

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL25-000163

File #: 22-021125

Event Name: Union Square Holiday Event

Business Name: Union Square Main Streets

Application Type: Public Event License

Location: Union Square Plaza

APPLICANT

Company Name: Union Square Main Streets

Contact Name: Jessica Eshleman

Business Address:

66-70 Union Square, Suite 204
Somerville, MA 02143

Home Address:

66-70 Union Square, Suite 204
Somerville, MA 02143

Work Phone: (617) 955-0080

Home Phone:

Email: usms@unionsquaremain.org

of days: 1

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

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

Describe the location in detail: Union Square Plaza and cobblestone area in front of the old fire house at 90 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: 12/07/2025

Event Setup Begins: 11:00 AM

Start Time: 01:00 PM

End Time: 06:00 PM

Event Cleanup Ends: 07:00 PM

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

Date: 12/14/2025

Start Time: 01:00 PM

End Time: 06:00 PM

Organization name; if none, your name: Union Square Main Streets

Describe any social or cultural benefits of this event for Somerville residents : This license would be for Union Square Main Streets to activate the Union Square Plaza and cobblestone area in front of the old fire house at 90 Union Square for the Union Square Holiday Event (final name TBA), 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 prizes. Opportunities for Somerville residents to celebrate in community contributes significantly to our City's high quality of life.

Describe any financial benefits of this event for Somerville businesses or organizations: The Union Square Holiday Event increases visibility, 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 while helping to keep more dollars in our local economy.

What is the budget for this event?: 5,000

Complete Mailing Address : PO Box 1 Somerville, MA 02143

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

Email: usms@unionsquaremain.org

Phone (Will be available to the public): 617-899-5095

Event Name : Union Square Holiday Event

Describe the Event: Join The Union Square Holiday Event, a celebration of Union Square sparkle, discovery, and holiday delight on Sunday, December 7 from 1-6pm. Revel in this Union Square neighborhood tradition debuting new branding this year & conquer the Stroll the Square Challenge when enjoying unique eats and rad retail! Explore 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!

Describe any Entertainment at the Event (if none, type None): Businesses will be hosting their own programming. Union Square Main Streets will coordinate activation in the Plaza that will include carolers, inflatables, free games, and an info booth.

Describe any tents, inflatables, or other temporary structures to be used (if none, type None): 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.

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 and fully ADA compliant. HP spots are available in the municipal parking lot in front of The Independent.

Estimated maximum attendance at one time : 1,000

Estimated total number of people attending: 3,000

Estimated total number of Somerville residents attending : 2,500

Maximum number of attendees you will accommodate: 3,000

Attendee fees or suggested donations : None, event is free

Will this event be open to the public?: Yes

Describe your outreach/publicity: Social media, newsletter, posters, takeout flyers

Will food be served?: No

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

Will any streets be blocked? : No

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 : As "Union Square Holiday Stroll," rebranding for our 11th year: 2024, 2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016, 2015

Police Detail : No

Parking for Attendees : Yes

If yes, describe:: Metered spaces surrounding the Plaza area and residential side streets, the municipal parking lot in front of The Independent. Because this event is presented on a Sunday, parking enforcement will not be active.

Restrooms : No

Liability Insurance : No

Approval Conditions:

Reviewer: CS Mayor, Mayor's Office, Approved

Reviewer: Albert Bargoot, ISD Building, Approved

Reviewer: Kevin Roche, Engineering, Approved

Reviewer: Suzanne Rinfret, Traffic and Parking, Approved

Reviewer: Eric Weisman, Public Works, Approved

Reviewer: Jesse Moos, Engineering, Complete

Reviewer: Charles Breen, Fire Prevention, Approved

Reviewer: Mackenzie Richardson, Police, Approved

Reviewer: Kimberly M. Wells, City Clerk, Approved