

Who is TAMMI?



No, we're not referring to Tammy Wynette, the spectacularly bouffanted country star who exhorted women everywhere to "Stand By Their Man." Nor are we talking about "Tammy," the recent Melissa McCarthy comedy. Nor the legendary T.A.M.I show, where James Brown's throwing down the gauntlet pushed a young Mick Jagger to dance on stage for the first time. What we are talking about is a collection of business sectors transforming the face of Lower Manhattan:

T (Technology)

A (Advertising)

M (Media)

I (Information)





LAUNCH^{LM}

It was one year ago the Alliance for Downtown New York kicked off the LaunchLM initiative, an enterprise designed to advance the rising technology and creative community in Lower Manhattan. LaunchLM has helped bring together current and future innovators in the district to create programming, share resources and ideas and network with the thriving businesses already in Lower Manhattan. LaunchLM was created in collaboration with a group of technology, venture capital, urban planning and real estate professionals who share a desire to help grow innovation and build community in the district. See more at: www.LaunchLM.com

Lower Manhattan: New York's New Home For Innovation

New York City's digital ecosystem is a pillar of the city's economy, generating more than half a million jobs, more than \$50 billion in annual compensation, almost \$125 billion in annual output and \$5.6 billion in tax revenues.¹ And it shows no signs of slowing down. TAMI jobs are growing much faster than the rest of New York City's economy.

Clusters of digital industries can fortify and expand this kind of momentum. How they do this is intimately tied to where they are. If you are a forward-thinking tech company, where would you set up shop?

You would go where there is a robust transit network, top-notch broadband access, abundant WiFi and low-cost, flexible work spaces. You would go where you can find a wide, but readily accessible, array of talent. You would go where amenities your workforce demands are abundant — restaurants, shopping, coffee shops, parks, places to walk and hang out. And you would go where these things are all in close proximity. A place just like Lower Manhattan.

And these industries are talking with their feet. The area south of Chambers Street is now home to over 800 TAMI companies.

The companies that make up this sector in Lower Manhattan range from scores of smaller, ambitious tech start-ups to media giants like Time Inc., Condé Nast and Harper Collins to cutting edge, advertising-related firms like Droga5, Group M and MediaMath.

Lower Manhattan's landscape is changing nearly every day, as major development projects that have been under way for over a decade are now taking shape or nearing completion. From transportation to new 21st century office space to more than 1.8 million square feet of new retail and restaurant space, every corner of the neighborhood is changing — and for the better.

As much as any bulldozer, TAMI industries are reshaping the future of this uniquely dynamic neighborhood.

¹ "The New York City Tech Ecosystem," nyctecheconomy.com

800+
TAMI TENANTS

Technology
Advertising
Media
Information

Logos and icons on the map include: ACE, sh p, SABEY, CG CONTROL GROUP, Inc. annalect, of a/KIND, FAST COMPANY, LivelIntent, sumall, Sapien, olo, wework, REFINERY29, ETR, CONDÉ NAST, xo group/, HD | MADE, MediaMath, booker, sisense, StackExchange, ROCK SHRIMP, Paperless POST, grapeshot, smartasset, delivery.com, case, OrderGroove, BRIGHT POWER INC., droga5, STELLA SERVICE, THE // FLATIRON SCHOOL, STARTUP INSTITUTE NEW YORK, MEKANISM, Architizer, Fluont, SINGLEPLATFORM, and FULLSTACK ACADEMY OF CODE.

TAMI ♥ LM

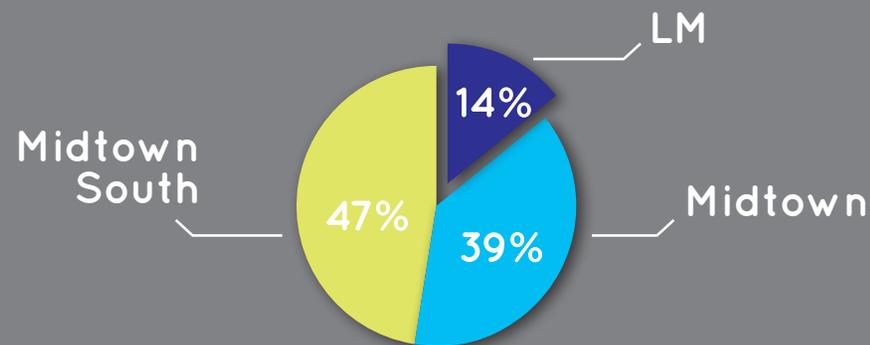
TAMI is quickly becoming one of the most popular kids in New York City's office market, taking over from Financial Services as the favorite and major driver of office leasing in the last 4 years.

TAMI has been showing the love for Lower Manhattan, in particular. Just a few years ago, Lower Manhattan saw just 14% of total TAMI leasing, but over the past four years, the area south of Chambers Street has snatched up 32% of the total.



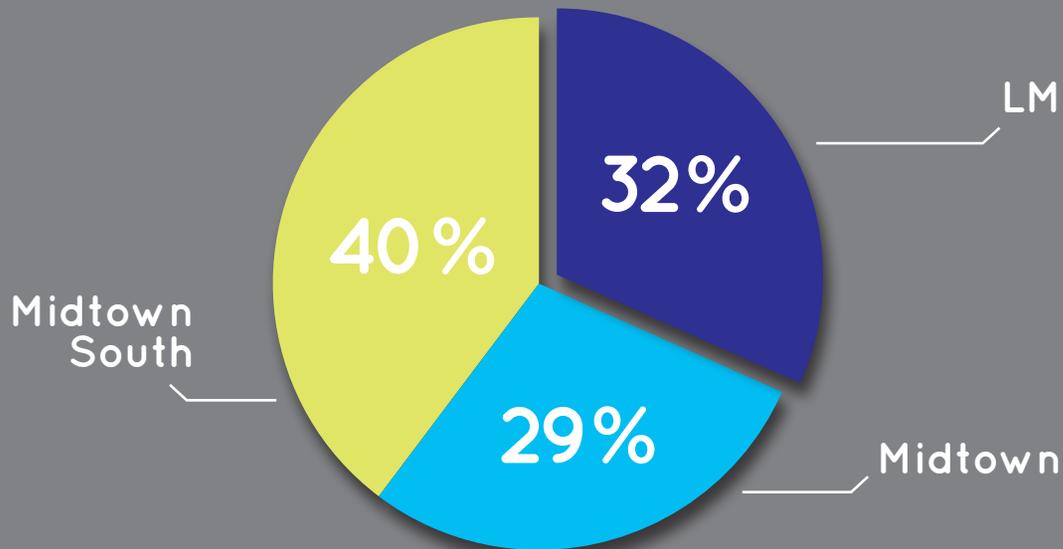
A BIGGER SLICE OF A BIGGER PIE

As the amount of TAMI leasing has grown Manhattan-wide, Lower Manhattan's share has also increased...



2007-2010

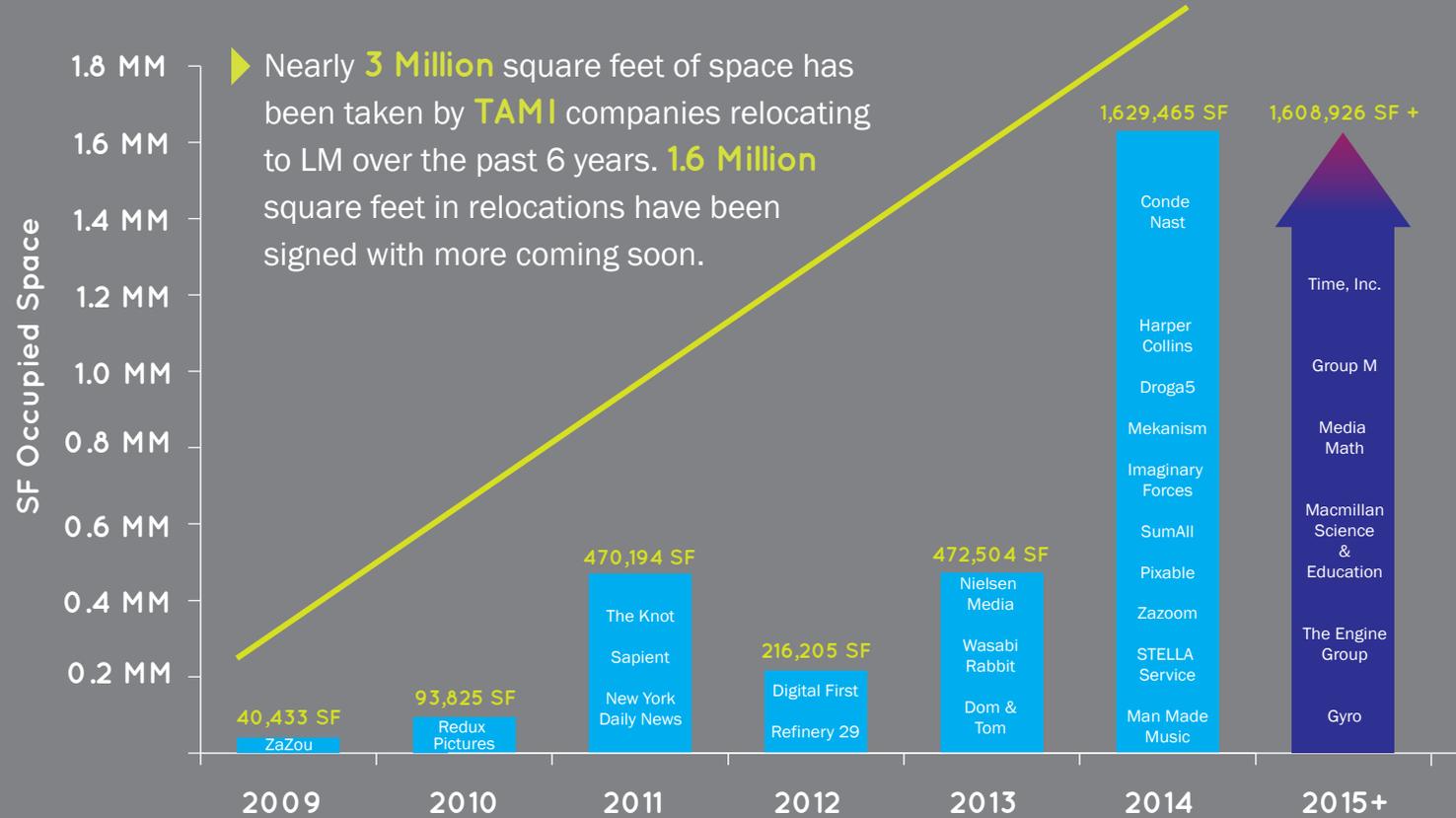
Total TAMI leasing: 8.9 Million SF



2011-2014

Total TAMI leasing: 14.9 Million SF

TAMI Embraces Lower Manhattan



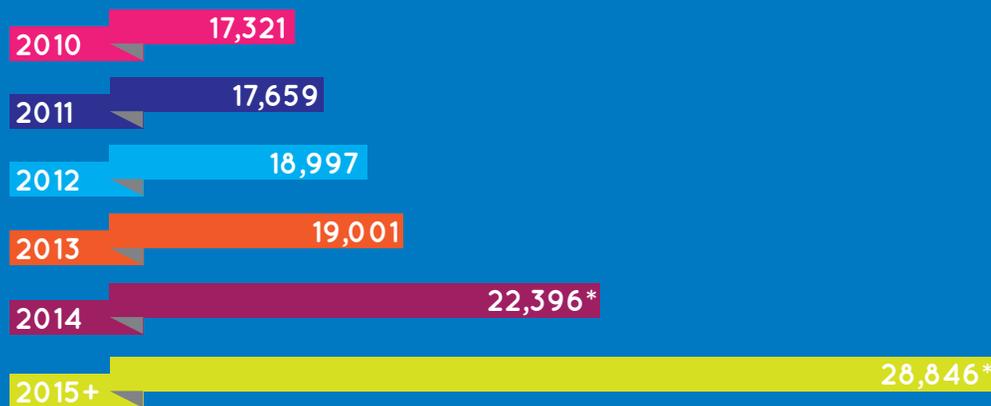
TAMI has been going BIG in LM, as tech, media and advertising companies previously locating in Midtown and Midtown South have packed up and moved south of City Hall.

TAMI has set up camp in an increasing number of new spaces in LM, and with Condé Nast's move-in on November 3, TAMI will reach nearly 3 million square feet of relocations to Lower Manhattan since 2009. And that trend shows no signs of stopping — with TIME Inc., GroupM, MediaMath and others relocating into more than 1.6 million square feet of new LM digs in years to come.

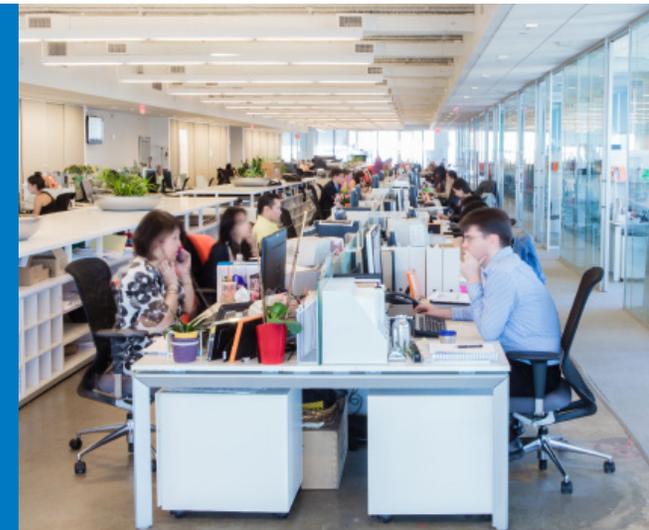
71%

Increase in TAMI Employees

in Lower Manhattan, from 2010 to 2015+



Source: QCEW from NYS DOL Employment numbers reflect totals in Q4 each year, with the exception of 2014. 2014 represents Q1 figures (the latest available by the release of this report) plus estimated employment figures for companies expected to take occupancy by year end 2014. 2015+ includes estimated employment figures for companies expected to take occupancy in 2015 and beyond based on completed leasing deals.



From Tiny Acorns Mighty Oaks Grow

The staying power of a sector depends in part, on opportunities for companies at every stage of their life cycle. The fertility of Lower Manhattan's ecosystem is enhanced by a rich set of educational institutions and startup and tech-friendly office spaces that help foster tomorrow's leaders in tech and creative fields.

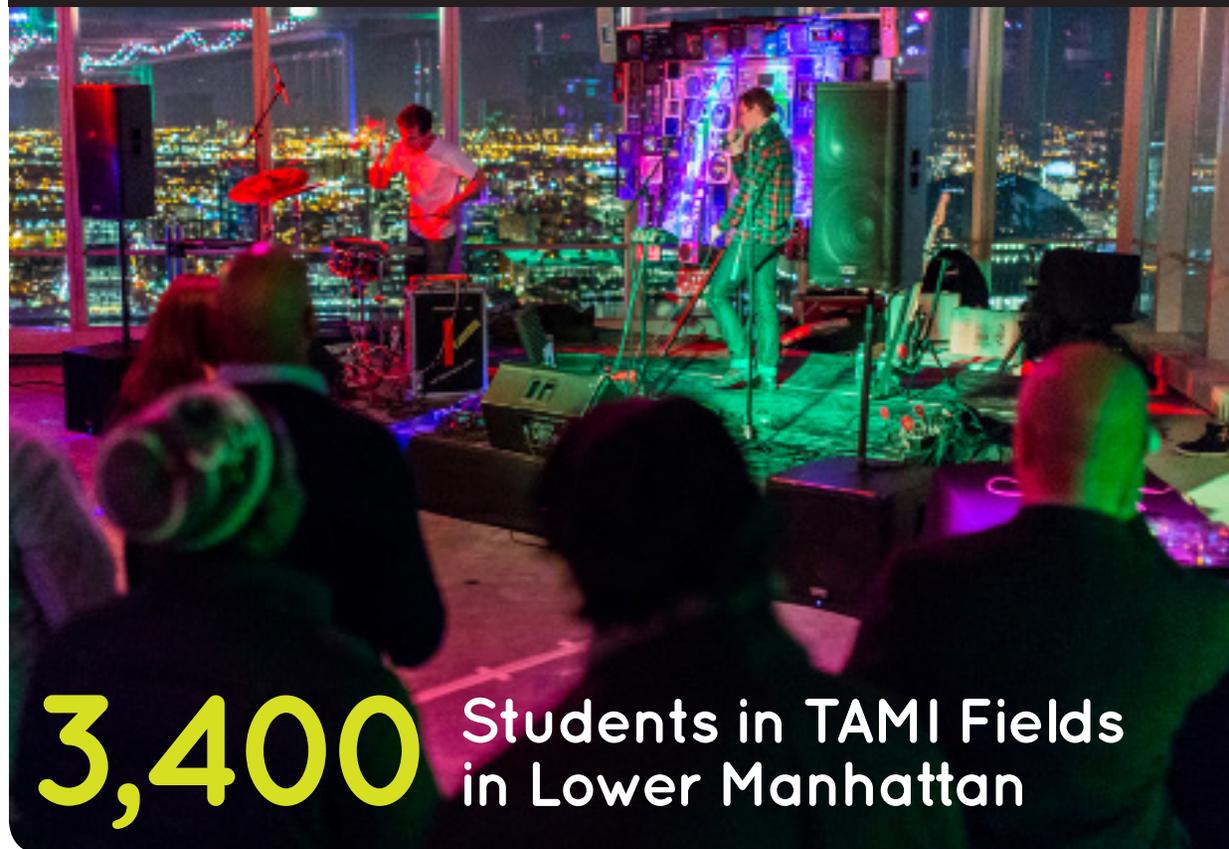
Home to 5 technical bootcamps out of 19 citywide, Lower Manhattan has emerged as a center for NYC tech education. While tech bootcamps focus on coding and software, Lower Manhattan's more traditional educational anchors — such as Pace University, New York Film Academy, Cornell's College of Architecture, Art and Planning (satellite campus) and the NYU Polytechnic School of Engineering — provide tech and creative degree and certificate programs. From future software inventors to filmmakers, Lower Manhattan's students share the neighborhood with like-minded employees and companies.

In addition to educating tomorrow's future TAMI workforce, Lower Manhattan has a set of 6 tech and start-up friendly office spaces that are providing workspaces for hundreds of start-ups and entrepreneurs, many of which are in the tech, advertising, media and information fields. Two of the largest, WeWork's headquarters at 222 Broadway and its second location at 25 Broadway, opened in 2013. WeWork is a growing national and international provider of shared office space, and their ambitious footprint in Lower Manhattan is a reflection of the neighborhood's exuberant entrepreneurial spirit and undeniable allure among start-ups and tech and creative companies.



NYU

POLYTECHNIC SCHOOL
OF ENGINEERING



3,400 Students in TAMI Fields
in Lower Manhattan



{ The New York
Code + Design
Academy }



THE //
FLATIRON
SCHOOL



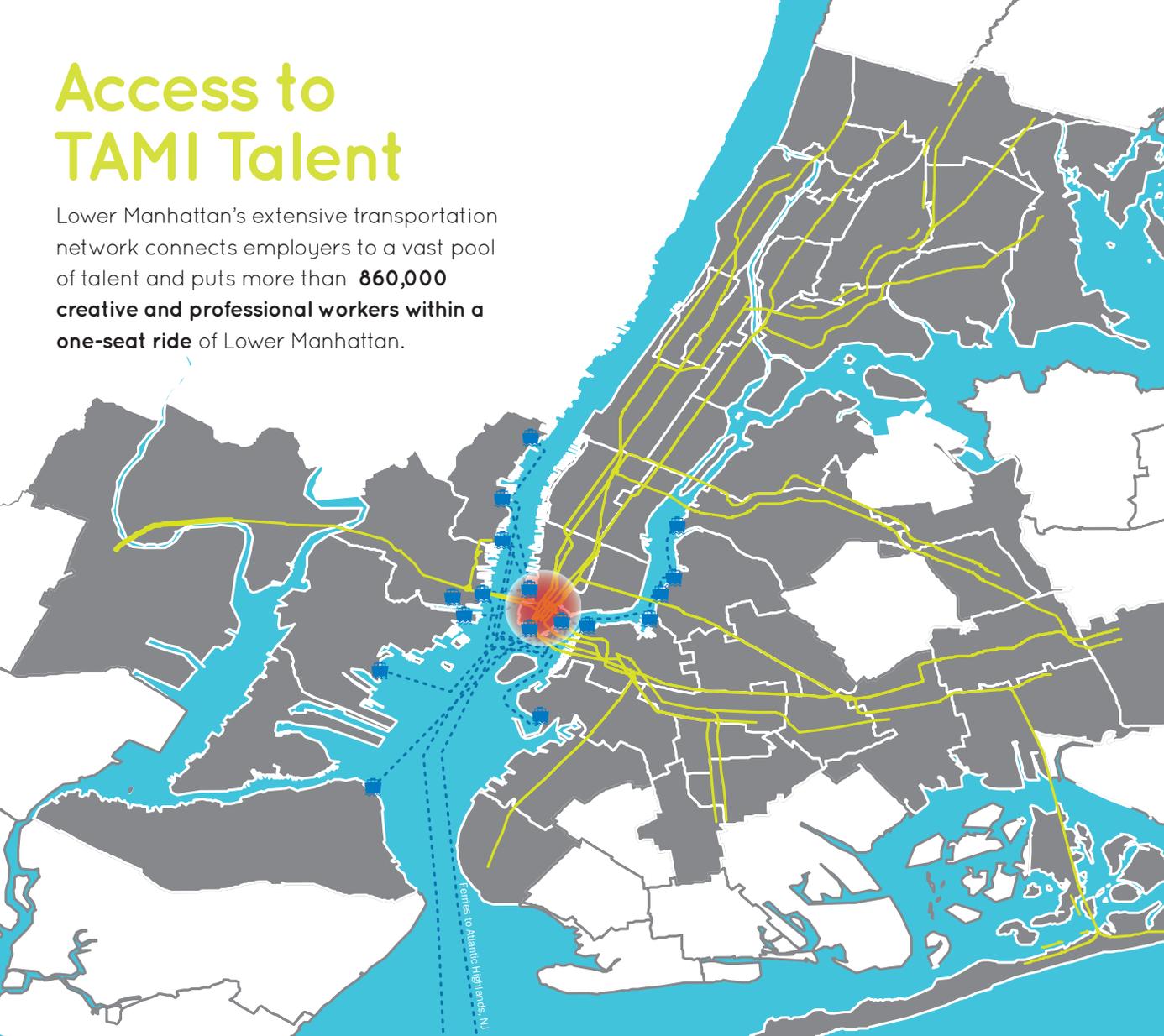
FULLSTACK
ACADEMY of CODE



6 short-term , tech-friendly
flexible office spaces,
in Lower Manhattan

Access to TAMI Talent

Lower Manhattan's extensive transportation network connects employers to a vast pool of talent and puts more than **860,000 creative and professional workers within a one-seat ride** of Lower Manhattan.



12
Subway
Lines



30
Bus
Routes



6
Ferry Stops
& 12 Routes



2
PATH routes
to NJ



7
Downtown
Connection
Buses



25
CitiBike
Stations

Where does the TAMI talent live?

Fifteen years ago, the answer used to be that lots of the region's TAMI talent was in suburban places like Darien, Connecticut and Scarsdale/Hastings-on-Hudson. Today, that talent is living not in suburban communities, but in the region's urban core. In fact, of all the communities throughout the New York Metropolitan Area, the 10 residential communities with the largest and fastest growing number of TAMI sector workers² are all clustered tightly around Lower Manhattan. They include: Williamsburg/Greenpoint, Astoria, Upper West Side, Upper East Side, Chelsea/Garment District/Times Square, Cobble Hill/Carroll Gardens/Park Slope, Lower Manhattan/Meatpacking District/West Village, Stuyvesant Town/Turtle Bay, East Village/Lower East Side/Chinatown and Downtown Brooklyn/Brooklyn Heights.



² This analysis covers Information sector employees. The Information sector includes those employed in publishing, motion picture and sound recording industries, broadcasting, internet publishing, telecommunications services, data processing, libraries, and other information services. For more information on this data, please consult the Downtown Alliance study, *The Brain Gain*, available here.

Hungry? Thirsty? Need Some Joe?

The food and dining scene in Lower Manhattan is coming into its own. 1.8 million SF of new retail and dining options opening by 2016 means that Tom Colicchio and Keith McNally restaurants will soon join an already impressive cast of NYC favorites — from Num Pang to The Dead Rabbit to El Vez. And more are yet to be announced.

From casual eats to artisanal coffee to fine dining from famous NYC chefs, Lower Manhattan is rapidly becoming a food destination. The following highlights just a small smattering of some of our favorites.

CHOW DOWN

Ramen.Co

Melt Shop

Mighty Quinn's BBQ

Blue Ribbon Sushi

Bareburger

Num Pang

Jose Garces

Stephen Starr

Tom Colicchio

Keith McNally

Danny Meyer



LIBATIONS

Clinton Hall

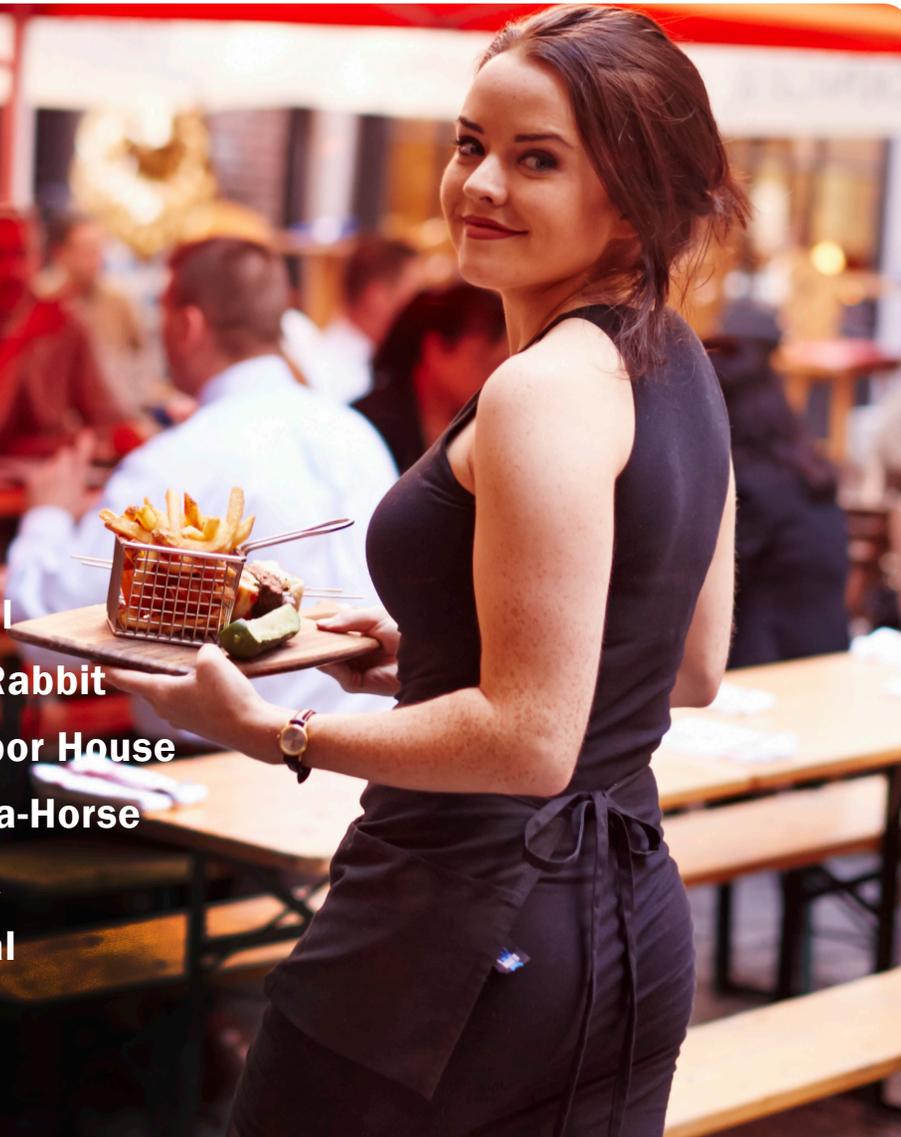
The Dead Rabbit

Pier A Harbor House

Cowgirl Sea-Horse

Watermark

Cedar Local



COFFEE TALK

Blue Spoon

Jack's Stir Brew

Black Seed Bagels

Bluestone Lane

Gregorys

Fika



A 24/7 Community

The promise of Lower Manhattan evolving into a 24/7 community is at hand. In addition to a burgeoning dining culture, Lower Manhattan also boasts abundant open space and waterfront parks, retail opportunities and fitness studios, many of which are new, improved, or will open soon. Some highlights:



Parks & Rec

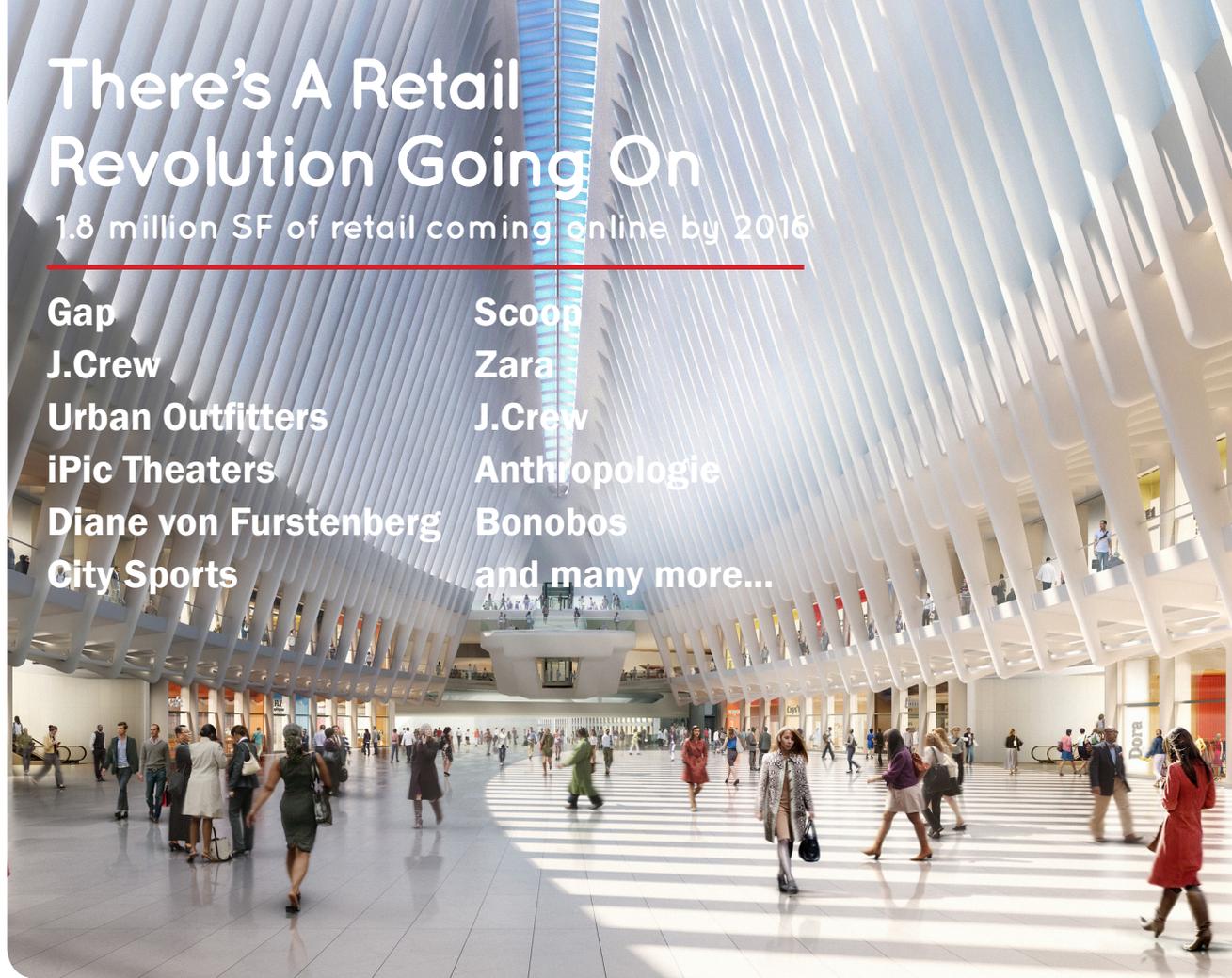
90 acres of open space

- Pier 15
- Governors Island
- East River Esplanade
- Hudson River Park
- Battery Park

There's A Retail Revolution Going On

1.8 million SF of retail coming online by 2016

- | | |
|-----------------------|------------------|
| Gap | Scoop |
| J.Crew | Zara |
| Urban Outfitters | J.Crew |
| iPic Theaters | Anthropologie |
| Diane von Furstenberg | Bonobos |
| City Sports | and many more... |



- Equinox
- Blink Fitness
- New York Sports Club
- Crunch Fitness
- Soul Cycle
- Drill Fitness

Work it Out



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