

# PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL19-000182

File #: 19-014066

**Application for:** Public Event

**Organization name:** Assembly Row

**Description:** Riverfest is an all day community event in partnership with the City of Somerville. It is a family friendly event with kids activities and a fireworks show.

**Date(s):** Saturday, September 14 from 2-9pm

**Setup starts at (time):** 6am

**Cleanup after the event ends at (time):** 11pm

**Entertainment:** Somerville local bands

**Event name:** Riverfest 2019

**Location:** Sylvester Baxter Riverfront Park

**Rain date(s):** Sunday, September 15 from 2-9pm

**Event starts at (time):** 2pm

**Event ends at (time):** 9pm

**Temporary Structures:** Breweries will have 10x10 tents and there will be inflatable bounce houses and face painting throughout the property.

## Attendees:

Max attendance at one time: 5k

Maximum attendees accommodated: 13k

**Attendee fees or suggested donations:** none

## Social or cultural benefits:

Riverfest is an all day community event in partnership with the City of Somerville. It is a family friendly event with kids activities and a fireworks show.

**Event Contact:** Vanessa Martinez

Total people attending: 13k

Total Somerville residents attending: 5k

**What is your budget for this event:** n/a

## Financial benefits:

13k people will eat and shop throughout the day in Somerville and Assembly Row.

**Event Contact Phone:** 617-684-1518

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Event Information	Yes/No	If yes, Describe
Open to the public?	Yes	Social media, website and signage
Food served?	No	
Caterer used?		
Alcohol served?	Yes	
Grill/open-flame device used?	No	
Streets blocked?	Yes	-Grand Union Blvd. from Legal Seafood to Tony C's -Artisan Way next to Banana Republic -Assembly Row East next to Earl's
Sidewalks blocked?	No	
<b>Arrangements:</b>		
Police Detail:	Yes	Assembly Row will contact SPD
Parking (for Attendees)?	Yes	There is public parking at Assembly Row
Restrooms?	Yes	There are public restrooms at Assembly
Liability Insurance?	Yes	Available upon request
Will any public parks be used?	Yes	Sylvester Baxter Riverfront Park
Has the event occurred in the last two years?	Yes	Since 2014

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## Approval Conditions:

### Approved By:

John J. Long, Approved

CS Mayor, Approved

CS Traffic and Parking, Approved with Conditions

Robert Maclaughlan, Approved

Scott Whalen, Approved

Jill Lathan, Approved

