

Event Details

Event Id: 877699

Event Name: Van Leeuwen Ice Cream Truck Pop Up

Event Description: Van Leeuwen Ice Cream will host a pop up truck activation with free ice cream samples for the public

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 08/14/2025 10:00 AM

Start Date: 08/14/2025 12:00 PM

End Date: 08/14/2025 08:00 PM

Breakdown Date: 08/14/2025 08:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 07/18/2025 02:58 PM

Application Processing by: Christopher Lorient

Applicant Details

Applicant Name: Michelle Belsher

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: [REDACTED]

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax:

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	ASTOR PLACE between BROADWAY and LAFAYETTE STREET Note: Astor Pl near Broadway	Curb Lane Only	North		Manhattan	2	9	10003

Sponsor Details

Sponsor: MKTG, INC.

Sponsor Address: [REDACTED]

Sponsor Email:

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization: Michelle Belsher

Producer Address: [REDACTED]

Producer Phone: [REDACTED]

Producer Phone: [REDACTED]

Producer Cell:

Producer Fax:

Producer Email: [REDACTED]

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2,

Affected Precincts 9,

Affected City Council Dist: 2,

Affected Zipcodes: 10003,

Agency Instructions

- 1 The estimated attendance at this event is: 200 to 499.
- 2 The event will contain the following commercial branding and/or advertising elements: *Partnership collaboration between Guinness Brewery and Van Leeuwen Ice Cream - there will be a co-branded ice cream truck. There is NO alcohol in the icecream*
- 3 The event will be advertised. Following is the event advertising plan: *Both Guinness and Van Leeuwen will advertise on social and at their Manhattan account locations.*
- 4 There will be red carpet, rope and/or stanchions used at this event.
- 5 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

2 conflicting events found

799793 (SAPO - Embargo) 799795 (SAPO - Embargo)