

# PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL19-000241

File #: 19-020399

**Application for:** Public Event

**Organization name:** BA EVENTS PROMOTIONS INC.

**Description:** Annual Jingle Run/Walk starting and finishing in Davis Square 12/15/19 @ 10AM with @3000 participants

**Date(s):** 12/15/19

**Setup starts at (time):** 7AM

**Cleanup after the event ends at (time):** 2PM

**Entertainment:** Recorded holiday music played prior to race at start line area.

**Attendees:**

Max attendance at one time: 3500

Maximum attendees accommodated: 3500

**Attendee fees or suggested donations:** ENTRY FEE IS \$37.00 (SEE WWW. BAEVENTS@.COM)

**Social or cultural benefits:**

Physical activity for thousands of local residents consistent with 'Shape up Somerville' goals  
Economic benefits to dozens of local restaurants and pubs  
Direct contributions to multiple local nonprofits including Somerville High TrackPac

**Event Contact:** Paul Collyer

**Event name:** Bill Rogers Jingle Bell Run/Walk

**Location:** Start at corner of Grove St and Highland Ave. The race follows down to Highland Ave right on Vinal Ave and then continues to Summer St. Then Summer St to Craigie St, from Craigie St to Elm Street then to Cutter Ave.

**Rain date(s):** NONE

**Event starts at (time):** 10 AM

**Event ends at (time):** 12

**Temporary Structures:** Temporary start and finish line constructed morning of the event

Total people attending: 3500

Total Somerville residents attending: 1750

**What is your budget for this event:** @ \$125,000

**Financial benefits:**

Large increase in Sunday receipts for many local restaurants, pubs and common victual license holders

**Event Contact Phone:** 617-283-3292

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Event Information	Yes/No	If yes, Describe
Open to the public?	Yes	EXTENSIVE MARKETING VIA WEB, ESPECIALLY RUNNING SITES
Food served?	No	
Caterer used?		
Alcohol served?	No	
Grill/open-flame device used?	No	
Streets blocked?	Yes	As per prior agreement with Police, Fire, Traffic and DPW, Pre-event Planning meeting will occur as in prior years.
Sidewalks blocked?	No	
<b>Arrangements:</b>		
Police Detail:	Yes	As per agreement with Police and all Municipal Departments consistent with prior years.
Parking (for Attendees)?	Yes	local streets and parking lots ; No Sunday enforcement for parking. Davis square Red line T stop available.
Restrooms?	Yes	Dozens of portable toilets rented for the one day event at Highland Ave and Grove St.
Liability Insurance?	Yes	US Track and Field Association Insurance Program
Will any public parks be used?	No	
Has the event occurred in the last two years?	Yes	Annually since@ 2004

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**Approved By:**

**John J. Long, Approved**

**CS Fire, Approved**

**CS Mayor, Approved**

**CS Traffic and Parking, Approved**

**Robert Maclaughlan, Approved with Conditions**

Fire details will be required and are already scheduled

**Timothy Mitsakis, Approved**

**Christine Morin, Approved**