

# PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL26-000006

File #: 14-003922

**Event Name:** Union Square Farmers Market 2026

**Business Name:** Union Square Main Streets

**Application Type:** Public Event License

**Location:** UNION SQ

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## 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, Union Square Central parking lot, 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:** 05/09/2026

**Event Setup Begins:** 06:30 AM

**Start Time:** 09:00 AM

**End Time:** 01:00 PM

**Event Cleanup Ends:** 02:00 PM

**Do You Have a Proposed Rain Date for Your Public Event?:** No

**# of Additional Dates for Public Events at This Location (if applicable):** Numerous

**Date:** Last date of the event - 10/31/2026

**Start Time:** 09:00 AM

**End Time:** 01:00 PM

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

**Describe any social or cultural benefits of this event for Somerville residents :** The Union Square Farmers Market is integral to the Union Square community. It serves as a catalyst for vibrancy, community, and economic activity in Union Square. The market provides visitors and city residents with top-quality, fresh, and local produce at fair prices, encourages nutritious eating and active lifestyle values, educates consumers about farming and locally sourced foods, and provides customers with opportunities to interact directly with farmers. The market also provides information and education about community issues, promotes local activities and businesses, and provides opportunities for the community to gather and visit. The market additionally provides a crucial resource of healthy and nutrient-dense foods.

**Describe any financial benefits of this event for Somerville businesses or organizations:** Community groups participate in USFM for free to promote their work in the community, weekly business tables provide an opportunity for Somerville-based businesses to gain visibility and form relationships with market shoppers, often market shoppers will patronize brick-and-mortar businesses in conjunction with their market visits.

**What is the budget for this event?:** \$2,500/day

**Complete Mailing Address :** Union Square Main Streets PO Box 1 Somerville MA 02143

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

**Email:** farmersmarket@unionsquaremain.org

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

**Event Name :** Union Square Farmers Market 2026

**Describe the Event:** In its 22nd season, this open air, weekly market features ~40 vendor booths offering the best locally-grown and regionally-produced agricultural items, including: vegetables, fruits, cheese, eggs, meats, fish, bread, pastries, and chocolate. We also reserve booth space for community groups and nonprofits to utilize for outreach and education, feature rotating guest vendors, and provide live entertainment when space allows.

**Describe any Entertainment at the Event (if none, type None):** When space permits and insurance requirements are met, live music is played by local musicians and residents. Music primarily serves as ambiance and is at a volume low enough as not to interfere with businesses or vendor/customer interaction.

**Describe any tents, inflatables, or other temporary structures to be used (if none, type None):** Vendors typically utilize 10' x 10' pop up tents.

**Describe any accessibility features available to attendees/participants:** Entrances to the market area will be at the curb cuts leading from the Plaza/sidewalk to the parking lot. Vendors will be placed so that customers can easily maneuver the market, leaving room for ADA accessible walkways. Sidewalks will remain clear and open. Our team will work with the Director of Traffic and Parking to ensure appropriate ADA parking spots are established.

**Estimated maximum attendance at one time :** 350 people

**Estimated total number of people attending:** 3,000 per market

**Estimated total number of Somerville residents attending :** 55% of attendees

**Maximum number of attendees you will accommodate:** 6,000 per market

**Attendee fees or suggested donations :** The Union Square Farmers Market is free to attend.

**Will this event be open to the public?:** Yes

**Describe your outreach/publicity:** We utilize the Union Square Main Streets website, listings on area calendars, as well as the Union Square Farmers Market social media accounts (Facebook @unionsquaremarkets and Instagram @unionsqmarket) to publicize the event. We also publish a weekly e-newsletter to nearly 3,000 subscribers, and work with a local artist to create posters for each season.

**Will food be served?:** Yes

**If yes, describe::** Fresh produce, meat, seafood, cheese, specialty foods (jam, juice, bread, etc.) and ready-to-eat meals. Farmers Market permits will be obtained for all processed foods.

**Will the event be catered?:** 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 :** Each summer season since 2005.

**Police Detail :** No

**Parking for Attendees :** Yes

**If yes, describe::** Metered spaces surrounding the Plaza area and residential side streets.

**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::** For vendors, we will have restrooms with hand-washing at 66-70 Union Square

**Liability Insurance :** Yes

**If yes, describe::** Union Square Main Streets will obtain liability insurance.

**Approval Conditions:**

**Reviewer:** CS Mayor, Mayor's Office, Approved

**Reviewer:** Maureen Lee, ISD Health, Approved

**Reviewer:** Kevin Roche, Engineering, Approved

**Reviewer:** Eric Weisman, Public Works, Approved

**Reviewer:** Charles Breen, Fire Prevention, Approved

**Reviewer:** Suzanne Rinfret1, Traffic and Parking, Approved

**Reviewer:** Mackenzie Richardson, Police, Approved

**Reviewer:** Kimberly M. Wells, City Clerk, Approved