

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL22-000045

File #: 14-003922

Application for: Public Event

Organization name: Union Square Main Streets

Description: In its 18th season, this COVID-19 conscious, open air, weekly market features ~35 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 and feature rotating guest vendors, and provide live entertainment when pandemic conditions and space allows.

Date(s): 05/14/2022,05/21/2022,05/28/2022,06/04/2022,06/11/2022,06/18/2022, 06/25/2022,07/02/2022, 07/09/2022,07/16/2022,07/23/2022,07/30/2022, 08/06/2022,08/13/2022,08/20/2022,08/27/2022,09/03/2022, 09/10/2022,09/17/2022,09/24/2022, 10/01/2022,10/08/2022,10/15/2022,10/22/2022, 10/29/2022

Setup starts at (time): 6:45 am

Cleanup after the event ends at (time): 2:00 pm

Entertainment: When pandemic conditions and space permit, 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.

Attendees:

Max attendance at one time: 300 people

Maximum attendees accommodated: 6,000 per market

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

Social or cultural benefits:

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 healthy 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.

Event Contact: Sarah Brugge

Event name: Union Square Farmers Market

Location: Union Square Plaza, Union Square Central parking lot, and cobblestone area in front of Somerville Media Center.

Rain date(s): The Union Square Farmers Market is open rain or shine, and will only close in case of extreme wind/unsafe weather conditions.

Event starts at (time): 9:00 am

Event ends at (time): 1:00 pm

Temporary Structures: Vendors typically utilize 10' x 10' pop up tents.

Total people attending: 3,000 per market

Total Somerville residents attending: 55%

What is your budget for this event: \$1500/day

Financial benefits:

The Union Square Farmers Market has a positive economic impact of \$2M each season for neighborhood businesses.

Event Contact Phone: (617) 899-5095

Event Information

Open to the public?

Yes/No

Yes

If yes, Describe

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, Instagram @unionsqmarket, and Twitter @UnionSquareFM) 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.

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

Food served?	Yes
Caterer used?	No
Alcohol served?	No
Grill/open-flame device used?	No
Streets blocked?	No
Sidewalks blocked?	No

Arrangements:

Police Detail:	No
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Parking (for Attendees)?	Yes
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Metered spaces surrounding the Plaza area and residential side streets

Restrooms?	Yes
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For vendors, we will have restrooms with hand-washing at 66-70 Union Square.

Liability Insurance?	Yes
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Union Square Main Streets will obtain liability insurance.

Will any public parks be used?	No
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Has the event occurred in the last two years?	Yes
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Each summer season since 2005.

Approved By:

CS Mayor, Approved

Albert Bargoot, Approved

Maureen Lee, Approved

Kevin Roche, Approved

Robert McCarthy, Approved

CS Traffic and Parking, Approved

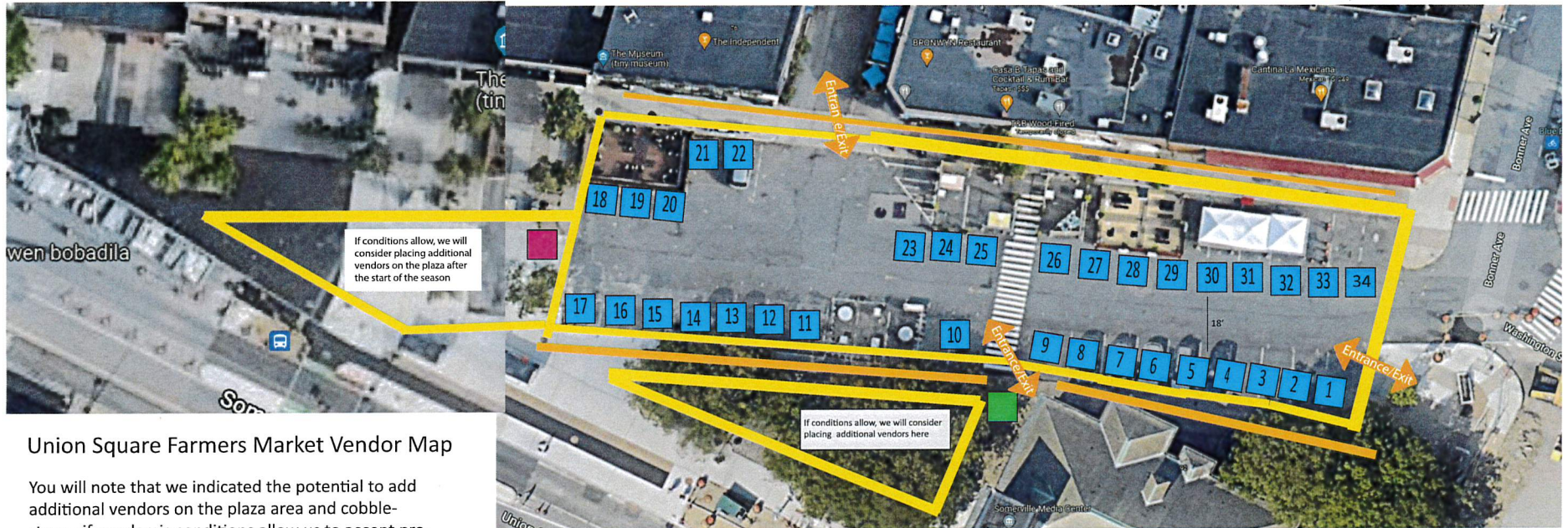
Sean Sylvester, Approved

Eric Weisman, Approved

Adrienne Pomeroy, Approved with Conditions

Approved with conditions/concerns that Vendor # 9 is located in an Handicapped Parking Space. While this plan reflects an alternative location for that space in order to not allow vehicles into the market, please be prepared for the possible negative feedback from the disabled community due to decreased accessibility that will occur by moving the space. ~Adrienne Pomeroy, ADA Coordinator 4/12/22

Kimberly M. Wells, Approved



Union Square Farmers Market Vendor Map

You will note that we indicated the potential to add additional vendors on the plaza area and cobblestones if pandemic conditions allow us to accept prepared food vendors later in the season. We will not be starting the season using these areas and we are happy to discuss this more fully with all necessary departments if we move forward mid-season with pursuing this option.

- KEY:
- Yellow = Market Perimeter
 - Green = Market Lead Tent
 - Pink = Musician Tent
 - Orange = Pedestrian Walkway