

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

**ATTRACTING DEVELOPERS AND  
MARKETING YOUR SITE**

*Michele Christina*

# IDENTIFY YOUR AUDIENCE

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

# 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

# GETTING THE WORD OUT

## □ Marketing Materials

- Consistent
- Accurate
- Clear

# 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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