

PUBLIC EVENT PERMIT APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL14-000062

File #: 14-009524

Organization name: Boston Children's Hospital Trust

Description: NSTAR's Walk for Boston Children's Hospital is a fundraising event benefiting Boston Children's Hospital. The event starts and finishes at DCR's Baxter and Draw 7 Parks and Somerville's Assembly Row. Participants can choose between 2, 5 or 7-mile route options along the Mystic River.

Date(s): Sunday, June 14, 2015

Setup starts at (time): 5:30AM

Cleanup after the event ends at (time): 3:00PM

Attendees:

Max attendance at one time: 5,500 walkers and spectators

Maximum attendees accommodated: 8,000

Attendee fees or suggested donations: \$25 registration fee for adults (13 and older), \$5 fee for children (12 and under), \$35/\$10 on event day, suggested \$200 fundraising for adults (\$0 for children); incentives for walkers that raise \$1000 (\$500 for children) or more.

Social or cultural benefits:

Boston Children's Hospital was ranked the nation's number one pediatric hospital in the country by U.S. News & World Report in 2014. The funds raised by this event help provide comprehensive care to patients and their families from across the country, including Somerville residents. The event is open to event-day registration and Somerville residents are welcome to attend and participate.

City Contact: Jackie Rossetti, Deputy Director of Communications, Office of Mayor Joe Curtatone

Organization mailing address:

Boston Children's Hospital Trust
Attn: Jennifer Joy
Manager, Special Events
401 Park Drive, Suite 602
Boston, MA 02215

Event name: NSTAR's Walk for Boston Children's Hospital

Location: Assembly Row Fundraising walk starting at Assembly Row, traveling along DCR's waterfront parks and returning to Assembly Row.

Rain date(s): N/A - rain or shine

Event starts at (time): 9:00AM

Event ends at (time): 1:00PM

Total people attending: 5,500

Total Somerville residents attending: 100-250

What is your budget for this event: 2014 event raised more than \$1.6 million

Financial benefits:

More than 5,000 walkers will attend the event and spend considerable time at the Assembly Row retail complex, enjoying local shopping and restaurant options as part of their event-day experience. The Children's Walk staff is coordinating with Assembly Row to include savings booklets in pre-event mailings and at key event day locations.

Contact person:

Joe Robertson
Telephone: 401-864-5891
Email: joer@dmsesports.com

Event Information	Yes/No	If yes, Describe
Food served?	Yes	All food served on DCR property: bottled water, pre-packaged snacks, cookout food (hot dogs, burgers, fresh fruit), ice cream.
Alcohol served?	No	
Grill/open-flame device used?	Yes	Grills used to cook cookout food (burgers, hot dogs) on DCR property; rented via Peterson rentals with all appropriate permits.
Streets blocked?	No	
Sidewalks blocked?	No	
Arrangements:		
Auxiliary Police?	Yes	We will work with SPD, MA State Police and DCR park rangers to secure all necessary details to ensure safe pedestrian and vehicular traffic and event operations.
Police Detail:	Yes	We will work with SPD, MA State Police and DCR park rangers to secure all necessary details to ensure safe pedestrian and vehicular traffic and event operations.

Parking (for Attendees)?	Yes	Walker parking will be in designated lots on Assembly Row property and in neighboring business' lots (with advance permission).
Restrooms?	Yes	Porta-johns will be rented and placed on DCR property; picked up immediately post event.
Liability Insurance?	Yes	Children's Hospital Boston will secure all necessary Certificates of Liability Insurance.
Will any public parks be used?	Yes	Baxter Park and Draw 7 Park in Somerville, MacDonald Park in Medford.
Has the event occurred in the last two years?	Yes	This is a new location - the event has previously been held at DCR's Hatch Shell in Boston since 2002.
Alcohol License?	No	

Approval Conditions:

Reviewer: Ben Lipham, ISD Health, Approved

Reviewer: John J. Long, City Clerk, Complete

Reviewer: CS Police, Police, Approved

Reviewer: CS Traffic and Parking, Traffic and Parking, Approved

Reviewer: Christine Morin, Public Works, Approved

Reviewer: CS Auxiliary Police, Auxiliary Police, Approved

Reviewer: CS Mayor, Mayor's Office, Approved with Conditions

Reviewer: CS Fire, Fire, Approved



2015 Parking Plan

Prepared by: **DMISE**
DIVE RECREATION SPORTS ENTERPRISES
SPORTS
Reviewed: 12/15/14

NSTAR's walk
for  Boston Children's Hospital

Shopper Parking

Under Construction

Walker Parking

Walker Parking

Shopper Parking

Under Construction

Shopper Parking

Somerville PD to Assist and Direct Walker Vehicles

VIP/Ops Parking



NSTAR'S walk
for Boston Children's Hospital

2015 Walk Start/Finish Venue Layout

KEY

- Tents
- Cones/Barricades
- Walk Course (Outbound)
- Walk Course (Inbound)
- Portable Toilets

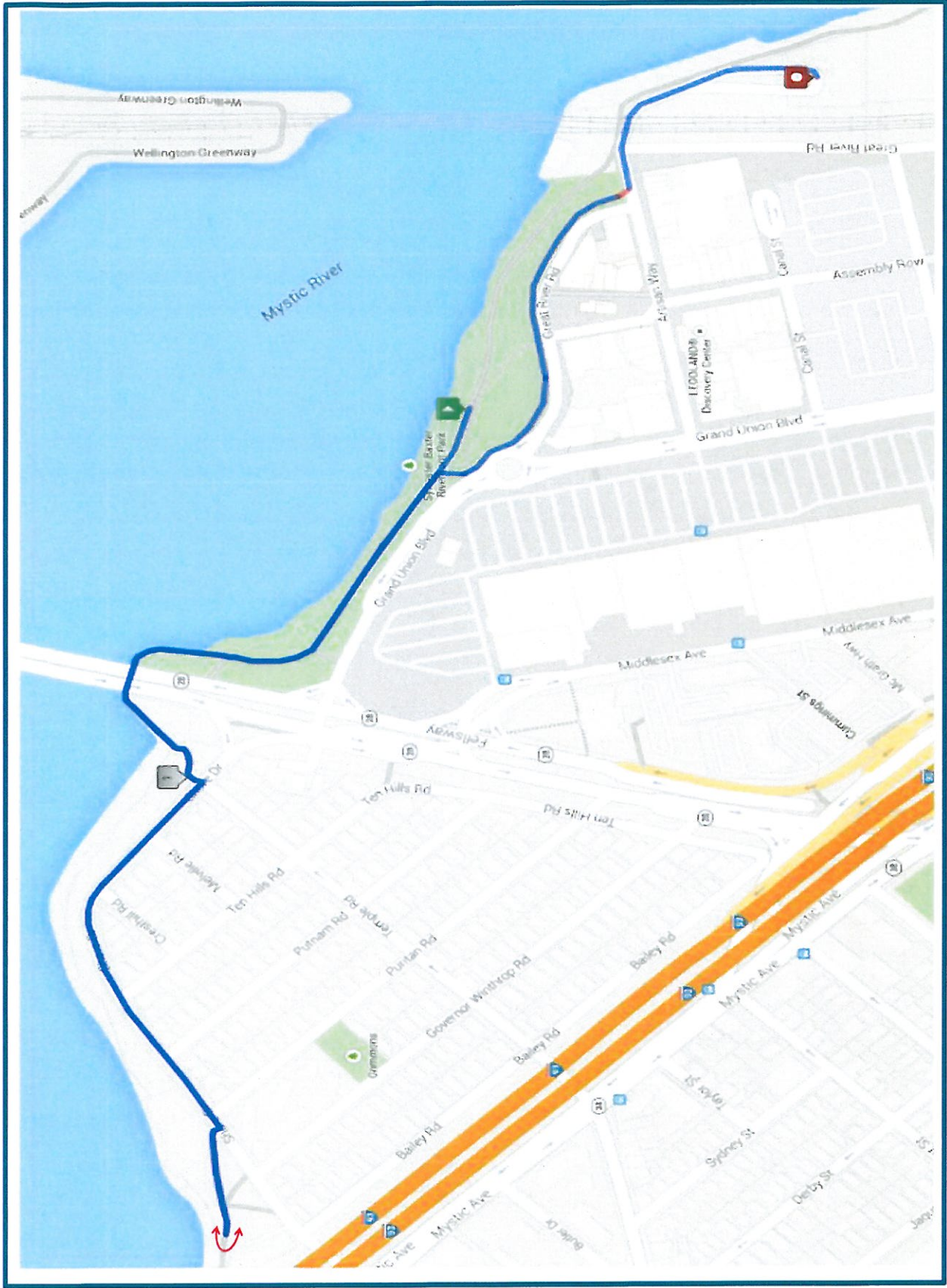
Prepared by:
DMISE
DATE RECREATION SPORTS ENTERPRISES
Revised: 12/16/14



2015 5-Mile Route

- START in front of Baxter Park Amphitheater
- Follow Riverfront Walk under Rt. 28
- Right on Shore Drive
- Follow Riverfront Path At Blessing of the Bay Boathouse
- Right onto Rt. 16 Sidewalk
- Right into MacDonald Park
- Follow River Path to Rt. 28 Sidewalk
- Loop under Rt. 28 via Shore Road
- Cross over Grand Union Boulevard
- Turn around on Assembly Square Blvd.
- Right onto Foley Street
- Left onto Great River Road
- Finish in Draw 7 Park

Prepared by:
DMISE
 DIVE FACILITY/SPORTS ENTERPRISES
SPORTS
 Revised: 12/1/14



2015 2-Mile Route






- START in front of Baxter Park Amphitheater
- Follow Riverfront Walk under Rt. 28
- Right on Shore Drive
- Turn around at Blessing of the Bay Boathouse
- Return through Baxter Park
- Left at Artisan Way
- Finish in Draw 7 Park



Revised: 1/5/14

2015 Finish Layout

KEY

-  Tents
-  Cones/Barricades
-  Walk Course
-  Portable Toilets
-  Vehicles

Prepared by:
DMISE
DAVE MCCULLUM SPORTS ENTERPRISES
Revised: 12/1/14

