







# 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.





GOLDMAN SACHS

ONE WORLD  
TRADE CENTER

200 VESEY STREET

250 VESEY STREET

225 LIBERTY STREET

WTC OCULUS  
TRANSPORTATION  
CENTER

300 VESEY STREET

200 LIBERTY STREET

FERRY TERMINAL

BFPL RETAIL

CONVENE

9/11 MEMORIAL  
& MUSEUM

# 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

 <p><b>250K</b> EMPLOYEES WORK IN THE AREA</p>	 <p><b>\$218K</b> AVERAGE EMPLOYEE SALARY</p>	 <p><b>15M SF</b> OFFICE RELOCATED SINCE 2011</p>
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## TOURISTS

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

**7.1B**  
ANNUAL SPENDING IN THE LOCAL MARKET\*

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

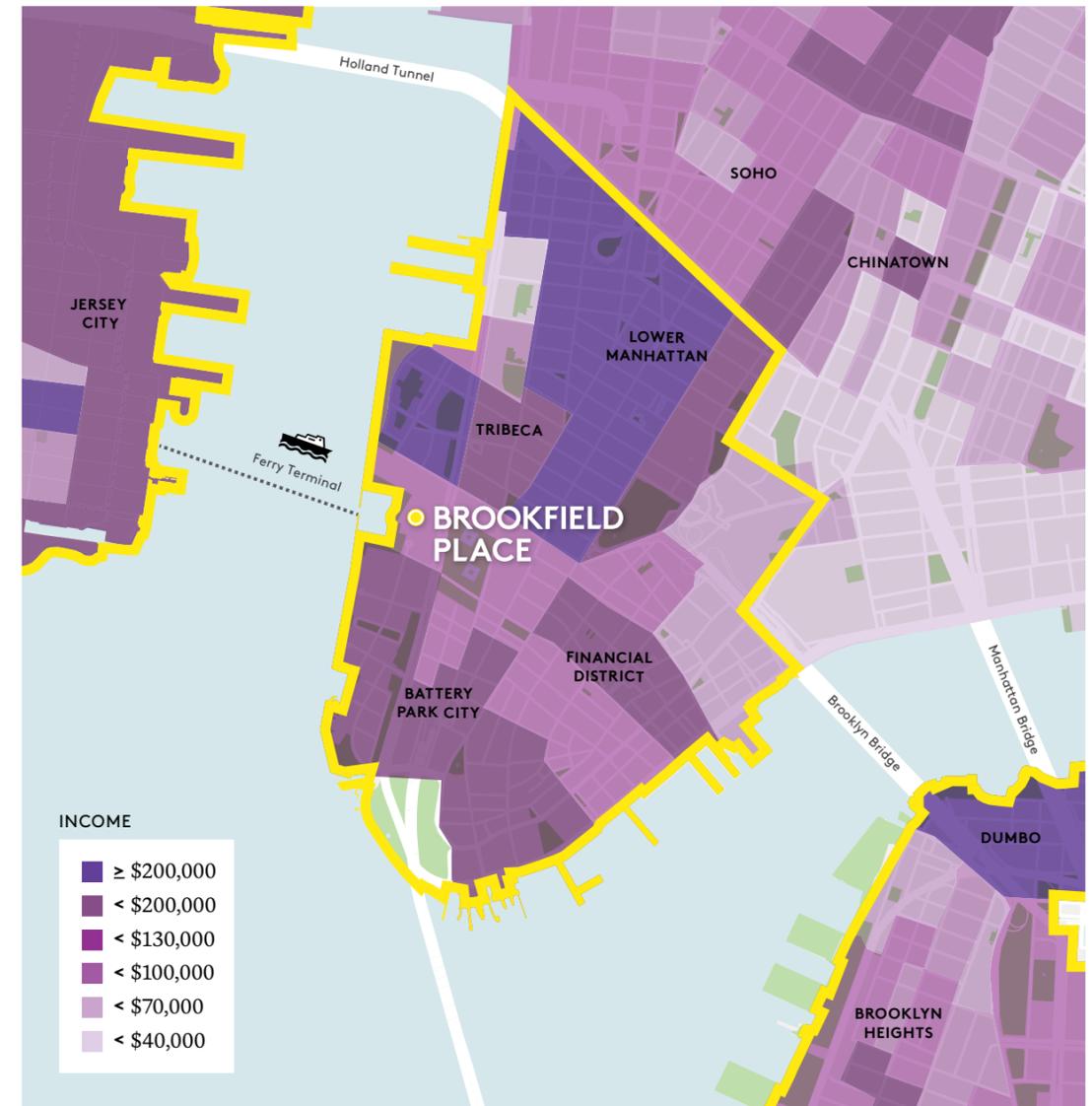
**137K**  
POPULATION

**\$215K**  
AVERAGE HOUSEHOLD INCOME

**33K**  
UNITS IN 336 MIXED-USE AND RESIDENTIAL BUILDINGS

\*PROPERTY CAPSULE 2019

# A CAPTIVE AUDIENCE



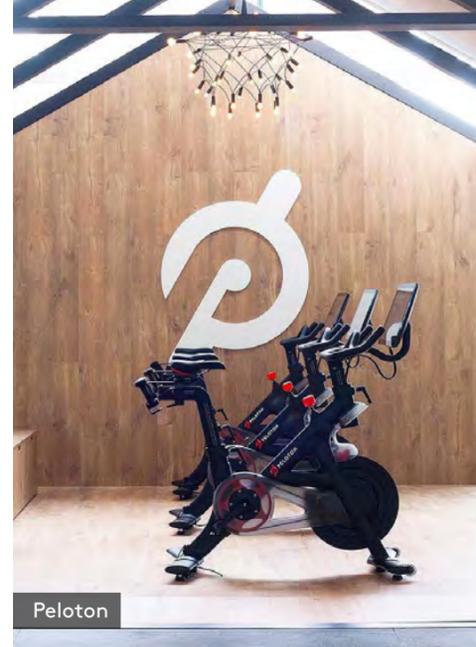
# NEW BRANDS, NEW PRODUCTS, & NEW IDEAS

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



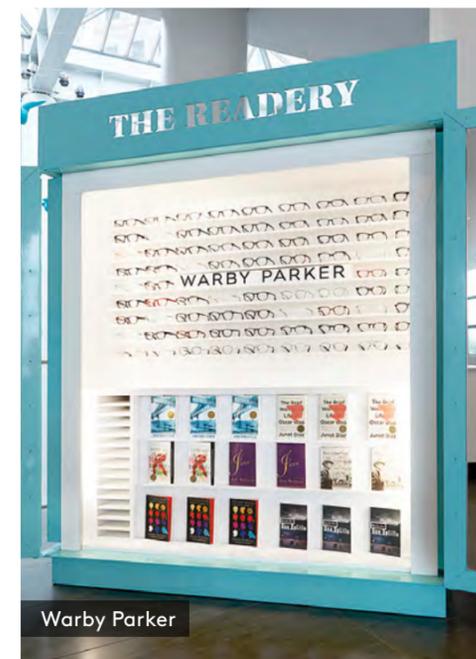
Athletic Propulsion Lab



New Stand



Johnnie Walker



Warby Parker



Maisonette



Louis Vuitton



Suitsupply



Theory



Oliver Peoples



Gucci



Jo Malone



Club Monaco Men



Cos Bar



Adam Lippes

# 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

\*Coming Soon

## 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\*



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



Drybar



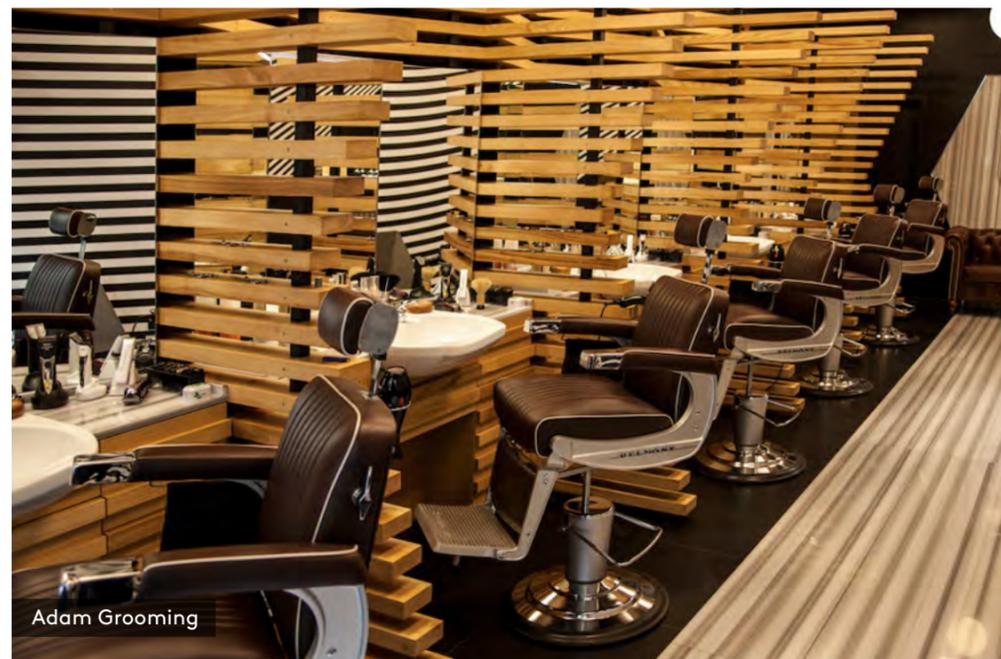
Institute of Culinary Education



Jack's Hair Salon



Zip Car



Adam Grooming

# 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

# 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



# 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

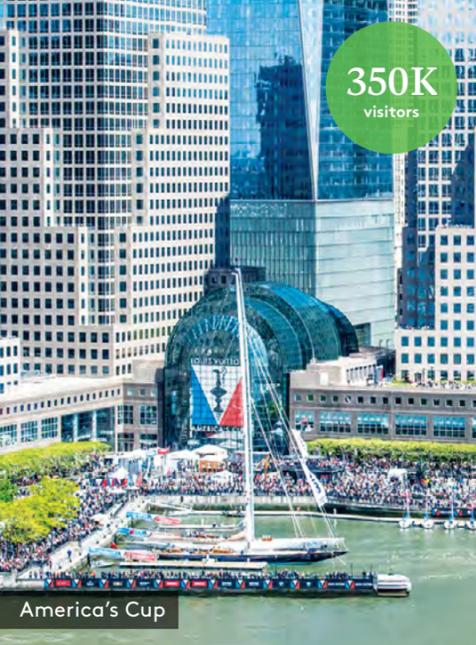
APPROX.  
**51K**  
INSTAGRAMS POSTED  
AT BFPL ANNUALLY  
=  
REACHING APPROX.  
**255M**  
POTENTIAL REACH



## COMMUNITY ENGAGEMENT

**60K**  
EMAIL SUBSCRIBERS  
  
**4K**  
TENANTS REGISTERED  
FOR BFPL CAMPUS  
PERKS PROGRAM





350K  
visitors



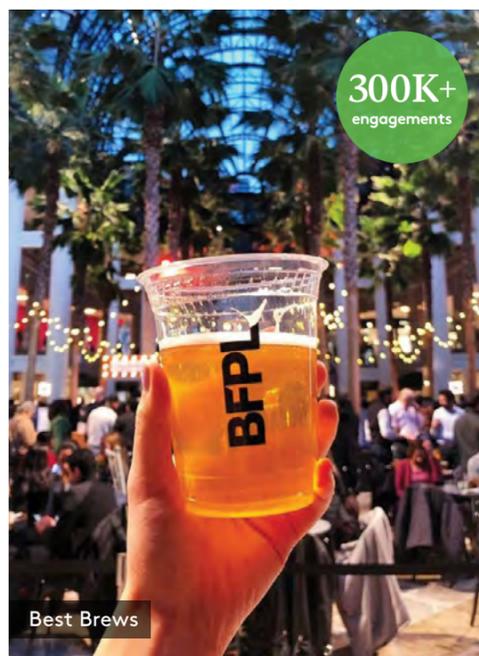
Transcendent Arts



Halloween Bash



US Open

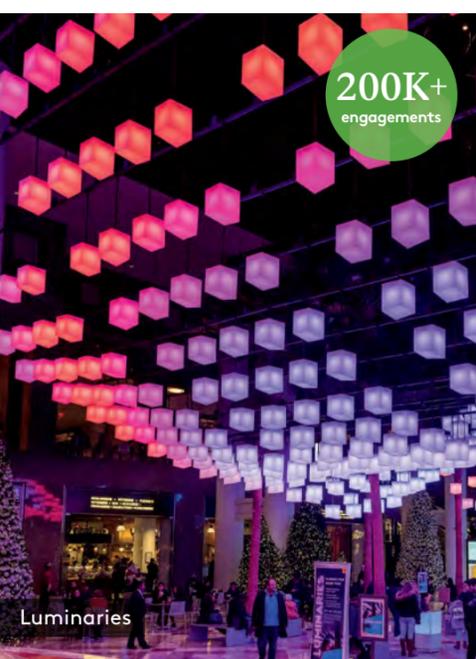


300K+  
engagements

Best Brews



Summer Fitness Series

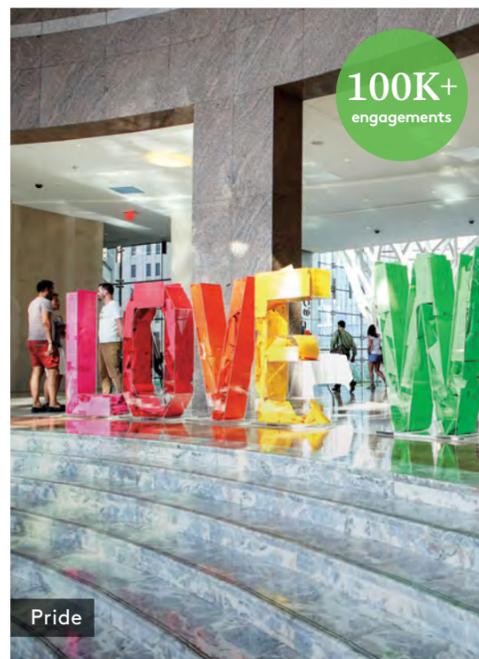


200K+  
engagements

Luminaries



Lunar New Year



100K+  
engagements

Pride

# THE LARGEST PRIVATELY FUNDED PUBLIC ARTS PROGRAM

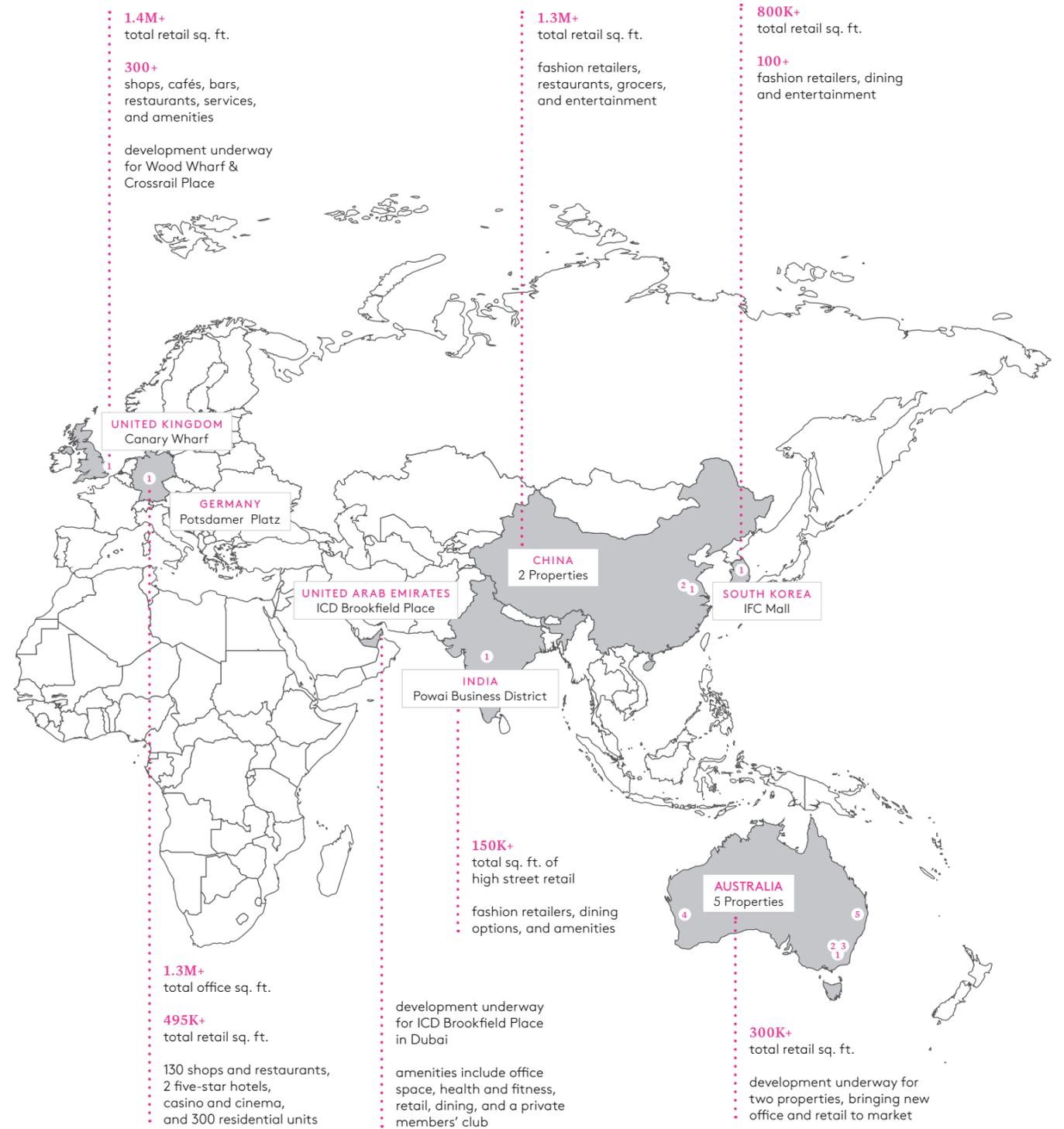
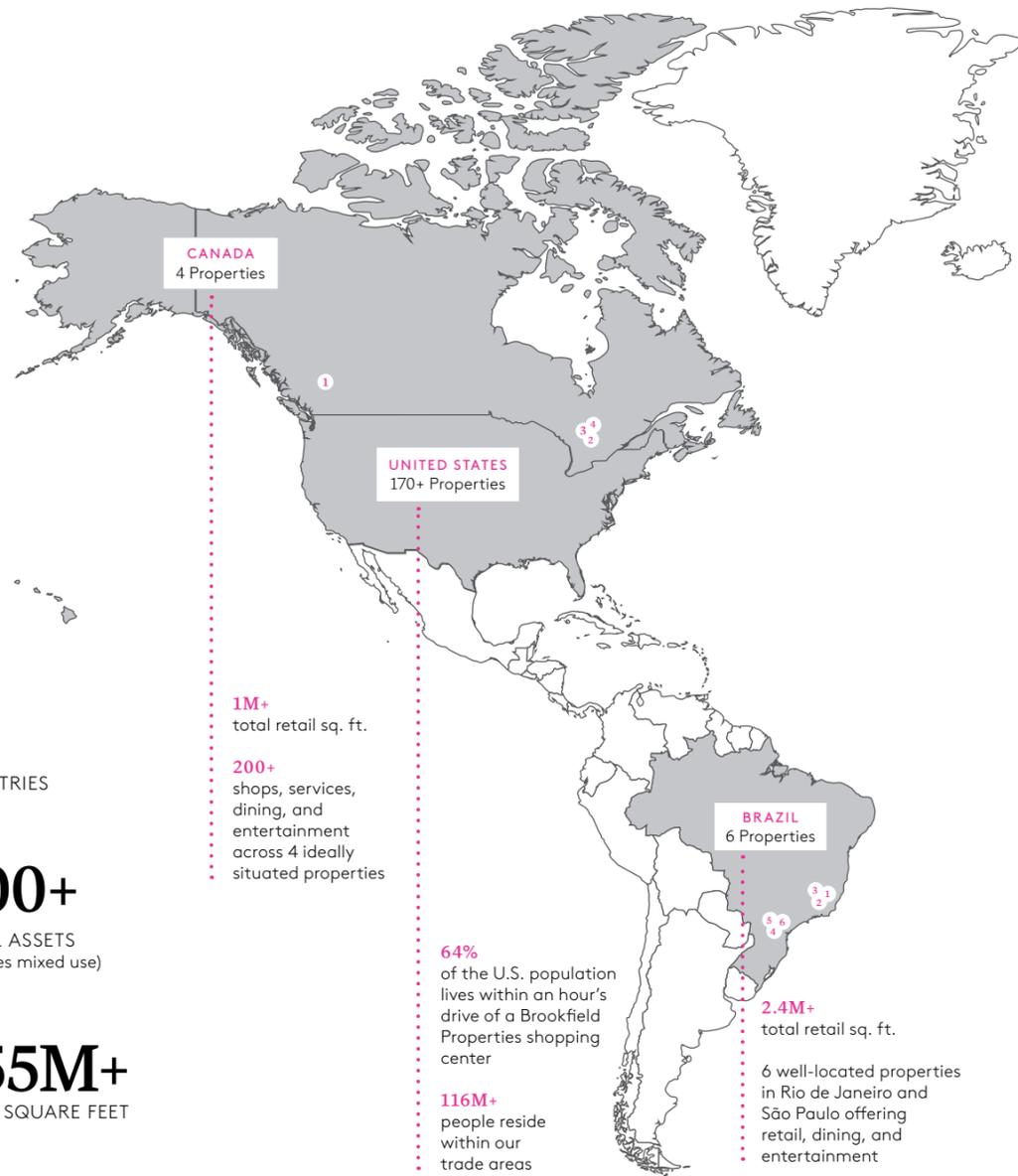
Brookfield Place animates its grand indoor and outdoor public spaces year-round through a mix of culture and events, bringing together New Yorkers and visitors from all over the world. Arts Brookfield brings our public spaces to life through art and experience, making BFPL an iconic destination.

# 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**