

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL25-000094

File #: 25-013498

Event Name: Forever Fluff: 20 Years of Sticky, Sweet
Somerville

Business Name: Somerville Arts Council (Fluff Festival)

Application Type: Public Event/Special Alcohol License

Location: 366 SOMERVILLE AVE

APPLICANT

Company Name: Somerville Arts Council

Contact Name: Iaritza Menjivar

Business Address:

50 Evergreen Ave
Somerville, MA 02145

Home Address:

50 Evergreen Ave
Somerville, MA 02145

Work Phone:

Home Phone:

Email: imenjivar@somervillema.gov

of days: 1

Public Event: Yes

Does this event occupy a public space or significantly affect nearby residents?: Yes

Are you the party applying for the Public Event License?: Yes

Does this event include alcohol service?: No

Describe the location in detail: Somerville Ave from the intersection of Washington St to School St. Public art will also enliven medians, parklets, and plazas throughout Union Square.

In the last 5 years, have you been found guilty, liable, or responsible, in any judicial or administrative proceeding, for any violation of the City Wage Theft Ordinance or any State or Federal laws or regulations regulating the payment of wages? [City Wage Theft Ordinance](#): No

Date: 09/20/2025

Event Setup Begins: 11:00 AM

Start Time: 02:00 PM

End Time: 06:00 PM

Event Cleanup Ends: 08:00 PM

Do You Have a Proposed Rain Date for Your Public Event?: Yes

Date: 09/21/2025

Start Time: 11:00 AM

End Time: 08:00 PM

Organization name; if none, your name: Somerville Arts Council and Union Square Main Streets

Describe any social or cultural benefits of this event for Somerville residents : What the Fluff? A Tribute to Innovation is a madcap festival honoring the invention of Marshmallow Fluff in Union Square. This festival celebrates Somerville's proud tradition of innovation with live music, fluffalicious feasts, games, zany happenings, and much more. Fluff enthusiasts from all over flock to Union Square to delight in a sticky soiree that encourages festival-goers of all ages, socioeconomic status, and cultural backgrounds to come together to celebrate their community pride while experiencing and learning about Somerville's values of diversity through the unique cultural expressions of local businesses' offerings, many of which are independently- and minority-owned. Fluff Fest also makes possible the "bump factor" – former Mayor Joe Curtatone's principle of creating spaces and events for the city's residents to interact with each other in a positive shared experience.

Describe any financial benefits of this event for Somerville businesses or organizations: 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 a vibrant 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.

What is the budget for this event?: \$45,525

Complete Mailing Address : 50 Evergreen Ave Somerville, MA 02145

Contact name for follow-up questions (Will be available to the public): Iaritz Menjivar

Email: imenjivar@somervillema.gov

Phone (Will be available to the public): 857-270-4988

Event Name : Forever Fluff: 20 Years of Sticky, Sweet Somerville

Describe the Event: Forever Fluff: 20 Years of Sticky, Sweet Somerville is a fun-filled and family-friendly afternoon celebration honoring the rich history of Union Square innovation and Somerville spirit. This year's Fluff Fest invites Fluff enthusiasts to: i. Patronize local businesses for fluff specials, games, music and more ii. Enjoy craft and food vendors set up in 10x10' tents along the festival area iii. Listen to live music with varying musical performance acts on the Fluff N' Jam Stage iv. Play games with Fluff (musical chairs, jousting, fluff hair do's, etc) at the Shenanigans Stage v. Play free Fluff-themed games that harken back to the old days of Midway Games (fluff bowling, fluff ring toss, etc) vi. And more!

Describe any Entertainment at the Event (if none, type None): Music, vendors, lawn games.

Describe any tents, inflatables, or other temporary structures to be used (if none, type None): 10 x 10 tents for vendors, two 12 x 14 stages, tables, chairs.

Describe any accessibility features available to attendees/participants: Entrances to the festival will be open and accessible on the street, near crosswalks. Free bike valet will be available at both entrances of the festival and additional Handicap Parking spaces will be added on a temporary basis with the guidance of the Parking Department to better serve those with mobility challenges. Vendors and activities will be placed so that attendees can easily maneuver the festival, leaving room for ADA accessible walkways. Sidewalks and ramps at crosswalks in the festival area will remain clear and open. Exposed power cords in walkable areas will be limited and will have cord covers. Port-a-potties, including an ADA accessible option, will be offered.

Estimated maximum attendance at one time : 2,000

Estimated total number of people attending: 5,000

Estimated total number of Somerville residents attending : 3,000

Maximum number of attendees you will accommodate: 5,000

Attendee fees or suggested donations : free

Will this event be open to the public?: Yes

Describe your outreach/publicity: Newsletter, Press Release, Social Media, Flyers

Will food be served?: Yes

If yes, describe:: We will have a number of food vendors, all being disclosed in the Coordinator Checklist.

Will the event be catered?: No

Will a grill/open-flame device be used? : No

Will any streets be blocked? : Yes

If yes, describe:: Somerville Ave will be shut down to traffic from School Street to the intersection at Washington St. and Union Sq.

Road to be closed: Somerville Ave

Cross street where road closure will start: School St

Cross street where road closure will end: Union Sq intersection at Washington St.

Will any sidewalks be blocked? : No

Will any public parks be used? : No

Has this event occurred in the last two years? : Yes

If yes, prior dates : September 21, 2024, September 23, 2023

Police Detail : Yes

If yes, describe:: Due to Road Closures and amount of attendees we will need Police and Fire Detail. It will all be disclosed in the Incident Action Plan.

Parking for Attendees : Yes

If yes, describe:: We will work with Traffic and Parking to secure parking for vendors in nearby municipal lots.

Restrooms : Yes

If yes, please describe the restrooms being provided, and if you are providing portable toilets, state how they will be delivered and removed:: Department of Public Works will bring portable restrooms.

Liability Insurance : No

Approval Conditions:

Reviewer: Kevin Roche, Engineering, Approved with Conditions

1. 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.

Reviewer: Charles Breen, Fire Prevention, Approved with Conditions

1. Will require fire details as per past festivals.

Reviewer: CS Mayor, Mayor's Office, Approved

Reviewer: Albert Bargoot, ISD Building, Approved

Reviewer: Maureen Lee, ISD Health, Approved

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

Reviewer: Eric Weisman, Public Works, Approved

Reviewer: Jesse Moos, Engineering, Complete

Reviewer: Rico Isidoro, Police, Approved

Reviewer: Kimberly M. Wells, City Clerk, Approved