

USQ INDUSTRY CLUSTERS

UNION SQUARE PARTNERSHIP

Dear USQ Real Estate Partners,

Union Square Partnership is pleased to introduce **USQ Industry Clusters**, a new resource showcasing Union Square-14th Street's vibrant retail and commercial landscape. **This can be an additional tool to market Union Square's unique leasing opportunities, and we encourage you to share these materials with prospective tenants.**

The maps in this packet illustrate current trends within our district across technology + innovation, lifestyle + fitness, home goods + design, vintage + thrift, and family-friendly establishments. **These clusters are attractive hubs for retailers in similar sectors, and have emerged as destinations for comparison shopping and linked trips, which drive high customer foot traffic to the neighborhood.** Union Square's robust commercial office ecosystems are also a draw for related industry players looking to locate near knowledge centers, sector-specific amenities, talent, and other companies along their supply chains.



KEY USQ CLUSTERS:

• Tech + Innovation

USQ is home to over 35 high-profile institutions and firms across the technology, media, and finance sectors. Industry leaders continue to choose Union Square to grow their businesses and take advantage of the district's top-talent and networking opportunities.

• Lifestyle + Fitness

USQ is a lifestyle and fitness hub with nearly 40 gyms, training facilities, yoga studios, martial arts clubs, athletic retailers, and health-inspired eateries.

• Home Goods + Design

USQ is a competitive destination for home goods, design, and decor. The high concentration of retailers, showrooms, and services along Broadway is a unique attraction for customers looking for home furnishings and design inspiration.

• Vintage + Thrift

USQ is a growing hotspot for vintage and thrift shopping, with a mix of high-end consignment and budget finds attracting fashion-forward shoppers looking for unique and sustainable pieces.

• Family-Friendly

USQ is a destination for family-friendly activities with over 20 retail, food + drink, and entertainment offerings for kids of all ages.

The real estate community plays a vital role enhancing the vibrancy and continued growth of Union Square. **Thank you for your dedication to our neighborhood, and please continue to engage us for support as you work to secure new tenants in Union Square.** Let us know if there are other materials that would be useful in your work, and email info@unionsquarenyc.org to learn more and sign up for exclusive real estate emails.

Julie Stein
Executive Director

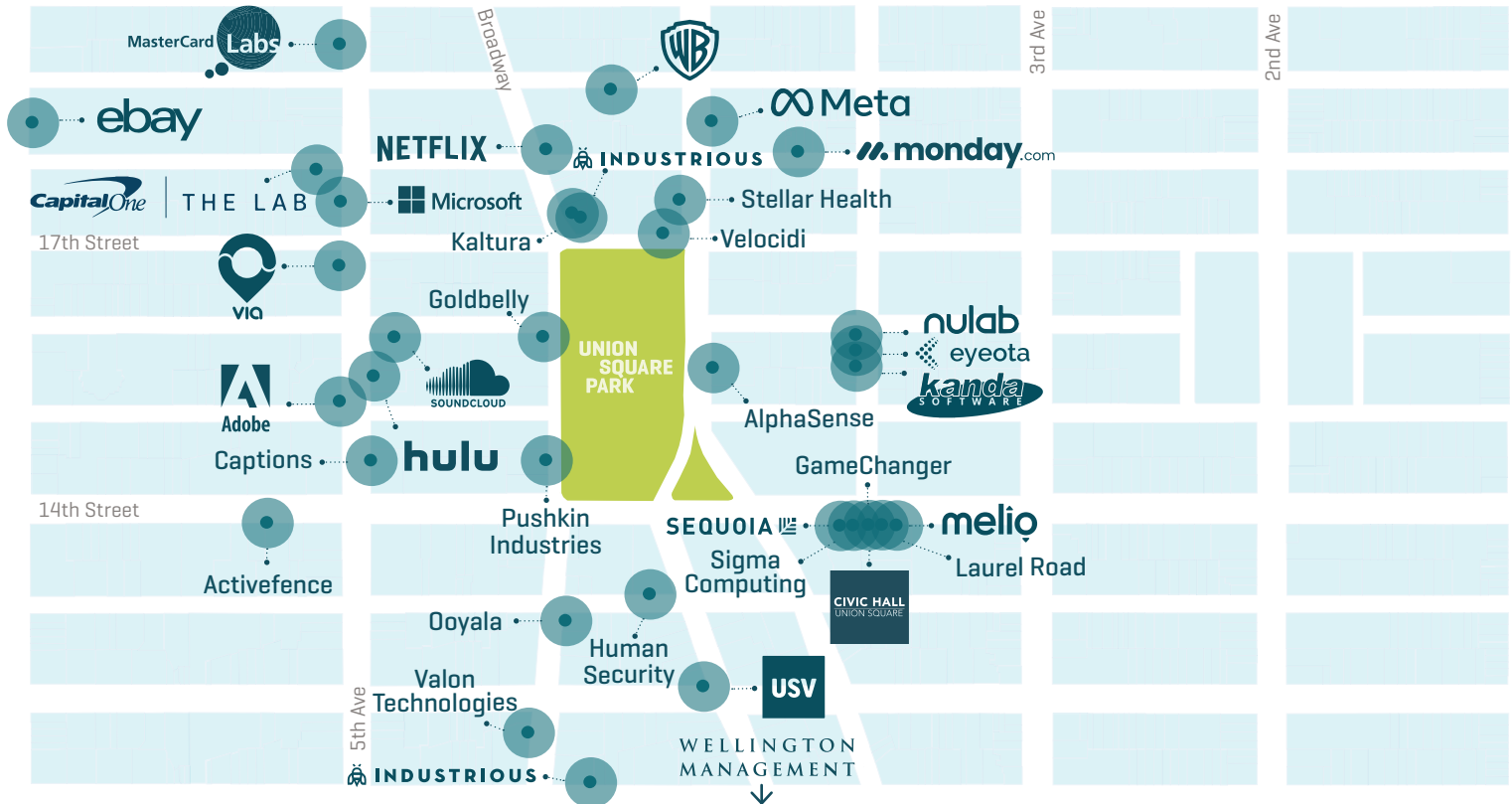
Tali Cantor
Director of Planning

USQ INDUSTRY CLUSTER

TECH + INNOVATION

UNION SQUARE PARTNERSHIP

Union Square-14th Street is home to high-profile institutions and firms across the technology, media, and finance sectors. Industry anchors, including Meta, Microsoft, Netflix, and Sequoia Capital, continue to choose Union Square for their newest offices and headquarters. Join this tech and innovation community and take advantage of USQ's top talent, local amenities, and proximity to networking opportunities.



The Union Square Partnership works to ensure the community's continued growth and success by providing sanitation, public safety, economic development, and marketing services. Check out our Biz + Broker Quarterly Report and Annual Commercial Market Report to stay up to date with district data + trends at www.unionsquarenyc.org/publications.

Email info@unionsquarenyc.org to learn more and sign up for exclusive real estate emails.

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USQ INDUSTRY CLUSTER

LIFESTYLE + FITNESS

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Union Square-14th Street is a hub for lifestyle and fitness retail and programming, with a variety of gyms, training facilities, yoga studios, martial arts clubs, health-inspired retail, and eateries. Add your brand to this bustling fitness cluster in the heart of NYC.



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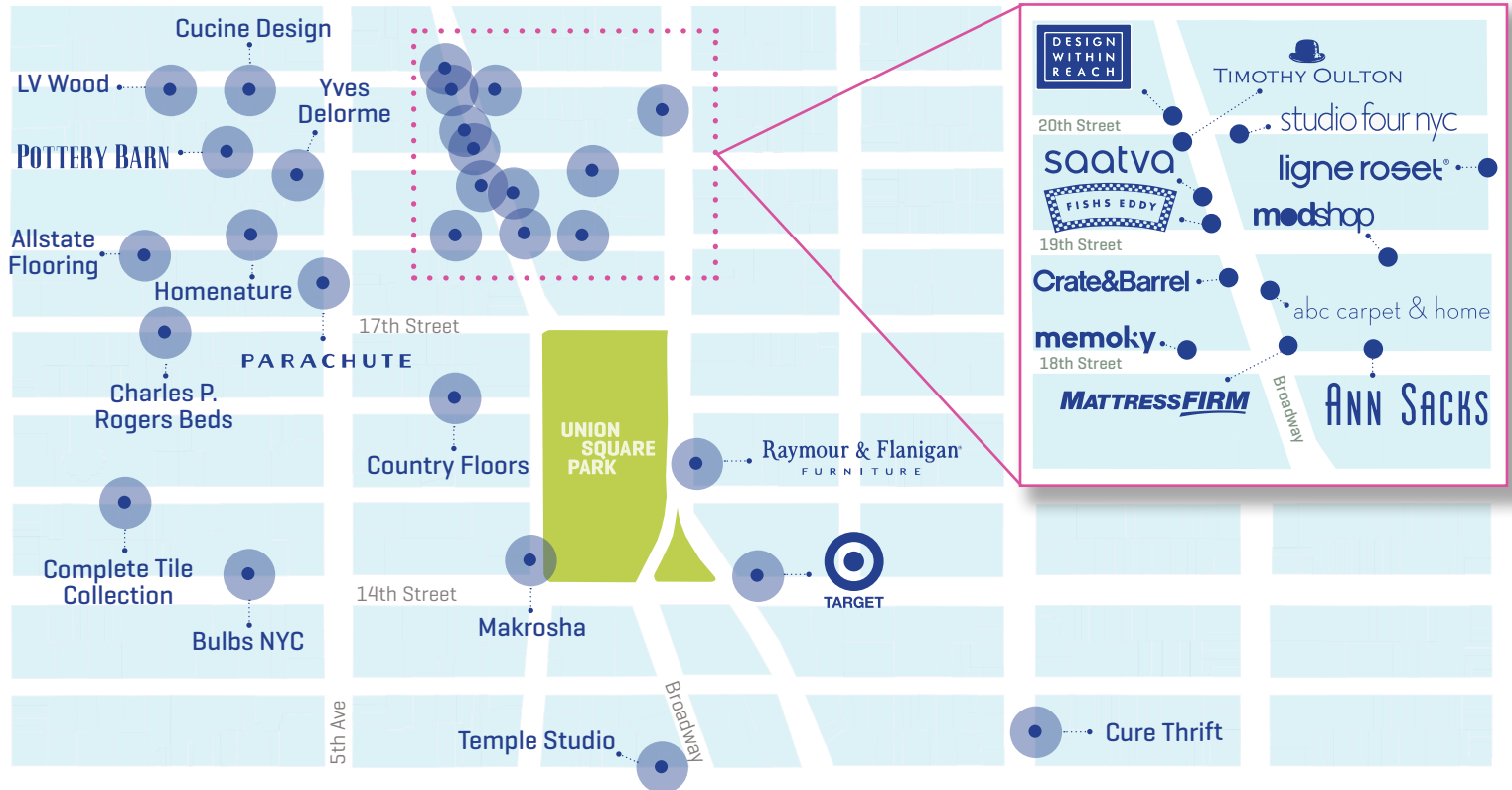
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USQ INDUSTRY CLUSTER

HOME GOODS + DESIGN

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Union Square-14th Street is a competitive destination for stylish home goods, design, and decor. The high concentration of retailers, showrooms, and services along Broadway and beyond makes Union Square a one-stop-shop for design professionals and consumers.



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USQ INDUSTRY CLUSTER

VINTAGE + THRIFT

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Union Square-14th Street is an emerging hotspot for vintage and thrift shopping, offering mix of high-end consignment and budget clothing, furniture, and accessories. These unique destinations attract fashion-forward customers looking for a variety of affordable, sustainable, and unique finds, including USQ's local customer base of over 60,000 college students as well as Brooklyn-based shoppers who easily access USQ via the L train.



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FAMILY-FRIENDLY

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Union Square-14th Street is a destination for family-friendly shopping, food, and entertainment for locals and visitors, including students attending the seven K-12 schools in the area. The mix of long-established businesses and newcomers demonstrates a strong demand for this growing sector. Add your brand to the neighborhood to capture a motivated consumer base and contribute to making Union Square an exciting location for kids, teens, and families.



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