

EventId: 959787

Halia Francis 07/24/2026 03:27 PM

Event Details

Event Id: 959787

Event Name: Ellis BK Fragrance Launch

Event Description: Food Truck giving out samples and popsicles

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 08/15/2026 09:00 AM

Start Date: 08/15/2026 11:00 AM

End Date: 08/15/2026 06:00 PM

Breakdown Date: 08/15/2026 07:00 PM

Event Status: Approved

Recurring Event: No

Event Other Details: PERMIT VALID WITH APPROVED ATTACHMENTS. WEST CURB
 LANE FOR PLACEMENT OF FOOD TRUCK. WEST SIDEWALK
 FOR ROPE & STANCHIONS FOR LINE QUEUE MANAGEMENT. 5
 FT. OF UNOBSTRUCTED PEDESTRIAN WALKWAY MUST BE
 MAINTAINED AT ALL TIMES.

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 07/02/2026 09:19 AM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Kim Healing

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 EAST HOUSTON STREET Note: near corner of Broadway and Prince	Sidewalk and Curb Lane Closure	West		Manhattan	2	1, 5	10012
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Sponsor Details

Sponsor: Sweeter
 Sponsor Address: 5 [REDACTED] 11249
 Sponsor Email: [REDACTED]
 Sponsor EIN: [REDACTED]
 Sponsor Phone: [REDACTED]
 Sponsor Cell:
 Sponsor Fax:
 Sponsor Website: wearesweeter.com

Producer Details

Producer/Organization: Sweeter
 Producer Address: [REDACTED]
 Producer Phone: [REDACTED]
 Producer Phone: [REDACTED]
 Producer Cell:
 Producer Fax:
 Producer Email: kim@wearesweeter.com

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,
 Affected Community Boards: 2,
 Affected Precincts 5, 1,
 Affected City Council Dist: 1, 2,
 Affected Zipcodes: 10012,

Agency Instructions

- 1 The estimated attendance at this event is: 200 to 499.
- 2 There will be red carpet, rope and/or stanchions used at this event.
- 3 The event will have on-site security. Following is the on-site security plan: *Former NYPD, licensed and insured.*
- 4 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)
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