



Wired City



Lease Beat



Sales Beat



Food & Drink

FEATURED: ICSC 2014, POWER 100, MO'S TOP 50 LIST, OWNERS MAGAZINE

AMENITIES

# Amex Tapped to Provide Brookfield Place Perk

BY **LAUREN ELKIES SCHRAM** | 12/23/14 4:00PM

Like  Tweet  Share 10 Share



Brookfield is souping up its **Brookfield Place** retail complex with a concierge and other services including **American Express** gift cards, *Commercial Observer* has learned.

“We’re really looking to do something special,” said **Soozan Baxter** of **Soozan Baxter Consulting**, who is consulting with Brookfield on the project.

Concierge services at Brookfield Place, at **250 Vesey Street**, will be “giving you a little TLC while you’re there,” Ms. Baxter added.

Shoppers will be able to purchase American Express gift cards to be used complex-wide (Amex’s headquarters is located at Brookfield’s **200 Vesey Street**), book theater tickets, utilize language interpreters, check coats, valet park on Vesey Street close to the restaurants and have packages from multiple stores delivered the same day.

Brookfield Place has art programs and events, but Ms. Baxter said: “How do you continue to grow these programs? I think concierge is a nice way to do that.”

Brookfield is still seeking an operator for the concierge, but has an onsite parking garage in place for the valet parking.

One initiative Brookfield is mulling is having the concierge partner with tour operators to offer hospitality perks, like a glass of wine for the tour members at one of the stores, Ms. Baxter said. There will also be an interactive component including digital kiosks, although further information wasn’t immediately available.

The concierge program will be in place some time next year, after the 300,000-square-foot complex’s late-March official opening.

Follow Like

Safari Power Saver  
Click to Start Flash Plug-in

**PROPERTUNISTIC™**

Growth opportunities afforded property owners by customized financing from CIT.

**CIT**  
Put Knowledge to Work™

CONNECT WITH US

SEND

SEND



**Subscribe to Mortgage Observer Weekly** ➔  
The latest breaking industry updates and news—delivered directly to your inbox every Friday morning



**Subscribe to the Commercial Observer in Print** ➔  
The latest news, interviews and in-depth analyses for those engaged in the New York commercial real estate industry

RECOMMENDED FOR YOU



Pack Like a Pro: 8 Tips from a Travel-Savvy



Charles Schwab Moving to 1133 Avenue of

Brookfield Place is **90 percent leased**, a company spokesman recently told *Commercial Observer*.

An Amex spokeswoman declined to comment as did the spokesman for Brookfield.

FOLLOW **LAUREN ELKIES SCHRAM** ON TWITTER OR VIA **RSS**. LSCHRAM@OBSERVER.COM

Like  Tweet  Share 10 Share

**TAGS:** 250 VESEY STREET, AMENITIES, AMERICAN EXPRESS, BROOKFIELD, BROOKFIELD PLACE

## You May Like

Sponsored Links by Taboola

**7 Credit Cards You Should Not Ignore If You Have Excellent Credit**  
NextAdvisor

**The \$1.58 Billion Secret Apple Hid in Your iPhone**  
The Motley Fool

**Mini POV Camera Fits Where No Other Camera Does**  
Sony

**Young Investors Flock to Wealthfront, Eliminating Need for Typical Investment Managers**  
Techcrunch | Wealthfront

**Why Bridget Moynahan Is Living on \$1.50 a Day**  
Bloomberg

**Ex-Microsoft exec is disrupting the traditional broker model**  
Yahoo! Finance | Motif Investing


## From The Web

- **Get Rewards for Your Family in 2015—Choose the Best Rated Credit Card for Poi...** (NextAdvisor)
- **Common Behaviors Adults with ADD and ADHD Exhibit** (Health Central)
- **Hear Christie's Story About Life With MS** (Healthination)
- **Watch A&E's Heart-Pounding Series** (A&E)
- **How this Razor is Changing the Shaving Industry** (Harry's)

## From The Commercial Observer

- **Omega, Lululemon Sign Deals at Brookfield Place**
- **NYC Will Continue to Lag in Broadband**
- **BlackRock Expands on East 52nd Street**
- **Worker Injured During Demo for TF Cornerstone Luxe Building [Updated]**
- **'Rainmaking Is Not a Federal Crime:' Sheldon Silver Pleads Not Guilty**

Promoted Links by Taboola



Facebook social plugin

Expert  
Trafalgar

the Americas



**I.C.E. Hot: The Brand New Culinary School at Brookfield Place**



**Top Foods to Avoid with High Blood Pressure**  
HealthCentral.com

Promoted Links by Taboola

## Popular on CO

**Coworking Space Signs New Lease in Flatiron District**

**Tech Sector Gains Ground on Financial Services In NYC Real Estate**

**B&B Global Development Snaps Up Greenpoint Property for Record \$4.8M**

**DOB Overwhelmed by Construction Demand**

**Swatch Signs Lease for Balance of 1515 Broadway Retail Space**



**Scott Spector**  
**No Need to Spec-Ulate (Part Three)**



**Mark Schnurman**  
**Accentuate the Positive, Eliminate the Negative**



**Robert Knakal**  
**The Biggest Problem with the US Economy Today is.....**



**Richard Persichetti**  
**Stat of the Week: 3.3 Million Square Feet**



**Jeffrey Margolis**  
**F is for Force Majeure**



**Ken McCarthy**  
**Midtown South's Record-Setting Performance**



**Josh Siegelman**  
**Do Your Homework—Making Retail Work in Manhattan**



**David Greene**  
**Why Downtown is the "New" New York**



**Craig Roche**  
**Why Big-Box Stores  
Are Good for  
the Neighborhood**



**Chris Havens**  
**Six Things Tenants  
Need to Know to Get  
Space in Brooklyn**

## PROPERTUNISTIC™

Growth opportunities afforded  
property owners by customized  
financing from CIT.



# BE HERE NOW

HARBORSIDE  
AND JERSEY CITY  
WILL INSPIRE  
YOUR WORKFORCE.

[EXPLORE NOW](#)



# BE HERE NOW

HARBORSIDE AND JERSEY CITY  
WILL INSPIRE YOUR WORKFORCE.

[EXPLORE NOW](#)

HARBORSIDE  
BY MACK-CALI



ICSC 2014 Power 100 MO's Top 50 List Owners Magazine

 Powered by [WordPress.com](#) VIP