

# 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

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Event Information	Yes/No	If yes, Describe
Open to the public?	Yes	Social media, newsletter, posters, takeout flyers
Food served?	No	
Caterer used?		
Alcohol served?	No	
Grill/open-flame device used?	No	
Streets blocked?	No	

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.
<b>Arrangements:</b>		
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**