

WELCOME — — TO — — DUMBO

THIS IS WHAT OPPORTUNITY LOOKS LIKE —



TWO TREES MANAGEMENT CO. LLC
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**DUMBO IS SURGING.
IN POPULATION.
IN PROMINENCE.
IN OPPORTUNITY.**

Drawn by the vibrancy of its cultural scene and the panoramic backdrop of the Manhattan skyline, waves of tourists, residents and employees have discovered Brooklyn's most dynamic pocket, creating high demand and unprecedented potential for retailers serving these burgeoning sectors.



A LOCATION IN DEMAND



DUMBO has been reclaimed, redefined and reborn as the epicenter of New York's creative class.

The neighborhood's location adjacent to the East River offers breathtaking views of New York's most iconic sites, from the Statue of Liberty to the Williamsburg Bridge. DUMBO's unique historic buildings have become some of New York's most coveted residential, retail and office spaces.



THE NUMBERS TELL THE STORY

DUMBO has a rich legacy, but it is also a thriving 24/7 neighborhood.

Over the past decade, DUMBO has been one of Brooklyn's fastest growing neighborhoods, with thousands of new units of housing and millions of square feet of office and retail space. This growth is expected to continue as major hotel, commercial and residential developments are underway. DUMBO is a community of smart, savvy people who demand sophisticated retailers who share their values and then reward them with their loyalty.



RESIDENTS

With over 5,000 residents, DUMBO is home to a growing population of well-educated and professional households. This demographic is growing quickly with 500 additional residential units coming to market in the next year.

\$200K

Average household income

36

Median age

52%

Households with children

EMPLOYEES

DUMBO is New York City's epicenter for creative technology firms. With over 3.5 million square feet of commercial space, it is home to 15,000 office workers. This entrepreneurial workforce is the neighborhood's engine, bringing activity and energy to the streets of DUMBO and robust business to the neighborhood's retailers.

15,000

Office workers

50%

Workforce earn over \$80k

50%

Workforce under 40

TOURISTS

Visitors come to DUMBO from across town and from around the globe in numbers comparable to popular New York City destinations like Union Square and the West Village. Many of these tourists frequent the neighborhood's retail establishments while they admire the views across the East River and relax in the world famous Brooklyn Bridge Park.

2.4 Million

Pedestrians crossing the Brooklyn Bridge into DUMBO annually

1 Million

Annual visitors to Brooklyn Bridge Park

250,000

Annual visitors to DUMBO's theaters, galleries and cultural attractions



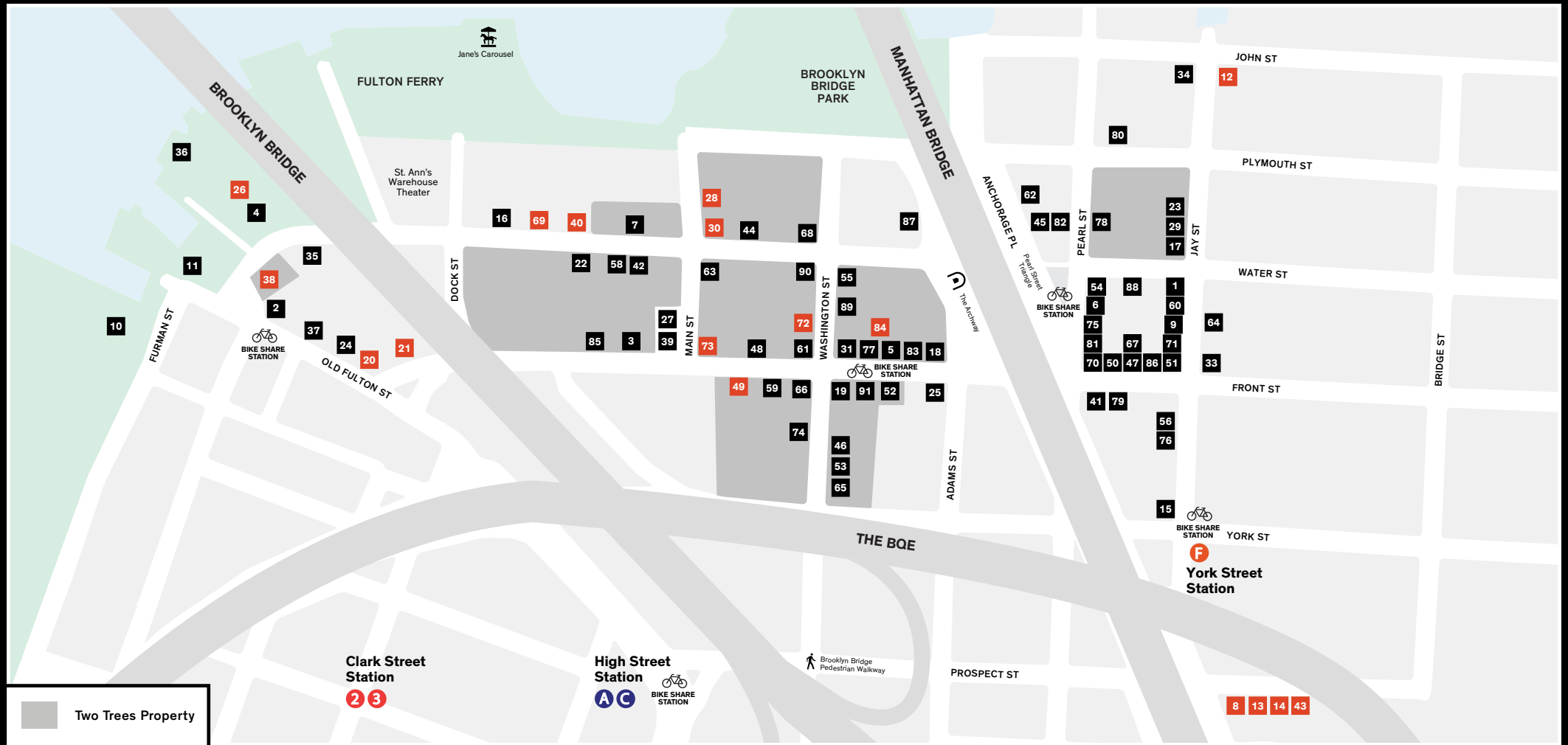


PRIME RETAIL DESTINATION

Retailers are an integral component of DUMBO's culture and vibrancy.

For more than two decades, Two Trees Management has curated DUMBO's retail mix of concept stores, independent boutiques and artisan food purveyors, enhancing its pedestrian-friendly streetscape and enriching the experiences of residents, employees and visitors. Two Trees holds DUMBO's most coveted retail locations: prime corners and centrally situated storefronts near residences and commercial buildings where traffic is most concentrated. Two Trees also takes great pride in maintaining high quality retail spaces, with large windows and natural light, high ceilings and desirable architectural details. Noteworthy retailers located in DUMBO include:

**EQUINOX
SHAKE SHACK
WEST ELM/WEST ELM MARKET
BROOKLYN ROASTERS
ONE GIRL COOKIE
BROOKLYN INDUSTRIES
JACQUES TORRES
LUKE'S LOBSTER
ATRIUM
GRAN ELECTRICA
GRIMALDI'S
BOCONCEPT
SHINOLA (2016)
DIG INN (2016)
DOS TOROS (2016)**



EATING + DRINKING

- 1 68 Jay St. Bar
- 2 7 Old Fulton Restaurant
- 3 7 Stars Deli
- 4 No. 7 Subs
- 5 Almar
- 6 Archway Café
- 7 Almondine Bakery
- 8 Bluestone Lane Coffee Shop
- 9 Bridge Fresh Market
- 10 Brooklyn Bridge Wine Bar
- 11 Brooklyn Ice Cream Factory
- 12 Brooklyn Roasting Company
- 13 Dig Inn
- 14 Dos Toros
- 15 Dumbo Kitchen

- 16 Feed
- 17 Food Truck Lot
- 18 Foragers
- 19 Front Street Pizza
- 20 Grimaldi's
- 21 Gran Electrica
- 22 Jacques Torres Ice Cream
- 23 Jimi's Market
- 24 Juliana's
- 25 La Bagel Delight
- 26 Luke's Lobster
- 27 Miso Restaurant
- 28 Atrium
- 29 Olympia Wine Bar
- 30 One Girl Cookies
- 31 Peas & Pickles

- 33 Pedro's
- 34 Punto Bianco
- 35 Ignazio's Pizza
- 36 The River Café
- 37 Roomr
- 38 Shake Shack
- 39 Starbucks
- 40 Sugarcane
- 41 Superfine
- 42 The Bridges
- 43 Untamed Sandwiches

RETAIL

- 44 Aegir Boardworks
- 45 Baci
- 46 Blanc & Rouge

- 47 Front General Store
- 48 BoConcept
- 49 Brooklyn Industries
- 50 Dewey's Candy
- 51 Egg
- 52 Eyedrop Optique
- 53 Frameworks New York
- 54 M+A Design
- 55 Half Pint Citizens
- 56 J's Wine & Spirits
- 58 Jacques Torres
- 59 Journey
- 60 Modern Anthology
- 61 NOS Boutique
- 62 Pet Promise
- 63 PowerHouse Arena

- 64 Red Beard Bikes
- 65 Recess
- 66 P.S. Bookshop
- 67 The Shops
- 68 Shibui
- 69 Shinola
- 70 Natchie
- 71 Trunk
- 72 West Elm Market
- 73 West Elm
- 74 Zoe Boutique

SERVICES

- 75 Barber On Pearl
- 76 Bridge Apothecary
- 77 Bridgestone Cleaners

- 78 Century Paint & Hardware
- 79 Chase
- 80 Cheeky Dog
- 81 Copyrite
- 82 DUMBO Crossfit
- 83 DUMBO Hardware
- 84 Equinox
- 85 Flora Nails and Spa
- 86 Golden Bridge Cleaners
- 87 Green Stone Spa
- 88 Jay & J Nail
- 89 Salon de Quartier
- 90 Sovereign Bank
- 91 U.S. Post Office

NEW YORK'S CREATIVE CAPITAL

New York's thought leaders in technology, advertising, media and information call DUMBO home.

Half of the neighborhood's workforce is employed in technology and creative industries. Start-ups thrive here in this corner of Brooklyn's Tech Triangle. Over the past decade, an impressive number of them have gone on to become name-brand powerhouses. Notable start-ups with offices in DUMBO include:

ETSY
BIG SPACESHIP
CARROT CREATIVE
HUGE
FROG
RED ANTLER
MINDBODYGREEN
WEWORK





A ——— VIBRANT ——— NEIGHBORHOOD

DUMBO is a flashpoint of energy and an incubator for creative expression.

It is unlike any other neighborhood in New York City. The area boasts a world-class waterfront park, internationally recognized public art programs and stunning panoramic views.

**BROOKLYN BRIDGE PARK
JANE'S CAROUSEL
1ST THURSDAY GALLERY WALKS
ST. ANN'S WAREHOUSE THEATER**





EASY TO REACH



SUBWAY: A, C, F, 2, 3

In 2014, DUMBO had higher ridership increases than any station in Manhattan or Brooklyn.

PARKING: 2000 public parking spaces.

FERRY: The East River Ferry stop in Dumbo provides service to the Financial District in under 5 minutes.

BRIDGE: 4,000 pedestrians cross the Brooklyn Bridge daily.

BUS: B25

BIKE: The Greenway's 14-mile route connects Brooklyn's waterfront communities. More than 5,000 cyclists ride to DUMBO every day, many taking advantage of five bike-share stations.

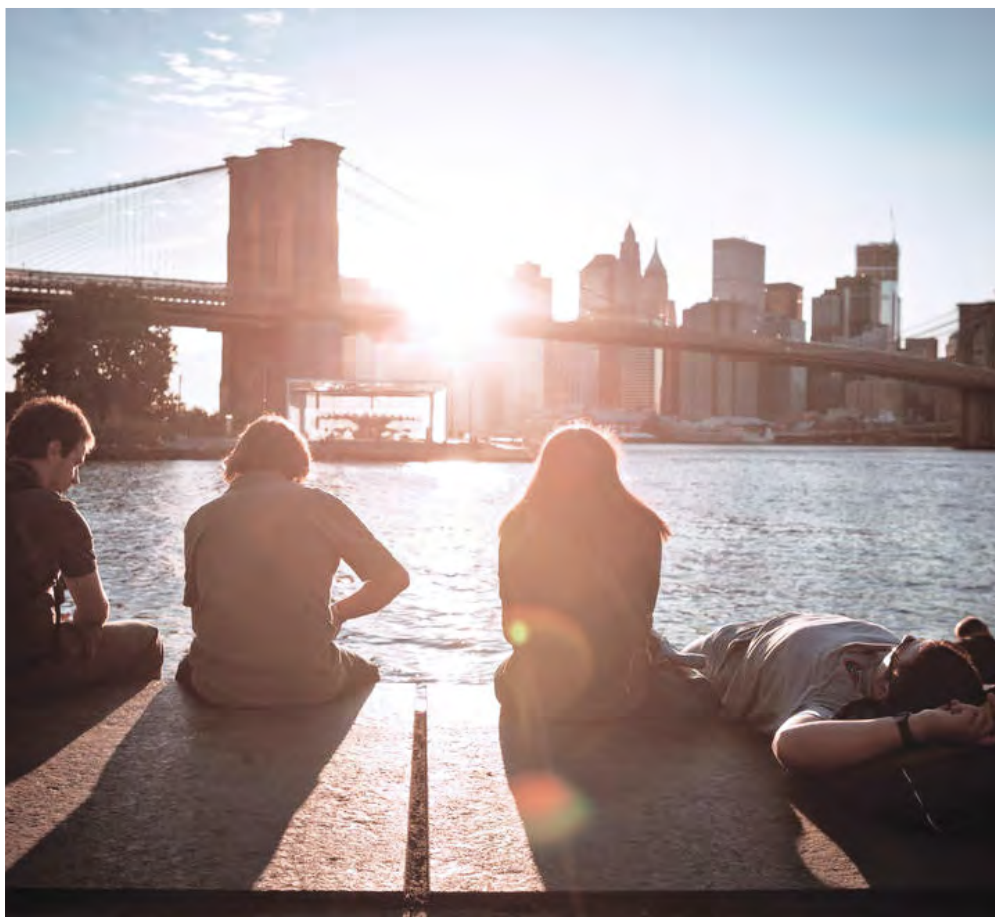




ABOUT — TWO — TREES

Two Trees believes that when neighborhoods bloom, people prosper.

Founded in 1968, Two Trees Management Co., LLC is a Brooklyn-based, family owned firm. It has developed a portfolio of more than 6,000 apartments and over four million square feet of office and retail space. Led by founder David Walentas and CEO Jed Walentas, Two Trees is well known for transforming DUMBO from a neglected industrial waterfront to a thriving mixed-use community. The firm is committed to creating neighborhoods that have a unique cultural identity and supports retailers that add to the vitality and value of neighborhoods over time.





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