

Event Details

Event Id: 753354

Event Name: Daiya Fromage Grilled Cheese Samples

Event Description: Client is looking to promote a new non-dairy cheese and will be creating grilled cheeses onsite to pass out to pedestrians walking by. The timing of event would be from 11am to 3pm on 1/25/24. The event will be branded and the client looking to utilize curb lane and partial sidewalk.

Event Type: Production Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 01/25/2024 06:00 AM

Start Date: 01/25/2024 11:00 AM

End Date: 01/25/2024 03:00 PM

Breakdown Date: 01/25/2024 06:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 12/13/2023 12:04 PM

Application Processing by: Cathy Luong

Applicant Details

Applicant Name: Louis Yorey

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: louis@sheehan-sons-security.com

Applicant Phone: (845) 591-2725

Applicant Cell Phone: (845) 591-2725

Applicant Fax:

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
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1	BROADWAY between CANAL STREET and HOWARD STREET Note: Client plans to place small pop up tent with folding tables to pass out grilled cheeses. small hand-held generator needed to power electric grills. Guest que on sidewalk to receive grilled cheese. 600 total will be passed out until they run out or are finished by 3pm	Sidewalk and Curb Lane Closure	West		Manhattan	2	1, 5	10013
2	HOWARD STREET between MERCER STREET and BROADWAY Note: South Side of Howard Street closer to Broadway to stage production food truck which will prepare Grilled Cheese Sandwiches to be walked over to main location where they will be passed out.	Curb Lane Only	South		Manhattan	2	1, 5	10013

Sponsor Details

Sponsor: Manifest

Sponsor Address 1133 Broadway New York NY 10010

Sponsor Email:

Sponsor EIN:

Sponsor Phone: (845) 591-2725

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization:

Producer Address:

Producer Phone:

Producer Phone:

Producer Cell:

Producer Fax:

Producer Email:

Affected Zones

Affected Borough: 1,

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2,

Affected Precincts 5, 1,

Affected City Council Dist: 1,
Affected Zipcodes: 10013,

Agency Instructions

- 1 The estimated attendance at this event is: 200 to 499.
- 2 There are plans to include live entertainment and/or celebrity appearances. Following are the live entertainment and/or celebrity appearance components: *Lional Boyce from The Bear will make an appearance and help pass out the grilled Cheeses.*
- 3 The event will contain the following commercial branding and/or advertising elements: *Yes the client would like to have their event branded with a-frame signs in front of their activation.*
- 4 The event will be advertised. Following is the event advertising plan: *Limited advertising on socials. No mention of the celebrity..*
- 5 The event will have on-site security. Following is the on-site security plan: *Sheehan and Sons will provide all security and curb lane enforcement for the event..*
- 6 Portable and/or tow-hook generators will be used at this event. **FDNY notification is required.**
- 7 There will be a tent or a canopy at this event. Following are the dimensions and description: *20W x 10D x 9.5*
- 8 Food and/or beverages will be sold or distributed at the event. **A DOHMH Temporary Food Service Establishment Permit (via DCA) is required.**

Event Conflict Details Refresh to see updated conflicting events

No conflicting events found

Restaurant Conflict Details

[View Conflicts on Map](#)

2 conflicting Restaurants found

Restaurant (Business Name)	Address	Seating Choice	Applicant
La Mercerie (Center for Goods LLC)	53 Howard, Manhattan, NY	both	Center For Goods LLC /2128529099 / Rarmstrong@rwguild.com
La Mercerie (Dr. Howard Dr. Fine, LLC)	53 Howard Street, Manhattan, NY	both	Stephen Starr /2128529097 / natalie.robinson@starr-restaurant.com