

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL25-000108

File #: 25-014838

Event Name: Monster Mash

Business Name: Somerville Arts Council (Monster Mash)

Application Type: Public Event/Special Alcohol License

Location: Somerville Avenue from School Street to Warren Avenue

APPLICANT

Company Name: Somerville Arts Council

Contact Name: Iaritza Menjivar

Business Address:

50 Evergreen Ave
Somerville, MA 02145

Home Address:

50 Evergreen Ave
Somerville, MA 02145

Work Phone:

Home Phone:

Email: imenjivar@somervillema.gov

of days: 1

Public Event: Yes

Does this event occupy a public space or significantly affect nearby residents?: Yes

Are you the party applying for the Public Event License?: Yes

Does this event include alcohol service?: No

Describe the location in detail: Somerville Avenue from School Street to Warren Avenue

In the last 5 years, have you been found guilty, liable, or responsible, in any judicial or administrative proceeding, for any violation of the City Wage Theft Ordinance or any State or Federal laws or regulations regulating the payment of wages? [City Wage Theft Ordinance](#): No

Date: 10/19/2025

Event Setup Begins: 11:30 AM

Start Time: 02:00 PM

End Time: 06:00 PM

Event Cleanup Ends: 08:00 PM

Do You Have a Proposed Rain Date for Your Public Event?: Yes

Date: 10/26/2025

Start Time: 11:30 AM

End Time: 08:00 PM

Organization name; if none, your name: Somerville Arts Council

Describe any social or cultural benefits of this event for Somerville residents : SomerStreets is the City of Somerville's take on the internationally-renowned Open Streets concept, closing busy city streets to vehicles, and opening them up for cycling, walking, dancing, running, and other modes of activity. Through SomerStreets, the City and its community partners aim to promote and encourage easy access to physical activity, and reconnecting with neighborhoods and businesses and their unique cultural elements in a thriving urban environment.

Describe any financial benefits of this event for Somerville businesses or organizations: This event brings many people from and out of Somerville to enjoy the local businesses. We also make an effort to partner with businesses on the route of the festival.

What is the budget for this event?: 11,200

Complete Mailing Address : 50 Evergreen Ave. Somerville, MA 02145

Contact name for follow-up questions (Will be available to the public): Iaritza Menjivar

Email: imenjivar@somervillema.gov

Phone (Will be available to the public): 857-270-4988

Event Name : SomerStreets: Monster Mash

Describe the Event: A street festival to celebrate community and the arts. SomerStreets is the City's take on the internationally-renowned Open Streets concept, closing busy streets to vehicles and opening them up for cycling, walking, dancing, running and other modes of activity. Through this street festival the city and its community partners aim to promote and encourage easy access to physical activity and reconnecting with neighborhoods and businesses and their unique cultural elements in a thriving urban environment.

Describe any Entertainment at the Event (if none, type None): Two stages of music, interactive activities like Parkour and Somerville Recreation, craft vendors, community tabling, roaming railroad, and much more.

Describe any tents, inflatables, or other temporary structures to be used (if none, type None): 10x10 tents, tables, chairs, music stages.

Describe any accessibility features available to attendees/participants: All festival activities are required to have accessible options. Sidewalks and crosswalks will remain clear throughout the event. Chairs will be available near the stages for audience members who need seating. A water buggy will be provided as a water station, and ADA-compliant portable restrooms and reserved ADA parking spots will also be available.

Estimated maximum attendance at one time : 600

Estimated total number of people attending: 1200

Estimated total number of Somerville residents attending : 800

Maximum number of attendees you will accommodate: 1200

Attendee fees or suggested donations : free

Will this event be open to the public?: Yes

Describe your outreach/publicity: newsletters, press release, posters, social media, and lawn signs.

Will food be served?: Yes

If yes, describe:: Gracie's Ice Cream, Dean's Concession, and Dos Manos Kitchen. More details will be described in Coordinator Checklist.

Will the event be catered?: No

Will a grill/open-flame device be used? : No

Will any streets be blocked? : Yes

If yes, describe:: Somerville Ave will be closed to traffic from School Street to Warren Avenue.

Road to be closed: Somerville Ave

Cross street where road closure will start: School St

Cross street where road closure will end: Union Sq intersection at Washington St.

Will any sidewalks be blocked? : No

Will any public parks be used? : No

Has this event occurred in the last two years? : Yes

If yes, prior dates : October 22, 2023, October 20, 2024

Police Detail : Yes

If yes, describe:: There will be road closures, we'll need police detail. Details will be disclosed in IAP.

Parking for Attendees : No

Restrooms : Yes

If yes, please describe the restrooms being provided, and if you are providing portable toilets, state how they will be delivered and removed:: We will be requesting them via the DPW. They are typically placed Friday before the event and removed Monday after event.

Liability Insurance : No

Approval Conditions:

Reviewer: Kevin Roche, Engineering, Approved with Conditions

1. APPROVAL CONDITION Application is approved pending review of IAP with SFD, SPD, and DPW.

Reviewer: CS Mayor, Mayor's Office, Approved

Reviewer: Albert Bargoot, ISD Building, Approved

Reviewer: Maureen Lee, ISD Health, Complete

Reviewer: CS Traffic and Parking, Traffic and Parking, Approved

Reviewer: Eric Weisman, Public Works, Approved

Reviewer: Jesse Moos, Engineering, Complete

Reviewer: Charles Breen, Fire Prevention, Approved

Reviewer: Rico Isidoro, Police, Approved

Reviewer: Kimberly M. Wells, City Clerk, Approved