

EventId: 953871

Halia Francis 06/30/2026 12:48 PM

Event Details

Event Id: 953871

Event Name: Community Highlight Market

Event Description: Salomon and Foot Locker will host a temporary community market and retail activation celebrating the launch of Salomon footwear at Foot Locker. The activation will feature local community vendors product displays complimentary floral and beverage giveaways and live DJ music. The event is designed to highlight local businesses while introducing consumers to Salomon products available at Foot Locker. As a native New York minority small woman owned production firm ourselves, my team is also one of the supported community businesses.

Event Type: Street Event

Event SubType: Street event, Medium

Permitting Agency: Street Activity Permit Office

Setup Date: 08/01/2026 12:00 AM

Start Date: 08/01/2026 12:00 PM

End Date: 08/01/2026 06:00 PM

Breakdown Date: 08/01/2026 11:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 06/08/2026 05:30 PM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Shawntia Homenuk

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 14 STREET between UNIVERSITY PLACE and FIFTH AVENUE Note: Salomon and Foot Locker will host a community market and retail activation on August 1 2026 from 12:00 PM to 6:00 PM at Foot Locker 22 East 14th Street on the south side of East 14th Street between University Place and Fifth Avenue. The activation will feature a 35x5x8 ft temporary product display structure complimentary floral and beverage giveaways from local vendors and live DJ music. The structure will be located in the south curb lane directly in front of the storefront with a minimum 3-foot pedestrian clearance and a 15-foot emergency/fire access lane maintained at all times. No alcohol cooking open flame propane or generators are proposed.	Sidewalk and Curb Lane Closure	South		Manhattan	2, 5	13, 6	10003

Sponsor Details

Sponsor: Monique Tyson

Sponsor Address: [REDACTED]

Sponsor Email:

Sponsor EIN:

Sponsor Phone:

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization: Cruze Control LLC

Producer Address: [REDACTED]

Producer Phone:

Producer Phone:

Producer Cell:

Producer Fax:

Producer Email: [REDACTED]

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,
 Affected Community Boards: 5, 2,
 Affected Precincts 6, 13,
 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: *Yes. Salomon and Foot Locker are partnering to host a community market activation celebrating the launch of Salomon products at Foot Locker. Event branding will be limited to Salomon and Foot Locker identification on the temporary display structure and related event materials. The activation will also provide a platform for local small businesses to participate through complimentary floral and beverage giveaways, highlighting community engagement and neighborhood partnerships rather than direct product sales.*
- 3 There will be red carpet, rope and/or stanchions used at this event.
- 4 The event will have on-site security. Following is the on-site security plan: *A detailed security diagram will be provided identifying the Foot Locker storefront, event footprint, points of ingress and egress, emergency access routes, and the locations of privately contracted security personnel. Security staffing and placement will be implemented in accordance with NYPD guidance and any conditions or recommendations issued by SAPO. Security personnel and event staff will monitor pedestrian circulation, vendor activity, and crowd conditions throughout the event to ensure safe operations and maintain unobstructed emergency access at all times..*
- 5 There will be amplified sound. **An NYPD Sound Permit is required from the local precinct.**
- 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