as well.

Somerville residents and visitors together on a Saturday afternoon and draw them to the heart of Davis Square. Having local bands play live music will add to the Somerville arts and music culture and hopefully gain more exposure for the local bands we will feature. We also are hoping to raise money, awareness and support for a local Somerville charity throughout this event, via raffles and donations. We have yet to land on a specific cause, but we know it will be local to the Davis Square community, and as with our other charitable partnerships in the past, will make a difference on a hyper-local, personalized level for the people the organization serves.

City Contact: We have contacted Ward Alderman Lance Davis in order to present the event to him prior to it passing through the board and are currently awaiting his response to set up a meeting.

Organization mailing address:

745 Atlantic Ave
8th Floor
Boston, MA 02111

Contact person:

Tianna Tarquinio
Telephone: 617.285.0738
Email: tianna@oathpizza.com

Event Information	Yes/No	If yes, Describe
Food served?	Yes	Oath Craft Pizza samples - pizzas that have a thin crispy crust and tasty, unique flavor combinations. For our full menu and potential samples that will be served, please see our menu - www.oathpizza.com/menu
Alcohol served?	No	
Grill/open-flame device used?	Yes	To keep our pizza samples hot and crispy for event attendees, we will be serving them from 3 pizza stones, which sit atop miniature sterno burners that are enclosed and contained in sturdy metal stands. We have used this method to serve pizzas at multiple other events in the past, so we are confident in both its safety and effectiveness.
Streets blocked?	No	
Sidewalks blocked?	No	
Arrangements:		
Auxiliary Police?	No	
Police Detail:	No	
Parking (for Attendees)?	No	
Restrooms?	No	
Liability Insurance?	Yes	We are currently consulting our agency partner who will be helping us plan this event to make provisions for liability insurance, if we discover we do need it at this type of event. We are also open to any suggestions the board may have in regards to the types of insurance policies that should be put in place/are required in Somerville.
Will any public parks be used?	Yes	Preferably, we would like to host our event at Seven Hills Park, as it is a beautiful park that is large and centrally located, perfect for how we envisioned this block party. However, if that park is not available for some reason, our second choice is Kenney Park. Though, since it's not as centrally located in Davis Square, it is not as ideal as Seven Hills.

Has the event occurred in the last two years? No
Alcohol License? No

Approval Conditions:

Reviewer: Elise Collins, ISD Health, Approved with Conditions

1. Establishment must finish process of obtaining annual license prior to event. Establishment must also apply for a Temporary Food Permit to serve food outside of their store. Contact Health Dept for compliance responsibilities.

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: Jill Lathan, Recreation, Approved

Reviewer: David Monte, Police, Approved
