

## D. Downtown Brooklyn Partnership – Marketing Campaign (W672)

November 19, 2009

- Grantee:** Downtown Brooklyn Partnership, Inc. (“DBP”)
- ESD Investment:** A grant of up to \$50,000 to be used for the cost of a marketing campaign geared toward attracting business investment to, and enhancing higher education opportunities in, Downtown Brooklyn.
- Project Location:** Brooklyn, Kings County
- NYS Empire Zone (or equivalent):** N/A
- Project Completion:** June 2010
- Grantee Contact:** Michael Burke, Executive Director of Policy and Planning  
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Brooklyn, New York 11201  
Phone: (718) 403-1615 Fax: (718) 403-1650
- Project Team:**
- |                    |                      |
|--------------------|----------------------|
| Project Management | Javier Roman-Morales |
| Affirmative Action | Helen Daniels        |
| Environmental      | Soo Kang             |

### Project Description:

#### Background

Founded in 2006, the Downtown Brooklyn Partnership is a not-for-profit local development corporation, whose mission is to advance economic development activities in Downtown Brooklyn. During the past thirty years, Downtown Brooklyn has evolved from a blighted area in urban decline into a center for business, culture and higher learning. With the development of the Fulton Mall in the 1970s and MetroTech Center in the 1990s, the district has become the third largest central business district in New York City. Despite its successes, downtown Brooklyn faces many challenges, among them the shifting office market, the recent economic downturn, corporate tenant downsizing, and out-of-state relocation.

The DBP, in an effort to strengthen the district’s position, launched a major marketing campaign to inform commercial, retail, real estate brokers, and academic institutions of the economic benefits of relocating to Downtown Brooklyn. Phase I of the campaign was initiated in late March 2009 with the following components: developed a direct mailer to target over 1,500 commercial/retail/real estate and corporate decision makers in New York City; started an e-newsletter to keep the targeted audience up-to-date on all of the new leasing activity and new retailers in the area; used print and Internet advertising, including ads in The Real Deal magazine and Web site; launched ItsTheMoment.com, a Web site with information about Downtown Brooklyn, and gave presentations to major

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New York City firms and tenant representatives seeking business opportunities, including relocation.

In addition, the DBP manages three Business Improvement Districts (“BID”), including the Court-Livingston-Schermerhorn BID; the Fulton Mall Improvement Association; and the MetroTech BID. The BIDs provide supplementary sanitation, safety and promotional services to local businesses and property owners.

On October 15, 2008, the ESD Directors approved a \$50,000 Community Projects Fund grant to DBP to develop Phase I of the marketing campaign. Results of the campaign included: direct mail of promotional packets to 1,900 commercial and retail brokers; a three-month ad in The Real Deal magazine, which generated 5,400 hits to the ItsTheMoment Web site; nine presentations made by DBP staff to regional commercial and retail brokerage firms attracting over 400 participants; and an active discussion with potential tenants including three educational institutions, three private companies and two not-for-profit organizations. The project was completed, and funds were fully disbursed.

As a result of DBP’s marketing campaign to date, a wide range of companies, including insurance, legal, not-for-profit, and media have leased or moved into office space in Downtown Brooklyn. Some of the companies include the international law firm of Weil Gotshal & Manges, the not-for-profit Ms. Foundation, the northeast’s largest Spanish newspaper El Diario La Prensa, and a leading landscape design firm Michael Van Valkenburgh.

### The Project

Funds from this grant will be used to support Phase II of DBP’s multimedia marketing campaign geared toward attracting business investment to, and enhancing higher learning in, Downtown Brooklyn.

The primary objectives of the campaign include:

- Targeting the commercial and retail sectors to attract and retain new tenants;
- Encouraging new business investment toward the creation of new jobs;
- Marketing Downtown Brooklyn as a rich source of talent and promoting ten major academic institutions, as well as making strategic connections between academic institutions and local corporations; and
- Putting Downtown Brooklyn on the mental map of businesses, students, prospective residents, and visitors as a vibrant, easily accessible and desirable location.

Upon completion of the project, the Grantee will furnish a final report describing the impact and effectiveness of the project.

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Financing Uses	Amount	Financing Sources	Amount	Percent
Marketing materials production	\$20,000	ESD Grant	\$50,000	100%
Print/Web advertising	5,000			
Marketing Campaign Director	25,000			
Total Project Costs	\$50,000	Total Project Financing	\$50,000	100%

**Statutory Basis – Community Projects Fund:**

The project is authorized in the 2009-2010 New York State budget. No residential relocation is required as there are no families or individuals residing on the site.

**Disclosure and Accountability Certifications:**

The Grantee has provided ESDC with the required Disclosure and Accountability Certifications. The Grantee's certifications indicate that Grantee has no conflict of interest or good standing violations, and, therefore, staff recommends that the Corporation authorize the grant to the Grantee as described in these materials.