



THE FORT AT SANDY HOOK

A Mixed Use Development by Sandy Hook Partners, LLC
Business Model Summary

The **Fort at Sandy Hook, a National Historic Landmark**, is strategically located in the heart of America's Northeast Business Corridor, less than 25 minutes by water ferry from Wall Street, New York City's East 34th Street Pier, and New Jersey's Newark Liberty International Airport. By leveraging this strategic location in the metropolitan New York/New Jersey region, the business capital of the world, The Fort at Sandy Hook will harness the competitiveness of the global economy.

If New Jersey were viewed as a sovereign country, the state would rank 16th in the world economy with strong links to high-tech, pharmaceutical, and scientific business sectors. The **National Science Foundation** ranks New York and New Jersey as one of the top five leaders in total R&D performance including universities and federally-funded research and development centers. The Foundation ranks New Jersey as one of 6 states that are the primary generators for 50% of the nation's total research and development. Further, the **Institute of Marine and Coastal Science**, at Rutgers University, reports that 1 in every 6 jobs in the United States is marine-related. The Fort at Sandy Hook campus will attract these R&D and marine-related activities to form a significant, strategic advantage for The Fort's mixed-use development business plan. Sandy Hook's strong foundation of existing nationally recognized science, research, and education institutions (NOAA, Marine Science Consortium, National Park Service, Rutgers University, Brookdale Community College, Littoral Society and U.S. Coast Guard) will also add significant value to the project by attracting complimentary users for full time and part-time occupancy, and as a learning/training center.

The Fort at Sandy Hook will capitalize on these existing, burgeoning markets to offer a research, education and training campus that will attract industries seeking **to transfer this research and technology into real-world, business applications**. A natural byproduct of this will be a robust meeting and learning exchange demanding top-notch conference and lodging facilities, and support services.

The Sandy Hook business model will leverage its tenants programs into a high-energy incubator campus specializing in marine and environmental research, corporate education and training, cultural arts and heritage, health fitness and wellness, state-of-art conference facilities and meeting technology, and hospitality. Through the sharing of intellectual capital and economic resources, the campus will encourage interaction among different disciplines to enable and quickly bring-to-market innovative ideas, business strategies, and real-world business solutions.

The **American Society of Training and Development (ASTD)** states in their Annual Report that "Publicly traded companies that invest the most in employee training opportunities realize higher shareholder returns than companies that put fewer dollars into professional development". ASTD estimated the meetings market exceeds \$82 billion annually with 77% of the training time via classroom environments. State-of-the-art meeting space, technology, facilitation, and accommodations provide a complete package of managed services and insure the success of every seminar, meeting and event.

The **Fort at Sandy Hook** will become a campus that channels the synergy for these various business drivers into **dynamic, business "engines."**