

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL24-000014

File #: 24-002897

Application for: Public Event

Organization name: Somerville Arts Council, New England Hongkongers Association, and Somerviva

Description: The New England Hong Kong Fest is a community-run festival dedicated to bringing the Hongkonger community together and celebrating our culture. Through food, music, performances, games, and interactive activities, we hope to create a space for local residents to learn more about our stories and experiences, forge new connections with our community, and for those with a connection to Hong Kong to find a sense of home and belonging.

We are honored and excited to debut our inaugural festival at Union Square Plaza next May during AAPI Heritage Month to celebrate the diversity and vibrance of AAPI communities in New England!

Date(s): Saturday, May 18, 2024

Setup starts at (time): 2:30pm

Cleanup after the event ends at (time): 9:30pm

Entertainment: live dances and music, also a dj. There will be craft vendors and food vendors.

Attendees:

Max attendance at one time: 300

Maximum attendees accommodated: 700

Attendee fees or suggested donations: free

Social or cultural benefits:

This event serves as a bridge for Somerville residents to connect with and learn more about the Hongkonger community in Greater Boston, our culture, and our stories through performances, food, and interactive games and activities. For residents with the connection to Hong Kong, this event offers a space where they can experience a sense of familiarity, home, and belonging, allowing them to reconnect with their heritage or experiences. Additionally, this event presents a significant opportunity for the AAPI community in Somerville to come together and celebrate our collective strength and empowerment.

Somerville and Hong Kong have a similarity. We both have many residents with different cultural backgrounds. This opportunity allows immigrants/residents of different cultural backgrounds to find and compare the differences and similarities between the two cities.

Event Contact: Iaritz Menjivar

Event name: 2024 New England Hong Kong Festival

Location: Event will occupy partial use of the parking lot and the plaza area.

Rain date(s): Sunday, May 19, 2024

Event starts at (time): 4pm

Event ends at (time): 8pm

Temporary Structures: 10x10 tents, tables, chairs, children's lawn games, stage for music.

Total people attending: 700

Total Somerville residents attending: 500

What is your budget for this event: 8,000

Financial benefits:

We plan to engage with Somerville businesses and creative individuals that align with our festival theme. Additionally, we aim to establish collaborations with organizations like Culturehouse, where we can mutually support each other's events. We are also open to working with other community organizations and the businesses around. We believe that our Festival will increase foot traffic in the area, benefitting local businesses. Furthermore, we expect to attract attendees from Hongkongers across New England, thereby introducing Union Square businesses to a new customer base and providing them with additional exposure.

Event Contact Phone: 617-6600 ext 2985

Event Information

Yes/No

If yes, Describe

Open to the public?	Yes	Newsletters, press releases, posters, social media: New England Hongkongers Association's and AAPI-related organizations' social media platforms and KOLs, including Facebook, Instagram, Signal groups that have over 300 members, and websites. Posting flyers in grocery stores, restaurants, community centers, and various locations in Somerville and cities in the Greater Boston Area. Also going to share the events via the newsletters, Facebook, and Instagram platforms of different departments of the City of Somerville. Joining CulturalHouse Union Square to promote Hong Kong cultures and the event in early 2024.
Food served?	Yes	Hong Kong and AAPI food, everything will be discussed in the coordinator checklist
Caterer used?	No	
Alcohol served?	No	
Grill/open-flame device used?	No	
Streets blocked?	No	
Sidewalks blocked?	No	
Describe any accessibility features available to attendees/participants		This event is accessible to people with disabilities and who need interpretation support. Somerviva: Office of Immigrant Affairs will be able to provide interpretation support and can request ADA support from the Racial and Social Justice Department. There will also be seating available for ADA access to join the live music and dance.
Arrangements:		
Police Detail:	No	
Parking (for Attendees)?	No	
Restrooms?	Yes	We'll work with DPW to post ADA portajohn.
Liability Insurance?	No	
Will any public parks be used?	No	
Has the event occurred in the last two years?	No	

Approval Conditions:

Approved By:

CS Mayor, Approved

Albert Bargoote, Approved

Maureen Lee, Approved

Kevin Roche, Approved

Charles Breen, Approved

CS Traffic and Parking, Approved

Eric Weisman, Approved

Timothy Mitsakis, Approved

Kimberly M. Wells, Approved