

*Fort Hancock RFEI Response Executive Summary*  
*December 16, 2013*

## Outside New York™ Recreation Center

The Outside New York Recreation Center will create a hub for water-based and park related recreation and wellness activities that serves park visitors of all ages and abilities. Kayaking, Sailing, Cycling, Running and Bird watching are just some of the activities we aim to offer, through a mix of self-guided, rental, as well as group and individual training and team building events.



Just as “Outside Las Vegas” was developed well over a decade ago to make Americans aware that the greatest wonders and attractions in that Glitzy Oasis are actually located far beyond the Las Vegas city line, “Outside New York” was similarly conceived of as a way to package and promote the amazing places that exist far beyond the velvet ropes, ornate stages, and white tablecloths of Manhattan. We would love the opportunity to make Sandy Hook our programmatic home.

### Building Use Proposal:

Buildings closest to the ferry landing are most desirable. Numbers 80, 36 and 33 seem well-suited to this volume of activities. Buildings 3,4,5,6 could also be useable, but they wouldn’t have the visibility from the ferry landing which will be helpful to attract business. The first floor of the building would be used for the recreation equipment fitting, storage, and limited retail. The upper floor(s) or adjacent buildings would serve as Bed and Breakfast style accommodations for those who want to stay overnight.

### Financial, Business and Management Concept:

- Live+Work – the recreation center will be managed as a Live/Work space. Key staff will reside in this (or adjacent spaces) seasonally, in order to provide 24/7 eyes and ears for the facility as well as to address all visitor’s needs.
- Capable Partnership – the programs will be overseen by three professionals who are all experts in their respective fields.

The water-based recreation program of kayaking and standup paddleboards would be overseen by Noelle Thurlow, a former NYC Outward Bound Instructor who is also Certified by the American Canoe Association as a guide and instructor.

The cycling rental and retail program would be developed and overseen by Kerri Martin, founder and Executive Director of Second Life Bikes, widely celebrated facility in Asbury Park that specializes in bicycle recycling and job-training for young people.

Additional land- and water-related program will be developed by Carter Craft, a public programming innovator with more than 15 years of experience leading tours, trips and organizing events throughout the New York-New Jersey metropolitan area, including many such events in NPS sites around the Harbor including Governors Island, Canarsie Pier, and the Statue of Liberty.

- Personal Management – management of the entire operation will be the responsibility of Carter Craft, and promises to bring out all techniques and ideals unearthed and refined over the last 15 years doing work on land and in the water throughout the region. Virtually all of these efforts – from water transportation planning to building renovation – have involved a wide variety of public and private sector partners.

Contact information:

Carter Craft, Managing Member  
Outside New York, LLC  
608 Garden Street, Hoboken NJ, 07030  
tel. 917-709-3371  
[carter@outsidewyork.net](mailto:carter@outsidewyork.net)  
<http://outsidewyork.wordpress.com>