

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: Course detail on WWW. BAEVENTS.COM
Start on Cutter Ave. Right on Highland Ave up to Vinal Ave., Left on Summer St., Right on Bow St., Right on Somerville Ave., Right on Elm st., returning to Davis square. (see attached MAP)

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

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	
Arrangements:		
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

Approval Conditions:

Reviewer: CS Mayor, Mayor's Office, Approved with Conditions

1. Per conversations with the organizer(s), the approval is contingent upon status quo of current state of road projects and public safety teams' analysis of whether the route is acceptable and safe. If this status changes between the time of the application and the event, and public safety personnel deem this event unsafe, the City may recommend canceling the event (althouh unlikely).
2. Police and fire may require additional staff due to ongoing construction. Applicant will be required to meet those conditions.

Reviewer: Robert Maclaughlan, Fire Prevention, Approved with Conditions

1. Fire details will be required and are already scheduled

Approved By:

John J. Long, Approved

CS Mayor, Approved with Conditions

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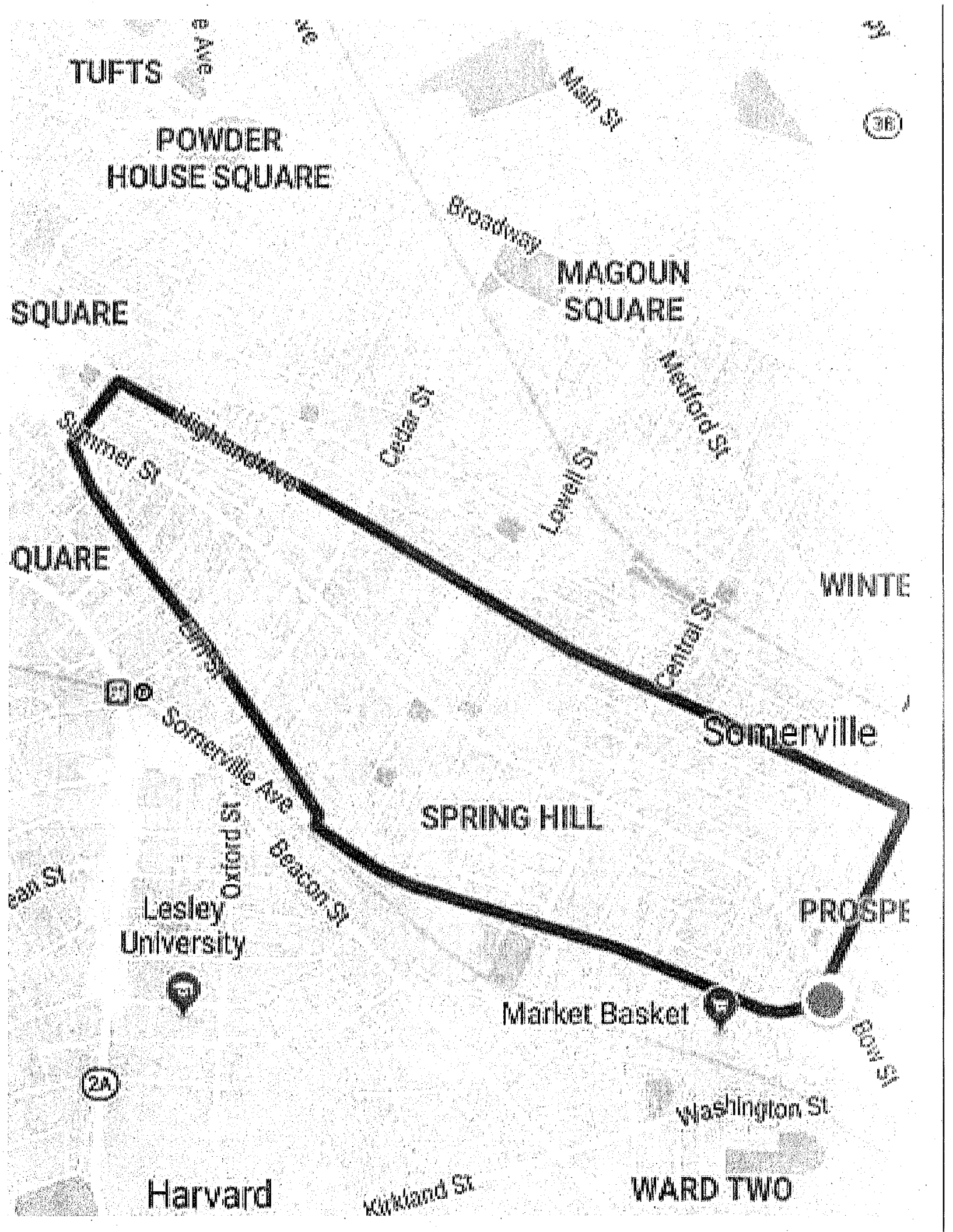
CS Traffic and Parking, Approved

Robert Maclaughlan, Approved with Conditions

Fire details will be required and are already scheduled

Timothy Mitsakis, Approved

Christine Morin, Approved



TUFTS

POWDER
HOUSE SQUARE

MAGOUN
SQUARE

SPRING HILL

Somerville

PROSPE

WARD TWO

Lesley
University

Market Basket

B AVE

W E

Main St

Broadway

Cedar St

Lowell St

Medford St

Central St

Highland Ave

Summer St

Jeffery St

Somerville Ave

Islington St

Beacon St

Ward St

Washington St

Wyland St

Harvard

36

2A

2

SQUARE

QUARE

WINT

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