

Event Details

Event Id: 817241

Event Name: Hot Cider Cart Activations

Event Description: Providing hot cider to passersby to stimulate conversation and brand awareness

Event Type: Street Event

Event SubType: Street event, Medium

Permitting Agency: Street Activity Permit Office

Setup Date: 12/04/2024 04:00 PM

Start Date: 12/04/2024 05:00 PM

End Date: 12/04/2024 08:00 PM

Breakdown Date: 12/04/2024 08:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 75 to 199

Non Profit Organization: No

Received Date: 10/23/2024 10:12 AM

Application Processing by: Christopher Lorient

Applicant Details

Applicant Name: Veronica Taylor

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: licensing@beakandskiff.com

Applicant Phone: (315) 607-8356

Applicant Cell Phone: [REDACTED]

Applicant Fax:

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	BROADWAY between EAST 13 STREET and EAST 12 STREET	Sidewalk and Curb Lane Closure	East		Manhattan	2	6, 9	10003

Sponsor Details

Sponsor: The Travel Agency
 Sponsor Address 835 Broadway New York NY 10003
 Sponsor Email:
 Sponsor EIN:
 Sponsor Phone: (646) 777-7420
 Sponsor Cell:
 Sponsor Fax:
 Sponsor Website:

Producer Details

Producer/Organization: Gen V Labs, LLC
 Producer Address: [REDACTED]
 Producer Phone: (508) 524-8120
 Producer Phone: (508) 524-8120
 Producer Cell:
 Producer Fax:
 Producer Email:

Affected Zones

Affected Borough: 2,
 Affected NYPD Patrol Boro: Manhattan South Borough Command,
 Affected Community Boards: 2,
 Affected Precincts 6, 9,
 Affected City Council Dist: 2,
 Affected Zipcodes: 10003,

Agency Instructions

- 1 The estimated attendance at this event is: 75 to 199.
- 2 The event will contain the following commercial branding and/or advertising elements: *Hot cider bar cart and tent will have Ayrlooms Logo affixed*
- 3 The event will be advertised. Following is the event advertising plan: *Social Media Blasts Email Inclusion and Earned Media Placements Free Things To Do etc.*
- 4 The event will have on-site security. Following is the on-site security plan: *Sponsor site: The Travel Agency's security team employed during regular daily business hours will be providing security.*
- 5 There will be amplified sound. **An NYPD Sound Permit is required from the local precinct.**
- 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: *10x10 tent*
- 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

1 conflicting events found 266255 (SAPO)