

The Rise of Silicon Brooklyn – Brooklyn Tech Triangle Coalition Paves Way to Grow Technology & Digital Media Industry

By Katja Schroeder, Expedition PR

When I founded Expedition PR about three years ago, Manhattan was a popular choice for PR agencies. But when you start your own business, you most likely don't go for the obvious. You look for the cracks, for new opportunities, and changes. As a Brooklyn resident, I witnessed the Brooklyn tech, food and manufacturing scene emerging. There were little clusters around Dumbo and the Brooklyn Navy Yard. Pricing, sustainability and logistics were considerations for the office location, but more importantly there was a desire to be part of a changing neighborhood and industry. Brooklyn transpired a creative energy. So, instead of getting a office address in Manhattan, I went with my gut and set up Expedition PR in a green office building in Brooklyn.

Turns out we are right in the Brooklyn Tech Triangle, an area covering the three neighborhoods of Downtown Brooklyn, DUMBO and the Brooklyn Navy Yard, the cradle of Brooklyn's rising tech scene.

In March 2012 the Brooklyn Tech Triangle coalition, an initiative formed by the Brooklyn Navy Yard, the Downtown Brooklyn Partnership and the DUMBO Improvement District, surveyed the Brooklyn' tech industry. At that time more than 520 tech companies employed over 9,600 people and generated \$3.1 billion of economic output. In June 2013 the Brooklyn Triangle Coalition projected that in two years the area will support 18,000 tech-related jobs and 43,000 indirect jobs. Companies like Etsy, HUGE, Voltaic Systems, Lifebooker and Duggal made a statement by starting or moving offices to Brooklyn.

A [task force](#) formed with local tech firms, entrepreneurs, government representatives, real estate firms, area residents and civic leaders and educators aims to capitalize on the growing tech sector to create jobs and socio-economic development in Brooklyn. The plan foresees that the Brooklyn's Tech Triangle will have 4 million square feet of tech and creative businesses by 2015.

Last month, the Polytechnic Institute of New York University (NYU-Poly) and New York City Economic Development Corporation (NYCEDC) announced plans set up [the Clean Technology Entrepreneur Center \(NYC CTEC\)](#) in the Brooklyn Tech Triangle. The NYC CTEC incubator will support clean tech startups that are focused on solving urban challenges of sustainability, energy and resilience. St Francis College in Brooklyn launched a Center for Entrepreneurship.

Brooklyn has become its own brand, not only for local food and clothing manufacturers, but also for tech, digital media and clean tech entrepreneurs.