

Event Details

Event Id: 918999

Event Name: Houston on Houston

Event Description: On April Fools the Houston Tourism Board will activate on Houston Street with a small street team a branded coffee cart and a sectioned-off area for VIPs content creators media etc. The event will poke fun at the NYC way of pronouncing Houston Street and instead for the day insist it is pronounced like Houston TX.

Event Type: Street Event

Event SubType: Street event, Medium

Permitting Agency: Street Activity Permit Office

Setup Date: 04/01/2026 04:00 AM

Start Date: 04/01/2026 08:30 AM

End Date: 04/01/2026 04:30 PM

Breakdown Date: 04/01/2026 05:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 500 to 999

Non Profit Organization: No

Received Date: 02/13/2026 12:48 PM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Chelsea Ensel

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: [REDACTED]

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax:

Location Details

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#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	EAST HOUSTON STREET between BROADWAY and CROSBY STREET	Partial Sidewalk Closure	South		Manhattan	2	5, 9	10012

Sponsor Details

Sponsor: Houston First

Sponsor Address: [REDACTED]

Sponsor Email:

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization: Chelsea Ensel

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 5, 9,

Affected City Council Dist: 2,

Affected Zipcodes: 10012,

Agency Instructions

- 1 The estimated attendance at this event is: 500 to 999.
- 2 The event will contain the following commercial branding and/or advertising elements: *Branded coffee cart, street team in branded apparel*
- 3 The event will be advertised. Following is the event advertising plan: *Day-of media and content creator. No paid advertising ahead of the event.*

- 4 There will be red carpet, rope and/or stanchions used at this event.
- 5 The event will have on-site security. Following is the on-site security plan: *Yes, we will be able to hire on site security, and will be happy to work with a preferred vendor of the NYC Events Office..*
- 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

No conflicting events found