



Alliance for Downtown N.Y. appoints Mikitan as director of retail attractions

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According to the Alliance for Downtown New York, Jennifer Mikitan has been appointed the director of retail attractions. In this new role, Mikitan will work to bring retailers to Lower Manhattan's mix of stores and restaurants, while supporting brokers' retail-leasing efforts.

With more than 1,060 retailers serving 303,600 workers, 55,000 residents and 5.8 million tourists annually, Mikitan will work diligently to satisfy the market demands of the area.

"I look forward to working with Lower Manhattan stakeholders as we make Downtown an even more vibrant place to live, work and play," Mikitan said.

Mikitan began her career as a retail broker with Winick Realty Group. She then joined Sitt Asset Management, a real estate investment firm with a large portfolio of office buildings, shopping centers and residential development, as director of retail leasing. Mikitan later joined The De Niro Group as its on-site sales director for both 55 Wall Cipriani Club Suites and the Tribeca Fairchild.

"We are excited to have Jennifer join our team, bringing both her enthusiasm for Lower Manhattan and her expertise in brokerage," said Stephanie Jennings, the Downtown Alliance's assistant vice president of economic development.

The mission of the Alliance for Downtown New York is to be the principal organization that provides Lower Manhattan's historic financial district with a premier physical and economic environment, advocates for businesses and property owners and promotes the area as a world-class destination for companies, workers, residents and visitors. The Downtown Alliance manages the Downtown-Lower Manhattan Business Improvement District (BID), serving an area roughly from City Hall to the Battery, from the East River to West Street.

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