



GMDC Tenant Survey Statistical Report

Fall 2013

The Greenpoint Manufacturing and Design Center (GMDC) is the premier nonprofit industrial developer in New York City. Since its inception in 1992, GMDC has rehabilitated six North Brooklyn manufacturing buildings for occupancy by small manufacturing enterprises, artisans and artists. Currently GMDC owns and manages four of these properties, and is in the early redevelopment stages of a fifth building. Together these properties represent more than half a million square feet of space, and are occupied by 104 businesses that together employ over 530 people.

During the summer of 2013, GMDC conducted its third tenant survey with the goal of generating a current statistical portrait of the tenants that occupy the four GMDC owned and managed buildings. The survey questions were designed to address pertinent topics such as type of production, business revenue, number and residential distribution of workers, and minority and female-owned businesses. The tenant survey was completely anonymous. Of the 104 tenants at GMDC, 100 responded, a response rate of 96%.

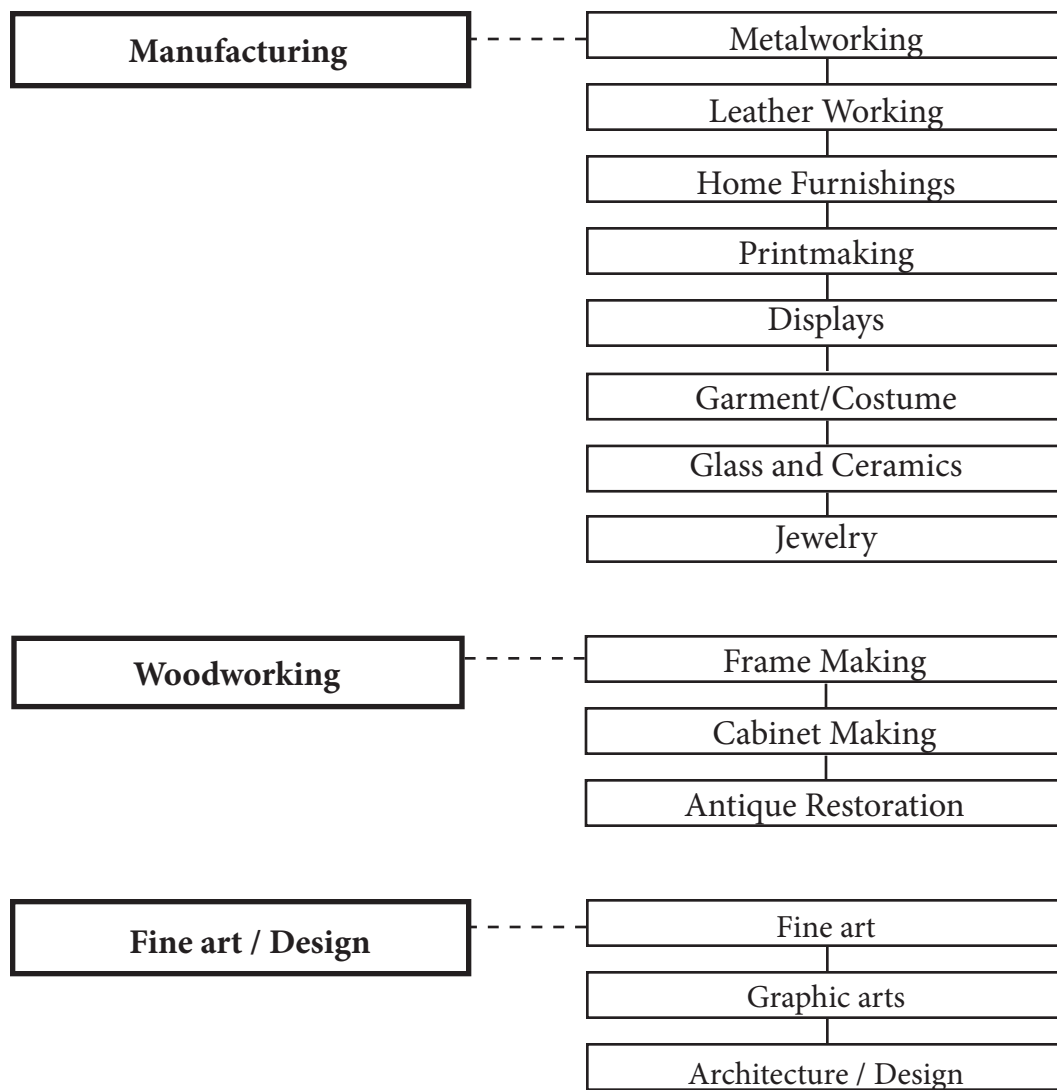
The information gathered from this survey demonstrates that manufacturing and artisanal businesses are vital to New York City because they significantly contribute to the local economy and provide full-time jobs for many local residents, minorities, and women. For example, the data show that of the 532 workers in GMDC buildings, 33% live within the immediate vicinity of Greenpoint, Williamsburg, East Williamsburg, and Bushwick. Nearly half of the total number of workers take public transportation to work, while 26% walk or ride their bike. Additionally, 34% of workers speak English as a second language.

In 2010, 90% of tenants reported that the economic downturn negatively affected their businesses. GMDC is happy to report that many tenant's businesses have seen significant improvement since then. Average business revenue has increased since 2010, as well as average annual salaries for GMDC workers.

The statistical report and analysis below is arranged using the same classification headings that the tenant survey contained: Tenant Information, Business Financial Information, Employee Information, Prior Location Information, and Business Environment.

TENANT INFORMATION

The tenants at GMDC represent a range of small scale industry in New York City. Small manufacturing and artisanal businesses—and the jobs that they create—are a vital part of the local economy. The GMDC tenants' industries and businesses have been classified into three major categories: Manufacturing; Woodworking; and Fine art/Design. But within these overarching categories are specific types of craft and industry that represent current GMDC tenant businesses.



| Tenants by Building | Number of Tenants |
|-----------------------|-------------------|
| 1155 Manhattan Avenue | 74 |
| 810 Humboldt Street | 15 |
| 7 St. Nicholas Avenue | 3 |
| 221 McKibbin Street | 12 |
| <hr/> GMDC Total | <hr/> 104 |

Survey response rate of 96%

Businesses that are:

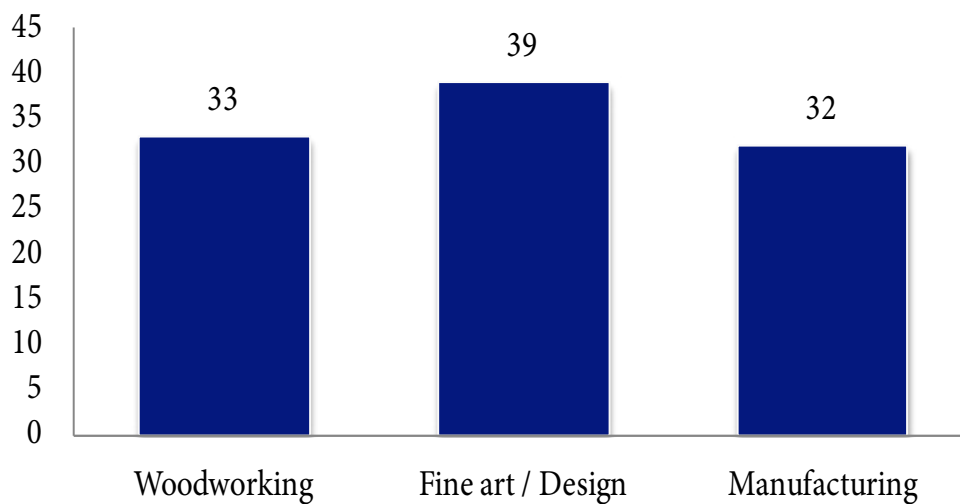
Female-owned 22 %

Minority-owned 3 %

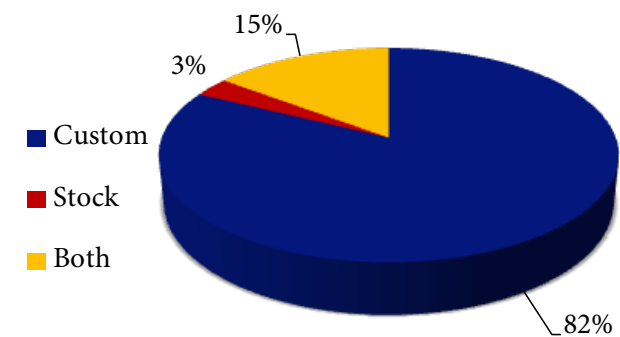
Female co-owned 10 %

Minority co-owned 11 %

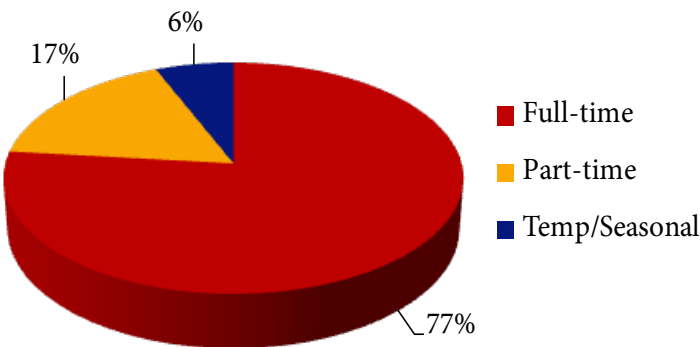
Tenants by Sector (number of tenants)



Production Type



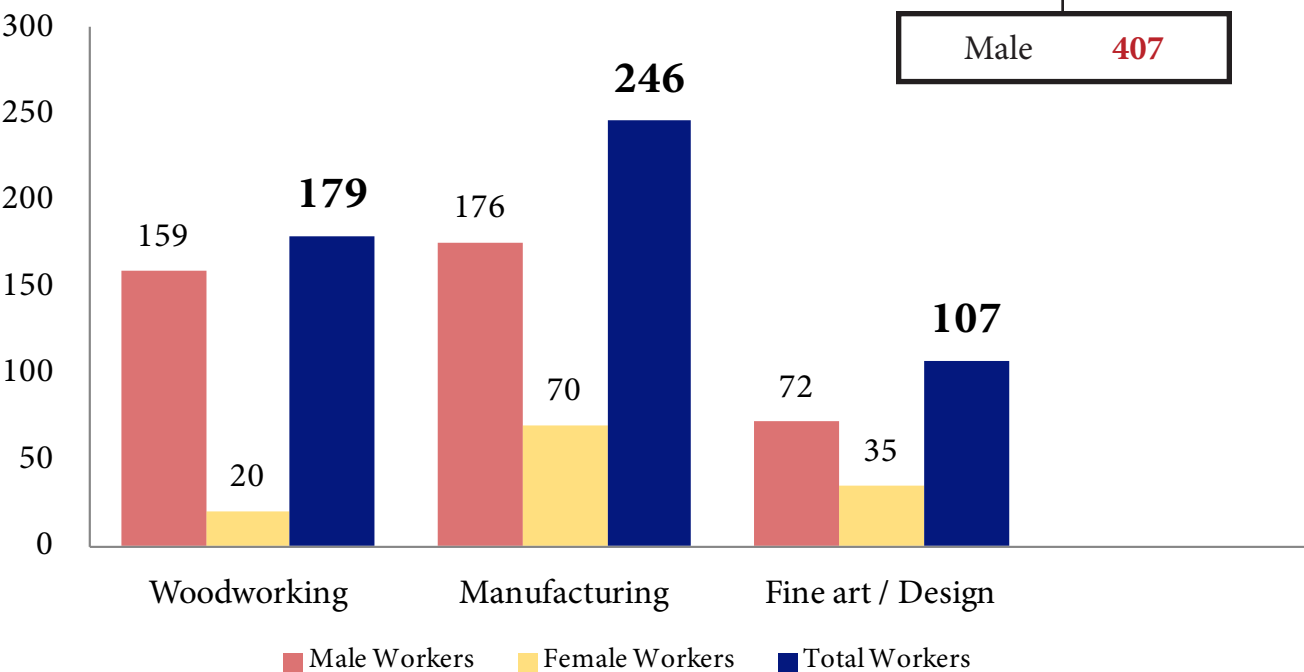
Worker Type



EMPLOYEE INFORMATION

Total Workers in GMDC Buildings **532**

Workers by Sector



Percent of Workers That:

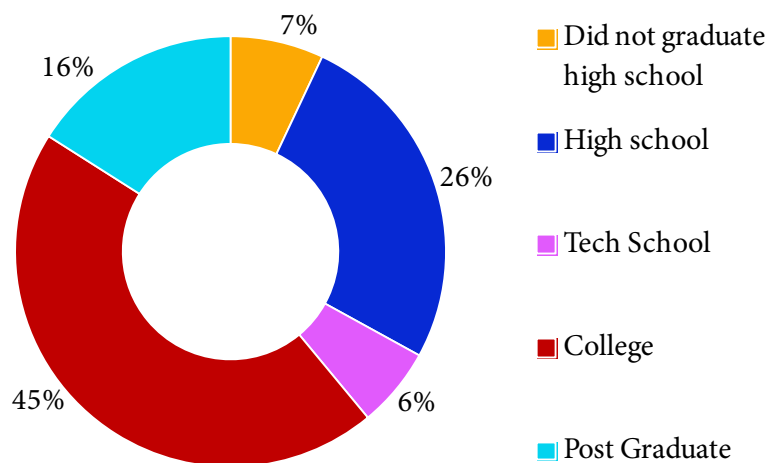
| | |
|------------------------------------|------|
| Speak English as a second language | 34 % |
|------------------------------------|------|

| | |
|--|------|
| Receive health benefits through employment | 25 % |
|--|------|

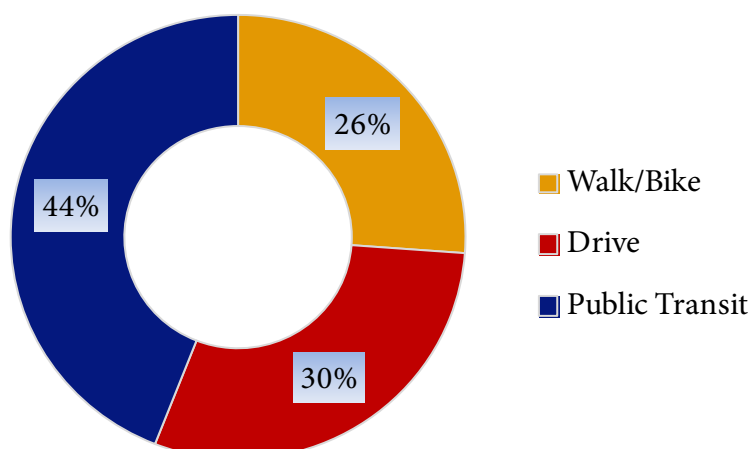
| | |
|--------------------|------|
| 100% Employer Paid | 56 % |
|--------------------|------|

| | |
|-------------------------------|------|
| Partial employee Contribution | 36 % |
|-------------------------------|------|

Worker Education Level



Mode of Transportation to Work



| Average Annual Salaries by Sector | |
|-----------------------------------|----------|
| Woodworking | \$48,198 |
| Manufacturing | \$47,325 |
| Fine art / Design | \$45,690 |
| <hr/> | <hr/> |
| GMDC Total | \$47,286 |

2013 GMDC Average Salary: \$47,286

compared to

Retail Sector: \$27,440

Food Prep and Service: \$25,090

2010 GMDC Average Salary: \$41,618

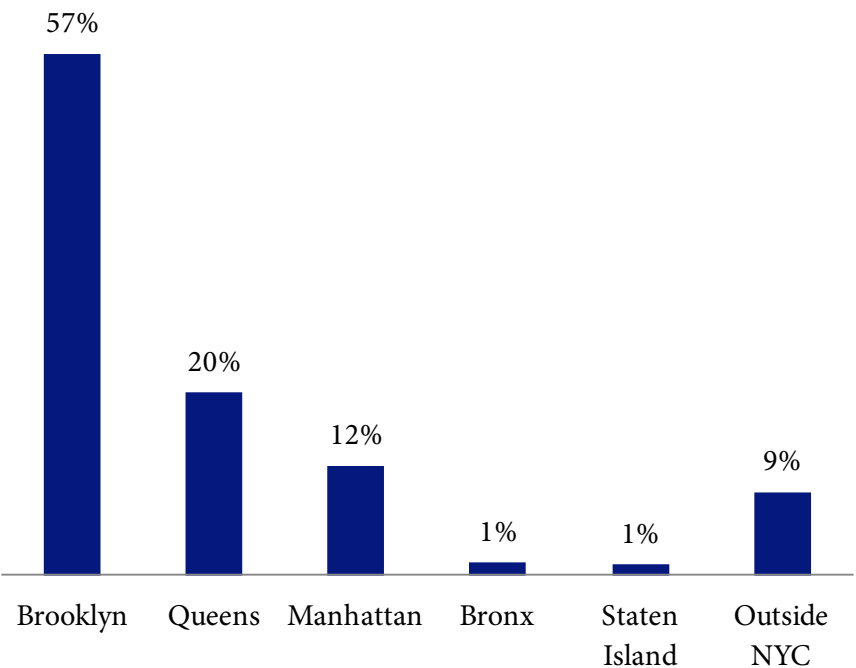
Retail Sector (2010): \$27,240

Food Prep and Service (2010): \$24,980

Source: Bureau of Labor Statistics 2012 New York-White Plains-Wayne, NY-NJ Metropolitan Division

| Revenue by Sector | Revenue | Avg. annual revenue per worker |
|-------------------|--------------|--------------------------------|
| Manufacturing | \$37,175,000 | \$151,118 |
| Woodworking | \$15,400,000 | \$86,034 |
| Fine art / Design | \$14,100,000 | \$131,776 |
| <hr/> | <hr/> | <hr/> |
| GMDC Total | \$66,675,000 | \$125,329 |

Worker Residential Distribution (percentage of GMDC employees)



Workers that are NYC residents **92 %**

Workers that are Brooklyn residents **57 %**

| GMDC Workers who Reside in: Greenpoint, Williamsburg & East Williamsburg | |
|--|------|
| Number of GMDC Workers | 142 |
| Percent of GMDC | 31 % |
| Zip Codes Included: 11222, 11206, 11211, 11237, 11249 | |

} Community Board 1

| GMDC Workers who Reside in: Greenpoint, LIC, Maspeth, Williamsburg & East Williamsburg | |
|--|------|
| Number of GMDC Workers | 159 |
| Percent of GMDC | 35 % |
| Zip Codes Included: 11101, 11109, 11222, 11206, 11211, 11237, 11378, 11249 | |

} Newtown Creek Vicinity

PRIOR LOCATION INFORMATION

Business Location Prior to GMDC

| | |
|---------------|------|
| Brooklyn | 61 % |
| Manhattan | 27 % |
| Queens | 4 % |
| New Jersey | 1 % |
| Out of Region | 7 % |

Length of Lease at Prior Location

| | |
|----------------|------|
| No Lease | 27 % |
| Month-to-Month | 9 % |
| 1-2 Years | 22 % |
| 2-5 Years | 18 % |
| 5-10 Years | 17 % |
| 10+ Years | 6 % |

Business Moves Prior to GMDC

| | |
|------|------|
| 1x | 32 % |
| 2-3x | 37 % |
| 4x + | 6 % |
| None | 25 % |

BUSINESS ENVIRONMENT

Tenant's Average Years in Business **19.3**

Tenant's Average Years at GMDC **9**

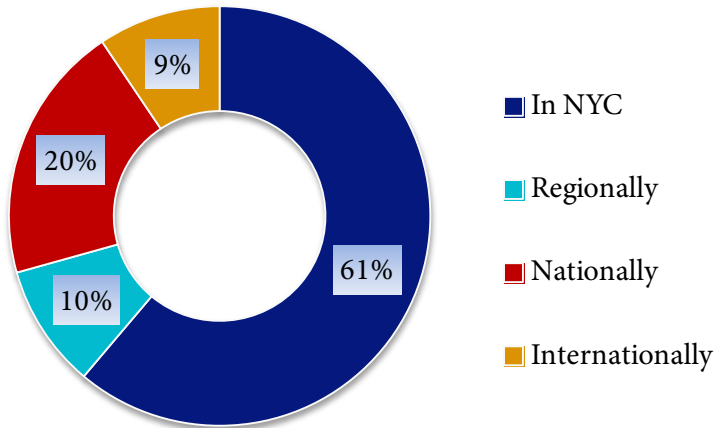
Top 3 Business Expenses (listed by rank)

- 1 Rent
- 2 Materials
- 3 Wages

Top 3 Benefits of Locating in NYC (listed by rank)

- 1 Proximity to markets
- 2 Quality of life
- 3 Opportunity for higher profits

Product Distribution Level



Top 5 Reasons for Leaving Previous Space and Relocating to GMDC

- 1 Insufficient space
- 2 Rezoning / Conversion
- 3 Rent increase
- 4 Poor quality of space
- 5 Poor building management

Top 5 Issues Tenant Hoped to Resolve by Moving to GMDC

- 1 Quality of space
- 2 More space
- 3 Long term leasing
- 4 Lower rent
- 5 More supportive landlord

GMDC Has Helped Resolve:

All 82 %

Some 18 %

None 0 %

GMDC's Annual Economic Impact

| | Direct | Indirect | Induced | Total |
|----------------------------------|--------------|--------------|--------------|---------------|
| Business Revenue | \$66,575,000 | \$16,336,733 | \$19,199,051 | \$102,110,783 |
| Employee Wages | \$25,161,472 | \$5,823,564 | \$6,474,586 | \$37,459,622 |
| Business Income | \$7,213,695 | \$1,386,266 | \$862,979 | \$9,462,940 |
| Jobs Created and Retained | 532 | 133 | 148 | 813 |

| | |
|-------------|---------------|
| Grand Total | \$149,033,345 |
|-------------|---------------|

Where Do GMDC Workers Live in New York City?

Workers Per Zip Code

- 1 Dot = 1 Worker
- Zip Code Boundary
- ◊ GMDC Building

Boroughs

- Green Bronx
- Light Blue Brooklyn
- Red Manhattan
- Dark Blue Queens
- Yellow Staten Island

