



New Movers Sector Overview- Q1 2005- Q4 2009				
	Firms	%	SF	%
Creative Svcs	43	18%	814,594	16%
Education	4	2%	137,203	3%
FIRE	34	14%	1,489,987	29%
Government	5	2%	252,000	5%
Healthcare	5	2%	118,008	2%
Nonprofit	37	15%	504,376	10%
Other	6	2%	77,189	1%
Prof. Svcs	91	37%	1,574,325	30%
Tech	19	8%	225,510	4%
TOTAL	244	100%	5,193,192	100%

New Movers to Lower Manhattan--Q1 2005 - Q3 2009: Industry Breakdown				
Company	SF Leased	Year Lease Signed	Former Location	Industry Sector
Creative Services				
Omnicom	183,768	2007	Midtown	Creative Svcs
American Lawyer Media	91,818	2007	Midtown	Creative Svcs
Niche Media	45,000	2007	Midtown	Creative Svcs
McCall Pattern Company	43,403	2007	Midtown South	Creative Svcs
Global Hue	40,000	2007	Midtown	Creative Svcs
Mansueto Ventures LLC	40,000	2006	Midtown	Creative Svcs
Arnell Group (Omnicom)	39,913	2007	Midtown	Creative Svcs
IT Holdings USA	35,000	2007	Midtown, Italy	Creative Svcs
Niche Media	30,832	2008	Midtown	Creative Svcs
Global Knowledge	25,526	2008	Midtown	Creative Svcs
Travel Ad Network	23,721	2008	Tribeca	Creative Svcs
WOR Radio	18,639	2005	Midtown	Creative Svcs
VIBE Media Group	18,526	2008	Midtown South	Creative Svcs
Oberon Media Inc.	18,000	2008	Midtown	Creative Svcs
FriendFinder Networks, Inc.	16,000	2008	Midtown	Creative Svcs
NBBJ Architecture	15,917	2007	Union Square	Creative Svcs
CSA Group	14,120	2008	West Village	Prof. Svcs
Little Airplane Productions	11,901	2006	Tribeca	Creative Svcs
News Broadcast Network	10,408	2006	Midtown South	Creative Svcs
Ricochet Public Relations Inc	10,370	2008	Midtown South	Creative Svcs
Engine Room Audio	9,000	2008	Soho	Creative Svcs
Poets & Writers	7,549	2007	Soho	Creative Svcs
New World Records	7,000	2005	Midtown	Creative Svcs
OTR Media	6,300	2008	Midtown South	Creative Svcs
Ideal Media	6,146	2005	Midtown South	Creative Svcs
Mathews Nielson	5,839	2007	Tribeca	Creative Svcs
Danois Architects	5,200	2006	Midtown	Creative Svcs
Chelo Publishing	4,370	2008	Midtown	Creative Svcs
Australian Consolidated Press US, Inc.	3,800	2004	Midtown South	Creative Svcs
Hambrecht Oleson Design Associates	3,710	2006	Midtown South	Creative Svcs
IBA Consulting & Engineering PLLC.	2,890	2008	Tribeca	Creative Svcs
The Paris Review	2,342	2005	Upper East Side	Creative Svcs
Winner Communications	2,200	2008	Midtown	Creative Svcs
Royal Media Group	2,165	2007	Midtown	Creative Svcs
Your Majesty Co.	2,145	2007	Tribeca	Creative Svcs
Hart Energy Publishing, LLLP	2,143	2009	Outside NYC	Creative Svcs
Push Creative	2,000	2006	Midtown	Creative Svcs
James Dart Architects	1,308	2007	Midtown	Creative Svcs
Zazou Productions Inc	1,300	2008	Soho	Creative Svcs
Third Mind	1,300	2007	Tribeca	Creative Svcs
The Jerusalem Post	1,140	2005	Tribeca	Creative Svcs
Michael Goldman Architects, P.C.	1,100	2008	Midtown South	Creative Svcs
Impact Marketing	785	2007	Midtown	Creative Svcs
TOTAL SF	814,594			

Education				
Center for Worker Education	43,785	2007	Hudson Sq	Education
Kaplan K12 Learning Services	43,194	2007	Midtown	Education
Learning Tree	41,724	2006	Midtown	Education
American University of Antigua	8,500	2007	Midtown	Education
TOTAL SF	137,203			
FIRE				
Morgan Stanley	659,742	2006/2005	MT,MTS,HS,BK	FIRE
Aon	221,314	2006	Midtown	FIRE
Beijing Vantone Real Estate Company	189,910	2009	Outside NYC	FIRE
West LB Bank	129,024	2008	Outside NYC	FIRE
Royal Alliance Associates, Inc.	82,156	2006	Midtown	FIRE
Progressive Asset Mgt	18,000	2006	Midtown	FIRE
TitleVest	16,100	2006	Midtown	FIRE
Eagle Advisors	16,000	2005	Midtown	FIRE
Arch Capital Group, Ltd.	15,093	2007	Midtown	FIRE
KTR Capital	12,407	2006	Midtown	FIRE
Savasta	12,200	2006	Midtown	FIRE
ICMA-RC	10,324	2008	Washington, D.C	FIRE
R.J. O'Brien & Associates	10,000	2007	Chicago	FIRE
AM Investments	9,000	2005	Midtown	FIRE
Hawkeye Capital	7,585	2009	Midtown	FIRE
First Mercury Financial	6,940	2007	Midtown South	FIRE
Sweet Construction Corporation	6,576	2007	Chelsea	FIRE
Smith Graham and Company	6,102	2009	Outside NYC	FIRE
Fulcrum Holdings	6,053	2008	Outside NYC	FIRE
State Farm Insurance	6,051	2007	Tribeca	FIRE
Icahn & Associates	5,790	2005	Midtown	FIRE
Delma Properties, Inc.	5,461	2005	Midtown	FIRE
CMC Markets	5,265	2004	Upper East Side	FIRE
Advisors Asset Management	4,971	2009	Outside NYC	FIRE
Hoffman AFA	4,905	2007	Midtown	FIRE
Laurel Hill Advisory Group	4,394	2008	Long Island	FIRE
Atomic Risk Management of New York, Inc	4,221	2005	Midtown South	FIRE
Lacrosse Global Funds	4,070	2006	Midtown	FIRE
Strategic Global Capital, LLC	3,874	2005	New Jersey	FIRE
Spotlight Capital Management, LLC	2,087	2008	Midtown	FIRE
Waypoint Capital	1,872	2008	Long Island	FIRE
Maxum Appraisals	1,500	2006	Long Island	FIRE
Newmark	500	2007	Midtown	FIRE
Bank of Nova Scotia	500	2005	Midtown	FIRE
TOTAL SF	1,489,987			
Government				
Empire State Development Corp	164,000	2006	Midtown	Government
Dept of Juvenile Justice	47,500	2006	Tribeca	Government
Pricing and Classification Center	17,500	2005	Midtown	Government
Dept of Cultural Affairs	13,000	2006	Midtown	Government
Office of the Appellate Defender	10,000	2004	Midtown	Government
TOTAL SF	252,000			
Healthcare				
Empire Blue Cross Blue Shield	53,208	2006	Midtown	Healthcare
United Healthcare	37,500	2009	Midtown	Healthcare
Continuum Health Care	25,000	2008	Midtown	Healthcare
MultiPlan, Inc	1,800	2008	Midtown South	Healthcare
Disaster Psychiatry	500	2006	Midtown South	Healthcare
TOTAL SF	118,008			
Nonprofit				
Association for the Help of Retarded Children-AHRC	136,000	2006	Midtown South	Nonprofit
Unicef	69,535	2007	Midtown	Nonprofit
New York Academy of Sciences	40,000	2005	Midtown	Nonprofit
YWCA	22,645	2007	Midtown	Nonprofit

Enterprise Community Fund	20,208	2007	Midtown	Nonprofit
American Field Services	20,000	2006	Midtown South	Nonprofit
Learning Leaders	18,444	2005	Midtown South	Nonprofit
Urban Justice Center	18,293	2006	Midtown South	Nonprofit
Vocational Foundation	16,672	2006	Brooklyn	Nonprofit
GLSEN: Gay, Lesbian & Straight Education Network	14,250	2005	Midtown South	Nonprofit
American ORT	13,600	2006	Midtown South	Nonprofit
Hawthorne Foundation	10,830	2009	Harlem	Nonprofit
Association for the Help of Retarded Children	10,614	2006	Midtown South	Nonprofit
Junior League	10,525	2006	Upper East Side	Nonprofit
New York Landmarks Conservancy	8,000	2006	Midtown South	Nonprofit
German American Chamber of Commerce	7,905	2005	Midtown	Nonprofit
Habitat for Humanity	6,688	2006	Brooklyn	Nonprofit
The Human Adventure Corp	5,792	2008	Upper East Side	Nonprofit
Nonprofit Connection	5,318	2004	Brooklyn	Nonprofit
Net Aid	4,700	2006	Midtown South	Nonprofit
Neighborhood Restore HDFC	4,400	2006	Midtown South	Nonprofit
Center For Family Representation, Inc	3,818	2005	Brooklyn	Nonprofit
Math for America	3,710	2006	Midtown South	Nonprofit
Thomas J. Watson Foundation	3,442	2007	Midtown	Nonprofit
Lower East Side Service Center, Inc.	3,260	2006	Lower East Side	Nonprofit
Summer Search	3,123	2006	Brooklyn	Nonprofit
Campaign for Fiscal Equity	3,100	2006	Midtown	Nonprofit
Citizens Housing and Planning Council	2,702	2007	Midtown	Nonprofit
Immigration Equality	2,556	2006	Midtown South	Nonprofit
Near East Foundation	2,516	2005	Midtown	Nonprofit
Fertile Hope	2,191	2006	Midtown South	Nonprofit
CASE Inc.	2,111	2007	Washington, D.C	Nonprofit
Engineering Conferences International	2,000	2008	Brooklyn	Nonprofit
ALPFA (Assoc. of Latino Prof. in Finance & Acntng)	1,772	2007	Midtown	Nonprofit
Safe Horizon	1,500	2006	Hudson Sq	Nonprofit
Asian Women In Business	1,490	2008	Midtown	Nonprofit
Stella K. Abraham Beit Midrash for Women	666	2009	Outside NYC	Nonprofit
TOTAL SF	504,376			
Other				
Levitz Furniture	30,000	2006	Long Island	Other
Arbor New York	13,300	2007	Midtown	Other
The Source Enterprises	12,500	2005	Midtown South	Other
Kable Distribution Services	12,486	2008	Midtown	Other
Ligne Roset USA (corporate office space)	5,403	2007	SoHo, Upper East Side	Other
EOS	3,500	2005	Midtown South	Other
TOTAL SF	77,189			
Professional Services				
Bowne & Co., Inc.	203,668	2005	Hudson Sq	Prof. Svcs
Sonnenschen, Nath and Rosenthal	135,000	2009	Midtown	Prof. Svcs
Fragomen, DelRay & Bernsen	103,653	2007	Midtown	Prof. Svcs
Darby & Darby	81,734	2006	Midtown	Prof. Svcs
McKee Nelson LLP	73,613	2004	Midtown	Prof. Svcs
Labaton Sucharow	70,480	2006	Midtown	Prof. Svcs
IDC	64,529	2008	Midtown South	Prof. Svcs
BearingPoint	53,611	2006	Midtown	Prof. Svcs
Monitor	51,062	2007	Midtown	Prof. Svcs
Kaufman Borgeest & Ryan LLP	48,161	2008	Midtown South	Prof. Svcs
Harris Beach	46,171	2006	Midtown	Prof. Svcs
Crossborder Solutions	42,125	2005	Midtown South	Prof. Svcs
The BISYS Group, Inc.	35,000	2005	Midtown	Prof. Svcs
Daegis	35,000	2009	Midtown South	Prof. Svcs
ParadyzMatara	31,000	2004	Midtown	Prof. Svcs
HQ Global Workplaces	22,370	2008	Midtown	Prof. Svcs
Sichenzia Ross Friedman Ference LLP	20,750	2007	Midtown	Prof. Svcs
Padell Nadell Fine & Weinberger	17,625	2006	Midtown	Prof. Svcs
Corporate Suites LLC	17,250	2007	Midtown	Prof. Svcs
Corporate Express	16,890	2007	Midtown	Prof. Svcs
Teamsters Local Union 210	15,283	2005	Midtown	Prof. Svcs
Carfora Klar Gallo Vitucci Pinter & Cogan	15,212	2007	Midtown	Prof. Svcs
Tata Consultancy Services	15,000	2009	Midtown	Prof. Svcs
Informa	14,311	2006	Midtown	Prof. Svcs

