

Amazon HQ2 NYC Proposal



Amazon H2Q Details

Key Amazon criteria:

- 500,000sf by 2019 (suggests existing office building)
- 8M+sf of expansion potential
- Place well connected to transit and buildings that are well connected to each other
- Access to talent
- Local culture and amenities
- Public support



Amazon's Seattle Campus



5 Manhattan West (Brookfield), where Amazon is taking 360,000sf

Amazon Today In NYC

KEY

- DISTRIBUTION / RETAIL
- OFFICE



Benefits to NYC

- Significant jobs (50,000 good-paying jobs; reinforcing NY Metro as #1 US tech hub)
- Potential for \$Billions in tax revenues¹
- Opportunity to diversify tech workforce
- Improve job access for New Yorkers
- Opportunity for the process to reflect our values:
 - Inclusive growth
 - Career pipelines
 - Education
 - Robust engagement
 - Neighborhood growth



¹ – Estimated taxes from direct jobs total \$2.8-3.3B over 30 years (NPV)

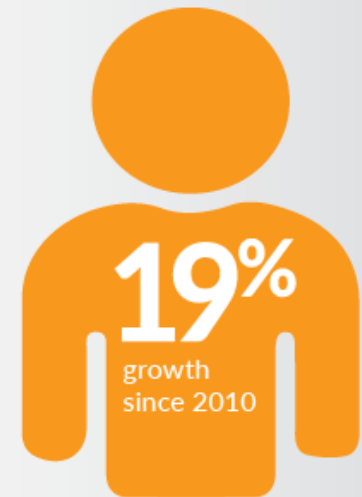
Our Pitch to Amazon – Key Messages

Why NY is uniquely positioned to win HQ2:

- The country's largest tech talent pool
- The largest tech pipeline in the Northeast
- Highly competitive labor costs
- Nation's largest air-transit system and public transportation system
- Room for growth
- Ability to execute
- Political support from key leaders, State, and City
- Extraordinary diversity
- A proven ecosystem for innovation

New York Metro's Tech workforce is the largest in the nation, adding almost 50,000 jobs in recent years.

	<u>2017</u>
New York Newark-Jersey City, NY-NJ-PA Metro	296,263
Washington Arlington-Alexandria, DC-VA-MD-WV	197,353
Los Angeles Long Beach- Anaheim, CA	166,234
San Jose Sunnyvale- Santa Clara, CA	153,240
San Francisco Oakland-Hayward, CA	150,419
Chicago Naperville-Elgin, IL-IN-WI	138,813



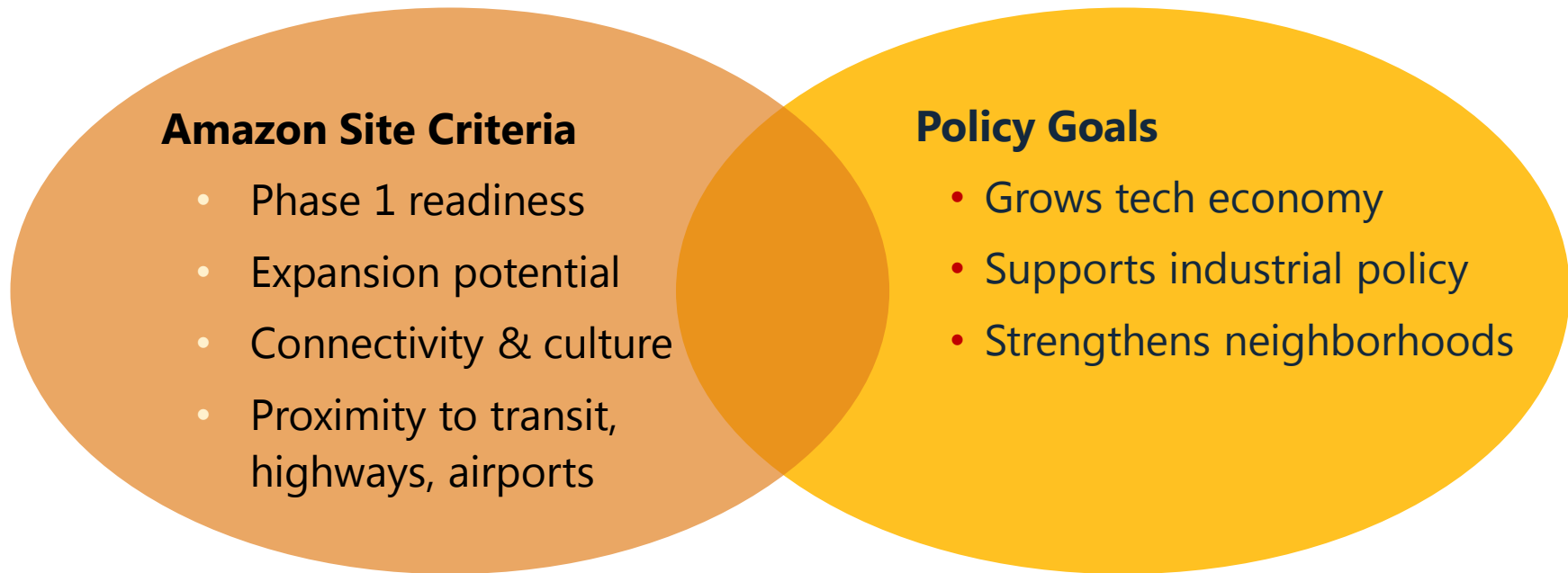
Source: BLS QCEW 2017

Geographies: Overview Of NYC Neighborhoods Considered

- Within days of Amazon's RFP, City released RFEI seeking proposals
- 9/15 RFEI yielded **over two dozen** responses, with every borough represented
- City packaged individual RFEI responses into geographies, where feasible
- **4 geographies selected:** Midtown West, Long Island City, Brooklyn Tech Triangle, Lower Manhattan
- No other proposals met Amazon's criteria (500k SF by 2019; 8M SF total within 15 minute commute)



Geographies: General Evaluation Criteria



Evaluation considerations:

- Each geography evaluated based on criteria above
- For each geography, Phase 1 site(s) and options for expansion identified
- Negotiations with developers confirmed property offerings and basic terms
- ESD hired Newmark, site selection specialists, to consult on NY Bid

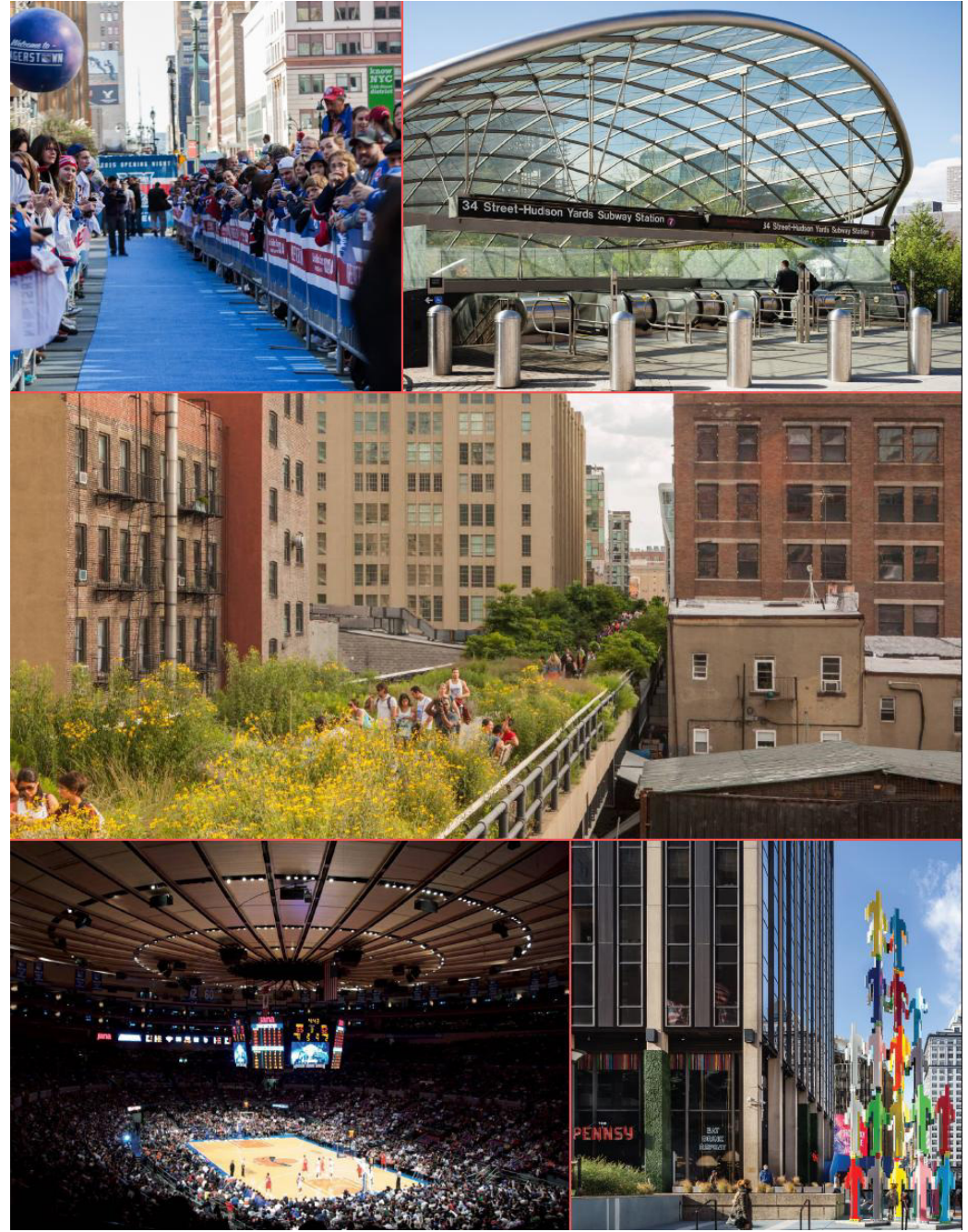
An aerial photograph of Midtown West, New York City, showing a dense grid of skyscrapers and buildings. The image is slightly faded, with a light blue tint. The text "Neighborhood Detail" and "Midtown West" is overlaid in the bottom left corner.

Neighborhood Detail

Midtown West

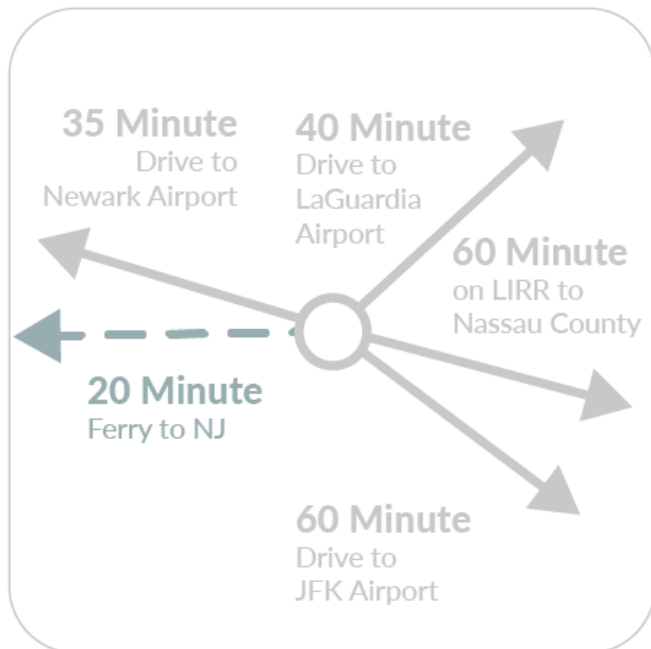
Midtown West

- The epicenter of the New York City region, and its 20 million residents—the largest and most diverse workforce in the country
- Anchored by Penn Station, the region's most important transit hub and a focus of public investment, and Hudson Yards, the rising live-work-play neighborhood on the Far West Side
- Neighborhood is at the cultural crossroads of the city, near Madison Square Garden, Chelsea art galleries, and the High Line
- **Total HQ2 campus potential:**
Over 26 million square feet in a wide range on building types, including modern office towers and historic gems



Midtown West

- **Subways/Rail:**
15 subway lines/PATH/LIRR/
Amtrak/Metro North
- **Workers w/in 45min:**
Over 1.9 million
- **Proximate housing markets:**
Manhattan, Bronx, Queens,
Brooklyn, Long Island, New
Jersey, Westchester



An aerial photograph of Long Island City, New York, showing a dense urban landscape with numerous skyscrapers, residential buildings, and a complex network of highways and bridges. The East River is visible at the top of the image. A semi-transparent grey overlay covers the entire image, with the text 'Neighborhood Detail' and 'Long Island City' positioned in the lower-left corner.

Neighborhood Detail

Long Island City

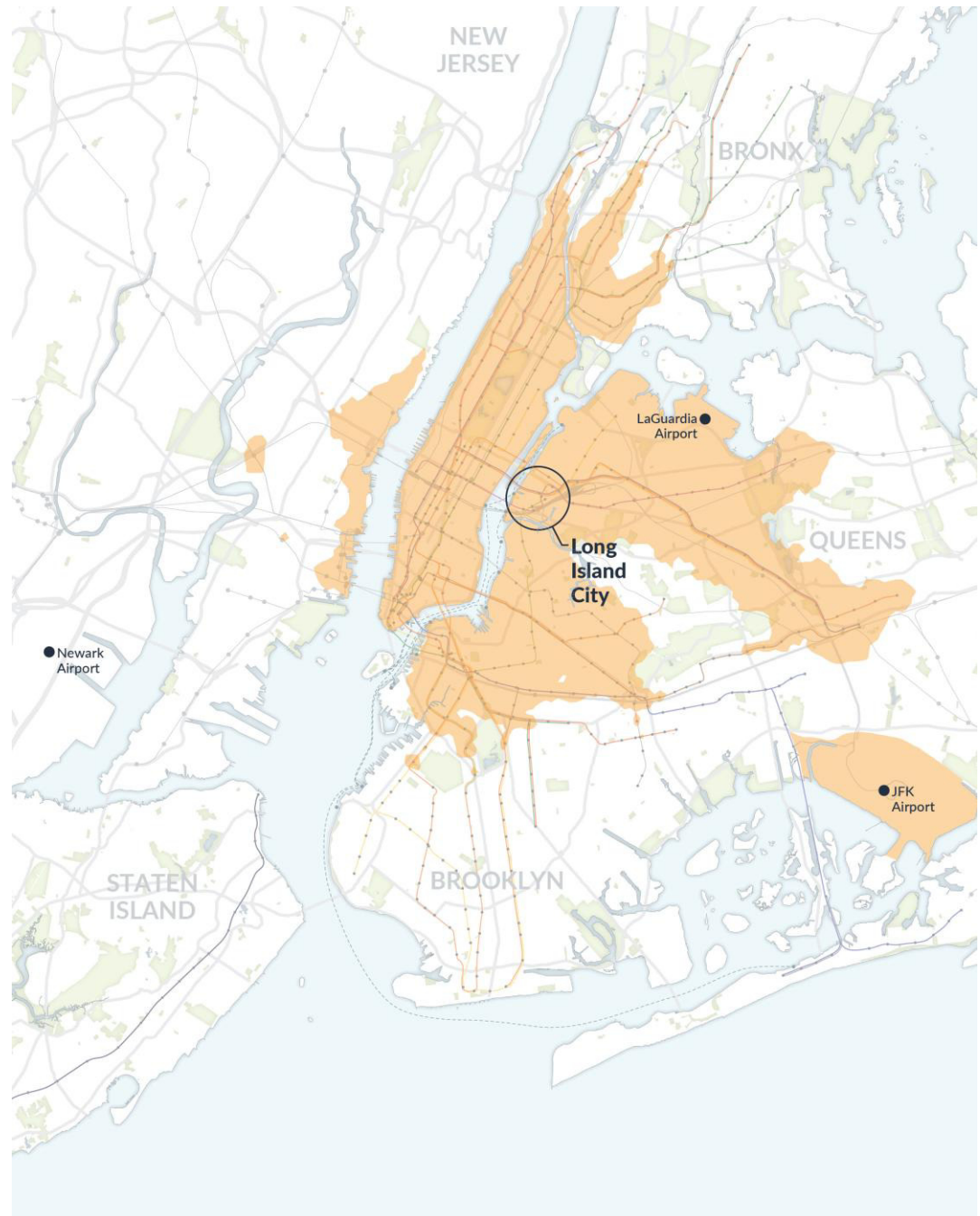
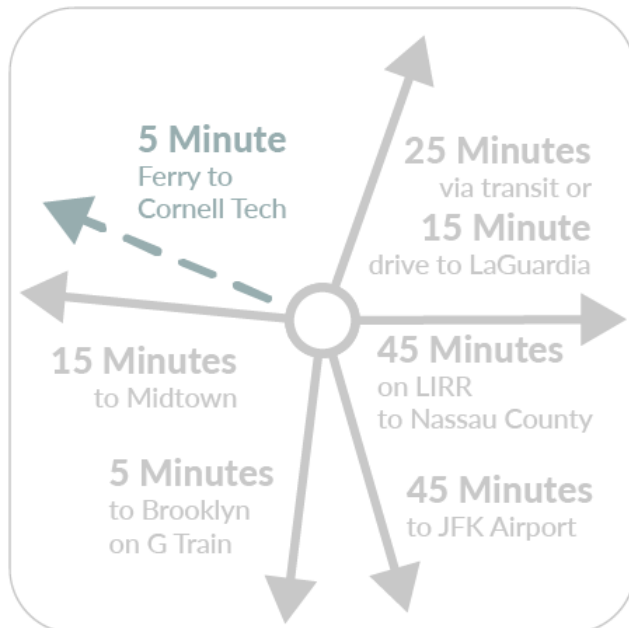
Long Island City

- A creative, mixed-use neighborhood with a rich legacy as the city's industrial innovation center
- Sits at the nexus of multiple local and regional transportation networks that will allow Amazon to draw employees from throughout the region, and quickly connect them to LaGuardia and JFK Airports, and Penn and Grand Central Stations
- Long Island City is home to over 150 restaurants, bars and cafés. There are over 40 arts and cultural institutions, from local galleries and studios, to world-renowned museums, to Obie Award-winning theaters
- **Total HQ2 campus potential:**
Over 13 million square feet of first-class real estate, at price points that compare favorably with commercial centers across the five boroughs



Long Island City

- **Subways/rail:**
8 subway lines/LIRR
- **Workers w/in 45min:**
Over 1.5 million
- **Proximate housing markets:**
Manhattan, Brooklyn, Bronx, Queens, Long Island, New Jersey



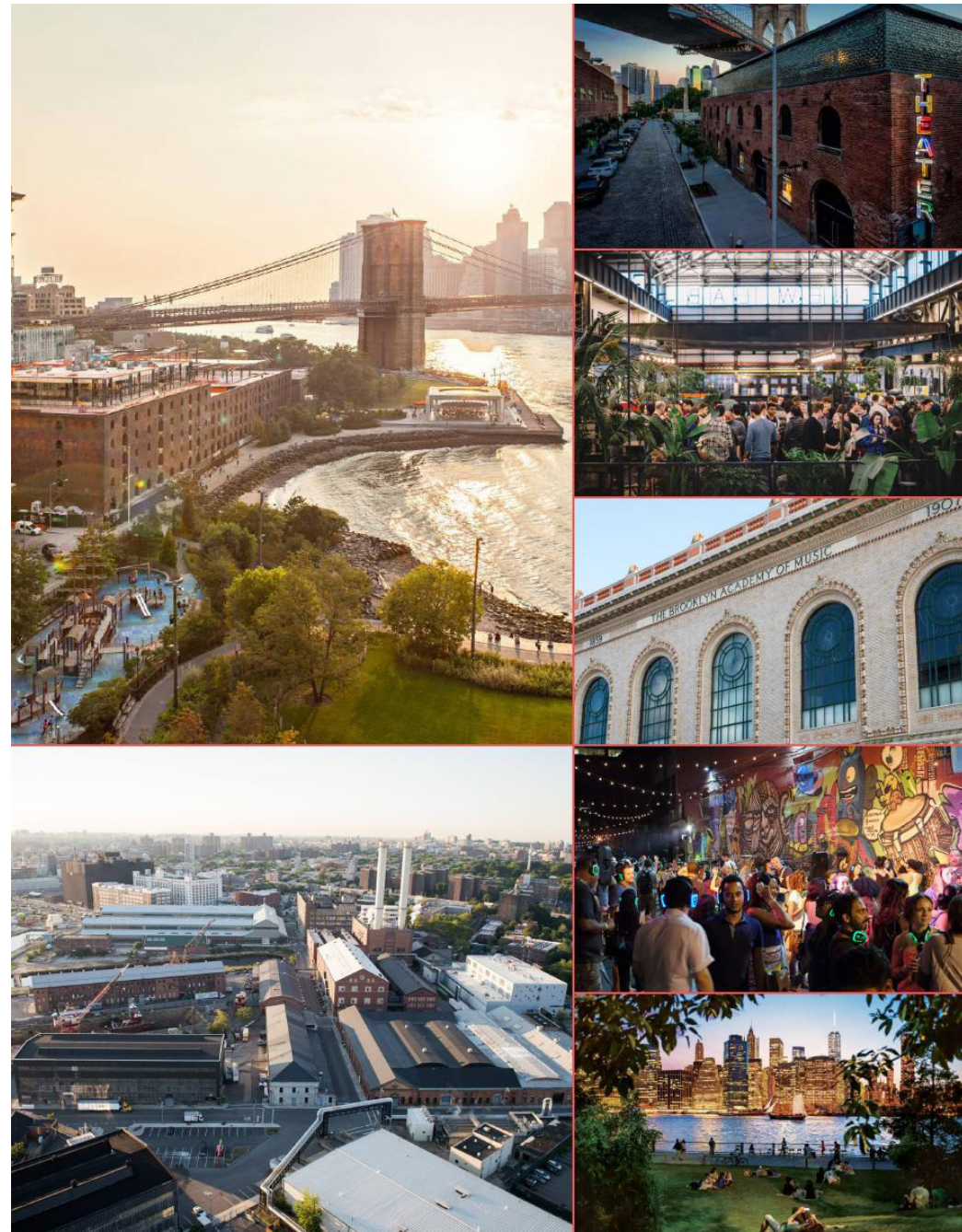
An aerial photograph of New York City at dusk. The image shows a dense urban landscape with numerous skyscrapers and buildings. The Manhattan skyline is visible in the background, with the Empire State Building and other tall structures. The foreground shows a grid of streets and buildings, with some lights starting to glow. The overall tone is a mix of blue and orange, typical of the "blue hour" lighting.

Neighborhood Detail

Brooklyn Tech Triangle

Brooklyn Tech Triangle

- At the confluence of three neighborhoods (DUMBO, the Brooklyn Navy Yard, and Downtown Brooklyn), the Brooklyn Tech Triangle is Brooklyn's innovation hub
- The area is connected to the rest of the borough, the city, and the region through a robust multi-modal transit network, and is home to over 17,000 jobs and 1,400 companies in the innovation and creative economy
- The Tech Triangle has over 70 diverse arts and culture organizations, making it one of the city's great cultural destinations
- Parks surround the Navy Yard, DUMBO and Downtown Brooklyn. Brooklyn Bridge Park has transformed over 1.3 miles of industrial waterfront along the East River
- **Total HQ2 campus potential:**
Over 15 million square feet



Brooklyn Tech Triangle

- **Subways/Rail:**
13 subway lines/LIRR
- **Workers w/in 45min:**
Over 1.5 million
- **Proximate housing markets:**
Brooklyn, Queens, Manhattan,
Bronx, New Jersey, Long Island



An aerial photograph of Lower Manhattan, New York City, featuring a semi-transparent 3D architectural model of the World Trade Center towers. The model is rendered in a light blue color, showing the towers' structure and surrounding base. The background is a grayscale aerial view of the city, with the Hudson River to the left and the East River to the right. The text "Neighborhood Detail" and "Lower Manhattan" is overlaid in the bottom left corner.

Neighborhood Detail

Lower Manhattan

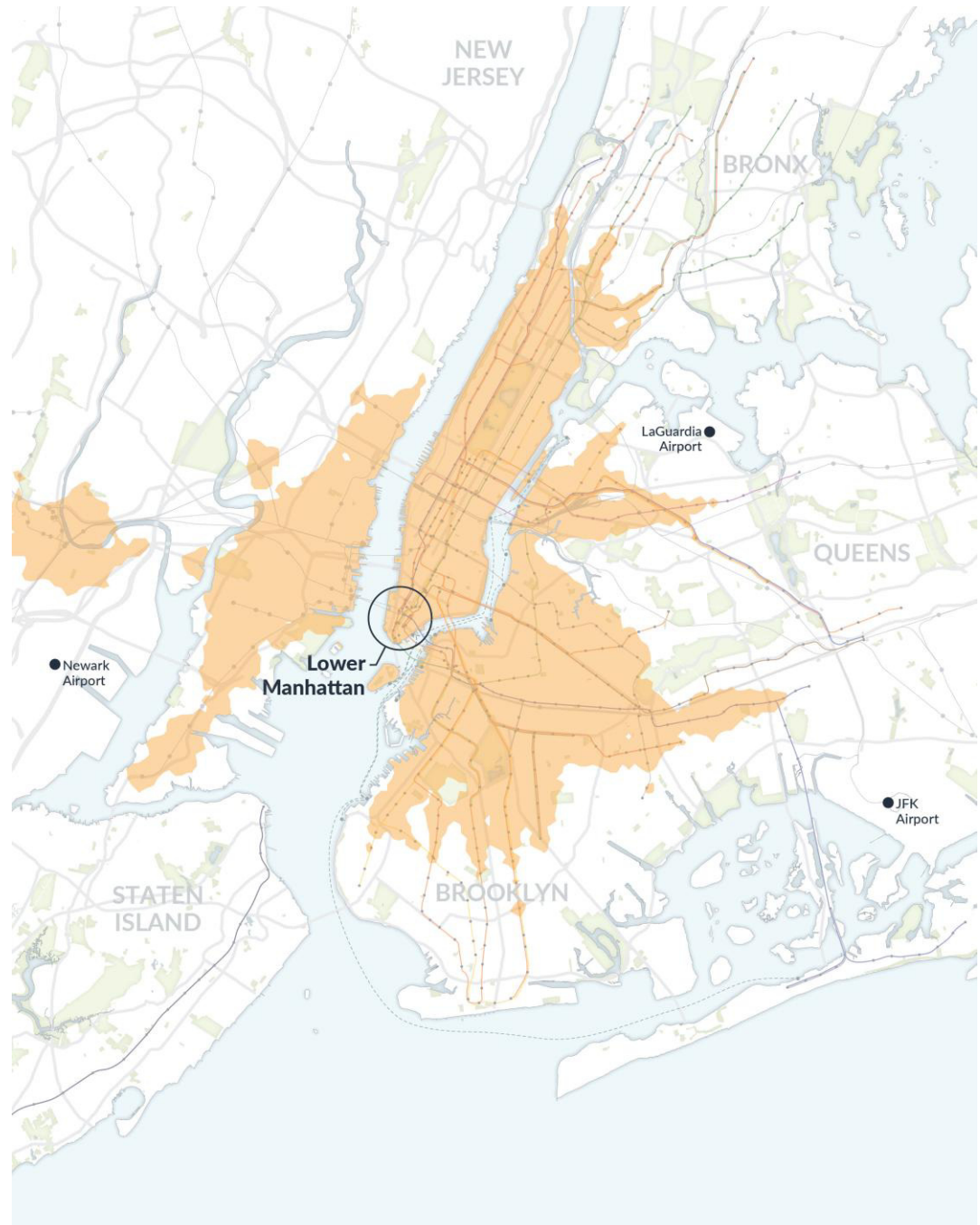
Lower Manhattan

- Lower Manhattan has experienced a renaissance spurred by over \$30 billion in public and private investment
- Tech, advertising, media, information and professional services firms have grown from occupying 18 percent of the area's office occupancy to 31 percent today
- Lower Manhattan's restaurant and shopping scene has undergone a sweeping reinvention.
- Almost 15 million people visited Lower Manhattan in 2016 to experience the neighborhood's cultural institutions, performance centers and historic sites
- The area is surrounded by water on three sides and boasts more than 83 acres of open space
- **Total HQ2 campus potential:**
Over 8.5 million square feet



Why Lower Manhattan?

- **Subways/Rail:**
13 subway lines/PATH
- **Workers w/in 45min:**
Over 1.7 million
- **Proximate housing markets:**
Manhattan, Staten Island, Brooklyn, Queens, Bronx, New Jersey



Potential Amazon Partnerships

New York's industry and academic institutions are ready to partner:

- Amazon and NY have opportunity to leverage industry and academia
- Partners have presented concepts for new programming to further Amazon and NY's goals:
 - Workforce (i.e., Tech Talent Pipeline)
 - Innovation (i.e., potential Governor's Island R&D space)
 - Education (i.e., CUNY/SUNY partnerships)

Letters of Support Received:

Industry groups

- Tech:NYC: AOL, MongoDB, Fred Wilson, etc.
- PFNYC: Citi, American Express, Conde Nast, Blackstone etc.
- ABNY
- Hotel Association
- New York Building Congress

Academia / talent

- CUNY, Columbia, NYU, Cornell, New School, etc.
- Tech non-profits such as CSNYC, C4Q, Girls who Code, Silicon Harlem, Per Scholas, ScriptEd, etc.