



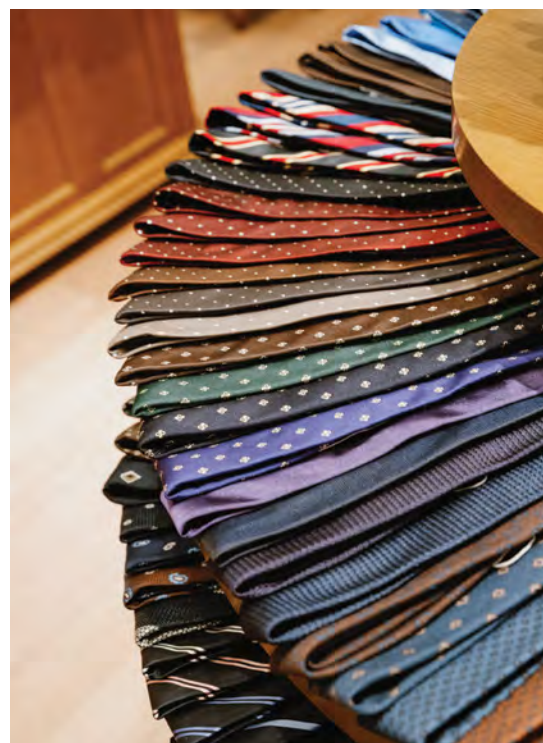




NEW YORK'S MOST DYNAMIC DESTINATION



Brookfield Place brings together world-class shopping, curated dining, cultural experiences, and modern office spaces for the world's most innovative companies. Located in Lower Manhattan, across 14-acres on the Hudson River, Brookfield animates its grand indoor and outdoor public spaces year-round through a mix of culture and events, bringing together a diverse array of New Yorkers and visitors. From waterfront cafés along the North Cove Marina to palm trees inside the famed Winter Garden, art installations to live music, Brookfield Place New York is a setting for discovery and inspiration, savoring and indulging, relaxing, and socializing.





27+ MILLION
VISITORS ANNUALLY

AUDIENCE



504K
WEEKLY
TRAFFIC



90%
COLLEGE
EDUCATED



61%
MILLENNIALS
AGE 25-44



65%
EARN
\$175K+



50K employees work at BFPL

150+ OFFICE TENANTS

300K SF lifestyle + retail

60+ RETAIL TENANTS

100+ cultural events annually

FEATURED PARTNERS






THE CENTER OF LOWER MANHATTAN

Brookfield Place provides a direct connection to Downtown's major transit hubs, including the Battery Park Ferry Terminal and the West Side Highway.

OFFICE TENANTS

 250K EMPLOYEES WORK IN THE AREA	 \$218K AVERAGE EMPLOYEE SALARY	 15M SF OFFICE RELOCATED SINCE 2011
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TOURISTS

 13.9M TOURISTS IN 2018	 7,687 ROOMS 35 HOTELS	 HOTELS WITHIN .2 MILES OF BFPL Ritz-Carlton Four Seasons Beekman Hotel Conrad
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RESIDENTS

\$ 7.1B
ANNUAL
SPENDING
IN THE LOCAL
MARKET*

**Tribeca +
Dumbo**
2 OF NEW YORK'S
MOST EXPENSIVE
NEIGHBORHOODS

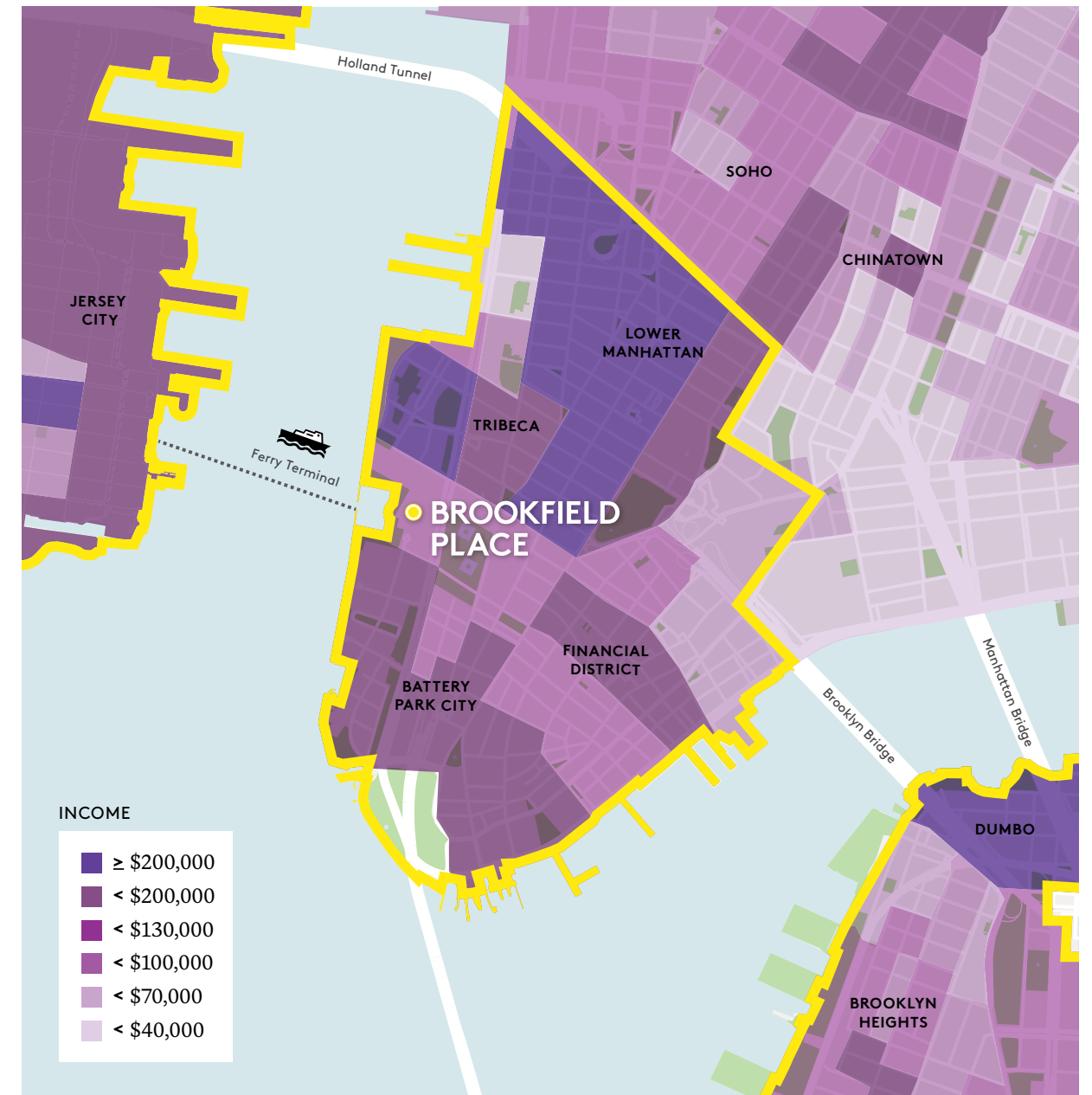
137K
POPULATION

\$215K
AVERAGE
HOUSEHOLD
INCOME

33K
UNITS IN 336
MIXED-USE
AND RESIDENTIAL
BUILDINGS

*PROPERTY CAPSULE 2019

A CAPTIVE AUDIENCE



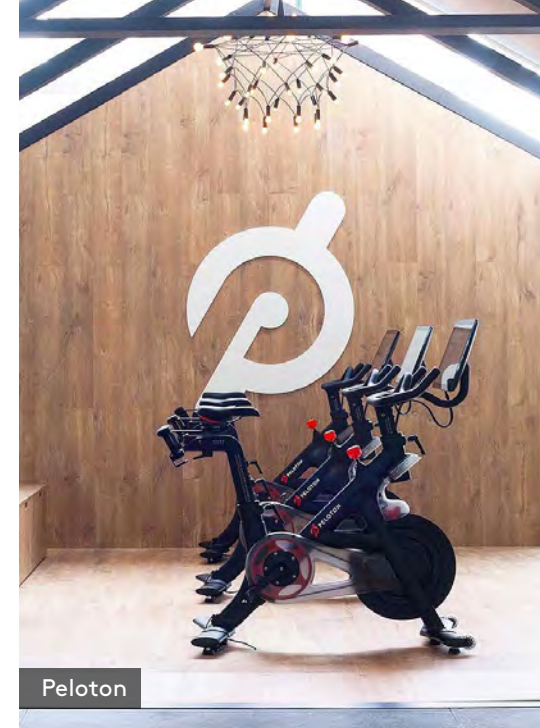
NEW BRANDS, NEW PRODUCTS, & NEW IDEAS

Brookfield Place offers visitors access to new brands, new products, and new ideas. Our passion for heralding new brands and supporting entrepreneurs is just part of who we are. We're always seeking to put new products and experiences on display. Notable partners who have incubated new concepts at BFPL include Amazon Go, which opened its first east coast store at BFPL, M.M. LaFleur, Fair Harbor, Rhone, and more.

A TESTIMONIAL FROM OUR PARTNER

“Working with Brookfield has been an incredibly rewarding experience, which has helped elevate our brand to an entirely new level and has helped us grow to be able to secure partnerships with companies like UNTUCKit, J.Crew and the 1 Hotel.”

— JAKE DANEHY, FAIR HARBOR



Peloton



Wired



Rhone



Amazon Go



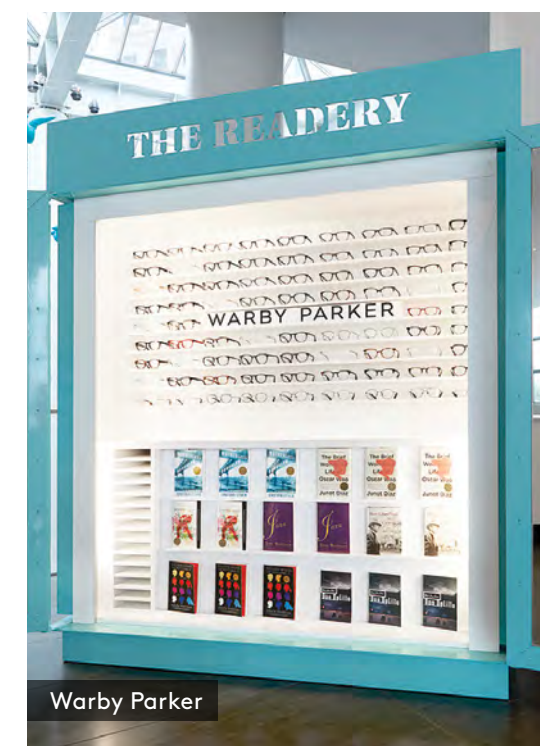
Athletic Propulsion Lab



New Stand



Johnnie Walker



Warby Parker



Maisonette



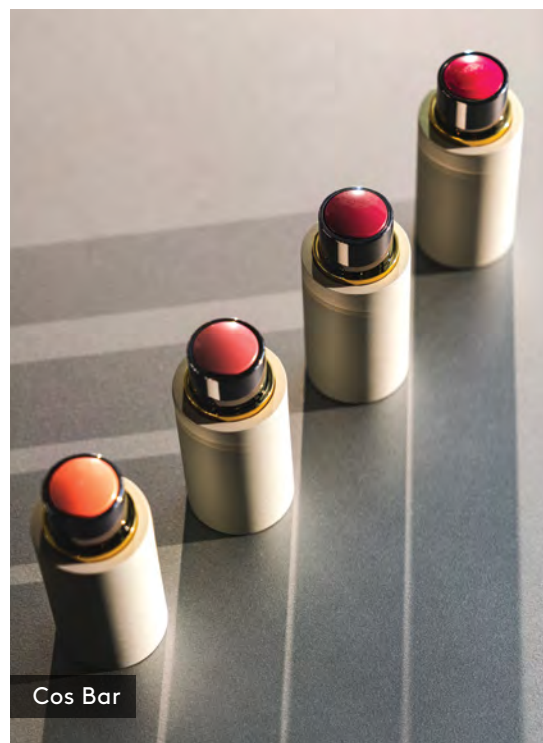
RETAILERS

Brookfield Place is Lower Manhattan's most iconic shopping destination.



- Adam Lippes
- Allen Edmonds
- Arc'teryx*
- Bonobos
- Bottega Veneta
- Club Monaco Men
- Club Monaco Women
- Cos Bar
- Davidoff of Geneva
- ZEGNA
- Gucci
- J.Crew
- Jo Malone London

- Louis Vuitton
- Lululemon
- Madewell
- Michael Kors
- Norwegian Wool
- Oliver Peoples
- Omega
- Ferragamo
- Suitsupply
- Theory
- Tory Burch
- UNTUCKit
- Wolford



FOODIE'S PARADISE

From high-end cuisine to fast-casual options, Brookfield Place provides seemingly limitless dining opportunities.

HUDSON EATS

Ani Ramen
Black Seed Bagels
Blue Ribbon Sushi Bar
Chop't
Dig
Dos Toros
Mah-Ze-Dahr
Mighty Quinn's
Naya
Olive's
Sauce
Springbone Kitchen*
Tartinery

COFFEE + MORE

Devon & Blakely
For Five Coffee
Juice Press
Laughing Man Coffee
Starbucks Reserve Bar

RESTAURANTS

Del Frisco's Grille
Le District
Parm
P.J. Clarke's
Sant Ambroeus
Seamore's
Sixpoint Brewery*

*Coming Soon



For Five Coffee



Le District



Tartinery



Sant Ambroeus



Del Frisco's Grille



Naya



P.J. Clarke's



Seamore's



Blue Ribbon Sushi Bar



New Stand



Cobbler Express

SERVICES

From head to toe, Brookfield Place has services to help cut down on additional stops and get you where you need to be, faster.

Big & Tiny

Adam Grooming

Cobbler Express

Drybar

Institute of Culinary Education

Jack's Hair Salon

New Stand

Plaza M Spa

Rite Aid

Zip Car



Drybar



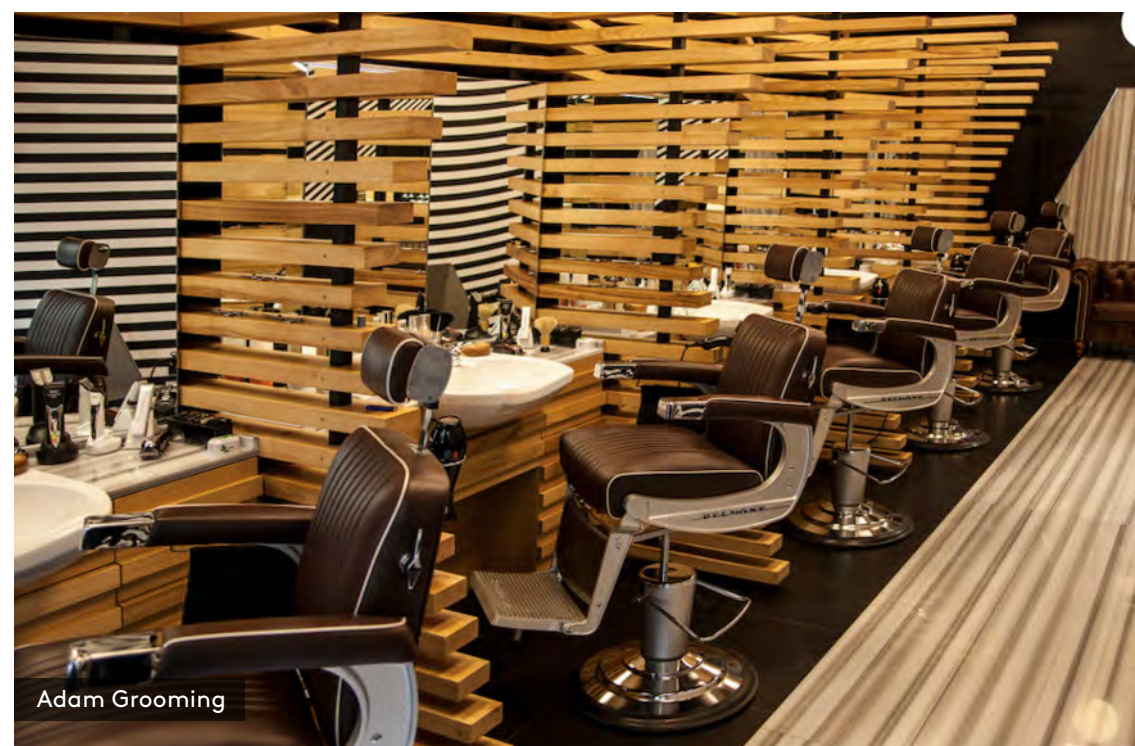
Institute of Culinary Education



Jack's Hair Salon



Zip Car



Adam Grooming

AMENITIES

Brookfield Place curates an easier work life balance by prioritizing your health and wellness.

Amazon Go

Clean Market

Convene

Equinox

North Cove Sailing

Russian School of Mathematics

SaksWorks

The Wonder



North Cove Sailing



Clean Market



Amazon Go



Convene



Equinox

TENANT MARKETING



ADVERTISING

APPROX.
550M
IMPRESSIONS IN
PAID ADVERTISING
ANNUALLY



ON-SITE ADVERTISING

APPROX.
250K
WEEKLY IMPRESSIONS
OF COMPLIMENTARY
ON-SITE ADVERTISING
=
APPROX.
\$13K
VALUE



PRESS

APPROX.
3.6B
IMPRESSIONS ANNUALLY
=
APPROX.
\$309M
IN PRESS VALUE



SOCIAL ENGAGEMENT

APPROX.
51K
INSTAGRAMS POSTED
AT BFPL ANNUALLY
=
REACHING APPROX.
255M
POTENTIAL REACH



COMMUNITY ENGAGEMENT

60K
EMAIL SUBSCRIBERS

4K
TENANTS REGISTERED
FOR BFPL CAMPUS
PERKS PROGRAM





350K
visitors



Transcendent Arts



Halloween Bash



US Open



Best Brews

300K+
engagements



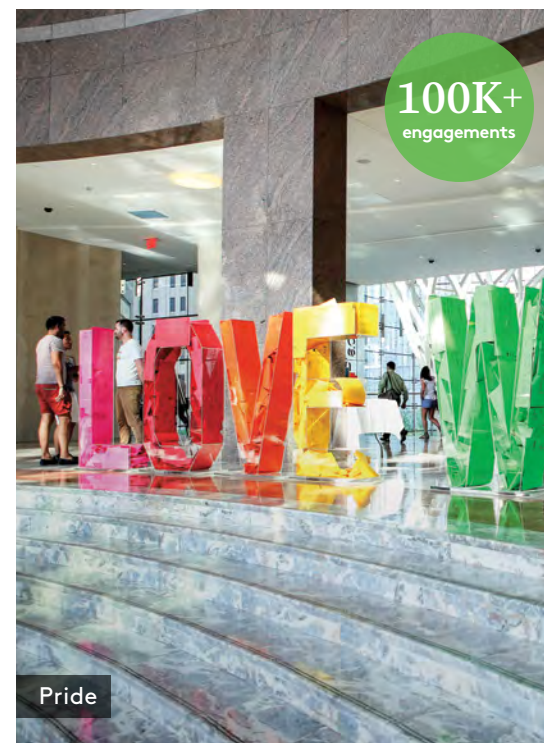
Summer Fitness Series



200K+
engagements



Lunar New Year



100K+
engagements

Pride

THE LARGEST PRIVATELY FUNDED PUBLIC ARTS PROGRAM

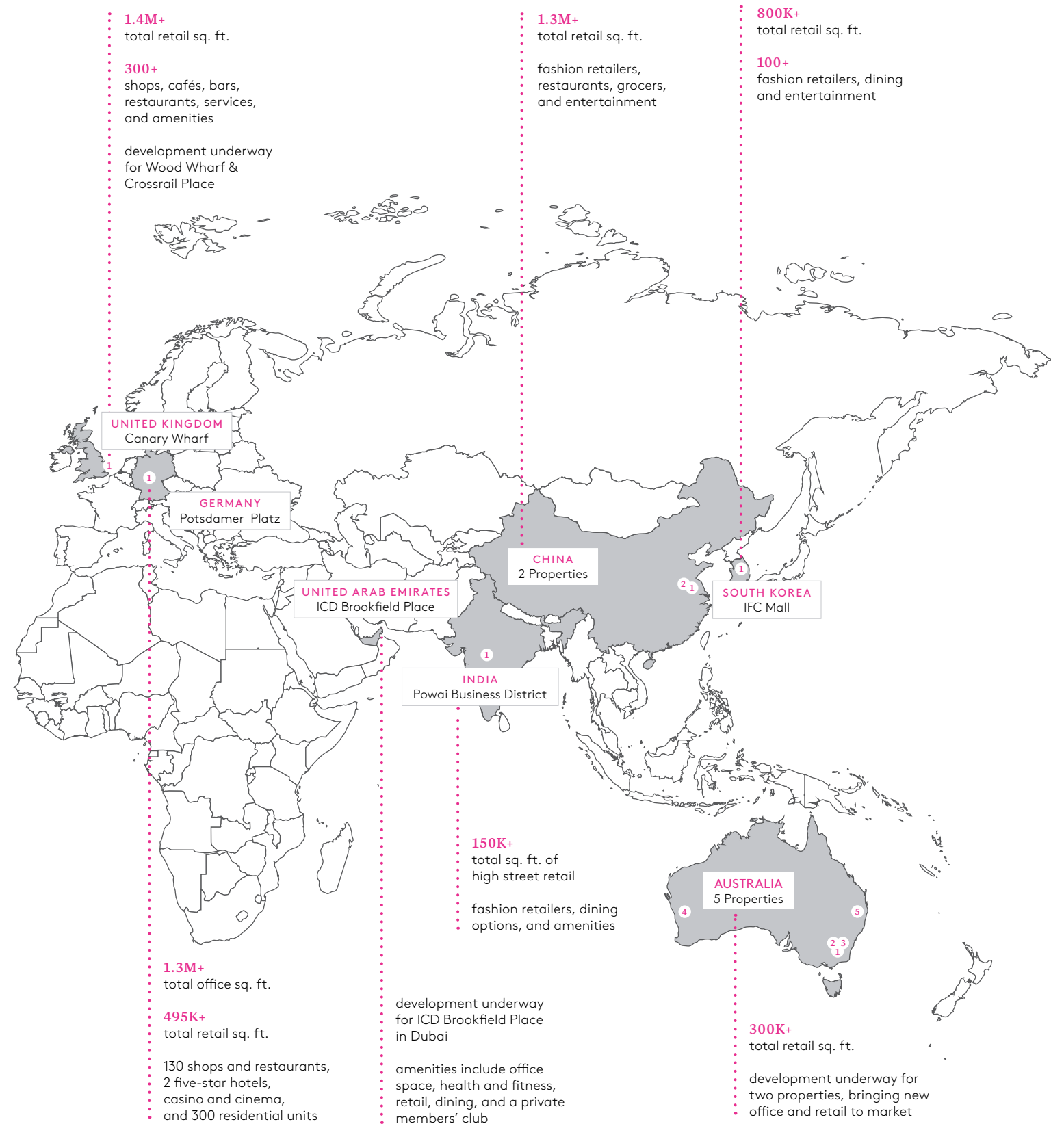
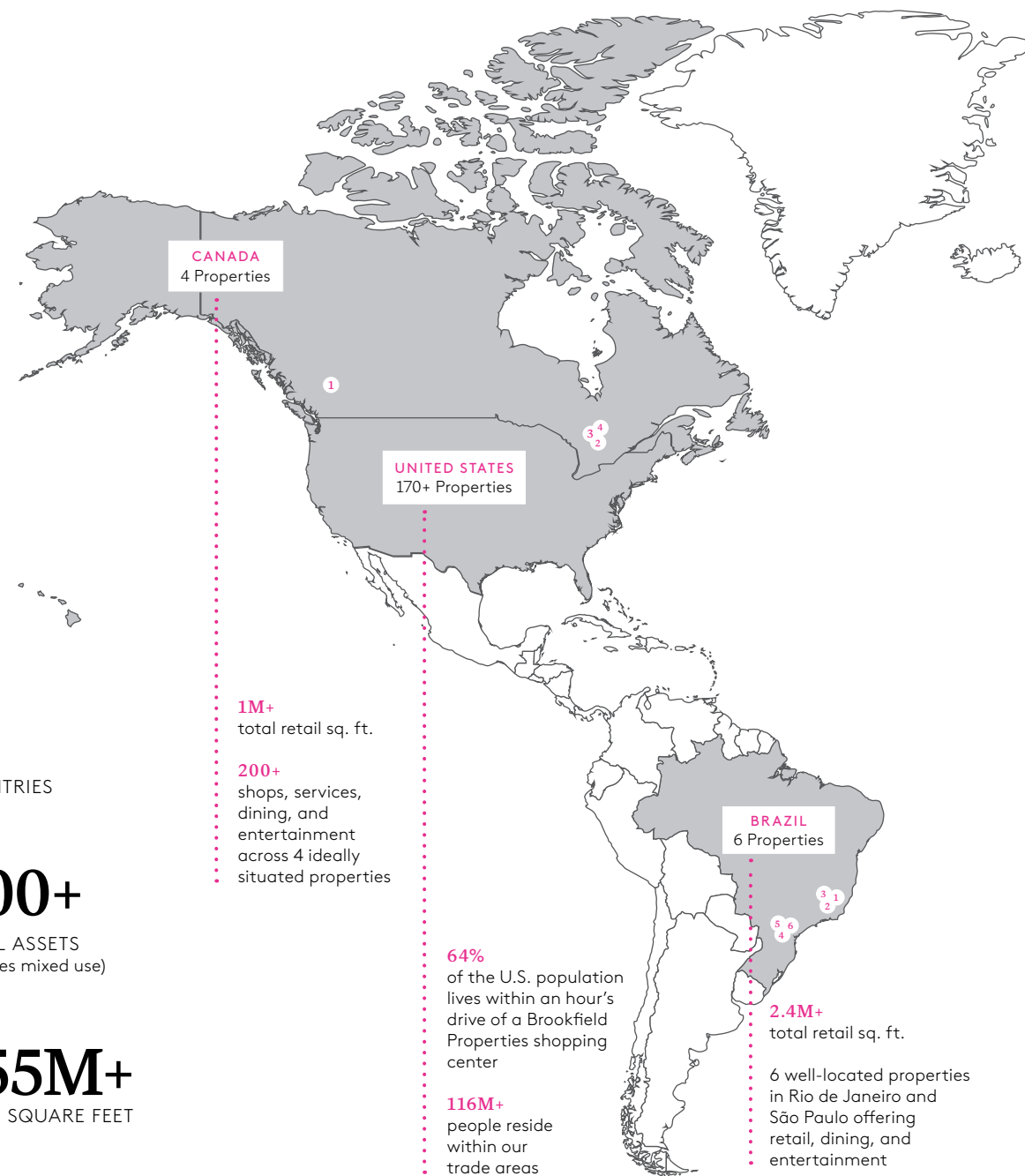
Brookfield Place animates its grand indoor and outdoor public spaces year-round through a mix of culture and events, bringing together New Yorkers and visitors from all over the world. Arts Brookfield brings our public spaces to life through art and experience, making BFPL an iconic destination.

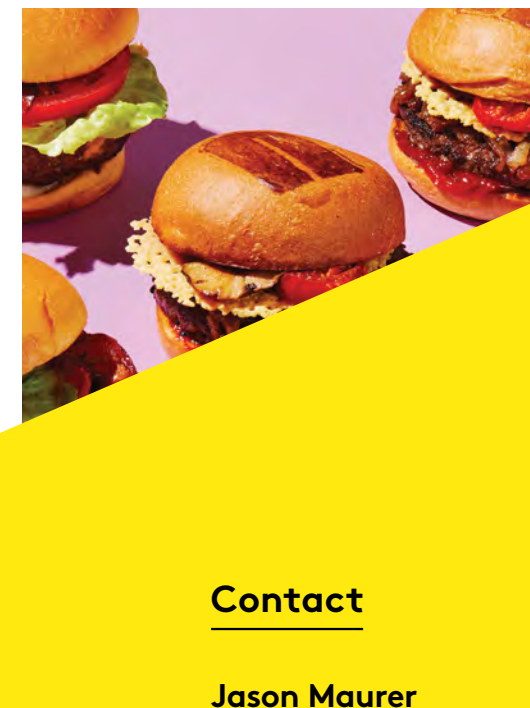
GLOBAL RETAIL OVERVIEW

9
COUNTRIES

200+
RETAIL ASSETS
(includes mixed use)

155M+
TOTAL SQUARE FEET





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MAKE IT A DAY AT BFPL