

EventId: 878860

Christopher Lorient 09/02/2025 01:21 PM

Event Details

Event Id: 878860

Event Name: woom WOW launch event

Event Description: Union Square Play and woom bikes take over East 11 Street between Broadway and University to host a block party for local families. Bigger kids can learn how to ride bikes make turns follow tracks and experience the thrill of ramps Little kids can experience the WOW firsthand. Cotton candy, face painting, games and more.

Event Type: Street Event

Event SubType: Street event, Large

Permitting Agency: Street Activity Permit Office

Setup Date: 10/04/2025 06:00 AM

Start Date: 10/04/2025 10:00 AM

End Date: 10/04/2025 03:00 PM

Breakdown Date: 10/04/2025 06:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 500 to 999

Non Profit Organization: No

Received Date: 07/25/2025 01:27 PM

Application Processing by: Christopher Lorient

Applicant Details

Applicant Name: Katie McKenzie

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	EAST 11 STREET between BROADWAY and UNIVERSITY PLACE	Full Street Closure	Full		Manhattan	2	6	10003
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Sponsor Details

Sponsor: woom bikes USA

Sponsor Address: [REDACTED]

Sponsor Email:

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization: Union Square Play

Producer Address: 67 E 11th St New York NY

Producer Phone:

Producer Phone:

Producer Cell:

Producer Fax:

Producer Email:

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2,

Affected Precincts 6,

Affected City Council Dist: 2,

Affected Zipcodes: 10003,

Agency Instructions

- 1 The estimated attendance at this event is: 500 to 999.
- 2 There are plans to include live entertainment and/or celebrity appearances. Following are the live entertainment and/or celebrity appearance components: *Social media Influencers, media/editors, kid music, carnival games*
- 3 The event will contain the following commercial branding and/or advertising elements: *Event being held to promote woom bikes*
- 4 The event will be advertised. Following is the event advertising plan: *Will be advertised on social media and email.*
- 5 There will be red carpet, rope and/or stanchions used at this event.
- 6 There will be a step and repeat banner at the event.

- 7 The event will have on-site security. Following is the on-site security plan: *We will be hiring a NY State licensed private security provider.*
- 8 Combination of generators, including truck-mounted generators, will be used at this event. **FDNY approval is required.**
- 9 Generators with a greater than 40 kW rating will be used at the event. **A DEP registration permit is required.**
- 10 There will be a stage, press platform or scaffolding at the event. Following are the dimensions and description: *Small stage*
- 11 There will be a tent or a canopy at this event. Following are the dimensions and description: *10x10*
- 12 There will be street pole banners associated with this event. **A DOT Street Banner Permit is required.**
- 13 Food and/or beverages will be sold or distributed at the event. **A DOHMH Temporary Food Service Establishment Permit (via DCA) is required.**
- 14 There will be carnival games at this event. **This requires a DCA 30-day Street Fair Vendor permit for each vendor.**

Event Conflict Details

Refresh to see updated conflicting events

No conflicting events found