

EventId: 892794

Halia Francis 09/30/2025 12:28 PM

Event Details

Event Id: 892794

Event Name: BOJ Coffee Cart Activation - Soho

Event Description: Outdoor activation with a branded cart that will be sampling free matcha lattes and Day Dew Sunscreens to pedestrians on the street. Product/Items to be Sample Day Dew Sunscreen expected 2000 per dayHot Iced Coffee expected 2000 per dayBunny Stickers

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 10/30/2025 08:00 AM

Start Date: 10/30/2025 10:00 AM

End Date: 10/30/2025 07:00 PM

Breakdown Date: 10/30/2025 07:30 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: We plan on having 2k giveaways but cannot guarante

Non Profit Organization: No

Received Date: 09/29/2025 05:34 PM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Francesca LaSalla

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
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1	BROADWAY between PRINCE STREET and SPRING STREET Note: Wed like to be as close as possible to the Sephora located at 557 Broadway, New York, NY 10012.	Curb Lane Only	West		Manhattan	2	1, 5	10012
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Sponsor Details

Sponsor: Mother Sauce Creative LLC

Sponsor Address: [REDACTED]

Sponsor Email:

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization: Lauren Durden

Producer Address:

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 5, 1,

Affected City Council Dist: 1,

Affected Zipcodes: 10012,

Agency Instructions

- 1 The event will contain the following commercial branding and/or advertising elements: *The coffee cart will be branded and accompanied by a branded A Frame*
- 2 The event will be advertised. Following is the event advertising plan: *There will be content posted on Beauty of Joseons instagram starting on the 27th..*
- 3 The estimated attendance at this event is: *We plan on having 2k giveaways but cannot guarantee the turn out as its open to the public..*
- 4 Truck-mounted generators will be used at this event. **FDNY approval is required.**

- 5 There will be a prop at this event. Following are the dimensions and description: *1.6 wide x 4.9 tall x 1 deep facitise of the Day Dew Sunscreen bottle*
- 6 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

713138 (SAPO - Embargo) 804541 (SAPO - Embargo)