



G M D C



BUILDINGS THAT WORK



TENANT SURVEY – FALL 2010

GMDC MISSION

The Greenpoint Manufacturing and Design Center creates and sustains viable manufacturing sectors in urban neighborhoods through planning, developing, and managing real estate and offering other related services.



a non-profit
real estate
development
corporation.

GMDC

www.gmdconline.org

BUILDINGS THAT WORK



GMDC

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GMDC Tenant Survey Statistical Report Fall 2010

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, which together represent more than half a million square feet of space. These buildings are occupied by 99 businesses that together employ over 500 people.

During the Fall of 2010, GMDC conducted its second 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 how the economic downturn has or has not affected business. The tenant survey was completely anonymous. Of the 99 tenants at GMDC, 92 responded, a completion of 93%.

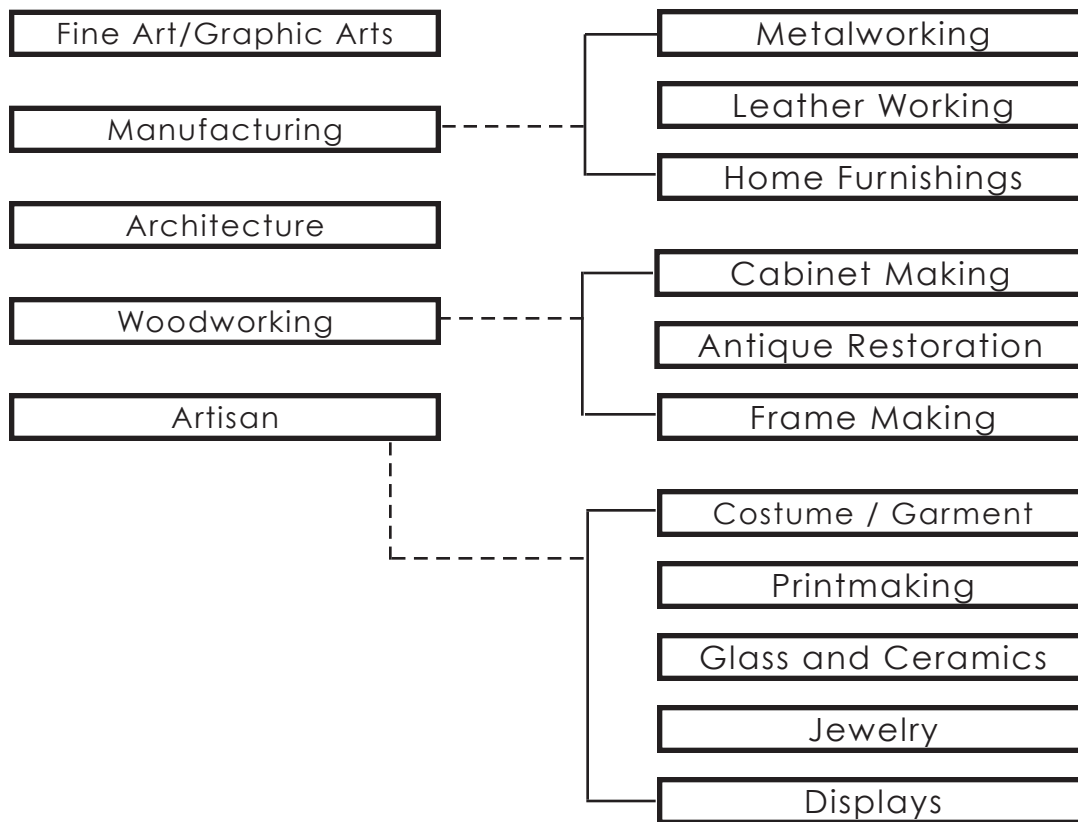
The information gathered from this survey demonstrates that manufacturing and artisanal businesses are vital to New York City because they significantly contribute to the local economy and provide full-time jobs for many local residents, minorities, and women. For example, the data show that of the 508 workers in GMDC buildings, 29% live within the immediate vicinity of Greenpoint, Williamsburg, and East Williamsburg. Half of the total number of workers takes public transportation to work, while 17% walk or ride their bike. Additionally, 46% of workers speak English as a second language.

Unfortunately, the economic downturn has negatively affected 90% of tenants' businesses. Of these tenants, 83% report a reduction in client demand, and 75% report revenue losses. Additionally, 20% of respondents report a reduction in workers resulting in at least 50 jobs lost or seasonal positions not rehired.

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

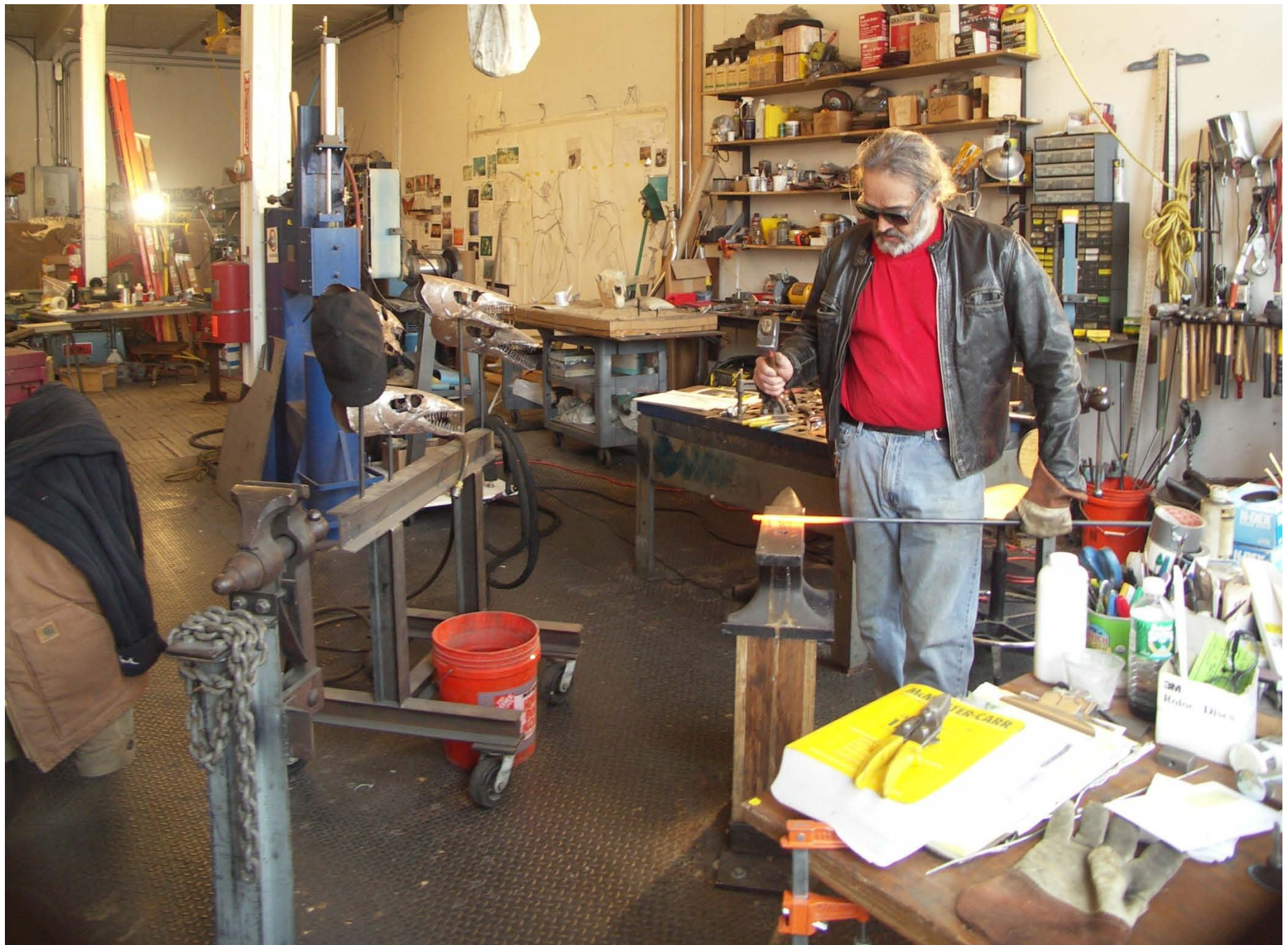
TENANT INFORMATION

The tenants at GMDC represent a range of new types of 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 five major categories: Architecture/Design; Manufacturer; Woodworker; Fine artist/Graphic artist; and Artisan. But within these overarching categories are some of the specific types of craft and industry that represent current GMDC tenant businesses.

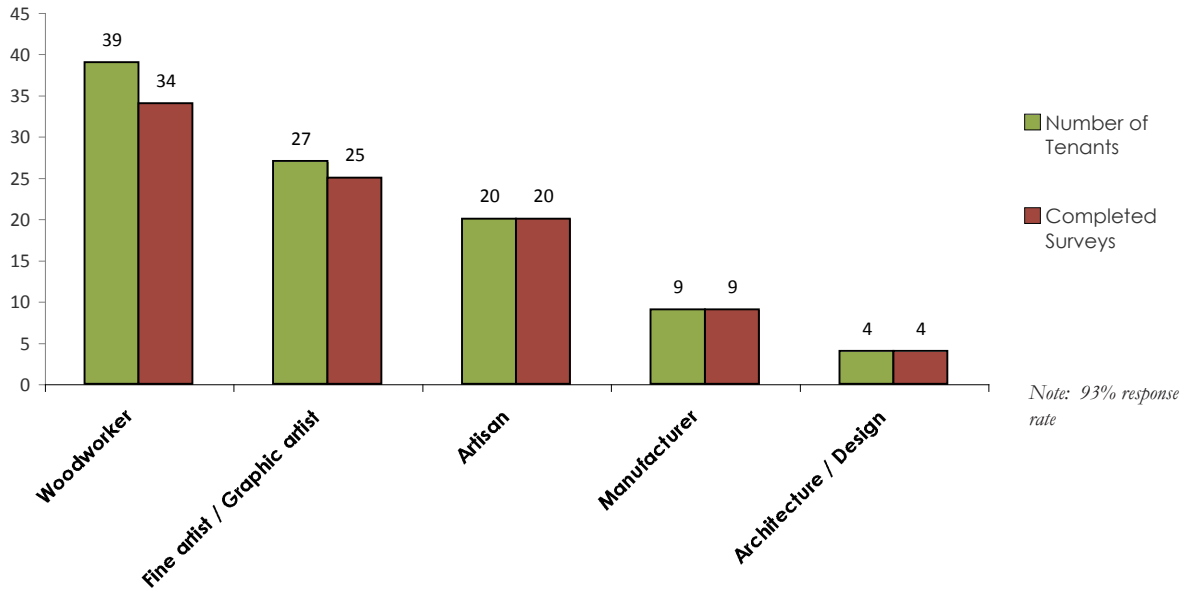


Tenants by Building	Number of Tenants	Completed Surveys
Manhattan Ave	76	70
Humbolt St.	13	13
St. Nicholas Ave.	3	2
McKibbin St.	7	7
<hr/> GMDC Total	<hr/> 99	<hr/> 92

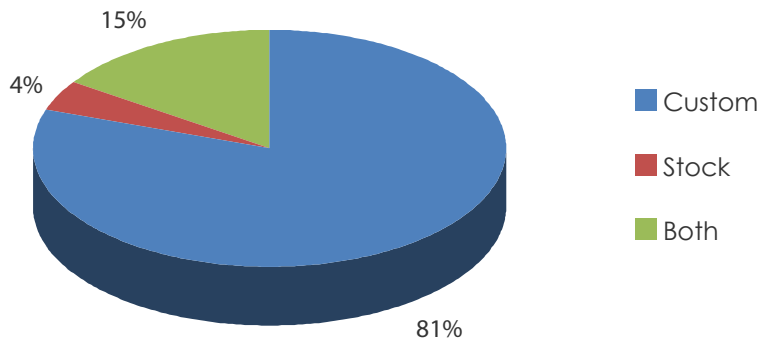
Total Response Rate **93 %**



Tenants by Sector



Production Type



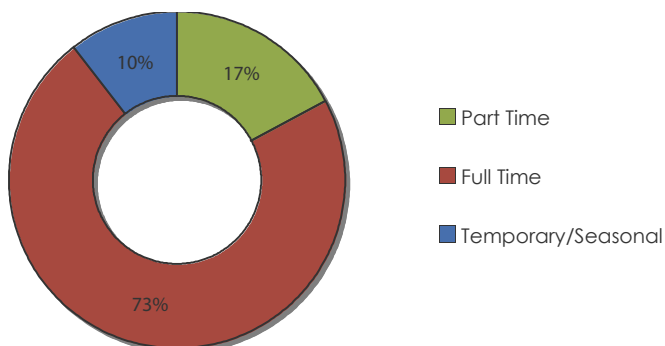
Tenants that are:



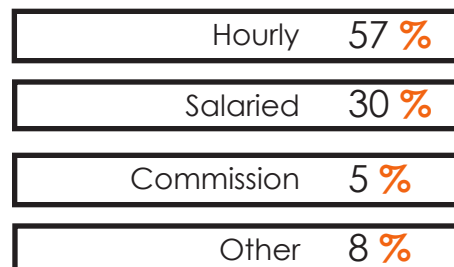
EMPLOYEE INFORMATION

Total Workers in GMDC Buildings 508

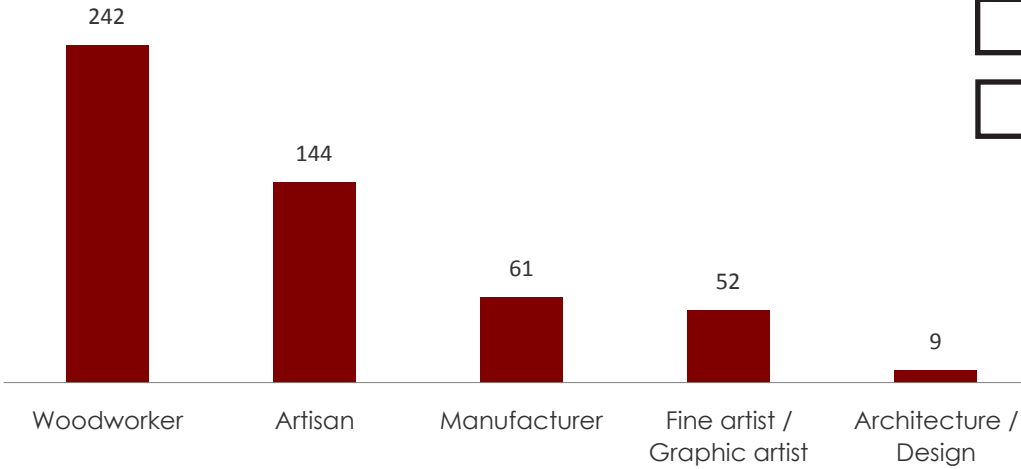
Worker Type



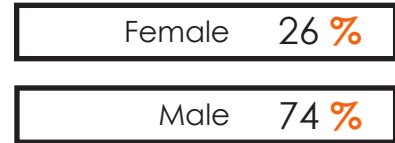
Pay Structure for Workers



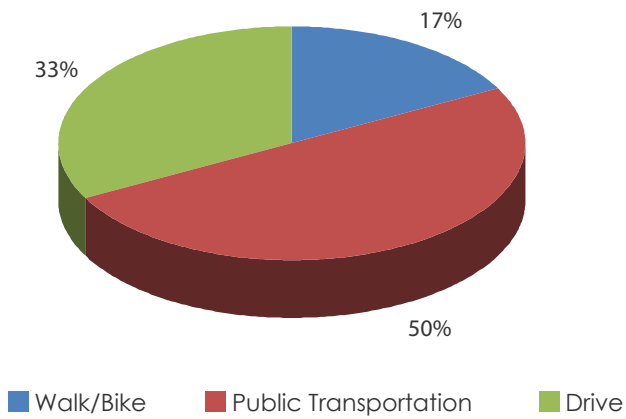
Workers by Sector



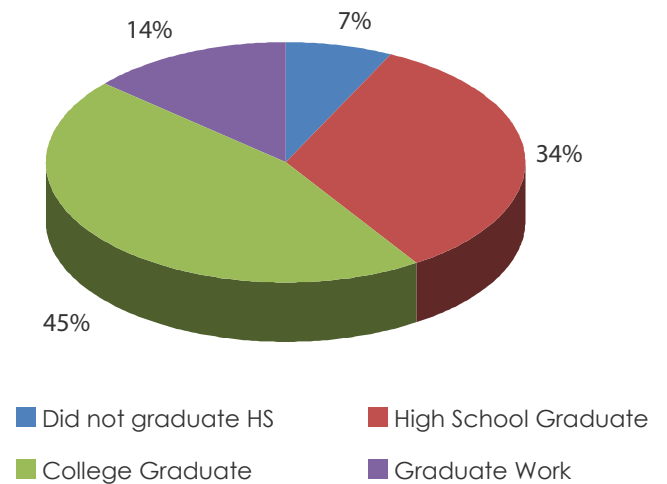
Male to Female Ratio



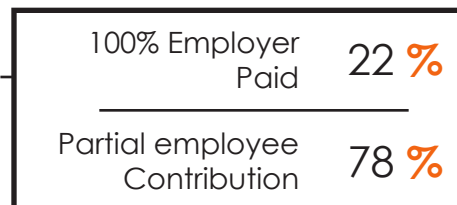
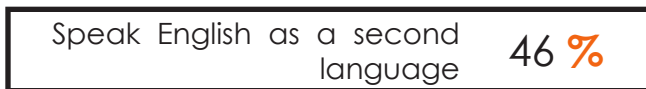
Mode of Transportation to Work



Workers Education Level



Percent of Workers That:





Revenue by Sector	Revenue	Avg. annual rev. per worker
Woodworker	\$33,925,000	\$147,500
Manufacturer	\$18,675,000	\$306,148
Artisan	\$10,700,000	\$76,978
Fine artist / Graphic artist	\$1,650,000	\$34,375
Architecture / Design	\$400,000	\$44,444
GMDC Total	\$65,350,000	\$134,189

Average Annual Salaries by Sector	
Woodworker	\$51,432
Artisan	\$43,627
Manufacturer	\$41,857
Architecture / Design	\$39,444
Fine artist / Graphic artist	\$31,730
GMDC Average	\$41,618

Worker Residential Distribution

GMDC Workers who Reside in: Greenpoint, Williamsburg & E. Williamsburg	
Number of GMDC Workers	137
Percent of GMDC	29 %
Zip codes included: 11222, 11206, 11211, 11237	



Community Board 1

GMDC Workers who Reside in: Greenpoint, LIC, Maspeth, Williamsburg & E. Williamsburg	
Number of GMDC Workers	172
Percent of GMDC	37 %
Zip codes included: 11101, 11109, 11222, 11206, 11211, 11237, 11378	



Newtown Creek Vicinity

Workers that are NYC residents	91 %
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Workers that are Brooklyn residents	48 %
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GMDC's ANNUAL ECONOMIC IMPACT

	Direct	Indirect	Induced	Total
Business Revenue	\$ 65,350,000	\$ 16,036,132	\$ 18,845,782	\$ 100,231,914
Employee Wages	\$ 21,141,944	\$ 4,893,253	\$ 5,440,276	\$ 31,475,473
Business Income	\$ 7,080,961	\$ 1,360,759	\$ 847,099	\$ 9,288,819
Jobs Created and Retained	508	127	141	776
			GRAND TOTAL	\$ 140,996,206

GMDC's ANNUAL ECONOMIC IMPACT



- The 508 jobs located in GMDC's buildings create an additional 268 jobs.



- The \$86m of revenue and wages generated in GMDC's buildings generate an additional \$45m of economic activity in New York City and the region.

Average Annual Salaries by Sector

Woodworker	\$51,432
Artisan	\$43,627
Manufacturer	\$41,857
Architecture / Design	\$39,444
Fine artist / Graphic artist	\$31,730
<hr/>	<hr/>
GMDC Average	\$41,618

GMDC Average Salary: \$41,618

compared to

Retail Sector: \$27,240

Food Prep and Service: \$24,980

PRIOR LOCATION INFORMATION

Business Location Prior to GMDC

Brooklyn	58 %
Manhattan	30 %
Queens	3 %
New Jersey	3 %
Other	6 %

Length of lease at prior location

Monthly - 2 Years	43 %
2 - 5 Years	25 %
5 - 10 Years	23 %
10 + Years	9 %

Business Moves Prior to GMDC

1x	50 %
2-3x	37 %
4x +	13 %

BUSINESS ENVIRONMENT

Average Years in Business 18.5

Average Tenure at GMDC 8

Top 3 Business Expenses (listed by rank)

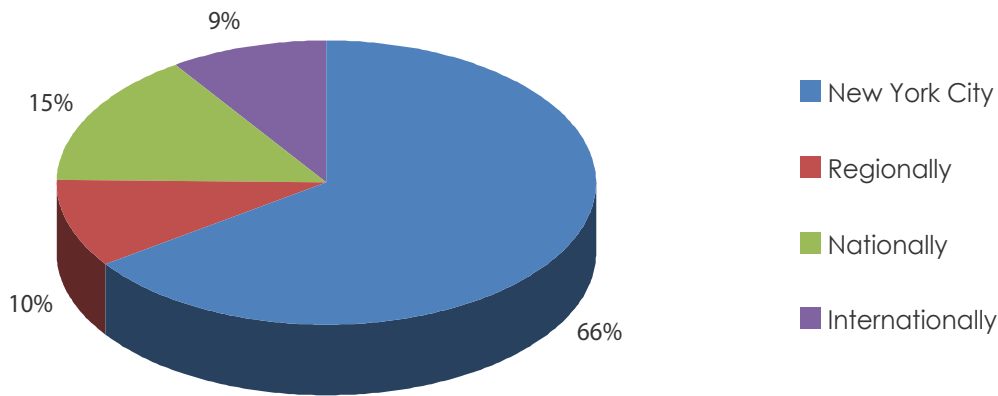
- 1 Materials
- 2 Rent
- 3 Wages

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

- 1 Proximity to markets
- 2 Quality of life
- 3 Proximity to suppliers



Product Distribution Level



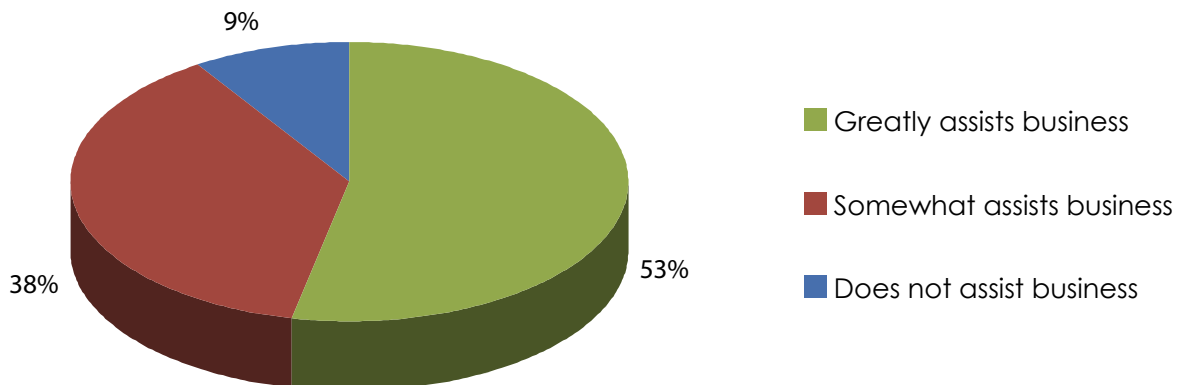
Primary Motivation for Locating at GMDC (Top 5 answers)

- 1 More space
- 2 Lower / reasonable rent
- 3 Locational advantage
- 4 Stable / long lease
- 5 Supportive landlord / working building

Has GMDC Location Helped?

Yes	95 %
No	5 %

Locating in a GMDC Building vs. a Privately Owned Building:



ECONOMIC ENVIRONMENT

Affected by the Economic Downturn?

Yes	90%
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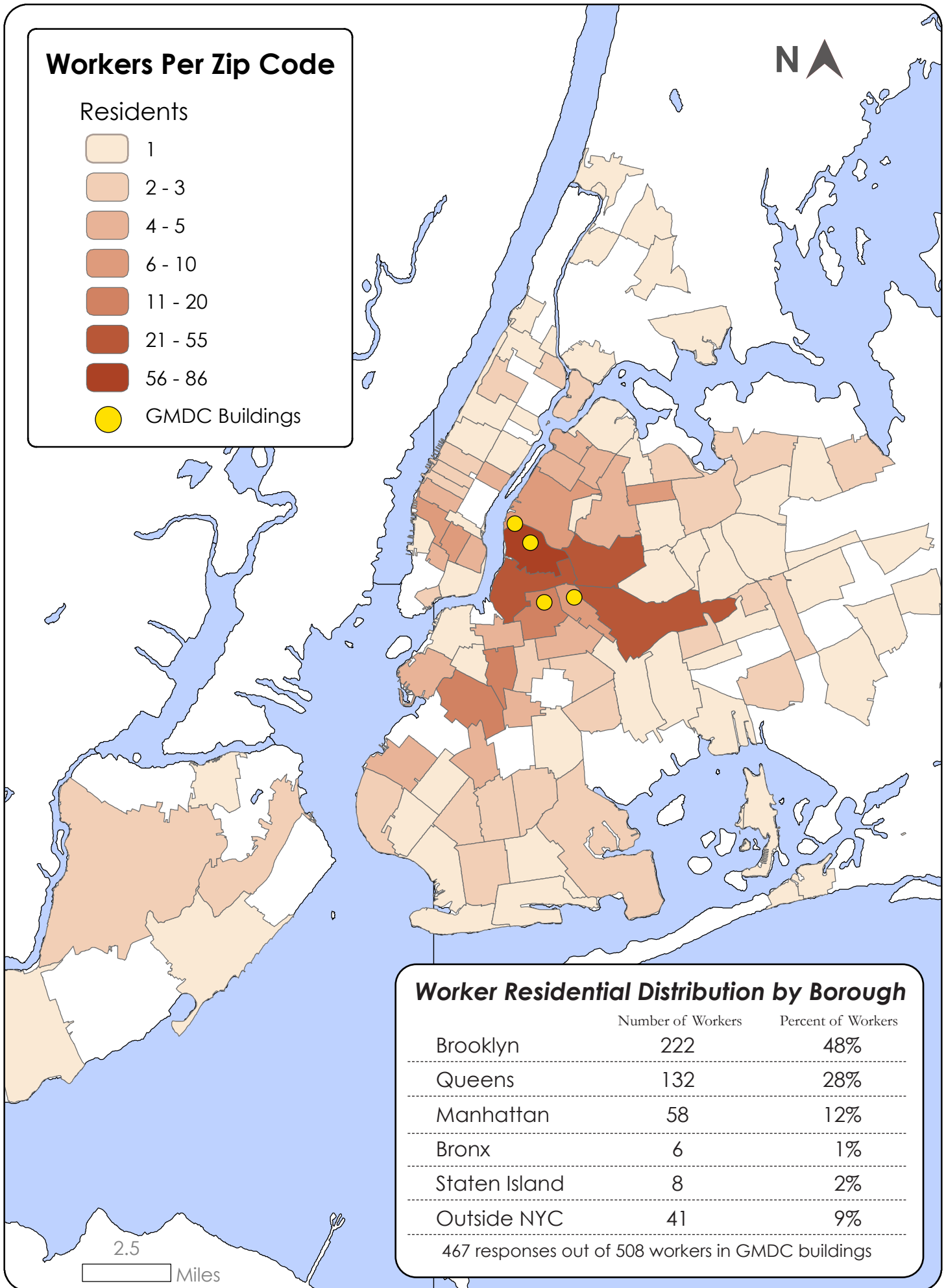
No	10%
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If Yes, how?

Reduction in Client Demand	83%
Revenue Losses	75%
Delayed Payment from Clients	64%
Higher Material Expenses	37%
Higher Shipping Costs	23%
Reduction in Workers	20%
Other	6%

Reported number of employees let go due to economic downturn	50
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Where Do GMDC Workers Live in New York City?



Source: GMDC Tenant Survey, July 2010. Color saturation indicates density of workers in each zip code area.



GMDC

BUILDINGS THAT WORK

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and Design Center**

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