

FORT HANCOCK RFEI RESPONSE TEMPLATE

		<p>Your Vision/Concept: We, as private citizens would love to see a bike rental shop, shuttles, water tours, walking tours, snorkeling/surfing/skim boarding shop with underwater tours available, great lunch/dinner restaurants utilizing the fresh daily catches from our local fisherman. We would like to see enough activity on Sandy Hook that even holidays could be embraced, advertised and celebrated for year-round enjoyment of the Fort.</p>	
		<p>Building Use Proposal: Our multi-use proposal will try to combine the best of all worlds. In-season rentals will include weekly and monthly rentals for individual families, family reunions, weddings, etc. The building will be utilized as both a private home and as a bed and breakfast. Off-season rentals will include bed-and-breakfast styled accommodations to support the many varied events at Sandy Hook, whether that be beach sweeps, the Sandy Hook half-marathon, concerts or bird-watchers. We are considering a meditative retreat house off-season, offering yoga and tai chi classes and the possibility of a small retail sales space. We would appreciate the flexibility and fluidity to redirect our business based on the needs and demand of the public as the Fort continues to evolve. We would like to be able to evolve with it. We can see the potential for bike rentals or even a pedi-cab service from the ferry/chapel to locations around the park.</p>	
	<ul style="list-style-type: none"> ■ 	<p>Financial, Business and Management Concept: According to research from <i>The Wedding Report</i>, there will be an estimated 44,744 weddings in the Garden State in 2013, with an average cost of \$36,114. Also, <i>New Jersey Center for Health Statistics</i> confirms that in 2012, there were 44,058 marriages and 582 civil unions that took place in New Jersey. 3,500 of those were in Monmouth County, 4th highest in the State. All studies show that the numbers of weddings will continue to rise for the foreseeable future. In 2012, NJ tourism hit a record of \$34 billion dollars, which was 7% of the states economy. Hotel room demand grew 5.8% (source: Smith Travel Research). Other key factors are: (NJ Tourism report research and information from NJTourism.org)</p> <ul style="list-style-type: none"> ● Visitor spending surpassed the pre-recession peak in 2012. ● Visitor spending in New Jersey rose 2.7% in 2012. ● Visitor spending grew the most on transportation and non-gaming lodging sectors. ● There were several factors driving growth: <ul style="list-style-type: none"> ■ Visitation grew 4.8% in 2012. ■ Room demand and average daily rate both registered healthy increases in 2012. ■ Price increases drove spending in transport sectors. 	

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1	COMPATIBILITY	The compatibility of the applicant's proposal with the site's National Register and Landmark designations. For proposals that involve multiple buildings or mixed use concepts, respondents should describe the framework that unites differing elements of the proposed uses. The NPS seeks to adaptively reuse the historic buildings in an economic, visual, and programmatically compatible and cohesive manner.	
		Response: Based on trending and the current NJ tourism spending numbers, we see the demand outweighing the availability for accommodation on Fort Hancock. Our business will assist meeting those demands.	
2	IMPACT	The adequacy of measures that will be taken will ensure the proposed activity will not result in unacceptable adverse environmental impact to the ecological or cultural resources of the Sandy Hook peninsula.	
		Response: We expect no adverse environmental impact to the resources on Sandy Hook. Through our recycling and energy conservation efforts at our location, and additional sustainable concepts listed in the Environmental section below, that we will have measures in place to only add to the value of FH and SH.	
3	FINANCIAL	The financial capability of the applicant to carry out the terms of the proposal and any corresponding lease, including the ability to finance building preservation and intended uses. Note, selected applicants will be expected to provide more detailed information about 1) financial resources, 2) investment/development track record, 3) demonstrated experience and ability in raising money from investors, and 4) experience in public private partnerships. (Include a list of financial resources, and investment/development track record.)	
		Financial, Business and Management Concept: The finance structure would be multi-faceted. During our research we have found many new and unique opportunities to aid in the financing of the rehabilitation of our project. We will be utilizing personal funds, federal grants, personal family loans, fundraising efforts, donations and institutional loans to support the project.	
4	EXPERIENCE	The demonstrated experience of the applicant and evidence of the applicant's managerial capability to carry out the terms of the proposed lease.	
		Response: Denise Hannigan – During my 12+ years in the DIY industry, I was a part of growing and cultivating the North East Division of The Home Depot from 1 store in East Hanover NJ to a Division of over 250+ stores. Within that timeframe I created new and innovative positions within the corporate structure to fit the needs of our ever-growing organization. After my HD tenure, time began my own successful network-marketing company with Arbonne International – earning the title of Regional Vice President in less than 3 years. I continue to fill the needs of several organizations I belong to. I have served a Committee Chairperson for our schools PFA and as Event Coordinator for our Ancient Order of Hibernians, Monmouth County chapter. Michael Hannigan – Michael has the unique blend of backgrounds. With nearly 20 years experience in both the DIY industry (working for The Home Depot as their Assistant Director of Advertising, and American Standard as their Senior Brand Manager) and in the wedding Industry (Michael has played the bagpipes since 1996) his unique perspectives about both industries proves invaluable in all aspects of this project.	

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		Robert Hannigan – our project consultant - 20+ years experience in the hospitality industry which include Snowmass, Co, The W Hotel in NYC, NY and is currently the General Manager of the Hotel Solomar in San Diego, CA with Kimpton Hotels. He is a seasoned hospitality professional with extensive experience in the travel industry ranging from urban primary markets to world class resorts. His specialties: Solid experience in union environments, brand reflagging and property openings.	
5	ENVIRONMENTAL	The ability and commitment of the applicant to conduct its activities in the park in an environmentally enhancing manner through, among other programs and actions, energy conservation, waste reduction, and recycling.	
		Response: We will make every effort to conserve energy and recycle materials. Employing energy-efficient light bulbs, biodegradable laundry products, and non-aerosol cleaning materials, our property will strive to reduce its carbon footprint and reduce waste sent to landfills. We also would like to run our own sustainable garden; we suggest a community wide composting program to generate fertilizer for the gardens.	
6	BENEFIT	The benefit to the NPS of the financial and other terms and conditions of the proposal, including, without limitation, the preservation of historic structures, and other favorable lease terms and conditions. (Lease terms and conditions that you feel are necessary to the viability of your proposal should be identified in the materials you submit.)	
		Response: You asked for a wish list. Here they are... 60-year lease No rent accessed to the property – we will be a small family owned and operated business Golf Cart Private Dock/boat slip Backyard Deck Shed – amenities for house – bikes, beach chairs, Second floor deck – also, ability to switch out windows for doors Chapel to continue to be an open venue for weddings and special events Apartment in basement Transfer lease Sublet lease Multi-use properties Ability to use more than 4' of grounds around building for private parties/weddings/ fundraisers Garden – for self-sustaining meals – tomatoes, peppers, celery, potatoes, etc Ability to separate downstairs sublet lease from upstairs living space or 3 rd floor from bottom levels to separate private living area from weekly leased or private functions. Covered parking/multi-level parking/additional parking Outside hose/water access – watering plants, cleaning off sand from chairs, umbrellas Individual locks on each door Bathroom for each room Shuttles from Ft Hancock to beaches and concerts Approval to use the names of Fort Hancock, Sandy Hook, Sandy Hook Lighthouse, et al in advertising and marketing materials Alarm system Washer/dryer on first floor (retrofitting the hallway closet for a small condo-style stackable unit) Elimination of trees or landscaping that affects the complete view of the bay. I noticed that many of the trees at the street side are diseased and I would assume need to be removed. Ability for exterior sign for business name Ability to hang flag on property	

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7	BUILDING USE	The compatibility of the proposal with the historic qualities of the building(s) to be utilized. (Identify each building that is proposed for repairs and/or improvements.)	
		Response: We are interested in and considering a Lieutenants building, Captains building and/or Building 27.	
8	QUALITY	Preference will be given on the basis of the quality of rehabilitation and reuse of existing structures, maintenance of the cultural landscape, and the degree to which visitor use, enjoyment, and education are enhanced.	
		Response: We will provide opportunities for recreation and education at our location	

Respectfully submitted by Michael and Denise Hannigan

CONFIDENTIAL:

