

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL19-000005

File #: 14-003922

Application for: Public Event

Organization name: Union Square Main Streets

Description: In its 15th season, this weekly market features 40 vendor booths offering the best locally grown and regionally produced agricultural items, including: vegetables, fruits, cheese, eggs, meats, fish, bread, pastries, chocolate, wine, cider, and craft beer (legislation-pending). We also reserve booth space for community groups and non-profits to utilize for outreach and education. We feature rotating guest vendors each week, as well as live entertainment, on the Union Square Plaza, in the Central Parking Lot, and on the cobblestones in front of Somerville Media Center.

Date(s): Every Saturday from May 18 through November 23, 2019, for a total of twenty-nine markets.

Setup starts at (time): 7:00AM

Cleanup after the event ends at (time): 2:00PM

Entertainment: Live music played by local musicians and residents. Music primarily serves as ambiance and is at a volume low enough as not to interfere with businesses or vendor/customer interaction.

Attendees:

Max attendance at one time: 300 people

Maximum attendees accommodated: 2000

Attendee fees or suggested donations: Attendance to the Farmers Market is free.

Social or cultural benefits:

The Union Square Farmers Market is integral to the Union Square community. It serves as a catalyst for vibrancy, community, and economic activity in Union Square. The Market provides visitors and city residents with top-quality, fresh, and local produce at fair prices, encourages healthy eating and active lifestyle values, educates consumers about farming and locally sourced foods, and provides customers with opportunities to interact directly with farmers. The Market also provides information and education about community issues, promotes local activities and businesses, and provides opportunities for the community to gather and visit.

Event Contact: Kait Stinchcomb

Event name: Union Square Farmers Market

Location: Union Square Plaza, Union Square Central parking lot, cobblestone area in front of Somerville Media Center.

Rain date(s): The Union Square Farmers Market is open rain or shine, and will only close in case of extreme wind/unsafe weather conditions.

Event starts at (time): 9:00AM

Event ends at (time): 1:00PM

Temporary Structures: Vendors typically utilize 10' x 10' pop up tents and canopies.

Total people attending: 1000 per market

Total Somerville residents attending: 49%

What is your budget for this event: \$1000 per market day

Financial benefits:

The Union Square Farmers Market has a positive economic impact of \$2M each season for neighborhood businesses.

Event Contact Phone: 617.899.5095

Event Information

Open to the public?

Yes/No

Yes

If yes, Describe

We utilize the Union Square Main Streets website, listings on area calendars, as well as the Union Square Farmers Market social media accounts (Facebook @unionsquaremarkets and Instagram @unionsqmarket) to publicize the event. We also publish a weekly e-newsletter to over 1200 subscribers, and work with a local artist to create posters for each season.

Food served?

Yes

Fresh produce, meat, seafood, cheese, specialty foods (jam, juice, bread, etc.) and ready-to-eat meals. Farmers Market permit will be obtained for all processed foods.

Caterer used?	No
Alcohol served?	Yes
Grill/open-flame device used?	No
Streets blocked?	No
Sidewalks blocked?	No

Arrangements:

Police Detail:	No
Parking (for Attendees)?	Yes

The Farmers Market occupies two-thirds of the Union Square Central Parking Lot. The remaining third is for attendee parking.

Restrooms?	Yes
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For vendors, we will have restrooms with hand-washing at 66-70 Union Square.

Liability Insurance?	Yes
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Union Square Main Streets will obtain liability insurance

Will any public parks be used?	No
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Has the event occurred in the last two years?	Yes
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Each summer season since 2005.

Approval Conditions:

Approved By:

CS Mayor, Approved

Scott Whalen, Approved

CS Traffic and Parking, Approved

Christine Morin, Approved

Ben Lipham, Approved

John J. Long, Approved