

BROOKFIELD  
PLACE



RESTAURANT SPACE AVAILABLE

200 | LIBERTY  
STREET



# RESTAURANT OPPORTUNITY

## SPACE

5,200 SF Restaurant Space  
2,700 SF Outdoor Seating

## COMMENTS

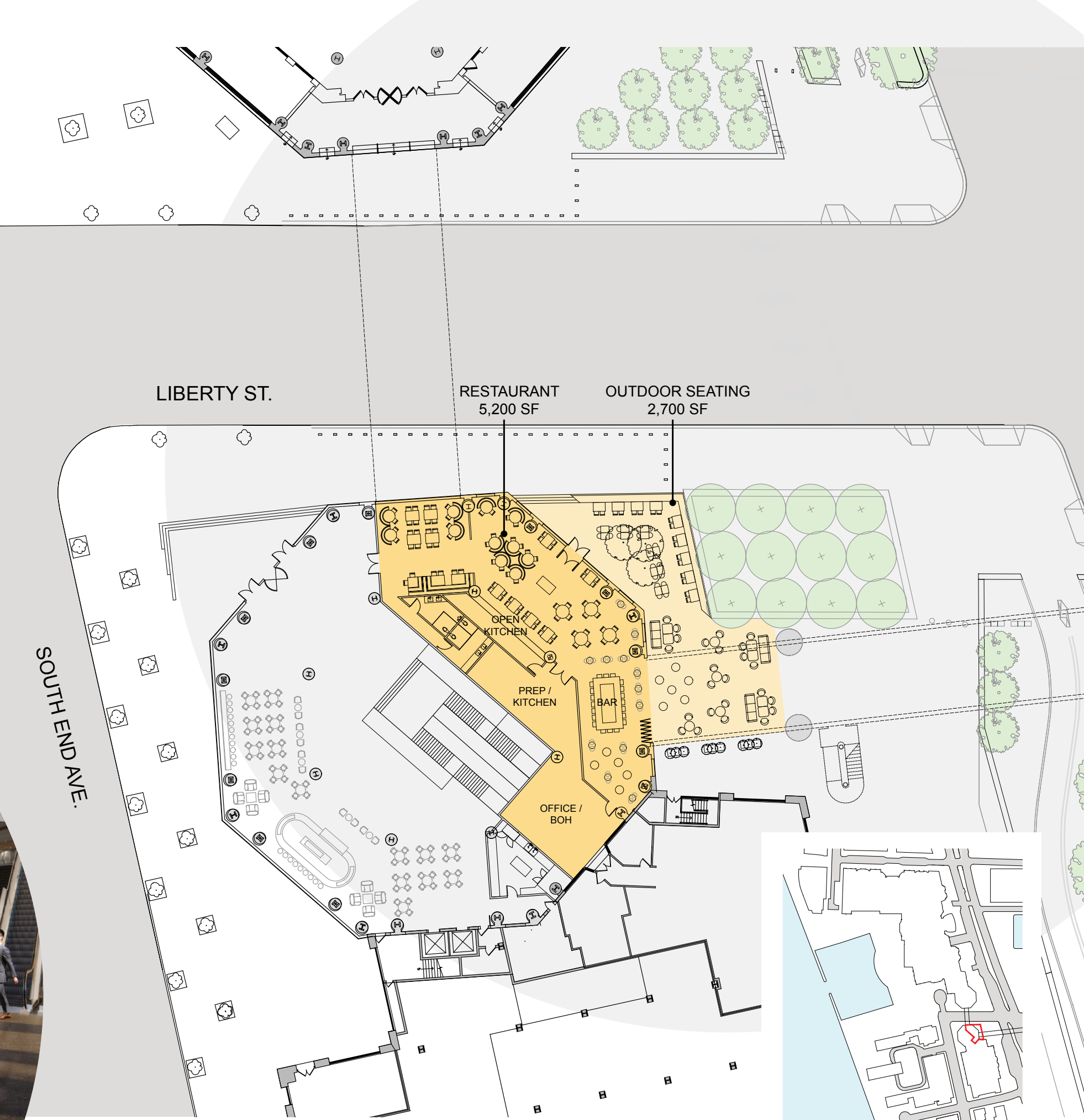
- Located at the entrance of the main Lobby
- Direct connection to 200 Liberty Street's **50K+ daytime employees** and Brookfield Place's **35,000 daily visitors**
- The modernization of 200 Liberty Street marks the final phase in a multi-million dollar, large scale redevelopment of Brookfield Place





BROOKFIELD PLACE

# CONNECTED MEANS CONNECTED



SITE PLAN

# THRIVING DOWNTOWN



**33,000**  
RESIDENTIAL UNITS  
IN 319 MIXED-USE  
AND RESIDENTIAL  
BUILDINGS with an  
estimated population of  
approximately 60,000



CURRENTLY  
**5,900** UNITS IN  
32 BUILDINGS under  
construction or planned  
for development



**21 M**  
VISITORS TO BROOKFIELD  
PLACE PER YEAR



OVER  
**100** YEAR ROUND  
CULTURAL EVENTS AT  
BROOKFIELD PLACE



**88 M SF**  
OF TOTAL OFFICE SPACE  
IN LOWER MANHATTAN



**6,600**  
HOTEL ROOMS IN LOWER  
MANHATTAN



**376,000**  
TOTAL OFFICE  
EMPLOYMENT  
40,000 new private sector  
payroll jobs expected by  
2019



**256 M**  
ANNUAL TRANSIT RIDERS  
12 subway lines  
30 bus routes  
6 ferry stops  
2 Path train routes  
28 Citibike stations



**14.2 M**  
VISITORS TO LOWER  
MANHATTAN ANNUALLY



**7.1 B**  
IN ANNUAL SPENDING  
POWER IN THE LOCAL  
MARKET



RETAIL IS ON  
THE RISE WITH  
**1,107** RETAIL STORES  
& RESTAURANTS IN LOWER  
MANHATTAN



**\$214,000**  
AVERAGE HOUSEHOLD  
INCOME among the  
approximately  
60,000 residents



# SOCIAL MEDIA

Brookfield Place has a multi-function, in-house marketing team with the primary goal to support our tenants’ sales growth. Our marketing tools are designed to build brand awareness, drive store traffic and assist with New Store Openings, Events, Concierge Services, Tourism, and Seasonal Campaigns.

Extensive social media presence across multiple channels with the following support:

### CONTENT MANAGEMENT

Regularly scheduled on-site photoshoots

### CONTEST & SWEEPSTAKES

To drive engagement and audience reach

### INFLUENCER PROGRAMS

Quarterly paid influencer campaigns to drive story-telling, brand relevance and grow audience

### SOCIAL



**54K**  
FOLLOWERS



**33.9K**  
FOLLOWERS



MON. ENGAGEMENT

**102K**

MON. IMPRESSIONS

**1.6M+**

### MONTHLY INFLUENCER CAMPAIGNS

ENGAGEMENT

**136K+**  
SOCIAL USERS

REACH

**4.6M**  
IMPRESSIONS



**@ALICE\_GAO**  
**950K FOLLOWERS**  
FASHION & LIFESTYLE



**@JUSTINLIV**  
**306K FOLLOWERS**  
MEN'S FASHION & LIFESTYLE



**@SCOUTTHECITY**  
**392K FOLLOWERS**  
FASHION & TRAVEL



**@EGGCANVAS**  
**383K FOLLOWERS**  
FASHION & LIFESTYLE



# 200 | LIBERTY STREET

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**Brookfield  
Properties**

