

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL21-000084

File #: 19-013314

Application for: Public Event

Organization name: East Somerville Main Streets

Description: Join us on Saturday, October 16 in East Somerville for our new Howl-o-ween Pet Parade and Costume Contest! Dress up your pet and parade around New Washington Street then walk the red carpet in front of a panel of judges!

Event Schedule:

1:00 PM - 1:30 PM - Contest Registration & Social Time

1:30 PM - 2:00 PM - The Secrets of Zen Dog Training workshop

2:00 PM - 3:00 PM - Parade and Judging

3:00 PM - Contest Winners Announced

Date(s): Saturday October 16th 2021

Setup starts at (time): 11 AM

Cleanup after the event ends at (time): 4 PM

Entertainment: Master of Ceremonies, Guest Judges, Costume Contest, Awards, Recorded Music

Attendees:

Max attendance at one time: 100

Maximum attendees accommodated: 500

Attendee fees or suggested donations: There is a \$5 fee to enter the pet costume contest, otherwise its free to attend.

Social or cultural benefits:

This event will highlight the dog park

Event Contact: Jen Atwood

Event name: Howl-o-ween Pet Parade

Location: New Washington Street in front of the Zero Washington Street Dog Park

Rain date(s): Sunday, October 17th, 2021

Event starts at (time): 1 PM

Event ends at (time): 3 PM

Temporary Structures: Temporary Stage, Road Barriers, chairs and tents

Total people attending: 300

Total Somerville residents attending: 100

What is your budget for this event: 620

Financial benefits:

This event will bring foot traffic to the Washington Street small businesses

Event Contact Phone: 617-623-3869

Event Information	Yes/No	If yes, Describe
Open to the public?	Yes	Website, newsletter, social media, printed poster and press release
Food served?	No	
Caterer used?	No	
Alcohol served?	No	
Grill/open-flame device used?	No	
Streets blocked?	Yes	New Washington Street closed to vehicle traffic in front of the dog park
Sidewalks blocked?	No	
Arrangements:		
Police Detail:	Yes	Will request police detail for street closure
Parking (for Attendees)?	No	
Restrooms?	No	
Liability Insurance?	Yes	General Liability Coverage
Will any public parks be used?	Yes	Zero Washington Dog Park
Has the event occurred in the last two years?	Yes	10/19/2021

Approval Conditions:

Approved By:

CS Mayor, Approved

Scott Whalen, Approved

Albert Bargoot, Approved

CS Traffic and Parking, Approved
Christine Morin, Approved
Dennis Sullivan, Approved
Kevin Roche, Approved
Kimberly M. Wells, Approved