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## Crain's New York Business

### TKTS booth opening in downtown Brooklyn

TKTS will open in the MetroTech Center on July 10, marking the end of a 15-year absence in Brooklyn.

June 18, 2008 2:20PM [Miriam Kreinin Souccar](#)

A new TKTS discount ticket booth will open in downtown Brooklyn on July 10, in an effort to attract more of the borough's residents to Broadway.



The booth, which as *Crain's New York Business* first reported June 2, will be located on the ground floor of the MetroTech Center at the corner of Jay Street and Myrtle Avenue. It will offer same-day evening and next-day matinee tickets at discounts of up to 50% for Broadway, Off-Broadway, music, dance and Brooklyn performing arts events.

*Buck Ennis*

The booth will be run by the Theatre Development Fund, which operates the two TKTS booths in Manhattan.

The new booth marks TKTS's return to Brooklyn.

The previous venue closed in 1993 because of a lack of demand. Theater executives expect the new booth to receive more foot traffic because of the area's commercial rebound in recent years.

"The growth in downtown Brooklyn has been tremendous in the past few years," said Victoria Bailey, TDF's executive director. "We are confident [the new booth] will help create a new audience for live performances both in Manhattan and Brooklyn."

Only 13% of residents living in boroughs outside Manhattan attended a Broadway show during the 2006-2007 season, according to The Broadway League.

TDF expects to have sold more than 1.4 million tickets at its two Manhattan booths by June 30, the end of its fiscal year.