

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL25-000006

File #: 25-001589

Application for: Public Event

Organization name: SomerViva: Office of Immigrant Affairs

Description: The New England Hong Kong Festival is a community-run event that brings together the local Hongkonger community to celebrate our culture and identity. The event will feature performances, food and retail vendors, game booths, and interactive activities for all ages. We successfully hosted the festival this past May in Union Square Plaza in partnership with the Somerville Arts Council and local Hongkongers community organization.

Date(s): 5/31/25

Setup starts at (time): 8 am

Entertainment: Lion dance, Cantonese opera and a number of band performances

Attendees:

Max attendance at one time: 500

Maximum attendees accommodated: 500

Attendee fees or suggested donations: Free

Social or cultural benefits:

This festival celebrates Hong Kong culture and the local HongKonger community in New England. With performances, food, games, and activities, the event brings together people from all backgrounds to connect and have fun, while giving residents the opportunity to experience a piece of Hong Kong's culture. It is also held in May to honor AANHPI Heritage Month.

Event Contact: Yi Lam

Event name: New England Hong Kong Festival

Location: Seven Hills Park

Rain date(s): 6/1/25

Event ends at (time): 8 pm

Temporary Structures: Tents, tables, chairs, riser. May have a tiny riser for the performers but depends on the budget and DPW's availability and capacity. Portapotties and hand wash station. The tents size of would be 10 X 10 with the only exception of the performance tent which would be 10 X 15. Size of the riser would be under 30 feet. The stage itself has dimensions of 12 X 14.

Total people attending: 3000

Total Somerville residents attending: 1500

What is your budget for this event: 1000

Financial benefits:

Last year, our festival attracted over 3,000 attendees, even on our rescheduled rain date. All the restaurants and stores in the Union Square area were packed. We are confident this year's turnout will be similar, if not better, bringing extra foot traffic to local businesses and introducing new populations to Davis Square who may not typically visit Somerville. The event also provides a vending opportunity for AAPI vendors based in Somerville.

Event Contact Phone: 781-808-7346

Event Information	Yes/No	If yes, Describe
Open to the public?	Yes	Social Media campaign, City press release, Physical Posters and physical media support
Food served?	Yes	Most of the food served would be prepared off-site but some of it would be cooked on-site.
Caterer used?	Yes	Will update City Clerk Office ASAP
Alcohol served?	No	
Grill/open-flame device used?	Yes	Some vendors would be cooking on site, example of cooking would be grilling skewers.

Streets blocked?	No	
Sidewalks blocked?	No	
Describe any accessibility features available to attendees/participants		ADA portapotty, English/Cantonese/Mandarin interpreters
Arrangements:		
Police Detail:	No	
Parking (for Attendees)?	Yes	Temporary park permits are needed for vendors.
Restrooms?	Yes	portapotties, delivered Friday or Saturday morning and removed Monday morning.
Liability Insurance?	No	
Will any public parks be used?	Yes	Seven Hills Park
Has the event occurred in the last two years?	Yes	5/19/24 4pm-8pm in Union Square Plaza

Approved By:

CS Mayor, Approved

Albert Bargoot, Approved

Maureen Lee, Approved with Conditions

Coordinators checklist and food licenses may be required.

Kevin Roche, Approved

CS Traffic and Parking, Approved

Eric Weisman, Approved

Susan Yerkes, Approved with Conditions

The applicant also needs park permit for this event.

Charles Breen, Approved with Conditions

Tents larger than 10X10 will need a permit from Fire Prevention. You will also need a permit from Fire Prevention for the cooking.

Timothy Mitsakis, Approved

Kimberly M. Wells, Approved