

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL24-000114

File #: 24-010566

Application for: Public Event

Organization name: Somerville Arts Council and Union Square Main Streets

Description: Somerville Over the Rainbow: No Place Like Fluff is a sticky sweet afternoon celebration honoring the rich history of Union Square innovation and Somerville spirit. This year's Fluff Fest invites Fluff enthusiasts to:

- a. Patronize local businesses for fluff specials, games, music and more
- b. Enjoy craft and food vendors set up in 10x10' tents along the festival area
- c. Listen to live music with varying musical performance acts
- d. Play Fluff games (musical chairs, jousting, fluff hair do's, etc) at the Shenanigans Stage, which will also include performers and music
- e. Play free Fluff games that harken back to the old days of Midway Games (fluff bowling, fluff ring toss, etc)

Date(s): Saturday, September 21, 2024

Setup starts at (time): 11am

Cleanup after the event ends at (time): 8pm

Entertainment: Games, music, craft and food vendors!

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'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.

Event name: Fluff Festival: Somerville Over the Rainbow: No Place Like Fluff

Location: This street festival will take place on the street on Somerville Ave from the intersection of Washington St to School St. Additionally, there will also be public art installations on the medians, parklets, plazas and sidewalks throughout Union Square.

Rain date(s): Sunday, September 22, 2024

Event starts at (time): 2pm

Event ends at (time): 6pm

Temporary Structures: 10x10 tents, tables and chairs, 2 stages of music, games, art installations at different medians.

Total people attending: 10,000

Total Somerville residents attending: 6,000

What is your budget for this event: 46,875

Financial benefits:

- a. 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.
- b. Visibility as a neighborhood, business district, and city who values innovation, cultural expression, history, and the unexpected.
- c. 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: Iaritza Menjivar

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		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.
Arrangements:		
Police Detail:	Yes	we'll disclose in IAP
Parking (for Attendees)?	No	
Restrooms?	Yes	we will work with city to place portapotties along the event route.
Liability Insurance?	No	
Will any public parks be used?	No	
Has the event occurred in the last two years?	Yes	9/23/2023, 9/17/2022

Approved By:

CS Mayor, Approved

Kevin Roche, Approved with Conditions

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.

CS Traffic and Parking, Approved

Eric Weisman, Approved

Charles Breen, Approved with Conditions

Will require approval of event layout showing an emergency travel lane through the event if necessary. Will require fire details.

Timothy Mitsakis, Approved

Kimberly M. Wells, Approved