

Summary

Essex Street Market Birthday Block Party

Created by Desiree Beach on February 12, 2016

Event Details

Event Id: 267869

Agency Event Id:

Event Name: Essex Street Market Birthday Block Party

Event Type: Single Block Festival

Event Description: After a successful 75th anniversary event for the Essex Street Market in 2015, we propose to repeat this birthday block party to celebrate the diverse and robust vendor community of the Essex Street Market with outdoor vending and music.

Event Start Date/Time(not including Setup): 5/21/2016 12:00:00PM

Event End Date/Time(not including Breakdown): 5/21/2016 5:00:00PM

Event Start Date/Time(including Setup): 5/21/2016 8:00:00AM

Event End Date/Time(including Breakdown): 5/21/2016 5:00:00PM

This is Recurring Event : NO

Recurring Days Notes:

Rain Date(Block Parties only):

Production Vehicle/Equipment Parking Needs:

of Vehicles:

of equipment:

Location(s) requested:

Promo Vehicle License Plate # or VIN:

Applicant Name: Natalie Raben

Applicant Work Phone Number: (212) 226-9010

Applicant Home Phone Number:

Applicant Fax Number:

Applicant Cell Number: (917) 328-6913

Applicant Address: 54 Orchard Street New York NY

Applicant Zip Code: 10002

Applicant Email Id: nraben@lowereastside.org

Sponsor/Company Name: Lower East Side Partnership

Sponsor/Company Address: 54 Orchard Street New York NE

Sponsor/Company Zip: 10002

Sponsor/Company Email Address: nraben@lowereastside.org

Sponsor/Company Website: www.lowereastside.org

Event Producer Contact Name/Organization: Natalie Raben

Event Producer Phone Number: (212) 226-9010

Event Producer Fax Number:

Event Producer Address: 54 Orchard Street New York NY

Event Producer Zip Code: 10002

Event Producer E-mail Address: nraben@lowereastside.org

Date Received: 2/12/2016 12:00:00 AM

Number of Blocks:

Number of Days:

Parking Regulations:

Affected Community Boards: 3,

Affected Precincts: 7,

Event CECMS Status: Pending

Event SAPO Status:

Other Event Details:

Locations:

1. ESSEX STREET between DELANCEY STREET and RIVINGTON STREET

Affected Street Side: East
Closure Starts:
Closure Ends:
Boro: Manhattan
Zip Code: 10002
Community Board: 3
Police Precinct: 7
Note:

Agency Instructions:

1. This event has been held previously. Following are details of the previous occurrence(s): *Essex Street Market 75th Anniversary Block Party Application number: 210997 Date previously held: May 30, 2015.*
2. The estimated attendance at this event is: 1000 to 4999.
3. The event will include live entertainment and/or celebrity appearances. Following are the live entertainment and/or celebrity appearance components: *We will have a DJ*
4. The event will contain the following commercial branding and/or advertising elements: *The only branding involved will be the potential for sponsors that come directly from the LES community.*
5. The event will be advertised. Following is the event advertising plan: *We will include an online ad on local blog, The Lo Down (www.thelodownny.com). We will also take out two framed ads in the Delancey/Essex street subway station. .*
6. The event will have on-site security. Following is the on-site security plan: *NYC EDC and on-site security staff for this facility who will also work at the event. Furthermore, NYPD has also offered to assist, given the community nature of this event. .*
7. There will be amplified sound. **An NYPD Sound Permit is required from the local precinct.**
8. There will be a tent or a canopy this event. Following are the dimensions and description: *We will most likely use 10x10 tents for vendors that require coverage.*
9. There will be street pole banners associated with this event. **A DOT Street Banner Permit is required.**
10. There will be general vendors at this event. **A DCA 30-day Street Fair Vendor Permit is required.**
11. Vendors are not paying to participate in the event
12. Food and/or beverages will be sold or distributed at the event. **A DOHMH Temporary Food Service Establishment Permit (via DCA) is required.**