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Issue 60 - July/August 2017

FMERA Approves Agreement for Sale of Suneagles Golf Course

Advancing its plans for redevelopment of a 171-acre parcel in the Eatontown section of the Fort, the Fort Monmouth Economic Revitalization Authority (FMERA) Board this month approved entry into a Purchase and Sale and Redevelopment Agreement (PSARA) with Martelli Development Group, LLC for Suneagles Golf Course. The parcel includes historic Gibbs Hall, Joe's Sports Bar/19th Hole, and the 21 vacant buildings that make up the Megill Housing Area. The property also contains an in-ground swimming pool, tennis courts, maintenance facility and pro-shop.



Martelli Development Group has offered to purchase Suneagles for \$5 million, which is consistent with the property's appraised value. The developer proposes to renovate Gibbs Hall as a first-class banquet facility, make upgrades to the golf course and restrict it to a golf course use for 40 years, and build 75 new housing units, including 60 luxury condominium townhomes and 15 affordable rental apartments.

"The Board's approval to enter into a PSARA with Martelli Development Group is a meaningful step in the redevelopment of this sizable property and the future improvement of the golf course," FMERA Board Chairman James V. Gorman said.

“It’s an exciting time for FMERA and Eatontown as we anticipate the appeal of this property to attract both golfers and home buyers.”

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FMERA Enlists Niche Marketing Team to Promote Fort’s Unique Features

Following a Request for Proposal (RFP) released in May 2017, a team of economic development consulting and marketing professionals with Base Realignment and Closure (BRAC) expertise was awarded a contract for real estate marketing and lead generation services by the Fort Monmouth Economic Revitalization Authority (FMERA) Board at its August meeting. FMERA will enter into a contract with The Riddle Team, a venture between The Riddle Company, LLC of Washington, D.C. as prime contractor, and EMI Strategy of Newark, New Jersey and Return on Investment, Inc. of Annandale, Virginia, as subcontractors.

The Riddle Team scored high on its proposal due to its qualifications and experience; knowledge of best practices in marketing for economic development organizations and BRAC-related local redevelopment authorities; and its understanding of and plan to fulfill the RFP’s scope of services. Notably, The Riddle Team possesses substantial experience in lead generation and prospect sourcing for real estate development projects.

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FMERA Board Honors Director of Facilities Planning Rick Harrison for Years of Service

Fort Monmouth Economic Revitalization Authority (FMERA) Director of Facilities Planning, Rick Harrison, was honored by the FMERA Board for his years of service upon the announcement of his retirement at its August 2nd meeting. Rick has announced his retirement, effective September 1, after over a decade of service, first with the Fort Monmouth Economic Revitalization Planning Authority (FMERPA) and now with FMERA. Rick has been instrumental in developing outstanding working relationships with the Boroughs of Tinton Falls, Eatontown and Oceanport, and the County of Monmouth, as well as with the local utility companies and others. In addition, Rick is the Fort’s history expert, with his knowledge about past missions

here, and many of the heroes who have graced the grounds and buildings of Fort Monmouth.



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Public Souvenir & Memorabilia Auction Scheduled for September 23 at Fort Monmouth

Members of the public will have an opportunity to take home a piece of Fort Monmouth history at the first scheduled souvenir and memorabilia auction. [The Auctioneer's Group](#) will be auctioning off items collected from throughout the Fort, including items such as U.S. Army plaques, commemorative Fort photos, street signs, residential tables and chairs, and much more! The auction will be held on Saturday, September 23rd, at 10:00 a.m., at Building 975 on Razor Avenue in Oceanport. Visitors are asked to access the site through the Oceanport Avenue Main Gate entrance, and signs will direct visitors

Historic Photo of the Month



Gibbs Hall served as the Fort Monmouth Officers' Club. The building began as a private country club, built by Max Phillips in the 1920s. The country club consisted of a clubhouse, an 18-hole golf course, a polo field and an airfield. The U.S. Army acquired the site in 1941. Gibbs Hall memorializes Major General George S. Gibbs, chief signal officer from 1928 to 1931.

to the auction's location. For more
information, visit
www.theauctioneersgroup.com.

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