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Downtown Alliance Unveils “Downtown Deals” Web Promotion to Support Local Retailers

- Discover All of Lower Manhattan’s Latest Promotions and Discounts Offered by Local Retailers and Businesses –

New York, NY (March 22, 2012) – With more than 1,100 retailers and restaurants, and 18 hotels based in Lower Manhattan, it’s hard to keep up with all the diverse merchants – new and old – below Chambers Street.

The Alliance for Downtown New York is here to help, and today launched “Downtown Deals”. The new web-based promotional initiative - at www.downtownny.com - spotlights the newest deals and special offers available from Lower Manhattan’s growing retail and cultural communities.

“A global model for a 21st century central business district, Lower Manhattan truly has something for everyone, and the Downtown Alliance is excited to support our retailers and museums and showcase the fabulous deals our growing neighborhood as to offer,” said Elizabeth H. Berger, president of the Downtown Alliance. “Through supporting our local businesses, we are creating a ‘must-see’ and ‘must-do’ venue for Lower Manhattan’s 309,000 workers, 57,000 residents, and 9.8 million annual visitors.”

“Downtown Deals” is a free place for a Lower Manhattan business or organization to publish and promote special offers, discounts, or free services. The latest deals can be accessed at www.downtownny.com/downtown-deals. Business owners, museums and other organizations – as long as they are south of Chambers Street – can directly submit deals online.

Some exciting deals that are already available include:

- 2-for-1 general admission at the Museum of American Finance
- Introductory weekend rates at the Conrad Hotel
- 2-for-1 general admission at the South Street Seaport Museum
- Free Thai iced coffee at Bennie’s Thai with the purchase of any entrée on March 26th
- Free six-piece maki roll at Koodo Sushi with a purchase of \$25 or more
- 2-for-1 happy hour at Blue Planet Grill, Mondays through Fridays 5 PM – 7 PM
- 40% off tickets to BMCC Tribeca Performing Arts Center’s April 15th production of *Zorro*

- 2-for-1 happy hour at Pound & Pence, Mondays 5 PM – 8 PM; ladies get 2 for 1 drinks on Wednesdays from 5 PM – 8 PM
- \$5 off 9 AM and 10 AM Hop-On/Hop-Off ferry fares from Pier 84 as part of New York Water Taxi's March Madness Special
- 20% discount to uninsured or self-pay patients at Medhattan Immediate Medical Care
- Special referral rate at John Allan's Downtown
- 10% off qualifying website reservations at The Wall Street Inn
- 10% off dinner at SamSara
- 10% off a Stone Street Tavern tab
- Downtown Culture Pass offering visitors discounted access to cultural institutions, a walking tour and more
- Free tax-filing services for any guest at the Andaz Wall Street from April 8-15
- \$2 off basic messenger services provided by A+ Couriers for first three months
- 2-for-1 eyebrow threading at Thread on Nassau Street

RETAIL IN LOWER MANHATTAN

Last year was a remarkable year for retail in Lower Manhattan. Brookfield Properties began a \$250 million upgrade and expansion of retail at the World Financial Center, scheduled for completion in 2013. Plans call for more than 40 high-end fashion shops and a 25,000-square-foot gourmet food marketplace. The entire retail complex will be more than 200,000 square feet, a net gain of 13% over the former retail configuration.

The Port Authority also announced in June that it had advanced negotiations with Westfield to develop and manage retail at the World Trade Center site, where 360,000 square feet is scheduled to come online in 2015. Upon completion of 2 World Trade Center, the site would hold a total 488,000 square feet of retail.

In fact, growth in employment, population, and tourism led to an increase in the annual spending power of the Lower Manhattan market, now an estimated \$4.7 billion.

At year-end, Lower Manhattan had 460 bars and restaurants, and 640 stores and storefront services for a total 1,100 establishments, 90 of which opened in 2011 for a net gain of 20 establishments. And at least 13 more are coming soon.

The mission of the Alliance for Downtown New York is to provide service, advocacy, research and information to advance Lower Manhattan as a global model of a 21st century Central Business District for businesses, residents and visitors.

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