

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL23-000212

File #: 22-021125

Application for: Public Event

Organization name: Union Square Main Streets

Description: Join in The Holiday Stroll, a celebration of Union Square sparkle, discovery, and holiday delight on Saturday, December 2 from 12-6pm. Revel in this Union Square neighborhood tradition & enter to win CASH prizes by conquering the Stroll the Square Challenge when enjoying unique eats and rad retail! Stroll the Square to see participating businesses light up the night with the splendid Storefront Decoration Contest and take elfie selfies with incredible inflatables on the Festivus Trail. Dozens of locally-owned businesses await with all you need to stuff your stockings, deck your halls with local art, make your tastebuds celebrate, and MORE! Bundle up and come on down to unwrap Union Square in all its wintry wonderment!

Date(s): Saturday, December 2, 2023

Setup starts at (time): 10am

Cleanup after the event ends at (time): 7pm

Entertainment: Businesses will be hosting their own programming. Union Square Main Streets will coordinate activation in the Plaza that will include inflatables and free games.

Attendees:

Max attendance at one time: 1,000

Maximum attendees accommodated: 3,000

Attendee fees or suggested donations: None, event is free

Social or cultural benefits:

This license would be for Union Square Main Streets to activate the Plaza and cobblestone area in front of the old fire house at 90 Union Square for the 9th Annual Union Square Holiday Stroll, a celebration of Union Square discovery and holiday delight. Residents are invited to stroll the Square and patronize local businesses, while taking elfie selfies in front of festive inflatables, and entering a raffle to win cash prizes.

Event Contact: Lizzie McCarty

Event name: 9th Annual Union Square Holiday Stroll

Location: Union Square Plaza and cobblestone area in front of the old fire house at 90 Union Square

Rain date(s): Sunday, December 3, 2023

Event starts at (time): 12pm

Event ends at (time): 6pm

Temporary Structures: Inflatables (number to be determined) will be set up on the Union Square Plaza so residents and shoppers can take pictures with them. A 10' x 10' pop up tent will be used for distributing information and as a volunteer check-in.

Total people attending: 3,000

Total Somerville residents attending: 2,500

What is your budget for this event: 8,000

Financial benefits:

The Union Square Holiday Stroll increases foot traffic and sales for local businesses by encouraging shoppers from all over Greater Boston to spend an afternoon purchasing rad retail and enjoying unique eats.

Event Contact Phone: 617-899-5095

Event Information

Open to the public?

Yes/No

Yes

Food served?

No

Caterer used?

Alcohol served?

No

Grill/open-flame device used?

No

Streets blocked?

No

If yes, Describe

Social media, newsletter, posters, takeout flyers

Sidewalks blocked?	No	
Describe any accessibility features available to attendees/participants		Inflatables and games will be placed so that visitors can easily maneuver the activation, leaving room for walkways. Sidewalks will remain clear and open. HP spots are available in the municipal parking lot in front of The Independent.
Arrangements:		
Police Detail:	No	
Parking (for Attendees)?	Yes	Metered spaces surrounding the Plaza area and residential side streets, the municipal parking lot in front of The Independent.
Restrooms?	No	
Liability Insurance?	No	
Will any public parks be used?	No	
Has the event occurred in the last two years?	Yes	2022, 2021, 2020, 2019, 2018, 2017, 2016, 2015

Approval Conditions:

Approved By:

CS Mayor, Approved

Albert Bargoot, Approved

Kevin Roche, Approved

Charles Breen, Approved

CS Traffic and Parking, Approved

Eric Weisman, Approved

Timothy Mitsakis, Approved

Kimberly M. Wells, Approved