

# PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL22-000110

File #: 22-011042

**Application for:** Public Event

**Organization name:** Somerville Arts Council and Union Square Main Streets

**Description:** Fluff at First Sight: Back on Track is a sticky sweet afternoon celebration honoring the rich history of Union Square innovation and Somerville spirit.

**Date(s):** Saturday, September 17, 2022

**Setup starts at (time):** 12pm

**Cleanup after the event ends at (time):** 9pm

**Entertainment:** This year's Fluff Fest invites Fluff enthusiasts to: Patronize local businesses for fluff specials, games, music and more! Enjoy craft and food vendors set up in 10x10? tents along the festival area. Listen to live music at 2 different stages with varying musical performance acts. Play Fluff games (musical chairs, jousting, fluff hair dos, etc) at the Shenanigans stage, which will also include performers and music. Play free Fluff games that harken back to the old days of midway games (fluff bowling, fluff ring toss, etc) and much more.

### Attendees:

Max attendance at one time: 7,000

Maximum attendees accommodated: 10,000

**Attendee fees or suggested donations:** free

### Social or cultural benefits:

What the Fluff? A Tribute to Innovation is a multi-day madcap festival honoring the invention of Marshmallow Fluff in Union Square. This festival celebrates Somerville's proud tradition of innovation with live music, fluffalicious feasts, games, zany happenings, and much more. Fluff enthusiasts from all over flock to Union Square to delight in a sticky soiree that encourages festival-goers of all ages, socioeconomic status, and cultural backgrounds to come together to celebrate their community pride while experiencing and learning about Somerville's values of diversity through the unique cultural expressions of local businesses' offerings, many of which are independently- and minority-owned. Fluff Fest also makes possible the "bump factor" principle of creating spaces and events for the city's residents to interact with each other in a positive shared experience.

**Event Contact:** Iaritza Menjivar

**Event name:** What the Fluff? Fluff at First Sight: Back on Track

**Location:** Union Square Plaza, in the Municipal Lot adjacent, and in the street on Somerville Avenue from the intersection at Prospect St to Webster Ave.

**Rain date(s):** Sunday, September 18, 2022

**Event starts at (time):** 3pm

**Event ends at (time):** 7pm

**Temporary Structures:** 10x10 tents, stages of music, tables, chairs.

Total people attending: 10,000

Total Somerville residents attending: 6,000

**What is your budget for this event:** 20,000

### Financial benefits:

Fluff Festival entices tens of thousands of customers from Greater Boston and beyond to visit Union Square and Somerville. The festival introduces these customers to the area, and gives them the opportunity to patronize local businesses, contributing to the local economy. Many of these customers are excited to discover the area has an attractive business district with culturally-diverse and independently-owned businesses and investors dedicated to strengthening the neighborhood through innovation, and make return visits throughout the year.

Visibility as a neighborhood, business district, and city who values innovation, cultural expression, history, and the unexpected.

Positioning Union Square as an attractive destination for customers who value diverse, independently- and minority-owned businesses as well as investors interested in innovation.

**Event Contact Phone:** 617-625-6600 x2985

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### Event Information

Open to the public?

Yes/No

Yes

Food served?

Yes

Caterer used?

No

### If yes, Describe

Social Media, Press Release, Posters, Newsletters

Food trucks, other food vendors. All will be disclosed in Coordinator Checklist.

Alcohol served?	No	
Grill/open-flame device used?	No	
Streets blocked?	Yes	This includes a proposed road closure on Somerville Ave from intersection at Prospect to Webster/Bow St. This also includes the closure of the municipal lot in front of The Independent and SMC so we can have activities in that parking lot and on the Plaza.
Sidewalks blocked?	No	
<b>Arrangements:</b>		
Police Detail:	Yes	Will discuss in IAP.
Parking (for Attendees)?	No	
Restrooms?	Yes	Will discuss with DPW about using portajohns.
Liability Insurance?	No	
Will any public parks be used?	No	
Has the event occurred in the last two years?	Yes	9/21/2019, 9/22/2018

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**Approval Conditions:**

**Approved By:**

**CS Mayor, Approved**

**Albert Bargoot, Approved**

**Maureen Lee, Approved with Conditions**

Need coordinator check list and vendors to apply - applicant notified via email

**Kevin Roche, Approved with Conditions**

SAC and Engineering to coordinate MBTA notification prior to event

**Dennis Sullivan, Approved with Conditions**

Please fill out an application for a fire detail for medical purposes and all food truck vendors and any other vendor planning to use propane needs to apply for a permit from Fire Prevention.

**CS Traffic and Parking, Approved**

**Sean Sylvester, Approved**

**Eric Weisman, Approved**

**Kimberly M. Wells, Approved**