

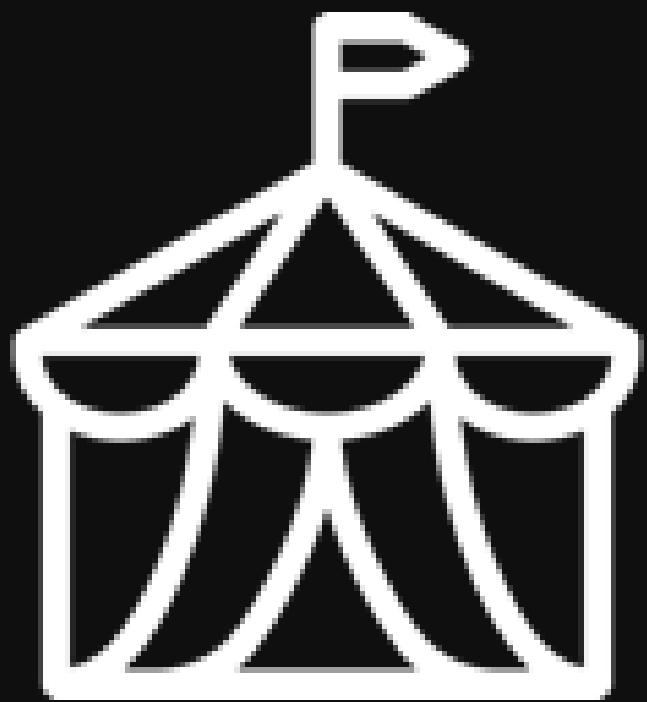
A vibrant, low-angle photograph of Times Square in New York City. The sky is a deep blue with wispy white clouds. Tall buildings line the street, covered in numerous colorful billboards and advertisements. A prominent vertical sign on the left reads "TIMES SQUARE NYC". In the center, a tall building features a large digital display showing a panda. The street is filled with a diverse crowd of pedestrians. In the foreground, a person in a green Statue of Liberty costume is visible on the left, and a recycling bin with the text "NYC Green and Clean" is on the right. The overall atmosphere is bright and energetic.

# Gio-Art

## — PROMOTIONS

Gio-Art can  
**turn the streets of NYC**  
into **your brand's...**  
*personal living* billboard  
and **data collection** epicenter

With



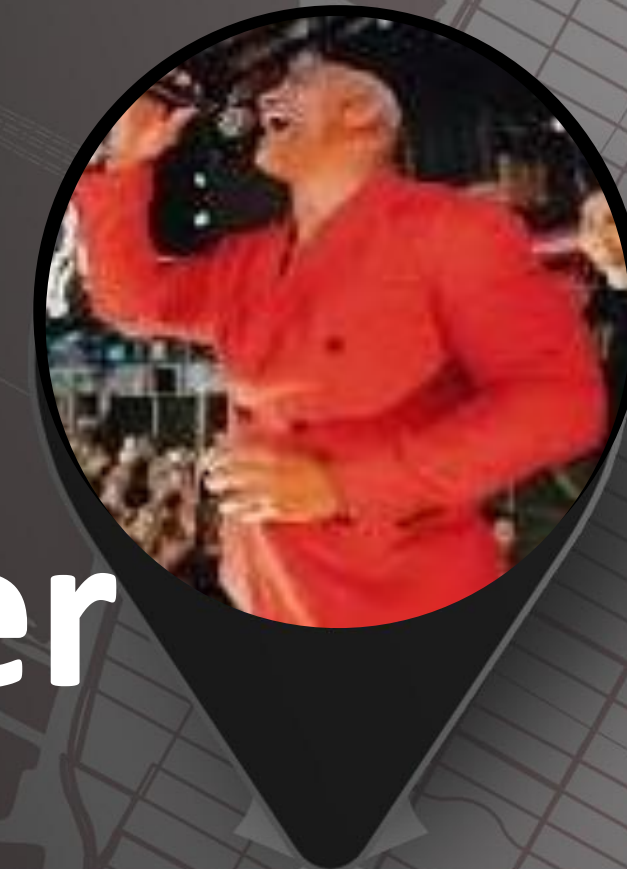
Street Fairs



Custom Events



Pop-Up Shops



**Gio-Art** is uniquely positioned to  
**slice through the red tape**  
that is synonymous with doing business in NYC.

Apply our decades of experience and  
let us save you the time, money, and aggravation  
that comes with dealing with all city and local agencies.

**Gio-Art** has the most experience in NYC handling Permitting,  
Logistics, Ever-changing Regulations, Event standards and Guidelines.

We will also coordinate and provide access to  
Private security firms, NYPD, DOS, DOT, Mayor's office of Media and  
Entertainment, Street Activity Permit Office, and The Mayor's Office of  
Citywide Event Coordination and Management

Using our close relationships to make your event perfect!

# For the last 25 years

**Gio-Art** has been NYC's premier production company specializing in **Increasing** brand recognition through street-level public sphere marketing efforts.

We can provide corporate display placement **anywhere** in NYC, turn-key pop-up shops and exclusive access to street fairs.

**Gio-Art** can put your brand/product **exactly** where the people can see, hear, taste, touch, smell and experience it first-hand.

WE CAN ACQUIRE PERMITS  
FOR ANY LOCATION  
IN NYC FOR YOUR COMPANY

- CORPORATE PRODUCT LAUNCH
- POP-UP LOCATION
- MOBILE MARKETING TOUR
- PRODUCT SAMPLING PROGRAM
- MOVIE PREMIER
- FILMING LOCATION

**Gio-Art** currently maintains exclusive sponsorship rights to to

## More than **100**

of New York City's Largest **and** most recognized street fairs.

These events **are** attended by millions of international tourists **and** New Yorkers **alike**.



*Saks 5<sup>th</sup> Avenue Magazine Shoot*



*John Legend Performs at Bloomingdale's Holiday Windows Unveiling 2019*

**When Warner Records  
wanted to make a statement  
at the Sombr album release...  
We made it happen!**

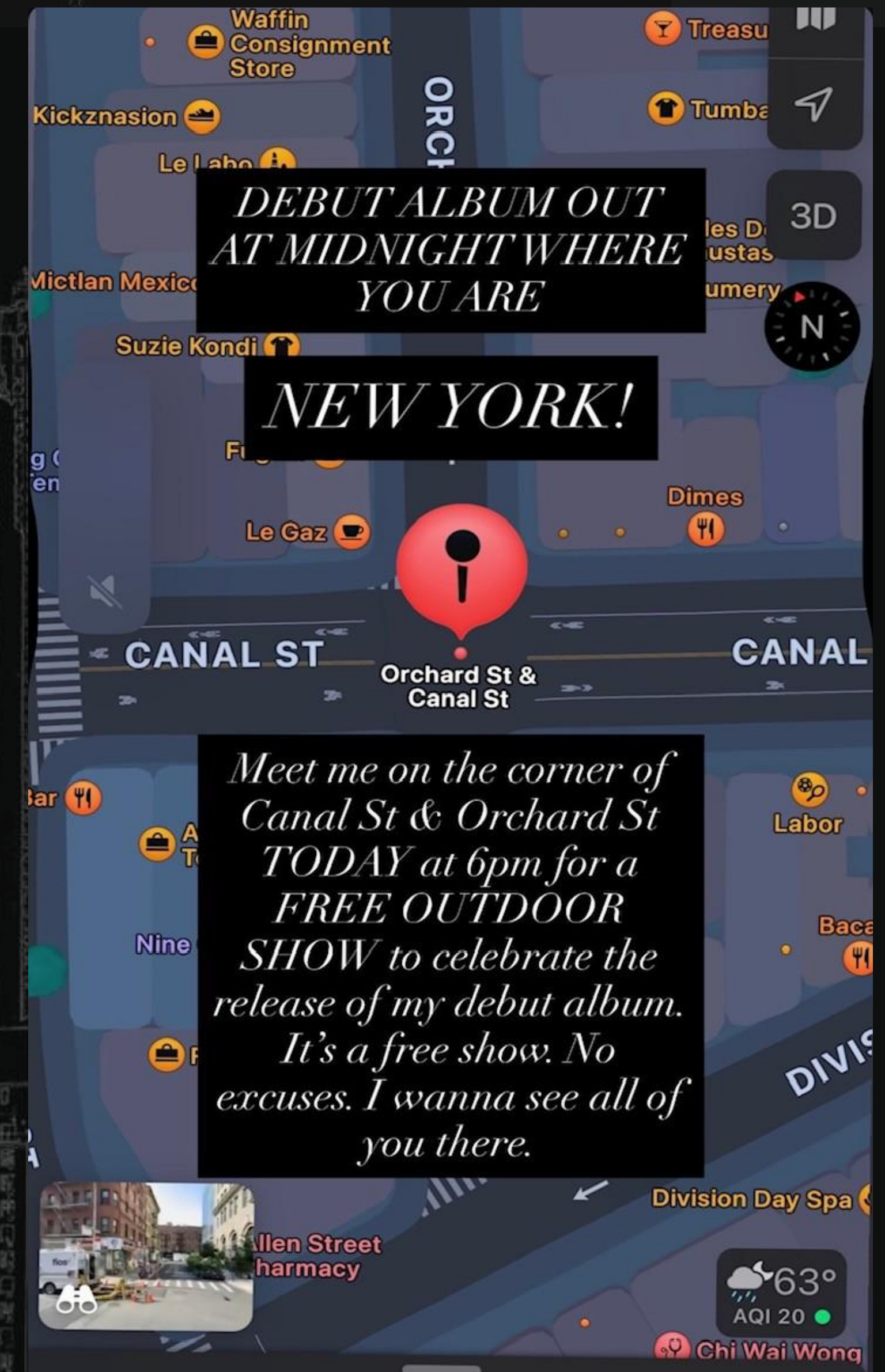


*Sombr album release at Canal St & Orchard St 2025*

**“It was an honor to be able  
to shut down the street that I grew  
up on for a hometown album  
release show.”**  
**“Thanks to everyone that came out.  
It could all end for me today and I  
would be more than satisfied with  
the ending”**  
**- Sombr 2025**



*Sombr Debut Album “I Barely Know Her”*



*Sombr Instagram post detailing the event*

# rhode

## Window reveal & Product launch @ Sephora Times Square



*Thousands lined up outside Sephora Times Square*



*Hailey Bieber / rhode Window Reveal @ Sephora Times Sq. 09/04/2025*



*Custom rhode photo booth*



When the *pinnacle* of automotive  
sports luxury wanted to celebrate it's  
70th anniversary in **style**...

***Ferrari*** turned to ***us***.

**Gio-Art** provided everything (*with the exception of the gorgeous cars*) to make this happen.

We literally rolled out the red carpet - and made a street-level showroom, that put the finest offerings  
from the automaker's fabled history on full display.

From lighting, sound equipment, barricades, permits, security, street teams, wi-fi hotspots, down  
to the actual red carpet, we made Ferrari's 70th birthday initiative, turn-key.



**Ferrari**

## **Ferrari finished first**

and took its rightful place in the winner's circle with news outlets and enthusiasts alike.

Covered by The New York Times, USA Today, The Wall Street Journal, The Daily News, Esquire, WPIX, Fox News, NBC, CBS, ABC and affiliates, 1010 Wins, Men's Health, Motor Trend, Bloomberg, NY 1, and many others.

**Ferrari Became the highest trending automotive brand on Instagram and Twitter during the week of the event.**

**- 39% increase in foot traffic   - 2.5K+ email captures   - 6K+ Tweets and re-tweets**



When **Coke** decided to  
bring its Open Happiness brand promise  
to the streets...  
**they** turned to **us.**



We developed and populated the city with Happiness Globes at the Avenue of Americas Street Fair, to serve as a branded oasis amongst the chaos of the Big Apple.



Once inside, visitors were treated to Coca-Cola products, Coke-themed art created by some of the city's hottest up and-coming artists, and chill vibes provided by popular NYC DJs. Not to mention wi-fi-enabled lounge areas complete with streaming television services where everyday New Yorkers could sit back, relax, and open a moment of happiness for themselves.



In other locations, additional booth configurations were created to mimic the appearance of Coca-Cola vending machines.

Inside, visitors were treated to smaller scale surprise-and-delight experiences that fulfilled the brand's ongoing promise.



During the time this initiative ran,

**Coca-Cola** became the  
third-highest trending brand

across social media networks in  
the New York metropolitan area.

- 2.5K+ organic Instagram posts
- 1.5K+ tweets and retweets
- 6K+ likes, shares and check-ins on Facebook
- 1.5K+ unique Tik-Toks created

bloomingdale's

If you're a retailer in NYC during the holidays

you're either *Macy's* or you're

*everybody else...*

(even if you're technically part of the same company)

bloomingdale's

Bloomingdale's and **Gio-Art** changed that notion by Revealing their holiday windows with a spectacular performance by John Legend, that a few animatronic dolls couldn't possibly compete with right in front of their flagship location on 59th street.



We secured **all** necessary permits, **then built, set and dressed the stage.** We hired **and** trained the **street teams,** provided **and** operated the sound equipment and light projections, set up **wi-fi hotspots,** coordinated with the NYPD **to provide** security, **and helped our client partners** produce **the show - and made** a new holiday miracle happen on 59th street.

bloomingdale's

This initiative helped recapture

**Bloomingdale's** rightful place

as a go-to holiday shopping destination in NYC.

bloomingdale's

- 22.5% increase in store traffic
- 1K+ new email captures
- 1,200+ new Loyalist program members
- 2.5K+ new online purchases
- 6K+ views on YouTube
- 1K+ Instagram posts during concert
- 1K+ brand mentions on Facebook during concert
- 700+ tweets or retweets during concert

The ***Largest*** fast food chain in the world  
needed to increase brand awareness and promote  
its McCafé offerings as tasty, yet affordable  
alternatives to the trendy coffeehouses and  
Seattle-based chains that dominate NYC...

***So they*** turned to ***us.***



**Working with McDonald's, we capitalized on the café part of McCafé and opened fresco McCafé cafés across the city.**



**McCafé Cafés helped *grind down* the competition's grip on NYC coffee drinkers while brewing some fresh McCafé enthusiasts.**

- 3.5K+ new Rewards Members sign-ups
- 13K+ café visits
- 1K+ unique email captures
- 17% increase sale of McCafé product sales (across downtown NYC locations - avg)
- 1K+ digital coupons redeemed



# EXISTING STREET FAIRS READY FOR YOU



Exclusive access to NYC'S Largest and most recognized Street Fairs. These events are attended by **MILLIONS** of international tourists and New Yorkers alike.

Gio-Art Promotions holds the *exclusive* marketing rights to over **100** of New York city's *best* street fairs.

We also hold the *exclusive marketing rights* at The Times Square Holiday Pop-Up, The K-Town Pop-Up, The Times Square Summer Pop-Up, The 7<sup>th</sup> Avenue Pop-Up and many other *Pop-up locations around N.Y.C.*

Pop-ups and sampling events are great ways to *gain brand exposure*, build a fan base, and *increase sales*.

In fact, according to a survey administered by the *Product Sampling Council*, 92% of consumers said they would buy a product if they liked it after trying it.

Gio-Art Promotions can handle *everything* needed from permitting to construction and staffing, to *bring your event to life*.



# TURNKEY POP-UP SHOPS

**KOREA  
TOWN**

Pop Up

**CHELSEA**

Pop Up

**TIMES  
SQUARE  
HOLIDAY**

Pop Up

**7TH  
AVENUE**

Pop Up

**6TH  
AVENUE  
HOLIDAY**

Pop Up

**TIMES  
SQUARE  
SUMMER**

Pop Up

## TIMES SQUARE HOLIDAY Pop Up

Annual Holiday Season Event



On Broadway between 47<sup>th</sup> & 48<sup>th</sup> Street

200M  
TOURISTS

Each year Broadway offers the ultimate experience to over 200 million tourists.

150M  
TRANSIT RIDERS

Over 150 million passenger's access Broadway from the surrounding major transportation hubs:  
Times Square – 42nd Street – 1, 2, 3, 7, A, C, E, S, N, Q, R, W  
50th Street – A, C, E, 50th Street – 1, 2, 49th Street – N, Q, R, W

3.2B  
IN REVENUE

Over \$3.2 billion is spent annually on dining establishments in Times Square.

125M  
OFFICE SPACE

320,418 office employees in Midtown Manhattan occupy 125 million sf of office space.



Annual Holiday Season Event

142M  
TOURISTS

Each year 6<sup>th</sup> Avenue offers the ultimate experience to over 142 million tourists.

100M  
TRANSIT RIDERS

Over 100 million passenger's access 6<sup>th</sup> Avenue from the surrounding major transportation hubs:  
Rockefeller Center (B, D, F, M), 5 Av-59 St (N, R, W), 5 Av-53 St (E, M), 49 St (N, R, W), 50 St (1), 50 St (C, E),

1.1B  
IN REVENUE

Over \$1.1 billion is spent annually on dining establishments on 6<sup>th</sup> Avenue

35M  
OFFICE SPACE

443,380 office employees on 6<sup>th</sup> Avenue occupy 35 million sf of office space.



On 6<sup>th</sup> Avenue between 49<sup>th</sup> & 50<sup>th</sup> Street



Open Year Round 11AM – 11PM



At the Corner of 7th Avenue & 54<sup>th</sup> Street

42M  
TOURISTS

Each year 7<sup>th</sup> Avenue offers the ultimate experience to over 42 million tourists.

89M  
TRANSIT RIDERS

Over 89 million passenger's access Broadway from the surrounding major transportation hubs:

7 Av (B, D, E), 57 St (F), 57 St-7 Av (N,Q,R,W), 50 St (C,E), 50 St (1), 5 Av-59 St (N,R,W), 5 Av-53 St (E,M),

1B  
IN REVENUE

Over \$1 billion is spent annually on dining establishments in 7<sup>th</sup> Avenue

45M  
OFFICE SPACE

443,380 office employees in 7<sup>th</sup> Avenue occupy 45 million sf of office space.

# KOREA TOWN

Pop Up

Open Year Round 11AM – 11PM



At the Corner of 5<sup>th</sup> Avenue & 32<sup>nd</sup> Street

20M  
TOURISTS

Each year Korea Town offers the ultimate experience to over 20 million tourists.

70M  
TRANSIT RIDERS

Over 70 million passenger's access Korea Town from the surrounding major transportation hubs:  
33 St (6), 34 St-Herald Sq (B, D, F, M, N, Q, R, W), 34 St-Hudson Yards (7), 34 St-Penn Station (1, 2, 3), 34 St-Penn Station (A, C, E)

700M  
IN REVENUE

Over \$700 million is spent annually on dining establishments in Korea Town

5M  
OFFICE SPACE

223,470 office employees in Korea Town occupy 5 million sf of office space.

**TIMES  
SQUARE  
SUMMER**  
Pop Up

Annual 30-Day Event Every July



On Broadway between 47<sup>th</sup> & 48<sup>th</sup> Street

**180M**  
**TOURISTS**

Each year Broadway offers the ultimate experience to over 180 million tourists.

**22M**  
**TRANSIT RIDERS**

Over 22 million passenger's access Broadway from the surrounding major transportation hubs:  
Times Square – 42nd Street – 1, 2, 3, 7, A, C, E, S, N, Q, R, W  
50th Street – A, C, E, 50th Street – 1, 2  
49th Street – N, Q, R, W

**2.2B**  
**IN REVENUE**

Over \$2.2 billion is spent annually on dining establishments in Times Square.

**125M**  
**OFFICE SPACE**

320,418 office employees in Midtown Manhattan occupy 125 million sf of office space.



Open Year Round 11AM – 11PM



At the Corner of 6th Avenue & 29th Street

40M  
TOURISTS

Each year 6<sup>th</sup> Avenue offers the ultimate experience to over 40 million tourists.

70M  
TRANSIT RIDERS

Over 70 million passenger's access Broadway from the surrounding major transportation hubs:

33 St (6), 34 St-Herald Sq (B, D, F, M, N, Q, R, W), 34 St-Hudson Yards (7), 34 St-Penn Station (1, 2, 3), 34 St-Penn Station (A, C, E)

1B  
IN REVENUE

Over \$1 billion is spent annually on dining establishments in 6<sup>th</sup> Avenue

45M  
OFFICE SPACE

443,380 office employees in 6<sup>th</sup> Avenue occupy 45 million sf of office space.



**Past and Present Corporate Clients**



# Let's Talk

[info@nycevents.com](mailto:info@nycevents.com)

# 2026 STREET FAIRS

CODE #	DAY	DATE	FESTIVAL & LOCATION
1	SATURDAY	APRIL 18 <sup>th</sup>	COLUMBUS CIRCLE SPRINGFEST (ON BROADWAY from 60 <sup>TH</sup> - 61 <sup>ST</sup> ST.)
2	THURSDAY	APRIL 23 <sup>rd</sup>	GRAND CENTRAL FOOD FESTIVAL SERIES (ON 45 <sup>TH</sup> STREET from 3 <sup>RD</sup> - LEXINGTON AVE.)
B1	FRIDAY	APRIL 24 <sup>th</sup>	BOWLING GREEN PARK FAIR (AT BROADWAY AND WHITEHALL ST.)
3	SATURDAY	APRIL 25 <sup>th</sup>	WASHINGTON SQUARE ARCH FAIR (ON WASHINGTON SQ. N. from 5 <sup>th</sup> AVE. - UNIVERSITY PL.)
4	SUNDAY	APRIL 26 <sup>th</sup>	UNION SQUARE SPRING BLOCK PARTY (ON 17 <sup>th</sup> ST. from BROADWAY - PARK AVENUE SOUTH)
5	THURSDAY	APRIL 30 <sup>th</sup>	FINANCIAL DISTRICT LUNCHFEST (ON LIBERTY STREET from BROADWAY - TRINITY PL.)
6	SATURDAY	MAY 2 <sup>nd</sup>	COLUMBUS CIRCLE SPRING FAIR (ON BROADWAY from 60 <sup>th</sup> - 61 <sup>st</sup> ST.)
7	SUNDAY	MAY 3 <sup>rd</sup>	BRYANT PARK COMMUNITY FAIR (ON 41 <sup>st</sup> STREET from 6 <sup>th</sup> - 7 <sup>th</sup> AVE.)
8	THURSDAY	MAY 7 <sup>th</sup>	GRAND CENTRAL FOOD BLOCK PARTY SERIES (ON 41 <sup>st</sup> STREET from 3 <sup>rd</sup> - LEXINGTON AVE.)
B2	FRIDAY	MAY 8 <sup>th</sup>	BOWLING GREEN PARK FAIR (AT BROADWAY AND WHITEHALL ST.)
9	SATURDAY	MAY 9 <sup>th</sup>	P.A.L. FESTIVAL (ON BROADWAY from WAVERLY PL - 14 <sup>TH</sup> ST.)

# 2026 STREET FAIRS

CODE #	DAY	DATE	FESTIVAL & LOCATION
10	SUNDAY	MAY 10 <sup>th</sup>	PRIDE ON ASTOR FAIR (ON ASTOR PLACE from BROADWAY - LAFAYETTE ST.)
11	THURSDAY	MAY 14 <sup>th</sup>	MIDTOWN EAST FOOD FAIR SERIES (ON 54 <sup>th</sup> STREET from 3 <sup>rd</sup> - LEXINGTON AVE.)
12	SATURDAY	MAY 16 <sup>th</sup>	BRYANT PARK AREA FAIR (ON 41ST STREET from 6TH AVE – BROADWAY.)
13	SUNDAY	MAY 17 <sup>th</sup>	LEXINGTON AVENUE SPRINGFEST (ON LEXINGTON AVENUE from 42 <sup>nd</sup> - 57 <sup>th</sup> ST.)
14	WEDNESDAY *BROOKLYN*	MAY 20 <sup>th</sup>	FULTON MALL/METRO TECH FAIR (ON LAWRENCE ST. from FULTON - WILLOUGHBY ST.)
15	THURSDAY	MAY 21 <sup>st</sup>	MIDTOWN EAST FOOD FAIR SERIES (ON 52 <sup>nd</sup> STREET from 3 <sup>rd</sup> - LEXINGTON AVE.)
16	SATURDAY	MAY 23 <sup>rd</sup>	BRYANT PARK AREA FAIR (ON 6TH AVE from 42 <sup>nd</sup> – 55 <sup>th</sup> ST.)
17	SUNDAY	MAY 24 <sup>th</sup>	SIXTH AVENUE SPRINGFEST (ON 6 <sup>th</sup> AVENUE from 34 <sup>th</sup> - 42 <sup>nd</sup> ST.)
18	MONDAY	MAY 25 <sup>th</sup>	MEMORIAL DAY COMMUNITY FAIR (ON BROADWAY from LIBERTY - RECTOR ST.)
19	WEDNESDAY	MAY 27 <sup>th</sup>	WORLD TRADE CENTER FESTIVAL (ON PARK PLACE from BROADWAY - CHURCH ST.)
20	THURSDAY	MAY 28 <sup>th</sup>	FINANCIAL COMMUNITY FOOD FAIR (ON LIBERTY STREET from BROADWAY - TRINITY PL.)

# 2026 STREET FAIRS

CODE #	DAY	DATE	FESTIVAL & LOCATION
21	SATURDAY	MAY 30 <sup>th</sup>	TIMES SQUARE SPRINGFEST (ON 7 <sup>th</sup> AVENUE from 47 <sup>th</sup> - 57 <sup>th</sup> ST.)
22	SUNDAY	MAY 31 <sup>st</sup>	STONEWALL VETERANS FAIR (ON BROADWAY from WAVERLY PL. - 14 <sup>th</sup> ST.)
L1	WEDNESDAY	JUNE 3 <sup>rd</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
23	THURSDAY	JUNE 4 <sup>th</sup>	GRAND CENTRAL FOOD BLOCK PARTY SERIES (ON 41 <sup>st</sup> STREET from 3 <sup>rd</sup> - LEXINGTON AVE.)
B3	FRIDAY	JUNE 5 <sup>th</sup>	BOWLING GREEN PARK FAIR (AT BROADWAY AND WHITEHALL ST.)
24	SATURDAY	JUNE 6 <sup>th</sup>	TURTLE BAY FESTIVAL (ON LEXINGTON AVENUE from 42ND - 54TH ST.)
25	SUNDAY	JUNE 7 <sup>th</sup>	NEW YORK CITY EXPO (ON 3 <sup>rd</sup> AVENUE from 23 <sup>rd</sup> - 34 <sup>th</sup> ST.)
L2	WEDNESDAY	JUNE 10 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
26	THURSDAY	JUNE 11 <sup>th</sup>	FINANCIAL COMMUNITY FAIR (ON PARK PLACE from BROADWAY - CHURCH ST.)
27	SATURDAY	JUNE 13 <sup>th</sup>	HELL’S KITCHEN COMMUNITY FESTIVAL (ON 8TH AVENUE from 42ND - 56TH ST.)
28	SUNDAY	JUNE 14 <sup>th</sup>	ROMANIA DAY FESTIVAL (ON BROADWAY from LIBERTY ST. - BATTERY PL.)

# 2026 STREET FAIRS

CODE #	DAY	DATE	FESTIVAL & LOCATION
L3	WEDNESDAY	JUNE 17 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
29	THURSDAY *BROOKLYN*	JUNE 18 <sup>th</sup>	FULTON MALL/METRO TECH AREA FAIR (ON LAWRENCE ST. from FULTON - WILLOUGHBY ST.)
30	SATURDAY	JUNE 20 <sup>th</sup>	AVENUE OF THE AMERICAS EXPO (ON 6TH AVENUE from 42ND - 54TH ST.)
31	SUNDAY	JUNE 21 <sup>st</sup>	AVENUE OF THE AMERICAS SUMMER EXPO (ON 6 <sup>th</sup> AVENUE from 42 <sup>nd</sup> - 57 <sup>th</sup> ST.)
L4	WEDNESDAY	JUNE 24 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
32	THURSDAY	JUNE 25 <sup>th</sup>	UPPER EAST FOOD FAIR (ON 54 <sup>th</sup> STREET from 3 <sup>rd</sup> – LEXINGTON AVE.)
33	SATURDAY	JUNE 27 <sup>th</sup>	LOWER SIXTH AVENUE COMMUNITY EXPO (ON 6 <sup>th</sup> AVE from 23 <sup>rd</sup> - 34 <sup>th</sup> ST.)
L5	WEDNESDAY	JULY 1 <sup>st</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
34	FRIDAY	JULY 3 <sup>rd</sup>	THE FULTON AREA FAIR (ON WATER STREET from FULTON – WALL ST.)
35	SATURDAY	JULY 4 <sup>th</sup> INDEPENDENCE DAY	THE GREAT JULY 4TH FESTIVAL (ON 6TH AVENUE from 23RD – 29TH ST.)
36	SUNDAY	JULY 5 <sup>th</sup>	BRYANT PARK AREA FAIR (ON 41 <sup>st</sup> STREET from 6 <sup>th</sup> AVE - BROADWAY)

# 2026 STREET FAIRS

CODE #	DAY	DATE	FESTIVAL & LOCATION
L6	WEDNESDAY	JULY 8 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
37	THURSDAY	JULY 19 <sup>th</sup>	GRAND CENTRAL FOOD FESTIVAL SERIES (ON 45 <sup>th</sup> STREET from 3 <sup>rd</sup> - LEXINGTON AVE.)
B4	FRIDAY	JULY 10 <sup>th</sup>	BOWLING GREEN PARK FAIR (AT BROADWAY AND WHITEHALL ST.)
38	SATURDAY	JULY 11 <sup>th</sup>	TIMES SQUARE SUMMER FAIR (ON 7 <sup>th</sup> AVENUE from 47 <sup>th</sup> - 57 <sup>th</sup> ST.)
39	SUNDAY	JULY 12 <sup>th</sup>	COLUMBUS CIRCLE FAIR (ON BROADWAY from 60 <sup>th</sup> - 61 <sup>st</sup> ST.)
L7	WEDNESDAY	JULY 15 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
40	THURSDAY *BROOKLYN*	JULY 16 <sup>th</sup>	FULTON MALL METRO TECH SUMMER FAIR (ON LAWRENCE ST. from FULTON - WILLOUGHBY ST.)
41	SATURDAY	JULY 18 <sup>th</sup>	FESTIVAL OF THE AMERICAS (ON 6 <sup>th</sup> AVENUE from 42 <sup>nd</sup> - 56 <sup>th</sup> ST.)
42	SUNDAY	JULY 19 <sup>th</sup>	BRYANT PARK FAIR (ON 41 <sup>st</sup> STREET from 6 <sup>th</sup> AVE. - BROADWAY.)
L8	WEDNESDAY	JULY 22 <sup>nd</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
43	THURSDAY	JULY 23 <sup>rd</sup>	GRAND CENTRAL FOOD BLOCK PARTY SERIES (ON 41 <sup>st</sup> STREET from 3 <sup>rd</sup> - LEXINGTON AVE.)

# 2026 STREET FAIRS

CODE #	DAY	DATE	FESTIVAL & LOCATION
44	SATURDAY	JULY 25 <sup>th</sup>	HELL’S KITCHEN SUMMER SPECTACULAR (ON 8 <sup>th</sup> AVENUE from 42 <sup>nd</sup> - 54 <sup>th</sup> ST.)
45	SUNDAY	JULY 26 <sup>th</sup>	LEXINGTON AVENUE SUMMERFEST (ON LEXINGTON from 42 <sup>nd</sup> - 57 <sup>th</sup> ST.)
L9	WEDNESDAY	JULY 29 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
46	THURSDAY	JULY 30 <sup>th</sup>	GRAND CENTRAL FOOD FESTIVAL SERIES (ON 45TH STREET from 3RD - LEXINGTON AVE.)
47	SATURDAY	AUG. 1 <sup>st</sup>	SIXTH AVENUE SUMMER FAIR (ON 6 <sup>th</sup> AVENUE from 34 <sup>th</sup> - 42 <sup>nd</sup> ST.)
48	SUNDAY	AUG. 2 <sup>nd</sup>	MIDTOWN EAST FAIR SERIES (ON 52 <sup>nd</sup> STREET from 5 <sup>th</sup> - 6 <sup>th</sup> AVE.)
L10	WEDNESDAY	AUG. 5 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
49	THURSDAY	AUG. 6 <sup>th</sup>	FINANCIAL DISTRICT COMMUNITY FAIR (ON LIBERTY STREET from BROADWAY – TRINITY PL.)
B5	FRIDAY	AUG. 7 <sup>th</sup>	BOWLING GREEN PARK FAIR (AT BROADWAY AND WHITEHALL ST.)
50	SATURDAY	AUG. 8 <sup>th</sup>	THE GREAT SIXTH AVENUE FESTIVAL (ON 6 <sup>th</sup> AVENUE from 42 <sup>nd</sup> - 56 <sup>th</sup> ST.)
51	SUNDAY	AUG. 9 <sup>th</sup>	FINANCIAL DISTRICT SUMMER FAIR (ON BROADWAY from LIBERTY – RECTOR ST.)

# 2026 STREET FAIRS

CODE #	DAY	DATE	FESTIVAL & LOCATION
L11	WEDNESDAY	AUG. 12 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
52	THURSDAY	AUG. 13 <sup>th</sup>	GRAND CENTRAL FOOD FESTIVAL SERIES (ON 45 <sup>th</sup> STREET from 3 <sup>rd</sup> - LEXINGTON AVE.)
53	SATURDAY	AUG. 15 <sup>th</sup>	EIGHTH AVENUE FESTIVAL (ON 8 <sup>th</sup> AVENUE from 42 <sup>nd</sup> - 57 <sup>th</sup> ST.)
54	SUNDAY	AUG. 16 <sup>th</sup>	SIXTH AVENUE SUMMMERFEST (ON 6 <sup>th</sup> AVENUE from 34 <sup>th</sup> - 42 <sup>nd</sup> ST.)
L12	WEDNESDAY	AUG. 19 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
55	THURSDAY	AUG. 20 <sup>th</sup>	GRAND CENTRAL FOOD BLOCK PARTY SERIES (ON 41 <sup>st</sup> STREET from 42 <sup>nd</sup> - 57 <sup>th</sup> ST.)
56	SATURDAY	AUG. 22 <sup>nd</sup>	SIXTH AVENUE FAIR (ON 6TH AVENUE from 42ND - 56TH ST.)
57	SUNDAY	AUG. 23 <sup>rd</sup>	LOWER SIXTH AVENUE COMMUNITY EXPO (ON 6 <sup>th</sup> AVENUE from 14 <sup>th</sup> - 23 <sup>rd</sup> ST.)
L13	WEDNESDAY	AUG. 26 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
58	THURSDAY	AUG. 27 <sup>th</sup>	MIDTOWN EAST SUMMER FAIR (ON 40 <sup>th</sup> STREET from 3 <sup>rd</sup> - LEXINGTON AVE.)
59	SATURDAY	AUG. 29 <sup>th</sup>	TIMES SQUARE SUMMER EXPO (ON 7TH AVENUE from 47TH - 57TH ST.)

# 2026 STREET FAIRS

CODE #	DAY	DATE	FESTIVAL & LOCATION
60	SUNDAY	AUG. 30 <sup>th</sup>	THE 41 <sup>ST</sup> ANNUAL BRAZZILIAN DAY FESTIVAL (ON 6 <sup>th</sup> AVENUE from 42 <sup>nd</sup> - 56 <sup>th</sup> ST.)
L14	WEDNESDAY	SEPT. 2 <sup>nd</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
61	THURSDAY	SEPT. 3 <sup>rd</sup>	FINANCIAL DISTRICT COMMUNITY BLOCK PARTY (ON LIBERTY STREET from BROADWAY – TRINITY PL.)
62	SATURDAY	SEPT. 5 <sup>th</sup>	HERALD SQUARE FAIR (ON 6 <sup>th</sup> AVENUE from 34 <sup>th</sup> - 42 <sup>nd</sup> ST.)
63	SUNDAY	SEPT. 6 <sup>th</sup>	LOWER SIXTH AVENUE COMMUNITY EXPO (ON 6 <sup>th</sup> AVENUE from 23 <sup>rd</sup> - 34 <sup>th</sup> ST.)
L15	WEDNESDAY	SEPT. 9 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
64	THURSDAY	SEPT. 10 <sup>th</sup>	GRAND CENTRAL FOOD BLOCK PARTY SERIES (ON 41 <sup>st</sup> STREET from 3 <sup>rd</sup> - LEXIGTON AVE.)
65	SATURDAY	SEPT. 12 <sup>th</sup>	COLUMBUS CIRCLE FOOD FAIR (ON BROADWAY from 60 <sup>th</sup> - 61 <sup>st</sup> ST.)
66	SUNDAY	SEPT. 13 <sup>th</sup>	MEATPACKING DISTRICT FAIR (ON 9TH AVENUE from 15TH - 16TH ST.)
L16	WEDNESDAY	SEPT. 16 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
67	THURSDAY	SEPT. 17 <sup>th</sup>	METRO TECH AREA FAIR (ON LAWRENCE from FULTON - WILLOUGHBY ST.)

# 2026 STREET FAIRS

CODE #	DAY	DATE	FESTIVAL & LOCATION
B6	FRIDAY	SEPT. 18 <sup>th</sup>	BOWLING GREEN PARK FAIR (AT BROADWAY AND WHITEHALL ST.)
68	SATURDAY	SEPT. 19 <sup>th</sup>	BROADWAY VILLAGE FAIR (ON BROADWAY from WAVERLY PL. - 14TH ST.)
69	SUNDAY	SEPT. 20 <sup>th</sup>	COLUMBUS CIRCLE FALL FAIR (ON BROADWAY FROM 60TH - 61ST ST.)
70	SUNDAY	SEPT. 20 <sup>th</sup>	MIDTOWN SOUTH COMMUNITY FAIR (ON 41ST STREET from 6TH AVE - 7TH AVE.)
L17	WEDNESDAY	SEPT. 23 <sup>rd</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
71	THURSDAY	SEPT. 24 <sup>th</sup>	GRAND CENTRAL FOOD FESTIVAL SERIES (ON 45TH STREET from 3RD - LEXINGTON AVE.)
72	SATURDAY	SEPT. 26 <sup>th</sup>	6 <sup>th</sup> AVENUE AUTUMN FAIR (ON 6 <sup>th</sup> AVENUE from 14 <sup>th</sup> – 23 <sup>rd</sup> ST.)
73	SUNDAY	SEPT. 27 <sup>th</sup>	CENTRAL PARK COMMUNITY BLOCK PARTY (ON 60 <sup>th</sup> STREET from 5 <sup>th</sup> - MADISON AVE.)
L18	WEDNESDAY	SEPT. 30 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
74	THURSDAY	OCT. 1 <sup>st</sup>	FINANCIAL COMMUNITY FAIR (ON FULTON STREET from BROADWAY - NASSAU ST.)
75	SATURDAY	OCT. 3 <sup>rd</sup>	TIMES SQUARE EXPO (ON 7 <sup>th</sup> AVENUE from 47 <sup>th</sup> – 57 <sup>th</sup> ST.)

# 2026 STREET FAIRS

CODE #	DAY	DATE	FESTIVAL & LOCATION
76	SUNDAY	OCT. 4 <sup>th</sup>	LEXINGTON AVENUE FOOD FAIR (ON LEXINGTON AVENUE from 96 <sup>th</sup> – 106 <sup>th</sup> ST.)
L19	WEDNESDAY	OCT. 7 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
77	THURSDAY	OCT. 8 <sup>th</sup>	GRAND CENTRAL FOOD BLOCK PARTY SERIES (ON 41 <sup>st</sup> STREET from 3 <sup>rd</sup> - LEXIGTON AVE.)
78	SATURDAY	OCT. 10 <sup>th</sup>	USO – AVENUE OF THE AMERICAS AUTUMNFEST (ON 6 <sup>th</sup> AVENUE from 42 <sup>nd</sup> - 56 <sup>th</sup> ST.)
79	SUNDAY	OCT. 11 <sup>th</sup>	LOWER BROADWAY FAIR (ON BROADWAY from LIBERTY – RECTOR ST.)
80	MONDAY	OCT. 12 <sup>th</sup>	COLUMBUS DAY FESTIVAL (ON BROADWAY from LIBERTY ST. – BATTERY PL.)
L20	WEDNESDAY	OCT. 14 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
81	THURSDAY	OCT. 15 <sup>th</sup>	MIDTOWN EAST FOOD FAIR SERIES (ON 54 <sup>th</sup> STREET from 3 <sup>rd</sup> - LEXIGTON AVE.)
B7	FRIDAY	OCT. 16 <sup>th</sup>	BOWLING GREEN PARK FAIR (AT BROADWAY AND WHITEHALL ST.)
82	SATURDAY	OCT. 17 <sup>th</sup>	EIGHTH AVENUE FALL FAIR (ON 8 <sup>th</sup> AVENUE from 42 <sup>nd</sup> - 52 <sup>nd</sup> ST.)
83	SUNDAY	OCT. 18 <sup>th</sup>	LEXINGTON AVENUE FALL FESTIVAL (ON LEXINGTON AVENUE from 42 <sup>nd</sup> – 57 <sup>th</sup> ST.)

# 2026 STREET FAIRS

CODE #	DAY	DATE	FESTIVAL & LOCATION
L21	WEDNESDAY	OCT. 21 <sup>st</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
84	THURSDAY	OCT. 22 <sup>nd</sup>	MIDTOWN EAST FOOD FAIR SERIES (ON 52 <sup>nd</sup> STREET from 3 <sup>rd</sup> - LEXINGTON AVE.)
85	SATURDAY	OCT. 24 <sup>th</sup>	SIXTH AVENUE FALL FESTIVAL (ON 6 <sup>th</sup> AVENUE from 34 <sup>th</sup> – 42 <sup>nd</sup> ST.)
86	SUNDAY	OCT. 25 <sup>th</sup>	BRYANT PARK AUTUMN FAIR (ON 41 <sup>st</sup> STREET from 6 <sup>th</sup> AVE – BROADWAY
L22	WEDNESDAY	OCT. 28 <sup>th</sup>	FIDI COMMUNITY SIDEWALK SALE SERIES (LIBERTY ST. SIDEWALK from BROADWAY - TRINITY PL.)
87	THURSDAY	OCT. 29 <sup>th</sup>	WORLD TRADE CENTER BLOCK PARTY (ON LIBERTY STREET from BROADWAY - TRINITY PL.)
88	SATURDAY	OCT. 31 <sup>st</sup>	BROADWAY FALL FAIR (ON BROADWAY from 8 <sup>th</sup> - 14 <sup>th</sup> ST.)
89	WEDNESDAY *BROOKLYN*	NOV. 4 <sup>th</sup>	FULTON MALL/METRO TECH WEEKDAY FAIR (ON LAWRENCE ST. from FULTON – WILLOUGHBY ST.)
90	THURSDAY	NOV. 5 <sup>th</sup>	GRAND CENTRAL FOOD FESTIVAL SERIES (ON 45 <sup>th</sup> STREET from 3 <sup>rd</sup> - LEXINGTON AVE.)
91	SATURDAY	NOV. 7 <sup>th</sup>	MIDTOWN WEST FAIR (ON 8 <sup>th</sup> AVENUE from 42 <sup>nd</sup> – 50 <sup>th</sup> ST.)
92	SUNDAY	NOV. 8 <sup>th</sup>	UNION SQUARE AUTUMN FAIR (ON 17 <sup>th</sup> ST. from BROADWAY – PARK AVENUE SOUTH)

# 2026 STREET FAIRS

CODE #	DAY	DATE	FESTIVAL & LOCATION
93	TUESDAY	NOV. 11 <sup>th</sup>	VETERANS DAY FESTIVAL (ON BROADWAY from LIBERTY ST. – BATTERY PL.)
94	THURSDAY	NOV. 12 <sup>th</sup>	FINANCIAL COMMUNITY FALL FAIR (ON FULTON STREET from BROADWAY - NASSAU ST.)
B8	FRIDAY	NOV. 13 <sup>th</sup>	BOWLING GREEN PARK FAIR (AT BROADWAY AND WHITEHALL ST.)
95	SATURDAY	NOV. 14 <sup>th</sup>	NYC TOURIST DAY (ON 50 <sup>th</sup> AVENUE from 6 <sup>th</sup> - 7 <sup>th</sup> AVE.)
B9	FRIDAY	DEC. 4 <sup>th</sup>	BOWLING GREEN PARK FAIR (AT BROADWAY AND WHITEHALL ST.)