

RFEI Marketing Plan Brainstorming Results

Web and Social Media Group

- NPS handles facebook, youtube, twitter
- Video interviews with members of Sandy Hook Child Care Center, Marine Academy of Science and Technology, National Oceanic and Atmospheric Administration, summer concert patrons, Sea Grant
- Link to RFEI and Tear Sheet
- Contact Button
- Update with what is happening at FOHA real time
- FAQs
- Pin RFEI to top of Website
- Link Agreements with other organizations
- QR code to website
- Contact: Local Builders, Other local parks, local tourism boards, economic development boards, SeaStreak, Monmouth County Government, Monmouth University, Brookdale Community College, Rutgers University, NYC parks, triathlon group, bike rental, local musicians.

Advertising and Events Group

- Open house events
- Press conference
- Existing event opportunities: Jersey Strong, NJS COC, NJ BAI, NJ Tourism, County ED, Local US COC, Concerts, NJBA, NJRA, Edu, Hospitality/Hotel industry, PDFs sent to all,
- ID target local and int'l investors

Partnership Outreach, Mailing, and Networking Group

- Attach and Date RFEI
- All group members fill out contact survey
- Critical Contacts: Friends Groups of NPNH and Sandy Hook Foundation, All Monmouth County Mayors, League of Municipalities, Van Allen Institute, State Politicians: Christie, Pallone, Several Open Due Diligence Meetings
- Contact survey for FOHA21 Committee Members
- Fed Biz Ops (www.fbo.gov)