



Retail Location Guide for Lower Manhattan

(Q2 2007)



Lower Manhattan: Key Facts



Lower Manhattan Overview

- Area: 1 Square Mile
- Location: Southernmost tip of Manhattan Island
- A huge, affluent regional market:
 - 15 minutes via public transit from TriBeCa, the Lower East Side, the East Village, SOHO, Jersey City, Hoboken, Staten Island, Brooklyn Heights, DUMBO, Cobble Hill, Carroll Gardens, Red Hook, Williamsburg, and Park Slope.
 - Market area includes 160,000 households with average incomes of \$93,000.
 - 40% of households in market area have annual income of \$75,000 or greater.
 - Convenient to 42.6 million annual visitors to New York City.

Employees

- Total Lower Manhattan Employment (Q3 '06)_____307,780
- Average Employee Annual Wage (Q3 '06)_____ \$115,639
- Annual Buying Power_____ \$550 million

Residents

- Lower Manhattan Population_____44,664
- Lower Manhattan Households (2007)_____22,332
- Average Household Size (2007)_____2.0
- Average Household Income in Lower Manhattan_____ \$242,000
- Annual residential disposable Income_____ \$2.6 billion

Visitors & Tourism

- Lower Manhattan visitors, 2006_____5.8 million
- Average length of stay of hotel guests_____2 nights
- Proportion of visitors traveling with family_____40%
- Most popular visitor activities_____Dining and Shopping
- Annual visitor spending in Lower Manhattan_____ \$1 billion
- Average hotel occupancy rate, 2006_____83%
- Existing hotel rooms in Lower Manhattan_____2,197
- Hotel rooms proposed or under construction_____3,170

Students

- Number of institutions of higher learning_____8
- Student enrollment in Lower Manhattan_____30,850
- Students residing in Lower Manhattan_____2,900

* Students are also counted in residential figures.

Mass Transit

Transit Service	Annual Ridership
Subway (13 lines, 12 stations)	82,079,857
Staten Island Ferry	19,248,298
PATH Train	12,121,720
Total Riders	113,449,875
Average Daily Ridership	310,822



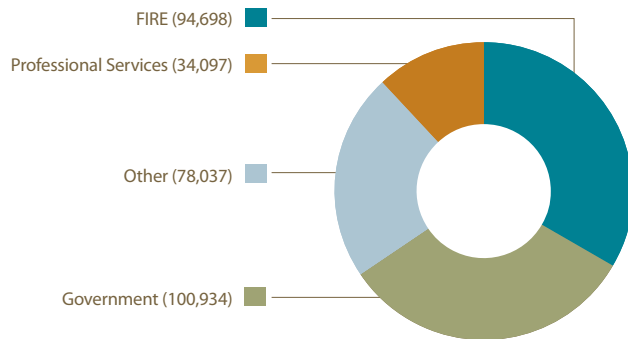


Downtown Employees

Downtown's reputation as a center for global commerce continues to attract a growing number of highly skilled – and highly paid – employees. Lower Manhattan employees tend to work in high-paying, white collar industries.

Among private sector jobs, finance, insurance, and real estate (FIRE) rank as the most important employment sectors, followed by the professional services sector, which includes accounting and legal firms.

Lower Manhattan Employment by Sector



Source: New York State Department of Labor

Lower Manhattan, the nation's 4th largest central business district, will see tremendous growth in the next several years:

- The new World Trade Center buildings will add a total of 8.8 million square feet of office space by 2011.
- Goldman Sachs' new headquarters, opening in 2009, will add another 2.1 million square feet of office space to the market
- JP Morgan Chase is building a new 1.3 million SF office tower for investment banking operation--moving 7,000 additional employees to Lower Manhattan.



New Goldman Sachs Headquarters



New World Trade Center Buildings

Quick Facts

307,780

Employees in Lower Manhattan. (Q3 '06)

356,580

Total employees expected in Lower Manhattan after the completion of the new WTC Towers, Goldman Sachs headquarters and JP Morgan Chase Office Tower.

\$115,639

Average Downtown salary (Q3 '06)

3 out of 4

Share of Lower Manhattan employees that shop in Lower Manhattan.

6 out of 10

Share of employees that eat out at least three times each week.

\$550 Million

Amount spent Downtown each year by Lower Manhattan employees.



Downtown Residents

Quick Facts

\$242,000

Average Downtown household income.

\$165,000

Median Downtown household income.

44

Average age (adults only)

22,332

Total households in Lower Manhattan.

6,852

Number of residential units proposed or currently under construction

52,850

Projected 2008 population.

16%

Share of Lower Manhattan households with income of over \$400,000

\$2.6 Billion

Lower Manhattan residents' disposable income.

3 out of 4

Proportion of Lower Manhattan residents who dine out twice a week.

1 out of 3

Lower Manhattan residents shops at luxury department stores, specialty boutiques, and designer label stores.

60%

Proportion of Lower Manhattan residents who are feel there is a need for better retail options Downtown.

Lower Manhattan is one of New York City's fastest growing neighborhoods, and its new residents are increasingly affluent. The current Downtown population is expected to increase 16% between now and the end of 2008.

An Extremely Affluent Population:

- Downtown residents' median household income is three times the Manhattan median and almost four times the NYC median.

Growing Families:

- Lower Manhattan's households are mostly couples, many of whom have children or plan to have children soon.

A Downtown Sensibility:

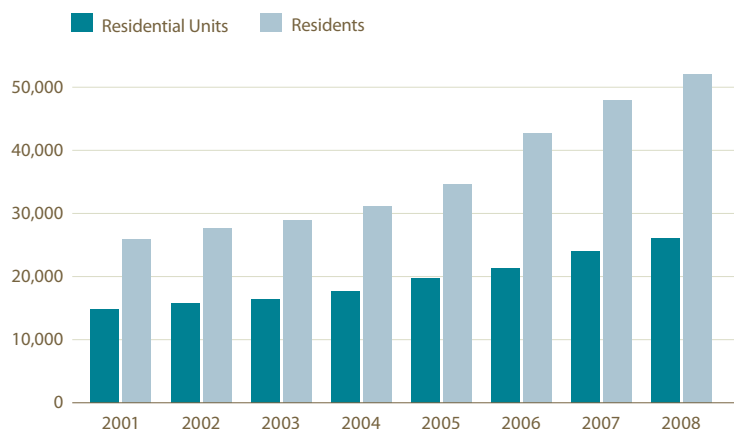
Lower Manhattan residents identify most with their neighbors in Tribeca, SoHo, and the Village.

- More than half attend music and theatre events, museums, galleries, and exhibits at least once a month.
- Almost half of Downtown residents go to bars, lounges, or live music venues at least once a month.
- Lounges, local bars, chic hotel bars and wine bars are their preferred hangouts.

A Demand for Recreational and Retail Opportunities:

- While three quarters of Lower Manhattan residents dine out two or more times each week, almost half are dissatisfied with Downtown restaurants.
- Most residents are sophisticated shoppers who frequent all types of fashion retailers, from discount stores to designer label boutiques.
- Most residents also expressed a desire for a greater range of shopping options, including clothing stores, restaurants, and grocery stores.

Residential Growth in Lower Manhattan





Tourism

In addition to its role as New York's premier business district, Lower Manhattan also attracts millions of visitors annually to its historic architecture and monuments, museums, and vibrant waterfront.

Visitors

Downtown's visitor market is strong and getting stronger. In 2006, 5.8 million people visited major Downtown attractions and events, up from 4.2 million visitors just four years ago.

Average Visitor Household Income:

- Lower Manhattan Visitors: \$ 77,800
- NYC Business travelers: \$ 100,000

Average Visitor Age:

- 41 years
- 42% are under 35 years old

Travel Companions:

- 40% of visitors travel with family
- 38% of visitors travel with friends

Hotels

With the neighborhood's hotel stock set to more than double in the next two years, Lower Manhattan will soon be able to welcome even more out-of-town guests.

- Lower Manhattan Hotel Inventory: 2,197 rooms
- Average Hotel Occupancy Rate: 83.25%
- Average Hotel Stay: 2 nights
- Hotel Development Pipeline: 3,170 rooms

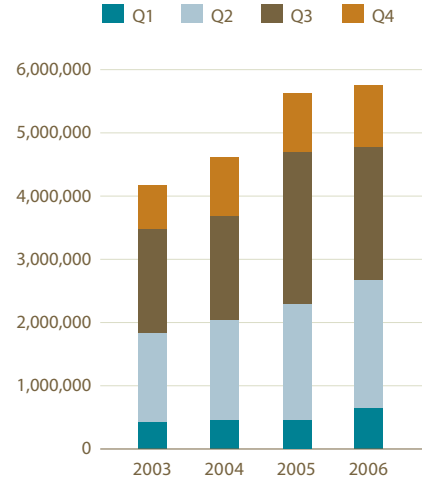
Major Lower Manhattan Attractions

- Ellis Island and Liberty Island
- Battery Park and Castle Clinton National Monument
- South Street Seaport
- Museum of Jewish Heritage
- Trinity Church
- National Museum of the American Indian
- National Finance Museum
- River to River Festival events

Coming Soon:

- World Trade Center Memorial and Museum (2009)
- The National Sports Museum (2008)

Visitor Counts at LM Tourist Attractions



Quick Facts

5.8 Million:

Number of visitors to Lower Manhattan in 2006.

66%

Proportion of Lower Manhattan tourists who are repeat visitors.

62%

Proportion of Lower Manhattan visitors with at least a college degree.

2 Nights

Average Lower Manhattan hotel guest stay (includes both leisure and business travelers)

3,170

Number of new hotel rooms currently under construction or planned in Lower Manhattan.

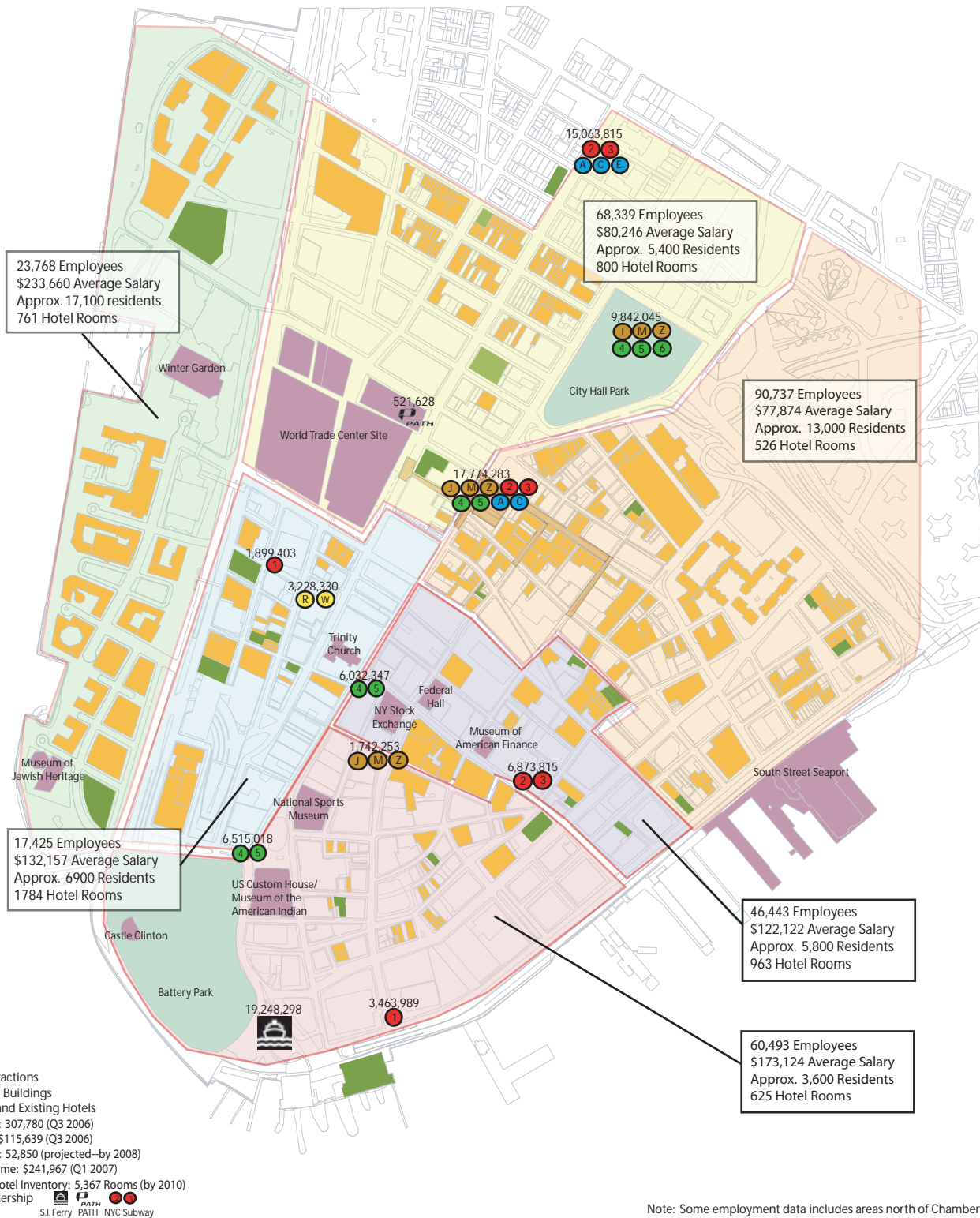
1.27 Million

Number of unique hotel guests who will stay in Lower Manhattan each year starting in 2009.

668,000

Number of annual hotel room nights.

Snapshot



Note: Some employment data includes areas north of Chambers Street