

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL26-000068

File #: 26-016856

Event Name: Somerville Watch Party

Business Name: Somerville Chamber of Commerce

Application Type: Public Event License

Location: 150 GLEN ST

APPLICANT

Company Name: Somerville Chamber of Commerce

Contact Name: Jennifer Lawrence

Business Address:

561 Windsor Street
Somerville, MA 02143

Home Address:

Work Phone:

Email: jennifer@somervillechamber.org

Home Phone:

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: We are seeking a license to have a World Cup Viewing Party for the July 7 Quarter Final game at 4PM. We would show the game in Glen Park on the playing field at the Capuano School. In the basketball courts, we would like to have local restaurants selling food, and around the field, we would like to have community tables for community organizations and sponsors to have tables to talk about their programs.

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: 07/07/2026

Event Setup Begins: 10:00 AM

Start Time: 03:00 PM

End Time: 07:00 PM

Event Cleanup Ends: 10:00 PM

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

Organization name; if none, your name: Somerville Chamber of Commerce

Describe any social or cultural benefits

of this event for Somerville residents : The Somerville Chamber of Commerce, in collaboration with local business districts, community partners, and municipal stakeholders, is pleased to present a series of free, family-friendly FIFA World Cup public viewing parties across Somerville, Massachusetts. These events will bring together residents, businesses, and visitors to celebrate the FIFA World Cup through inclusive, community-centered programming that supports local economic activity and reflects Somerville's diverse global communities. Event Overview The Somerville World Cup Viewing Party Series will consist of outdoor public viewing events aligned with key FIFA World Cup matches. Each event will feature: Large-scale outdoor LED screens for live match viewing Multilingual broadcast access, including: Portuguese-language radio broadcast (Nossa radio is a Somerville company) English-language televised broadcast for English-speaking matches Spanish-language televised broadcast for Spanish-speaking matches Local food vendors and restaurants Family-friendly activities and cultural programming Live music and/or DJs featuring local artists The series is designed to be accessible, welcoming, and culturally responsive, with intentional alignment to the communities represented across Somerville.

Describe any financial benefits of this event for Somerville businesses or organizations: The Somerville World Cup Viewing Party Series is designed as a neighborhood-scaled activation model, with anticipated attendance of approximately

500– just under 1,000 residents per event, depending on match significance, location, and weather conditions. By intentionally right-sizing these events, the Chamber aims to maximize positive economic impact for surrounding small businesses while maintaining a safe, accessible, and high-quality attendee experience. Across all locations, the Chamber anticipates: Consistent foot traffic increases in host districts during match windows Strong direct spending at nearby restaurants, bars, and retailers, particularly before, during, and after matches Extended visitor dwell time, encouraging attendees to explore and patronize multiple businesses Distributed economic benefit, supporting both participating vendors and brick-and-mortar establishments With an estimated per-person local spend of \$20–\$40, each event has the potential to generate approximately \$10,000–\$40,000 in direct neighborhood economic activity, with additional indirect benefits through repeat visits and increased visibility for Somerville businesses. This approach ensures that the World Cup Viewing Party Series serves as a catalyst for local economic vitality, while remaining community-centered, scalable, and sustainable across multiple neighborhoods.

What is the budget for this event?: \$12,500

Complete Mailing Address : 561 Windsor Street Suite BMZ2, Somerville, MA 02143

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

Email: jennifer@somervillechamber.org

Phone (Will be available to the public): 617-776-4100

Event Name : Somerville Watch Party

Describe the Event: East Somerville Activation (July 7, 2026) Location: Foss Park Partners: East Somerville Main Streets, Nossa Radio, Somerville Youth Soccer, Somerville United, EventThem Featured Matches TBD Quarter Finals match This event is designed to engage East Somerville's Brazilian, Haitian, and broader international communities, with culturally aligned programming, music, and local food vendors. Capacity under 1,000. These games will be shown in English. The Food Vendors will not be event sponsors. They are only selling food to make sure that there is enough food for the participants. They will not have branded tents and will pay a small permit fee to the city and event organizers to cover the administrative costs of the event. All branding will be scrubbed from menus, boards, and paper goods. The LED screen will be situated along the fence at the basketball court lot and facing towards the playground. The viewing area will be the field.

Describe any Entertainment at the Event (if none, type None): Large LED screen, potential for a community DJ, if space and time allows

Describe any tents, inflatables, or other temporary structures to be used (if none, type None): We will have tents for the food vendors in the basketball court and the community tables along the playground

Describe any accessibility features available to attendees/participants: "The organizing team will also explore the provision of live captioning, ASL interpretation for formal announcements, and multilingual event information where resources allow."

Estimated maximum attendance at one time : 999

Estimated total number of people attending: 999

Estimated total number of Somerville residents attending : 999

Maximum number of attendees you will accommodate: 999

Attendee.fees.or.suggested donations: Free, but ticketed

Will this event be open to the public?: Yes

Describe your outreach/publicity: We will utilize the city's outreach system, we have posters created, and we will create a social media plan.

Will food be served?: Yes

If yes, describe:1: We would like to have food vendors in the basketball court

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? : Yes

If yes, name of park(s) : Glen Park

Has this event occurred in the last two years? : No

Police Detail : Yes

If yes, describe:7: We are working with the emergency management team to create an IAP.

Parking for Attendees : No

Restrooms : No

Liability Insurance : Yes

If yes, describe:10: We will add extra event liability insurance to our general liability insurance

Approval Conditions:

Reviewer: Maureen Lee, ISD Health, Approved with Conditions

1. Approved with the condition a Coordinators Checklist is submitted 30 days prior to the event.
2. Food vendor Temporary Food License applications are due 30 days prior to the event.

Reviewer: Mackenzie Richardson, Police, Approved with Conditions

1. Police Details to assist with crowd management and safety for the event

Reviewer: Emergency Management, Office of Emergency Management, Approved with Conditions

1. Event will require a unified IAP to include all departments involved.

Reviewer: CS Mayor, Mayor's Office, Approved

Reviewer: Albert Bargoot, ISD Building, Approved

Reviewer: Kevin Roche, Engineering, Approved

Reviewer: Eric Weisman, Public Works, Approved

Reviewer: Yianny Tsirigotis, Recreation, Approved

Reviewer: Charles Breen, Fire Prevention, Approved

Reviewer: Suzanne Rinfret, Traffic and Parking, Approved

Reviewer: Courtney Henderson, City Clerk, Approved

Reviewer: Jesse Moos, Engineering, Complete