

# PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL21-000107

File #: 21-011074

**Application for:** Public Event

**Organization name:** Union Square Main Streets

**Description:** Sweet 16: Onward and Fluffward is a five day celebration honoring the rich history of Union Square innovation and Somerville spirit. This year's Fluff Fest is a multi-day affair that invites all to support local business for fluff specials, games, music, and more!

**Date(s):** September 22-26, 2021

**Setup starts at (time):** 8am

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

**Entertainment:** Fluff specials y local restaurants, games, music, and public art installations. The goal is to position public art in places that do not impede with streets, pedestrians travel or close sidewalks.

## Attendees:

Max attendance at one time: 500

Maximum attendees accommodated: 800

**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 and zany happenings. Fluff enthusiasts from all over, of all ages, socioeconomi status and cultural background come together to velebrate community pride.

**Event Contact:** Iaritza Menjivar

**Event name:** What the Fluff? Sweet 16: Onward and Fluffward!

**Location:** Will be hosted throughout Union Square. Public art installations will enliven Union Sq. Plaza, medians and parklets.

**Rain date(s):** n/a

**Event starts at (time):** 9am

**Event ends at (time):** 10pm

**Temporary Structures:** Art pieces will be placed around the square near benches or common areas. Nothing will be blocking pedestrian way or cars from moving around. Art installations will remain accessible 24 hours a day. Participating businesses will schedule programming at times compatible with the operating hours and staffing levels.

Total people attending: 800

Total Somerville residents attending: 700

**What is your budget for this event:** 6,500

## Financial benefits:

Fluff festival is known to be one of the busiest days in Union Square, bring customers from Greater Boston area and Somerville to patronize local business contributing to the local economy.

**Event Contact Phone:** 617-625-6600 ext 2985

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## Event Information

Open to the public?

Yes/No

Yes

If yes, Describe

Newsletter, social media, posters, businesses will help with cross promotion. Press Release.

Food served?

No

Caterer used?

Alcohol served?

No

Grill/open-flame device used?

No

Streets blocked?

No

Sidewalks blocked?

No

## Arrangements:

Police Detail:

No

Parking (for Attendees)?

No

Restrooms?

No

Liability Insurance?

No

Will any public parks be used? No  
Has the event occurred in the last two years? Yes 09/21/2019

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**Approved By:**

**CS Mayor, Approved**

**Scott Whalen, Approved**

**CS Traffic and Parking, Approved**

**Christine Morin, Approved**

**Dennis Sullivan, Approved**

**Kevin Roche, Approved**

**Kimberly M. Wells, Approved**

# Fluff Festival 2021

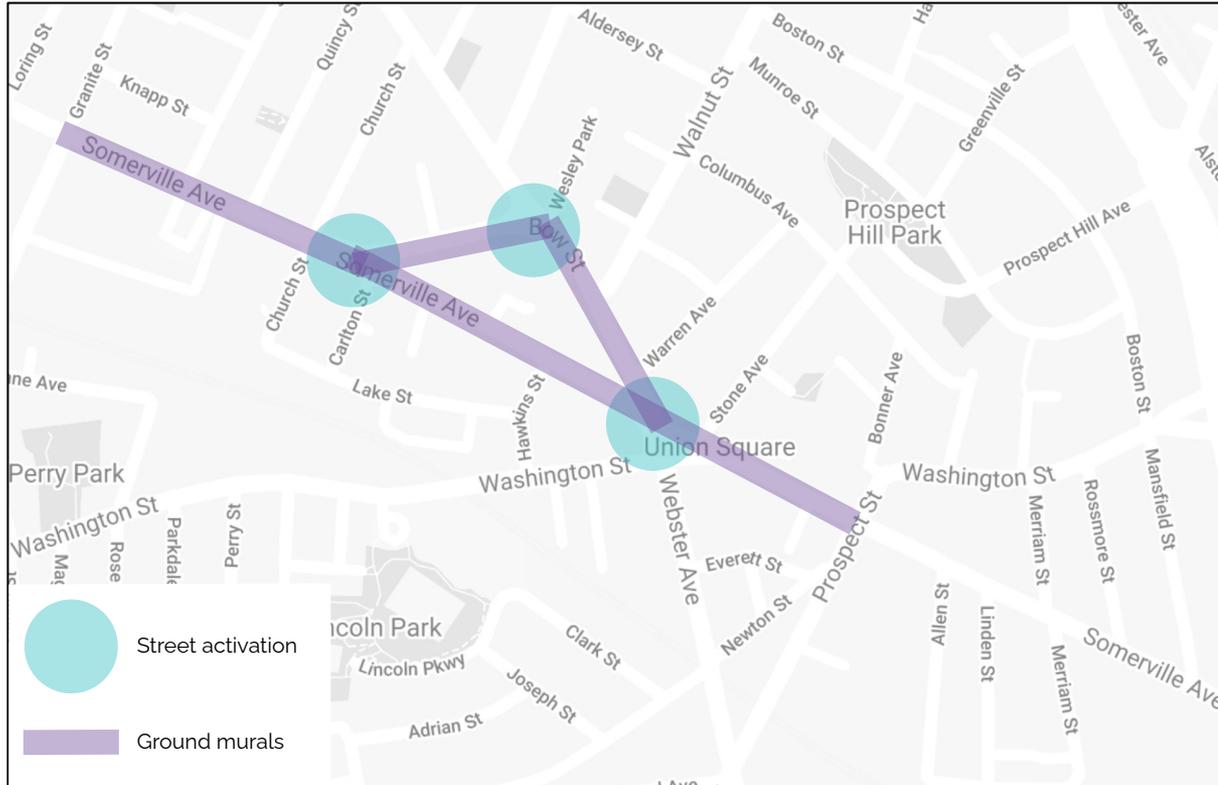
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September 1st, 2021



# Street activations & ground murals

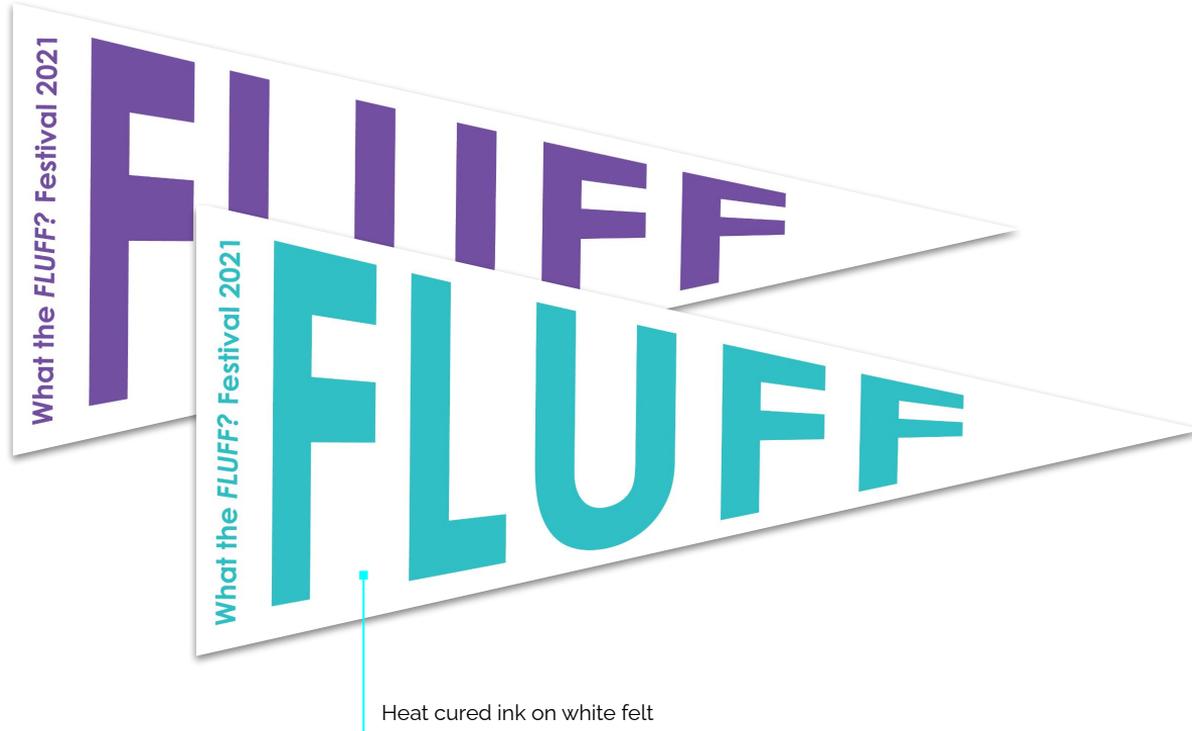
## Locations



We centralized the street activations into 3 central “hubs”, each with an activity or photo opportunity moment (trampolines, swings, and archway). These locations will receive full treatment of paint, flags, and a build project.

We'll add vibrancy to the surrounding areas with simple, graphic, and bright painted sidewalks.

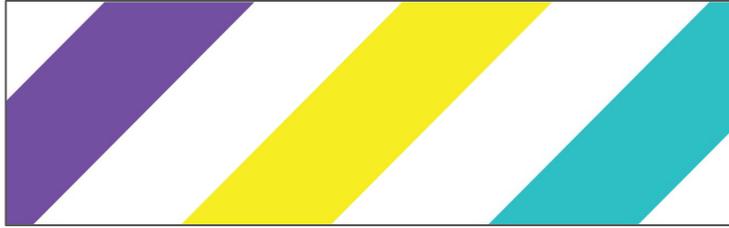
# Pennant flags



Suction cup holders for businesses to display flags



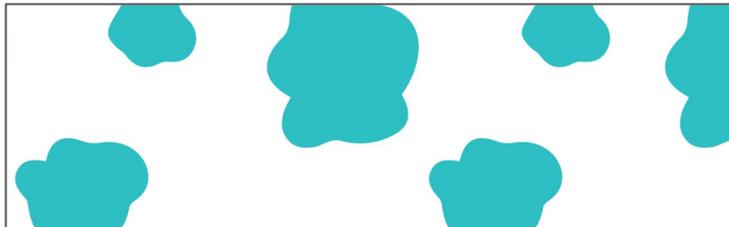
# Ground murals



Strips



Pennant flags



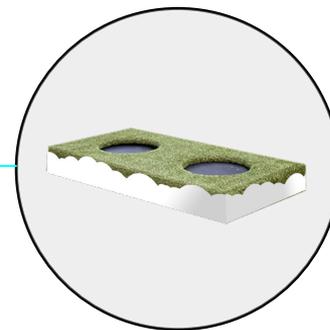
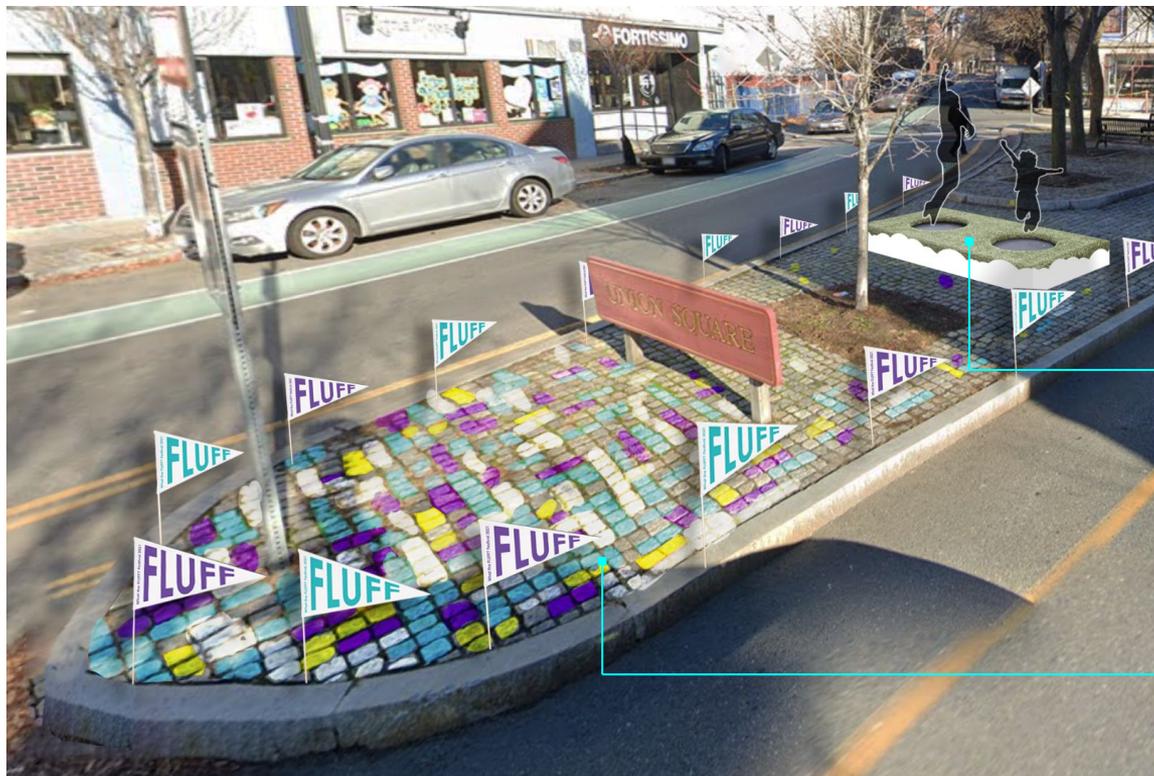
Fluff



Washable tempera paint

# Street activation 1 | Trampolines

*Pedestrian island in front of Play Union*



CultureHouse trampolines with painted MDF Fluff border

Tempera paint on bricks

# Street activation 2 | Swings

*Median in front of Himalayan Kitchen*



Painted porch swing



Painted MDF and vinyl decal signage

# Street activation 3 | Archway

*Pedestrian island where Bow St. and Somerville Ave intersect*



Fluff shaped cutouts can list info such as:

- Sponsors
- Fluff Festival contact info
- Participating businesses
- Event descriptions

2"x2" wood frame construction, with painted MDF and vinyl decal signage



**Thank you!**



**@culturehousecc**

**culturehouse.cc**

**hello@culturehouse.cc**