NJIT
FUNDING AND FINANCING THE REDEVELOPMENT OF BROWNFIELDS: FINDING RESOURCES IN THESE CHALLENGING ECONOMIC TIMES

ATTRACTING DEVELOPERS AND MARKETING YOUR SITE

Michele Christina

Technical Assistance for Brownfields TAB@NJIT.EDU
IDENTIFY YOUR AUDIENCE

- Communities
- Non Profit Developers
- Traditional Developers
- Banks
- Realtors
- Environmental / Real Estate Attorneys
- Chambers of Commerce
- Environmental Consultants

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GETTING THE WORD OUT

- People-based:
  - Presentations / Workshops
  - Partner meetings
  - Phone Calls

- Print-Based
  - Brochures
  - Fact Sheets
  - Web content
  - Program Guidelines
  - Eligibility Screening Questionnaire
  - Media Coverage / advertisements
  - Newsletters

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GETTING THE WORD OUT

- Marketing Materials
  - Consistent
  - Accurate
  - Clear

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SALES PITCH

- Create the positive message that answers the question:
  Why Is Your Town THE Place To Be?
Incentive Examples

- Technical Assistance – Environmental Process
- Local Approval Assistance
- Financial Assistance
- Acquisition Assistance
- Community Outreach Assistance
Conclusion

THANK YOU

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