



WITHIN FOUR SQUARE BLOCKS: UNTAPPED SPENDING POTENTIAL

NEIGHBORHOOD PROFILE WITHIN FOUR SQUARE BLOCKS:

- **72 million SF of office space**, larger than the Central Business Districts of Chicago, Boston and San Francisco, representing 23% of all office space in midtown and 7% of all retail space in Manhattan.
- More to come: 450,000 SF Class A office space in the pipeline
- **250,000** office employees that have high wages with \$870 Million dollars of annual spending potential
 - ▶ **1 in 11 area employees have an average income of \$340,000**
 - ▶ **1 in 6 employees have an average income of \$150,000**
 - ▶ **1 in 6 have an average income of \$90,000**
- Major corporations that employ these people are:
 - ▶ Met Life, NYTimes, Bank of America, Viacom, Conde Nast, Proskauer, Reuters, Dreamworks, Bluefly.com, American Express, Yahoo!, Dechert, Instinet, Facebook, Dreamworks, Skadden
- **15% of Manhattan hotel rooms and \$1.2 billion** hotel guest spending potential
 - ▶ New hotels serve the luxury market with a boutique brands appealing to sophisticated business and leisure travelers.
- Retail and Restaurant sales totaled \$3.8 billion in 2009

DIRECT AREA COMPS:

- ▶ Bryant Park Grill: \$15 mil per annum (7,500 SF plus additional seasonal café space)
- ▶ W'chcraft: \$2.2 mil per annum (400 SF)
- ▶ ZARA: \$21 mil per annum
- ▶ H&M: \$24 mil per annum
- ▶ Le Pain Quotidian: \$3 mil+ (4,000 SF, one of their top 3 stores in Manhattan)
- ▶ Prêt a Manger: One of their top stores in Manhattan
- ▶ Chipotle: \$4 mil per annum
- ▶ Lionel Trains: Sales at 42nd Street and 6th Avenue **were 40% greater** than Lionel's previous pop-up store in Rockefeller Center.
- ▶ Holiday Kiosks in Bryant Park: \$9mil in sales

ON SITE COMPS:

VERIZON	Highest grossing Verizon store in the country in 2008.
LIONEL TRAINS	Sales at 42nd and 6th Ave were 40% greater than Lionel's previous pop up store in Rockefeller Center
TARGET LIBERTY OF LONDON	Spring 2010 sold out in two days
TARGET MISSONI:	Fall 2011 sold out in 5 hours!
UNIQLO POP UP	Two weeks sales estimated over \$500K

42ND STREET IS A KEY EAST - WEST TRANSPORTATION THROUGHFARE IN MANHATTAN

SUBWAY TRAFFIC COUNTS:

42nd St-Bryant Park B D F V /5th Av 7	
System Rank	18
Annual Ridership	13,502,111
Average Weekday	47,700
Average Weekend	33,600
Times Sq-42nd St N Q S W 1 2 3 7 /42nd St A C E	
System Rank	1
Annual Ridership	58,099,313
Average Weekday	182,100
Average Weekend	220,500

4 5 6 7 S Subway lines	
• 144,400 average weekday riders	
• 95,900 average weekend riders	

TRANSPORTATION HUBS WITHIN .5 MILES

# of daily Penn Station commuters*	600,000
# of daily/annual Grand Central Station commuters	140,000/65M
# of daily/annual P.A.B Terminal commuters	200,000/58M

POTENTIAL BRANDING, AND PROGRAMMING RIGHTS IN BRYANT PARK

BRYANT PARK:

- Approximately **5 million people** per year use the Park.
- Approximately **20,000 – 30,000 people** visit the park per nice weather weekday in the spring/summer/fall.
- Approximately **5,000 – 7,500 people** visit the Park per weekend day.
- Throughout the holiday season a gift market, The Holiday Shops, is created in the alleys and terraces of the Park and hosts roughly **200,000 skaters and 1,000,000 visitors** each season.
- Sponsorship opportunities in Bryant Park totaled over \$2 Million Dollars: Southwest, Citibank, Coca Cola, HSBC and more.