



DOWNTOWN BROOKLYN



Thriving Business Culture

Downtown Brooklyn is the third-largest central business district in New York City – boasting record employment, business growth, a robust innovation sector, and half of the borough’s office space.

Job Growth (2010–2015)

TAMI jobs in greater Downtown Brooklyn more than doubled from 1,650 to 3,550 jobs (2010–2015)

26%

Downtown Brooklyn
+15,054 new jobs

23%

Brooklyn
+ 106,287 new jobs

17%

New York City
+505,838 new jobs

74,000+
jobs
(26% growth, 2010–2015)

2,000+
businesses
per square mile
(19% growth, 2010–2015)

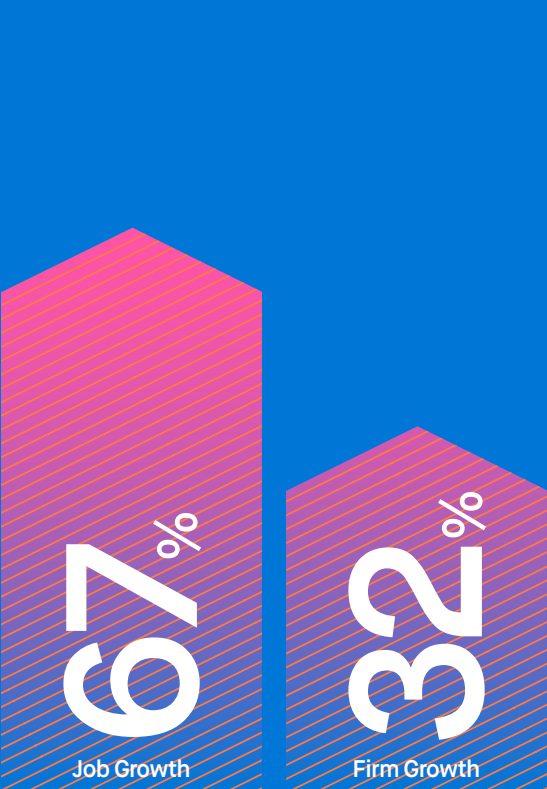
45,000+
residents
(31% growth, 2010–2016)

\$3.9B+
annual retail +
dining sales
(91% growth, 2010–2015)

Growth in Tech + the Arts

Downtown Brooklyn's economic growth is driven by Tech + Information and Arts + Entertainment, the two fastest growing sectors in the area.

Tech + Information (2010–2015)



+3,777
New Jobs

Management, Scientific
+ Technical Consulting
+1460% jobs

Sound Recording
Industries
+215% jobs

Advertising + Public Relations
+194% jobs

Computer Systems Design
+54% jobs

+256
New Firms

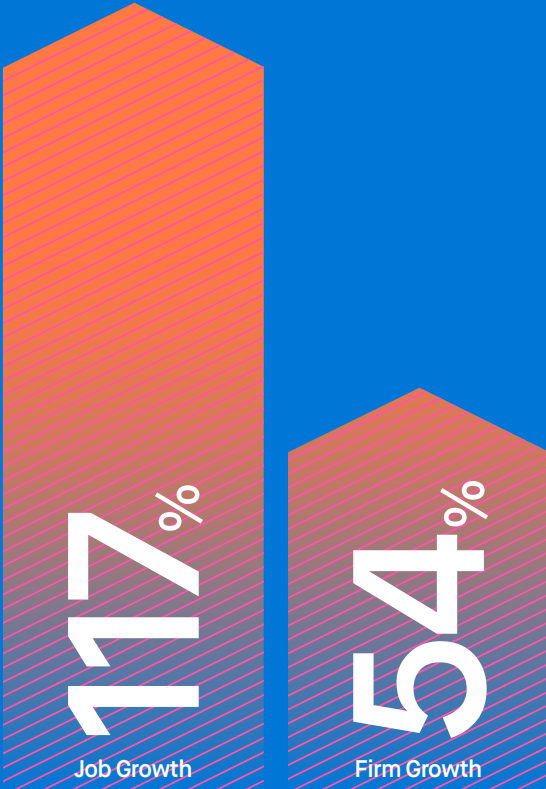
Management, Scientific
+ Technical Consulting
+415% firms

Motion Picture + Video
Industries
+81% firms

Architecture + Engineering
+68% firms

Computer Systems Design
+41% firms

Arts + Entertainment (2010–2015)



+1,278
New Jobs

Performing Arts + Sports
Promoters
+4722% jobs

Independent Artists, Writers
+ Performers
+312% jobs

Performing Arts
Companies
+56% jobs

+63
New Firms

Performing Arts + Sports
Promoters
+300% firms

Agents + Managers for Artists,
Athletes + Entertainers
+167% firms

Other Amusement +
Recreation Industries
+100% firms

Growing Innovation Hub

Downtown Brooklyn exemplifies Brooklyn’s culture of entrepreneurship and innovation, at the center of one of the world’s most dynamic and industrious places.

Venture Capital Investment in Brooklyn

(2012-2016)



11 higher ed institutions develop the next generation of talent:

- Berkeley College
- Brooklyn College Feirstein School of Cinema
- Brooklyn Law School
- Long Island University (LIU) Brooklyn
- New York City College of Technology (City Tech)
- NYU Center for Urban Science and Progress
- NYU Tandon School of Engineering
- Pratt Institute
- St. Francis College
- St. Joseph’s College
- SUNY Empire State College at Brooklyn

\$560M+
in endowments for Brooklyn campuses alone

Downtown Brooklyn’s anchor institutions work with leading industry firms to foster a talented, driven, and diverse workforce already immersed in Brooklyn’s innovation economy.

- NYU Tandon offers world-class research and degree programs in Computer Science, Electrical Engineering, Cybersecurity, and more. Future Labs incubates early-stage AR/VR, video, digital media, and clean energy startups tackling tomorrow’s challenges.
- City Tech’s Center of Excellence prepares students for tech-focused career paths such as system analyst and integration consultant.
- St. Francis College’s Center for Entrepreneurship engages academic, community, and private sector partners to cultivate future business leaders.
- Brooklyn Law School’s Center for Urban Business Entrepreneurship trains lawyers to advise startups by directly engaging with Brooklyn’s entrepreneurs.
- Pratt Institute is one of the nation’s most renowned design schools, with top-tier undergrad and grad programs in architecture, art, and design.
- LIU Brooklyn’s Center for Entrepreneurship and Innovation offers programming, networking, and coworking space to support the growth of early-stage student ventures.

45,000+
undergrad+grad students

7,000+
degrees awarded annually
(2016-2017)

1,750+
faculty members

27+
industry+ research labs

Exceptional Access to Talent

Downtown Brooklyn is a regional transit hub, uniquely positioned for outstanding access to New York City's talent pool of diverse, dynamic, and highly-skilled workers.

With 13 subway lines, 11 commuter trains, and miles of bike lanes, you have Brooklyn, Manhattan, and beyond at your reach in minutes.

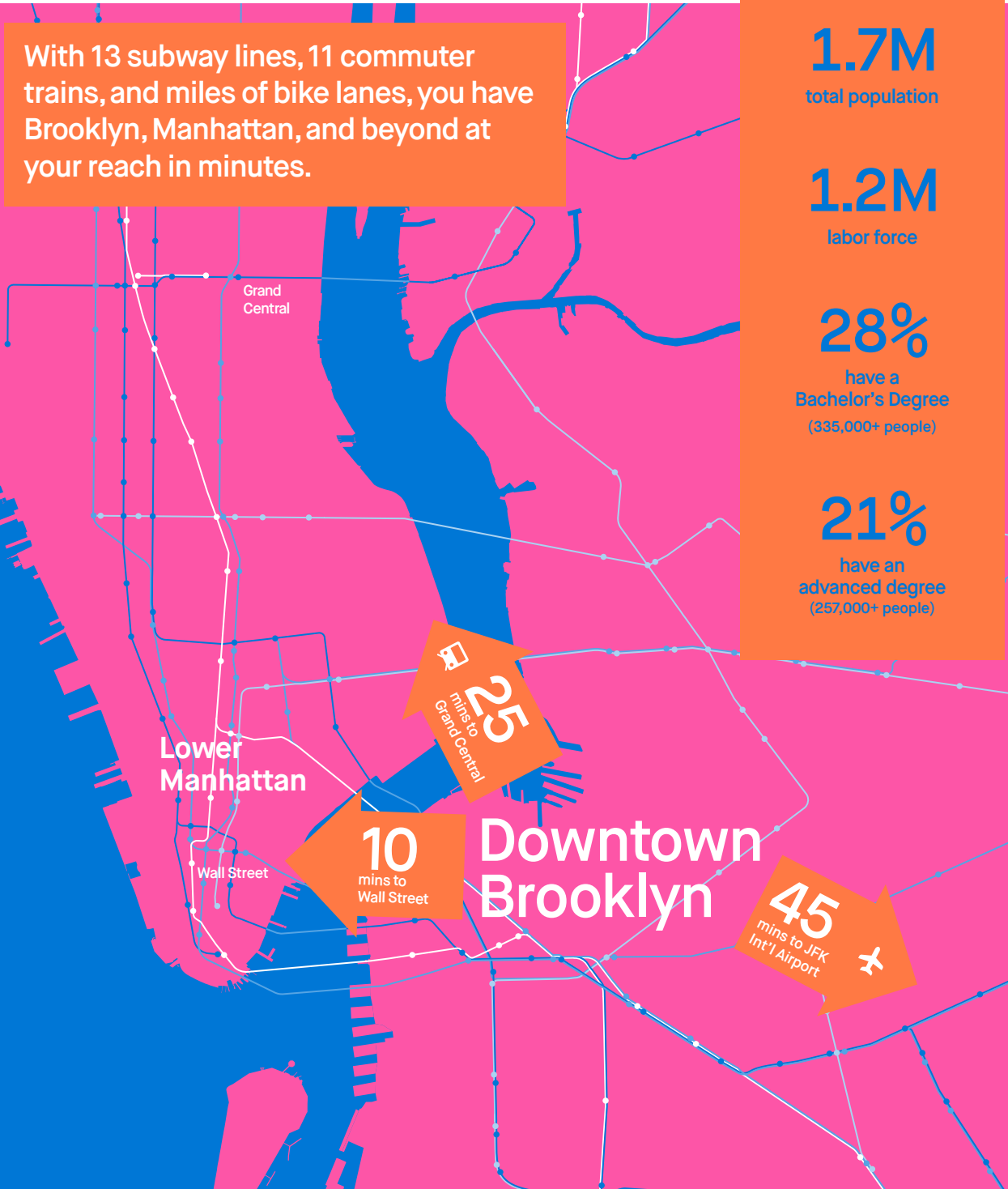
Within a 30-minute commute from Downtown Brooklyn...

1.7M
total population

1.2M
labor force

28%
have a Bachelor's Degree
(335,000+ people)

21%
have an advanced degree
(257,000+ people)



Play

Be inspired and entertained by 100+ arts + cultural institutions from the Barclays Center to the Brooklyn Academy of Music



Shop

Brooklyn's shopping destination with a broad diversity of retail and dining choices to match all tastes



Unwind

Over 14 parks and public spaces where you can relax, dine, play, and meet in Brooklyn's urban core



Live

At the nexus of brownstone Brooklyn and the modern skyscraper district, take advantage of life at the center of the city



Visit

With more than 15 million annual visitors to the borough and more than 2,500 hotel keys in Downtown alone, Brooklyn is the place to be

Make

Launch your business among New York City's best emerging talent and make Downtown Brooklyn your own



Competitive Real Estate Market

Creative firms, startups, and growing businesses can find a variety of workspaces to match their needs – from Class A suites to classic Brooklyn lofts – all here in Downtown Brooklyn.

Launch a business or find a home for your new venture in Downtown Brooklyn’s 152,000 SF of co-working space and many incubator programs.

3M+

SF of Class A office space in development

17M+

SF of existing commercial office space

NYU | TANDON

goTenna



HONEYBEE ROBOTICS

BIG SPACESHIP®

MakerBot.

fxcollaborative

2U

BIG JOIN US Etsy Gimlet

SLATE

NEWLAB

PANOPLY®

JPMORGAN CHASE & CO.



United Technologies Digital

LAUNDRY SERVICE

Amplify.

LAFAYETTE 148
NEW YORK

Public incentives are available to strengthen the value of doing business in Downtown Brooklyn:

Up to

\$3K

per employee in tax credits per year for up to 12 years with REAP

\$2.50

PSF in savings with CEP

Up to

25

years of property tax abatement for new construction or renovation (ICAP)

Up to

45%

savings on energy with ECSP

\$0

No commercial rent tax in Downtown Brooklyn

With its growing ecosystem of arts + entertainment and tech + information, Downtown Brooklyn is a hotbed for talent and innovation.

Downtown Brooklyn's thriving business culture, exceptional access to talent, higher education institutions, strong office market, and unique amenities together make it the premier live/work urban center.

Downtown Brooklyn Partnership is a not-for-profit local development corporation that serves as the primary champion for Downtown Brooklyn as a world-class business, cultural, educational, residential, and retail destination. We can help your business identify available commercial space and incentive opportunities, connect with brokers, and learn more about the benefits of locating in Downtown Brooklyn.

For more information, please contact info@downtownbrooklyn.com or (718) 403-1600.

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Sources: Quarterly Census of Employment and Wages (QCEW) prepared by NYC Department of City Planning, U.S. Census Bureau. Data derived for the Downtown Brooklyn business district encompasses zip codes 11201 and 11217 and includes private sector jobs only.

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