

**From:** jlong@somervillema.gov  
**Sent:** 07/02/2017 - 09:36 AM  
**To:** accounting@guidogroupltd.com  
**CC:**  
**Subject:** Public Event Interim Approval

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To Whom It May Concern:

Casper Sleep, Inc. has requested permission to conduct "Casper Sleep Inn" at the Cutter Avenue Parking Lot, on Friday, July 7 - Sunday, July 9, from Noon to 8 PM. Setup will begin no earlier than 7 AM, and cleanup will end no later than 10:30 PM.

The appropriate city departments have all signed off on the appropriate documents, which are now at City Hall awaiting the next meeting of the Board of Aldermen.

The President of the Board of Aldermen, the Chair of the Board's Committee on Licenses and Permits, and the appropriate Ward Aldermen have also indicated their interim approval. This email will confirm interim approval by the Board of Aldermen, so this Public Event may proceed as long as the following conditions are observed:

**Reviewer:** CS Traffic and Parking, Traffic and Parking, Approved with Conditions

1. I have been in contact with the event organizer to bag the entire lot. **Payment in full is required before event.**
1. Any fees charged by the city are your responsibility and must be paid in full prior to the event.
2. If you find more attendees signing up for or attending your event than you indicated on the application, you must contact the Police Department immediately to notify them.
3. If you request a rain date, you may use it only if you notify the City Clerk with a voicemail/email (617-625-6600 x4110/cityclerk@somervillema.gov) immediately after cancelling your event due to weather. Failure to notify the City Clerk will result in the loss of the rain date.
4. Your event must not obstruct or inhibit the flow of vehicles or pedestrians except for any street/sidewalk closures or detours described in this application or conditions. All street closures or detours must be created with devices specified by the Traffic and Parking Department. Vehicles must not be used to block streets. Anything placed on any streets must be movable by city employees whenever necessary.
5. If any streets are closed, you must contact the MBTA so they can review and adjust their bus routes as needed. Contact the city's Traffic and Parking Department for MBTA contact information.
6. If any streets are closed, you must provide written notice to each resident and business that abuts the area, on both sides of the street, to notify them of the date and time of the event, and provide them with contact information for the event organizer(s) in case they have questions.
7. If your event is a neighborhood block party, you must keep a fire extinguisher available near any grille in use, and you must not consume or carry alcohol on any public street or sidewalk.
8. Unless your license specifically allows it, you must not make permanent markings on the street or sidewalk using paint or other indelible materials, or you will be held liable for the cost of removing those

markings. The use of chalk is acceptable for street or sidewalk markings.

9. If your event includes the sale or consumption of alcoholic beverages, you must also obtain a Special Alcohol License from the Licensing Commission, and submit proof that you have secured a general liability insurance policy naming the City of Somerville as an additional insured, or if the general liability policy exempts alcohol-related incidents or occurrences, a liquor liability policy naming the City of Somerville as an additional insured, with policy limits not less than \$500,000 per occurrence, \$1,000,000 general aggregate.
10. This license is valid only for the listed location and time, and is subject to all of the terms, conditions, and limitations set forth in the Somerville Code of Ordinances, any applicable State and Federal laws, any city officials, and the Board of Aldermen.
11. You and your officers, employees, agents, and representatives hereby agree to release, discharge, indemnify and hold harmless, the City of Somerville and its officers, employees, agents and servants from all actions, causes of action, claims, demands, damages, costs, loss of services, expenses and compensation associated with this event or your conduct arising from the event, for any damages to the City's personal and real property resulting from the use, and any expenses the City incurs in restoring the property to its condition prior to the use.

If you have any questions, please contact John J. Long, City Clerk.

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John J. Long, City Clerk  
City of Somerville  
93 Highland Avenue  
Somerville, MA 02143  
617 625-6600 x4110  
FAX 617 625-4239  
[www.somervillema.gov](http://www.somervillema.gov)  
[jlong@somervillema.gov](mailto:jlong@somervillema.gov)

**PUBLIC EVENT PERMIT APPLICATION**  
**City of Somerville, Commonwealth of Massachusetts**  
**Application #: PEL17-000112**  
**File #: 17-010771**

**Organization name:** Casper Sleep, Inc

**Event name:** Casper Sleep Inn

**Description:** The Stay Inn by Casper will hit the road this summer to give American cities the chance to check-in and check-out with Casper. Taking cues from iconic Americana road-trip lodging, guests will be invited to join Casper for some staycation R&R right in the comfort of their hometown.

**Location:** Public Parking Lot Cutter and Summer Public parking lot at Cutter and Summer Streets in Davis Square area

Starting with relaxing pre-nap lounge by the "pool", guests will have several shareable moments before they settle in for a mid-day snooze.

**Rain date(s):** None

**Date(s):** 07/07/2017,07/08/2017,07/09/2017 Open to public Noon - 8PM daily. Private security on site during off hours.

**Event starts at (time):** July 7 Noon

**Setup starts at (time):** July 7 7AM

**Event ends at (time):** July 9 8PM

**Cleanup after the event ends at (time):** July 9 10:30PM

**Attendees:**

Total people attending: 500 over three days

Max attendance at one time: 20-25

Total Somerville residents attending: Unknown -guessing 300-400

Maximum attendees accommodated: n/a - as many as can nap

**Attendee fees or suggested donations:** Free for all

**What is your budget for this event:** 15,000

**Social or cultural benefits:**

**Financial benefits:**

A fun entertainment event for locals and visitors alike.

Will draw locals and visitors to Davis Square who will patronize the local businesses / restaurants and introduce new visitors to the things Davis Square and Somerville have to offer.

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<b>Event Information</b>	<b>Yes/No</b>	<b>If yes, Describe</b>
Food served?	No	
Alcohol served?	No	
Grill/open-flame device used?	No	
Streets blocked?	No	
Sidewalks blocked?	No	
<b>Arrangements:</b>		
Auxiliary Police?	No	
Police Detail:	No	
Parking (for Attendees)?	No	
Restrooms?	No	
Liability Insurance?	Yes	Full GL and Auto coverage - City will be named as additional insured.
Will any public parks be used?	No	
Has the event occurred in the last two years?	No	
Alcohol License?	No	

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**Approval Conditions:**

**Reviewer:** John J. Long, City Clerk, Approved

**Reviewer:** CS Mayor, Mayor's Office, Approved

**Reviewer:** Scott Whalen, Police, Approved

**Reviewer:** CS Traffic and Parking, Traffic and Parking, Approved with Conditions

1. I have been in contact with the event organizer to bag the entire lot. Payment in full is required before event.

**Reviewer:** Christine Morin, Public Works, Approved

**Reviewer:** John J. Long, City Clerk, Approved

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Thank you for considering hosting the Casper Nap Tour! We are excited to be bringing the Casper mattress on the road for people to try!

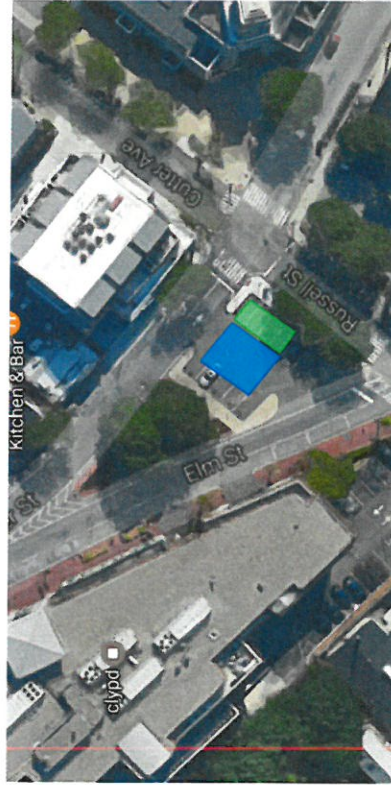
The event is scheduled to take place on July 7, 8 & 9 from Noon - 8PM. The trailer would load in on Friday AM and leave Sunday night with a guard staged overnight. Staffing for the event: 1 manager and 4 or 5 Brand Ambassadors.

The trailer will act as a "mini-boutique hotel" - allowing people to take 8-10 minute naps. Anticipated traffic: 200 "naps" per day, with 4-5 in the "lobby area" at any given time.

## EXTERIOR EXPERIENCE - CONCEPT



## TRIAL EXPERIENCE



Anticipated Placement in Lot:  
Trailer in Green  
Lobby in Blue  
All meters bagged.