

# Greenpoint Manufacturing and Design Center

Industrial  
Space for Small  
Manufacturing  
Businesses

## Tenant Survey Report 2016

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 seven manufacturing buildings in Brooklyn for occupancy by small manufacturing enterprises, artisans and artists. GMDC currently owns and manages five of these properties, the newest among them being the recently completed redevelopment project at 1102 Atlantic Avenue. Together these properties represent more than 600,000 square feet of space, and are occupied by 111 businesses that together employ over 620 people.

During the spring of 2016, GMDC conducted its fourth tenant survey with the goal of generating a current statistical portrait of the tenants that occupy the five 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. This year's Tenant Survey Report received a 95% response rate, which is a response from 106 of the 111 tenants at GMDC.

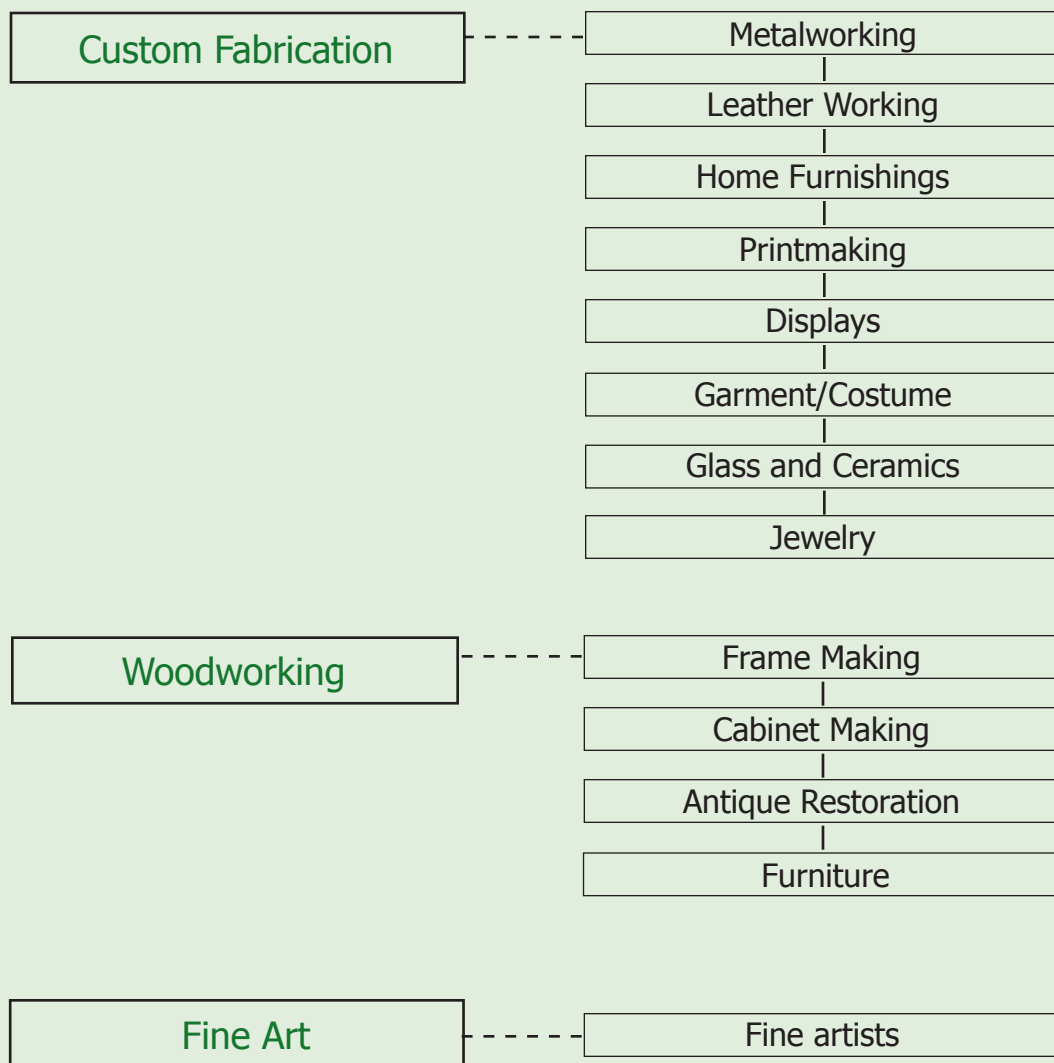
The information gathered from this survey demonstrates that manufacturing and artisanal businesses are vital to New York City because they significantly contribute to the local economy and provide full-time jobs for many local residents, including minorities and women. For example, the data show that of the 106 businesses that responded to the survey, 45% of them are either owned or co-owned by minorities or women, of the 624 workers in GMDC buildings, 56% of them live within Brooklyn, and 65% of businesses in GMDC buildings distribute their products within New York City.

In 2010, 90% of tenants reported that the economic downturn negatively affected their businesses. GMDC is pleased 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 following is arranged using the following classification headings: Tenant Information, Worker Demographic, Worker Information, Prior Tenant Data, Tenant Environment, and GMDC Annual Economic Impact.

# TENANT INFORMATION

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



# TENANT INFO. CONTINUED

## Tenants per Sector



Total Tenants in all sectors 111

Compared to 2007 data, the number of tenants has risen by almost 31%.

## Minority- & Women-owned Businesses

Female Owned	23%
Female Co-owned	7%
Minority Owned	14%
Minority Co-owned	1%



## Total Tenants per Building

1102 Atlantic Avenue	11
1155 Manhattan Avenue	72
7 St. Nicholas Avenue	4
221 McKibbin Street	9
810 Humboldt Street	15

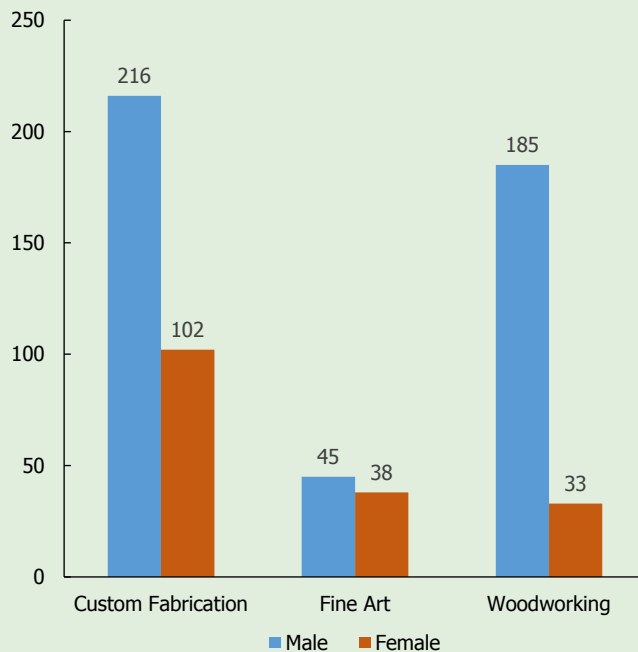
Since 2007, GMDC has seen a 63% increase in female-owned businesses and 33% increase in minority-owned businesses

## Type of Production

Custom	81%
Stock	0%
Both	19%

# WORKER DEMOGRAPHIC

Workers by Sector



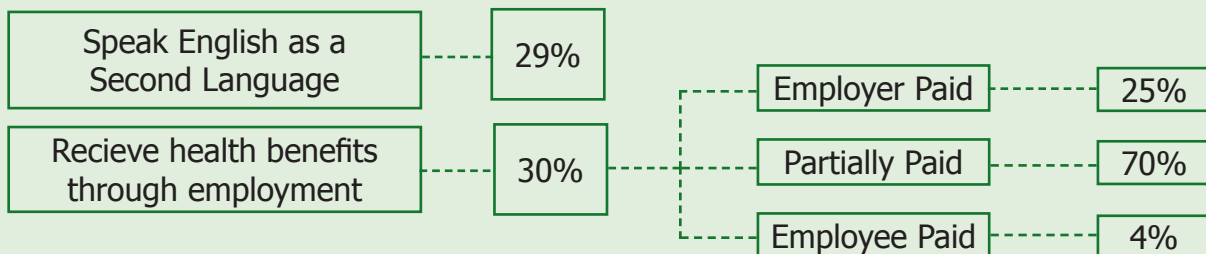
Total Amount of Workers 624

Female 28%

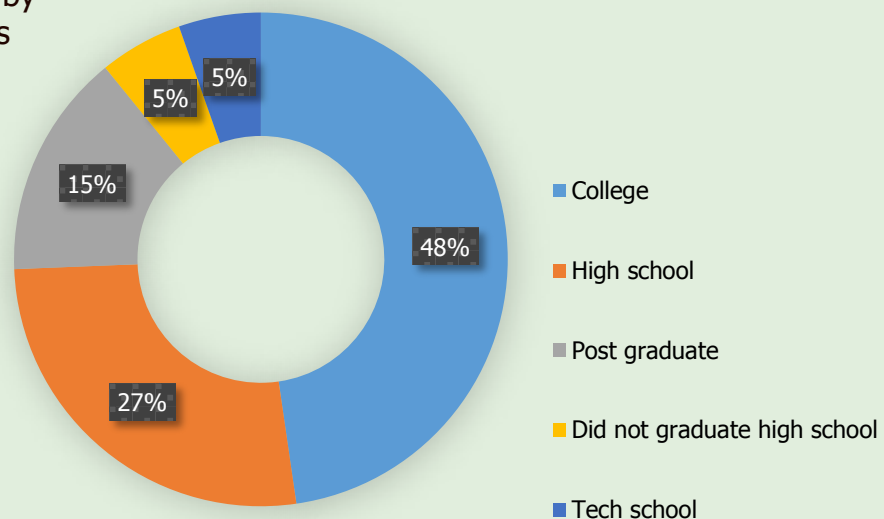
Male 72%

Compared to 2007 data, the total worker population has increased by 30% from 480 workers.

Percent of Workers



Percent of Workers by Educational Levels



# WORKER INFORMATION

## Number of Workers by Building

1102 Atlantic Avenue	50,000 SF	53
1155 Manhattan Avenue	360,000 SF	356
7 St. Nicholas Avenue	22,000 SF	36
221 McKibbin Street	72,000 SF	78
810 Humboldt Street	95,000 SF	101

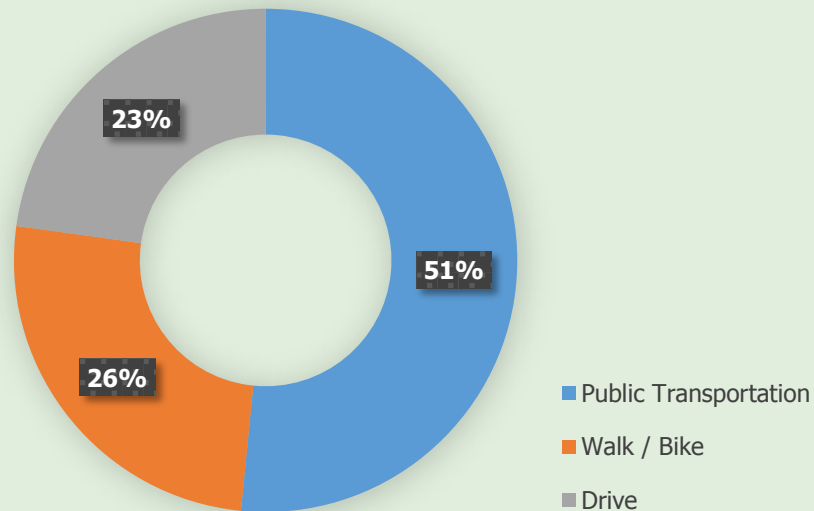
## Type of Workers

Full-time 73%

Part-time 16%

Temp/Seasonal 11%

## Workers Mode of Transportation



## Average Annual Salary in GMDC Buildings \$49,000

2013 Average Annual Salary \$47,286

2010 Average Annual Salary \$41,618

2007 Average Annual Salary \$39,876

## Compared to:

Retail Sector \$27,030

Food Prep and Service \$27,310

Source: Bureau of Labor Statistics 2015 New York-White Plains-Wayne, NY-NJ Metropolitan Division

## By Sector

Woodworking

\$50,158

Custom Fabrication

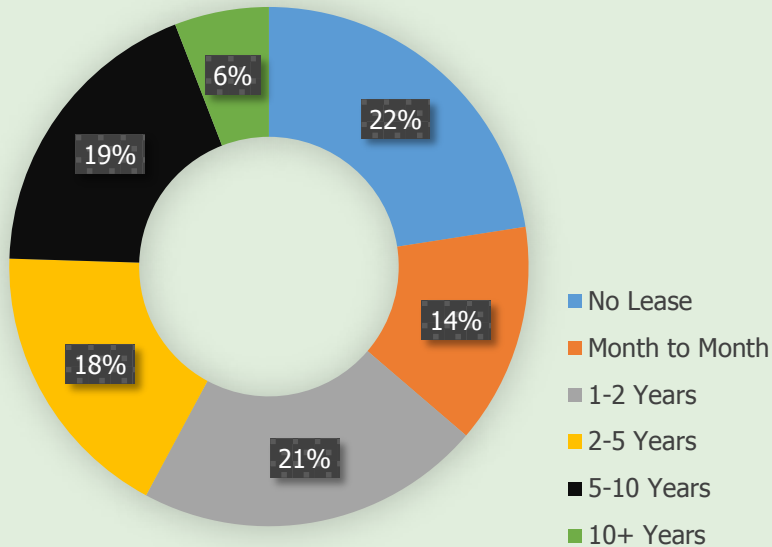
\$51,486

Fine Art

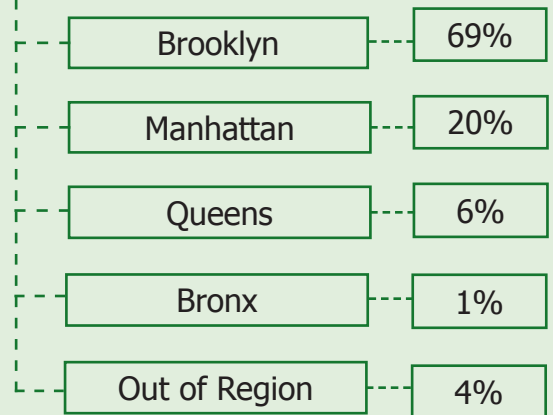
\$30,466

# PRIOR TENANT DATA

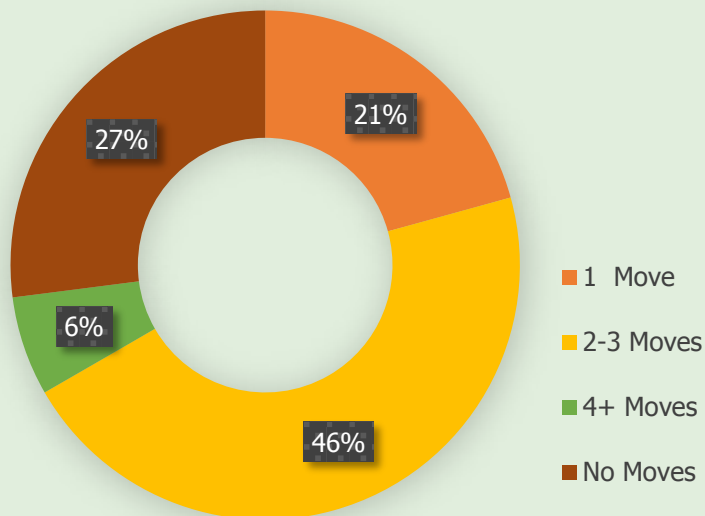
Length of Lease Prior to Relocating to GMDC



Business Location Prior to GMDC



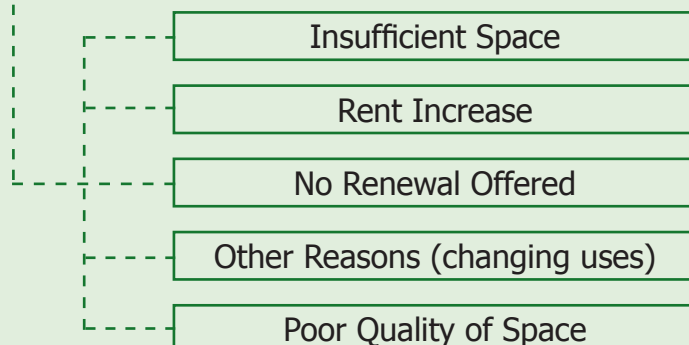
Business Moves Prior to GMDC



Average Years in Business Overall 20

Average Years in Business at GMDC 9

Top 5 Reasons for Leaving Prior Location



Tenants reported GMDC has resolved \_\_\_\_\_ since leaving prior location.

"all issues" 73%

"some issues" 27%

# TENANT ENVIRONMENT

## Top 3 Benefits of Locating in NYC

Proximity to Markets

Proximity to Suppliers

Quality of Life

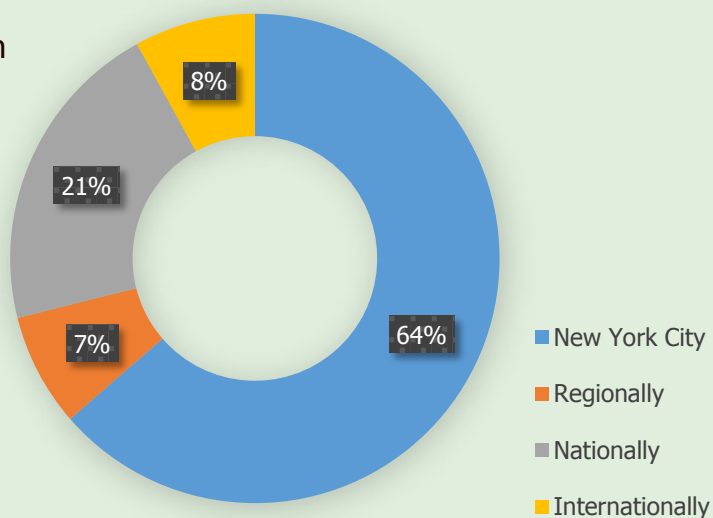
## Top 3 Challenges of Locating in NYC

Rent

Labor Costs

Real Estate Market

Product Distribution Level



# GMDC ANNUAL ECONOMIC IMPACT

GMDC Annual Economic Impact	Direct (self-reported data)	Indirect	Induced	Total
Business Revenue	\$95,025,000	\$23,318,033	\$27,403,527	\$145,746,560
Employee Wages	\$27,317,275	\$6,322,519	\$7,029,720	\$40,699,115
Value Added	\$10,296,378	\$1,978,670	\$1,231,762	\$13,506,810
Jobs Created & Retained	624	156	174	954

Annual Economic Impact \$199,922,485

# Where Do GMDC Workers Live in New York City?

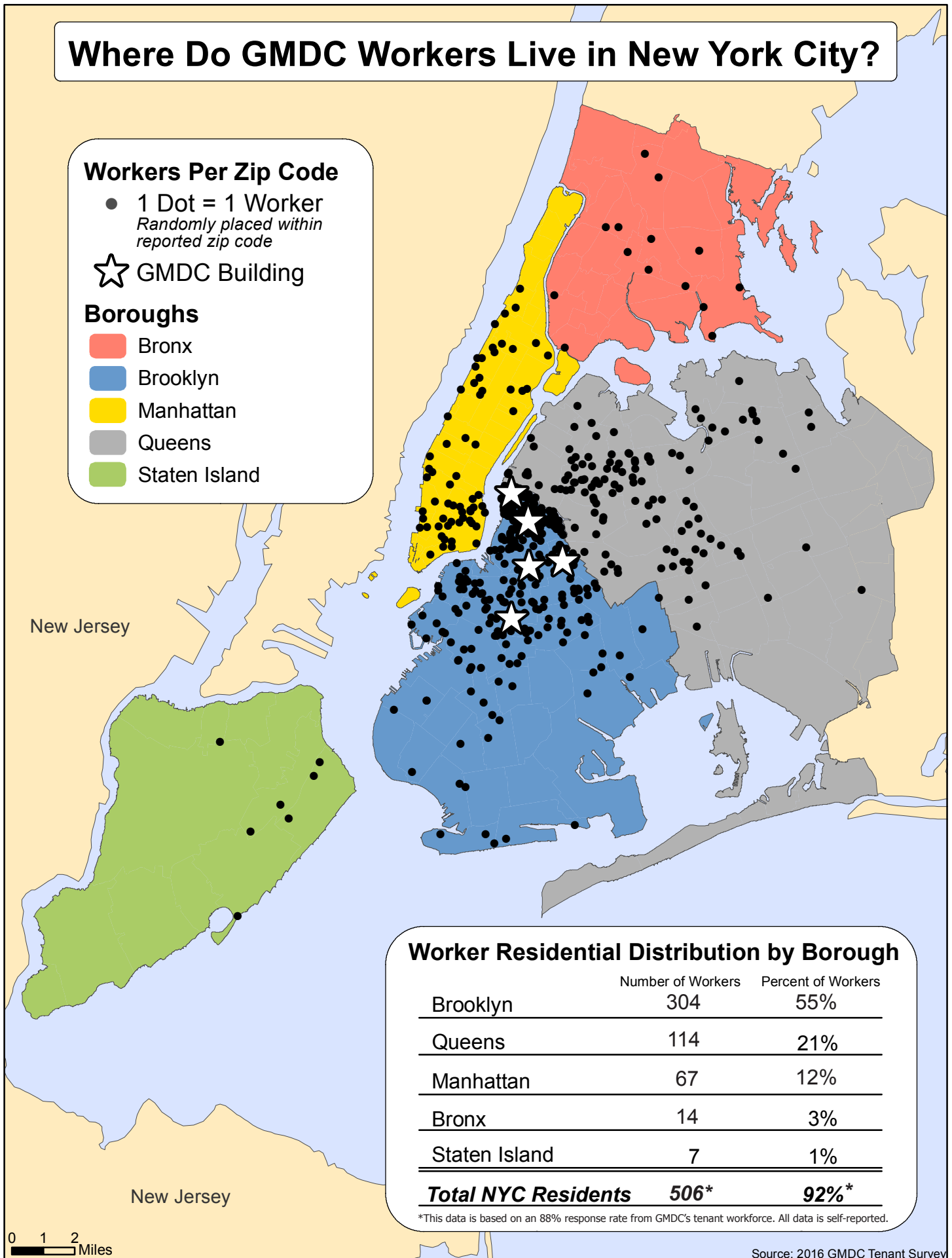
## Workers Per Zip Code

- 1 Dot = 1 Worker  
*Randomly placed within reported zip code*

☆ GMDC Building

## Boroughs

- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island



## Worker Residential Distribution by Borough

	Number of Workers	Percent of Workers
Brooklyn	304	55%
Queens	114	21%
Manhattan	67	12%
Bronx	14	3%
Staten Island	7	1%
<b>Total NYC Residents</b>	<b>506*</b>	<b>92%*</b>

\*This data is based on an 88% response rate from GMDC's tenant workforce. All data is self-reported.