

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL26-000071

File #: 26-017221

Event Name: Global Grooves: Rhythms of the Game

Business Name: City Hall Plaza and Concourse area

Application Type: Public Event License

Location: 93 HIGHLAND AVE

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

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

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

Describe the location in detail: At City Hall concourse (plaza outside of city hall, parking spots, and grassy area). Additionally, looking into possibly using Reavis Field.

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: 07/11/2026

Event Setup Begins: 10:00 AM

Start Time: 12:00 PM

End Time: 04:00 PM

Event Cleanup Ends: 06:00 PM

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

Date: 07/12/2026

Start Time: 10:00 AM

End Time: 06:00 PM

Organization name; if none, your name: Somerville Arts Council and Event Them

Describe any social or cultural benefits

of this event for Somerville residents : The event brings together global music traditions and the love for soccer culture. The goal is for everyone to enjoy and experience the cultures that reflect many vibrant communities that live in our city.

Describe any financial benefits of this event for Somerville businesses or organizations: This event is timed alongside the excitement of the quarter finals happening in our region. Though this event focuses on music, Global Grooves creates a joyful space for residents and visitors to gather, celebrate diversity, and connect through shared cultural traditions, music, and play right in their backyard. This will also bring attention to our city and bring financial benefits through businesses and parking fees.

What is the budget for this event?: 7,000

Complete Mailing Address : 50 Evergreen Ave Somerville, MA

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 : Global Grooves: Rhythms of the Game

Describe the Event: Global Grooves: Rhythms of the Game is a free, all-ages outdoor celebration inspired by the excitement, rhythm, and cultural pride surrounding the world's love of fútbol. Timed alongside the excitement of the quarter finals happening in our region, Global Grooves creates a joyful space for residents and visitors to gather, celebrate diversity, and connect through shared cultural traditions, music, and play.

Describe any Entertainment at the Event (if none, type None): The event will host live performances, percussion, dance, soccer related activities like dribbling, small soccer net displays, and other interactive activities like lawn games.

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

Describe any accessibility features available to attendees/participants: There will be available seating and shade area for participants with accessibility needs. There will also be ADA restroom and designated parking spaces.

Estimated maximum attendance at one time : 450

Estimated total number of people attending: 500

Estimated total number of Somerville residents attending : 400

Maximum number of attendees you will accommodate: 500

Attendee.fees.or.suggested donations: free

Will this event be open to the public?: Yes

Describe your outreach/publicity: newsletters through SAC and Event Them, flyers, posters, press release, social media outreach.

Will food be served?: Yes

If yes, describe:1: We anticipate having at least 2 or 3 food vendors

Will the event be catered?: No

Will a grill/open-flame device be used? : Yes

If yes, describe:3: likely one food vendor might have this set up, however more details will be described in the temporary food permits.

Will any streets be blocked? : No

Will any sidewalks be blocked? : No

Will any public parks be used? : Yes

If yes, name of park(s) : possibly might inquire about using the Reavis Field to have some soccer activities.

Has this event occurred in the last two years? : No

Police Detail : Yes

If yes, describe:7: we will reach out to see if details are needed as this is a world cup themed event, we have been asked to inform police and other public safety officials about the event.

Parking for Attendees : Yes

If yes, describe:8: We are blocking the city hall parking lot in its entirety. We will also request to add a few accessible spots on Highland Ave.

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:9: We are requesting a couple portable restrooms from DPW. They tend to be delivered Fridays

and pick up on Mondays after the event. The portable restrooms will be placed by the blue bike station.

Liability Insurance : No

Approval Conditions:

Reviewer: Maureen Lee, ISD Health, Approved with Conditions

1. Submit a coordinators checklist 30 days prior to the event.
2. NOTE: Food License applications are required to be submitted 30 days prior to the event.
3. If assistance is needed, please contact Arturo Vazquez.

Reviewer: Mackenzie Richardson, Police, Approved with Conditions

1. Recommend police details to assist with Pedestrian Crossing and Event Safety

Reviewer: CS Mayor, Mayor's Office, Approved

Reviewer: Kevin Roche, Engineering, Approved

Reviewer: Eric Weisman, Public Works, Approved

Reviewer: Yianny Tsirigotis, Recreation, Approved

Reviewer: Charles Breen, Fire Prevention, Approved

Reviewer: Suzanne Rinfret, Traffic and Parking, Approved

Reviewer: Courtney Henderson, City Clerk, Approved

Reviewer: Jesse Moos, Engineering, Complete

Reviewer: Emergency Management, Office of Emergency Management, Approved