

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL25-000133

File #: 25-019025

Event Name: Challapalooza: Greater Boston's Jew-ish Music Festival

Business Name: Challapalooza

Application Type: Public Event License

Location: Prospect Hill Park, 68 Munroe St

APPLICANT

Company Name:

Contact Name: Akiva Jackson

Business Address:

Home Address:

40 Dickinson St #1

Somerville, Ma 02143

Work Phone:

Home Phone:

Email: akivajackson@gmail.com

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: Prospect Hill Park, mainly the western grassy field, but also on the other side.

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: 09/07/2025

Event Setup Begins: 08:00 AM

Start Time: 12:00 PM

End Time: 06:00 PM

Event Cleanup Ends: 08:00 PM

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

Organization name; if none, your name: Temple Beth Shalom/Moishe House Somerville/Akiva Jackson

Describe any social or cultural benefits of this event for Somerville residents : Challapalooza is a volunteer-led celebration of Jewish music and culture that invites Somerville residents of all backgrounds to enjoy live performances, family-friendly programming, and community-building activities. It will foster cross-cultural connection, joy, and creativity in a multigenerational, inclusive setting. <https://www.challapalooza.org/>

Describe any financial benefits of this event for Somerville businesses or organizations: The event will draw approximately 300-800 attendees from across Greater Boston, increasing foot traffic in Somerville and creating opportunities for local vendors, food trucks, and small businesses. We will prioritize working with Somerville-based vendors when possible and encourage attendees to explore neighborhood establishments before and after the event. We are hiring local musicians and food vendors, as well as employing local artists to design our merch.

What is the budget for this event?: \$6,000-\$12,000

Complete Mailing Address : 40 Dickinson St. Apt 1 Somerville MA 02143

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

Email: challapalooza@gmail.com

Phone (Will be available to the public): +1 765 761 2164

Event Name : Challapalooza: Greater Boston's Jew-ish Music Festival

Describe the Event: A one-day, family-friendly Jewish music festival in Prospect Hill Park celebrating Jewish cultural expression and community through live music, food, dancing, and activities for all ages. The event is open to the public and designed to welcome both Jewish and non-Jewish residents into a day of joy.

Describe any Entertainment at the Event (if none, type None): Live musical performances (15–20 acts), Jewish folk dancing, children's activities, and a community jam session.

Describe any tents, inflatables, or other temporary structures to be used (if none, type None): One central stage for performances, vendor tents, information booths, and shade tents for audience comfort. Stage size 16x20ft and 2- 8 tents with size 10x10ft.

Describe any accessibility features available to attendees/participants: Wheelchair-accessible park paths, ADA-compliant portable restrooms, seating areas for mobility-challenged guests, and clear signage. Volunteers will be on site to assist attendees with accessibility needs. We are working on comprehensive plans for emergency and medical needs.

Estimated maximum attendance at one time : 200

Estimated total number of people attending: 500

Estimated total number of Somerville residents attending : 400

Maximum number of attendees you will accommodate: 1,000

Attendee fees or suggested donations : We are selling tickets online and at the door, but will not turn anyone away for lack of funds. The point is simply to pay the musicians, it is all nonprofit and run entirely by local volunteers from Somerville.

Will this event be open to the public?: Yes

Describe your outreach/publicity: Promotion will include social media, local event listings, partner emails, flyers in community spaces, and collaborations with Jewish and cultural organizations. Press releases will target local media, and attendees will be encouraged to share the event. The festival also has a dedicated website for information and updates: www.challapalooza.org.

Will food be served?: Yes

If yes, describe:: A curated selection of kosher food trucks offering diverse, high-quality meals and snacks. Options include vegetarian, vegan, and gluten-free dishes, with non-alcoholic beverages available. All food trucks will be stationed on Munroe St.

Will the event be catered?: Yes

Provide the name and address of each caterer: We are currently working on outreach to local vendors, and are happy to promptly update you once a list has been finalized, using the Coordinators Checklist.

Will a grill/open-flame device be used? : Yes

If yes, describe:: It is possible that a food vendor or community member may use a grill or other open-flame device. We are happy to promptly update you once this has been determined.

Will any streets be blocked? : Yes

If yes, describe:: Ideally we will close most of the section of Monroe street adjacent to the park, for the sake of safety, security and ease of movement. Other than next to the stage, abutters should be able to squeeze their cars past the food trucks etc to for ingress and egress. At minimum, we would like to close between Bigelow and the western end of the park.

Road to be closed: Munroe St

Cross street where road closure will start: Walnut St (or just the western end of the park)

Cross street where road closure will end: Prospect Hill Ave

Will any sidewalks be blocked? : No

Will any public parks be used? : Yes

If yes, name of park(s) : Prospect Hill Park

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

Police Detail : Yes

If yes, describe:: We request an auxiliary police detail to be present throughout the event to ensure public safety and

coordinate emergency protocols. They will work closely with event staff to maintain a secure and orderly environment.

Parking for Attendees : No

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:: Depending on our budget, we will hire a couple of portable toilets. They will be delivered and removed by the company on the day of.

Liability Insurance : Yes

If yes, describe:: We will purchase liability insurance closer to the event depending on the number of tickets sold. We are happy to update you promptly once more details are available.

Approval Conditions:

Reviewer: Kevin Roche, Engineering, Approved with Conditions

1. APPROVAL CONDITION One ADA accessible sidewalk must remain open at all times through the event on Munroe Street for non-attendees to safely pass through.

Reviewer: Eric Weisman, Public Works, Approved with Conditions

1. No stakes are permitted when setting up a tent.

Reviewer: Yianny Tsirigotis, Recreation, Approved with Conditions

1. No portapotties

Reviewer: Charles Breen, Fire Prevention, Approved with Conditions

1. 14 foot travel lane is to be maintained free of any obstructions at all times to allow passage of fire apparatus & emergency vehicles if necessary. The use of any open flame for cooking is to be permitted through Fire Prevention 617-625-6600 x8400.

Reviewer: Mackenzie Richardson, Police, Approved with Conditions

1. The Police Department no longer has Auxiliary Officers; Please contact the Detail office at 617-625-1600 x7266 to set up police details for this event.

Reviewer: CS Mayor, Mayor's Office, Approved

Reviewer: Albert Bargoot, ISD Building, Approved

Reviewer: Maureen Lee, ISD Health, Approved

Reviewer: CS Traffic and Parking, Traffic and Parking, Approved

Reviewer: Jesse Moos, Engineering, Complete

Reviewer: Kimberly M. Wells, City Clerk, Approved