

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL23-000118

File #: 23-012141

Application for: Public Event

Organization name: Somerville Arts Council and Union Square Main Streets

Description: Fluff Union: The Sweetest Square in Somerville is a sticky sweet afternoon celebration honoring the rich history of Union Square innovation and Somerville spirit. This year at the Shenanigans stage, which will also include performers and music Play free Fluff games that harken back to the old days of midway games (fluff bowling, fluff ring toss, etc) And more!

Date(s): Saturday, September 23, 2023

Setup starts at (time): 12pm

Cleanup after the event ends at (time): 9pm

Entertainment: live music, fluff games, interactive art activities, community tabling, business participation

Attendees:

Max attendance at one time: 7,000

Maximum attendees accommodated: 10,000

Attendee fees or suggested donations: free

Social or cultural benefits:

What the Fluff? A Tribute to Innovation is a madcap festival honoring the invention of Marshmallow Fluff in Union Square. This festival celebrates Somerville the principle of creating spaces and events for the city's residents to interact with each other in a positive shared experience.

Event Contact: Iaritza Menjivar

Event name: What the Fluff? Fluff Union: The Sweetest Square in Somerville

Location: Somerville Ave from School St to Warren Ave.

Rain date(s): Sunday, September 24, 2023

Event starts at (time): 3pm

Event ends at (time): 7pm

Temporary Structures: 10x10 tents, 2 music stages, tables, chairs, small art installations

Total people attending: 10,000

Total Somerville residents attending: 6,000

What is your budget for this event: 23,000

Financial benefits:

Fluff Festival entices tens of thousands of customers from Greater Boston and beyond to visit Union Square and Somerville. The festival introduces these customers to the area, and gives them the opportunity to patronize local businesses, contributing to the local economy. Many of these customers are excited to discover the area has an attractive business district with culturally-diverse and independently-owned businesses and investors dedicated to strengthening the neighborhood through innovation, and make return visits throughout the year.

Visibility as a neighborhood, business district, and city who values innovation, cultural expression, history, and the unexpected.

Positioning Union Square as an attractive destination for customers who value diverse, independently- and minority-owned businesses as well as investors interested in innovation.

Event Contact Phone: 617-625-6600 x2985

Event Information	Yes/No	If yes, Describe
Open to the public?	Yes	Social Media, Press Release, Posters, Newsletters
Food served?	Yes	Machu Pichuu, Gracie's ice cream, other food vendors. All will be disclosed in Coordinator Checklist.
Caterer used?	No	
Alcohol served?	No	

Grill/open-flame device used?	No	
Streets blocked?	Yes	Somerville Ave from School St to Warren Ave.
Sidewalks blocked?	No	
Describe any accessibility features available to attendees/participants		there will be accessible parking spots, sidewalks and crosswalks will remain clear. There will be bike check-ins for those traveling via bikes. There will be maps of the festival handed out
Arrangements:		
Police Detail:	Yes	we'll disclose in IAP
Parking (for Attendees)?	No	
Restrooms?	Yes	portajohns
Liability Insurance?	No	
Will any public parks be used?	No	
Has the event occurred in the last two years?	Yes	9/21/2019 , 09/17/2022

Approval Conditions:

Approved By:

CS Mayor, Approved

Albert Bargoot, Approved

Maureen Lee, Approved

Kevin Roche, Approved with Conditions

APPROVAL CONDITION KTR 230706: Layout is approved under the condition that a final detour plan complete with signage and first response routes is reviewed and approved by Engineering, SPD, and SFD at a date no later than two weeks prior to the event.

Charles Breen, Approved with Conditions

Layout attached is inadequate - Fire approval is conditional on approving a layout showing all tent, stage & vendor locations. A clear emergency travel path will be required to be maintained through the event area. Fire details will be required.

CS Traffic and Parking, Approved

Timothy Mitsakis, Approved

Eric Weisman, Approved

Kimberly M. Wells, Approved