



Katherine Diaz, Chair  
Ebenezer Smith, District Manager

## Community Board 12 - Manhattan Washington Heights & Inwood

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June 29<sup>th</sup>, 2023

Hon. Eric L. Adams  
Mayor of the City of New York  
City Hall  
New York, NY 10007

RE: Resolution Supporting the Latin Night Market at Dyckman Street.

Please be advised that Community Board 12 Manhattan at its General Meeting on Tuesday, June 27<sup>th</sup>, 2023, passed a resolution with a vote of 34 in favor, 4 opposed, 0 abstentions, and 0, not voting due to conflict supporting the MASC Hospitality Group's Latin Night Market and its request for the permits required in connection therewith.

**Whereas**, the Business Development Committee met on June 6, 2023, to consider a request by MASC Hospitality Group ("MHG") for the Community Board to support its 2023 Latin Night Market (the "Latin Night Market") and the associated permits from the Mayor's Office of Media & Entertainment. The Latin Night Market will be held on September 15, 2023, to celebrate Hispanic Heritage Month. It will be located on Dyckman Street, from Seaman Avenue to Staff Street, and will operate from 4:00PM to 10:00PM; and

**Whereas**, MHG is a New York City-based event production and promotion company focused on content, cuisine, and culture. It is known for launching innovative media campaigns, curating fun, engaging, and entertaining experiences, and for fostering up-and-coming and vibrant food concepts. MGH currently hosts a series of four successful events throughout New York City - the Bronx Night Market, the Brooklyn Night Market, the Uptown Night Market (held in West Harlem), and the Vegan Night Market (held in Central Park) totaling 70 events last year; and

**Whereas**, MGH has a huge social media following that leads to 50 million monthly impressions. It has been featured in articles by the New York Times, EaterNY, Time Out New York, AmNY, and NBC New York; and

**Whereas**, MGH proposes to bring a food and cultural festival to Washington Heights and Inwood to showcase food from throughout the Latino and Hispanic diaspora. The intent is for the Latin Night Market to be an ongoing series like MGH's other New York City events. It will start as a pilot in 2023 and MGH will work towards launching it as an ongoing series next summer; and

**Whereas**, MGH usually expects on average 5,000 attendees at its events. A similar amount of foot traffic is anticipated for the Latin Night Market. 70 to 80 vendors are projected to participate in the Latino Night Market. About 40% will be local businesses, the rest will be businesses that are from the global food industry.; and

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**Whereas**, the Latin Night Market will help to market the participating local businesses, promote other businesses in the area, and enhance revenues for participating and surrounding businesses, especially restaurants, by the foot traffic generated; and

**Whereas**, Congressman Adriano Espaillat, Council Member Carmen De La Rosa, and Assemblyman Manny De Los Santos each support this event, now, therefore be it

**Resolved**, that Community Board 12 Manhattan supports MASC Hospitality Group's Latin Night Market and its request for the permits required in connection therewith.

Sincerely,



Katherine Diaz

Chair

cc:

Hon. Anne Castillo, MOME Commissioner  
Hon. Jumaane Williams, Public Advocate  
Hon. Brad Lander, Comptroller  
Hon. Adriano Espaillat, Congressman  
Hon. Cordell Cleare, State Senator

Hon. Robert Jackson, State Senator  
Hon. Alfred Taylor, Assembly Member  
Hon. Manny De Los Santos, Assembly Member  
Hon. Carmen De La Rosa, Council Member  
Hon. Shaun Abreu, Council Member