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Brownfields Bulletin



The Challenge of Marketing a Brownfields Site

The hardest part of site redevelopment may not be assessing and/or cleaning up a brownfield site. The hardest part may actually be marketing the site in order to catch the interest of a developer. Unless you are redeveloping downtown Chicago or the heart of Manhattan, chances are you don't have developers knocking down your doors to locate on your brownfields site. Getting the word out about your site can be difficult, but here are some ways to get the momentum started.

First, check with your local, regional, or state economic development department. They may have an online database that allows you to market your site by posting information about the site and uploading photos of the site, buildings and even the surrounding community. Just letting these organizations know that you have available property will help to spread the word about your prime redevelopment site. It is also beneficial to attend local and regional brownfields and other economic development conferences. These conferences tend to be attended by a wide array of professionals who are full of great ideas.

One online database that may be used by your local economic development organization is LocationOne Information System. LocationOne is one of the fastest growing marketing networks for economic development organizations. More than 6,500 communities throughout 19 states have used this service to provide detailed marketing data about their state, region, community, and available properties online. One of the advantages to this system is it allows smaller communities to market their sites on a level playing field with those communities of larger sizes.

The National EPA Brownfields Conference is another way to spread the word about your brownfield site. The Brownfields Transaction Forum brings together owners, economic development officials, developers, investors and brokers for focused networking and to learn about opportunities for redevelopment deals throughout the United States. This forum is an opportunity for economic development officials, local governments, and developers to gain access to investors and developers who are specifically looking for contaminated sites. You will also have access to a panel of experts from the real estate, legal, financing and environmental fields who will provide you with one-on-one guidance for how to best attract redevelopers to your brownfields sites. Register your site for the next Brownfields Transaction Forum to be held at the EPA National Conference in Philadelphia on April 3-5, 2011 or visit www.brownfields2011.org for more details.

If you are REALLY industrious, you can set up a land bank in your community. A land bank is generally a public authority created to efficiently acquire, hold, manage and develop properties, including brownfields. Land banking can be financed through tax foreclosure fees, land sales revenue, HOME and CDBG funding, or EPA grant and loan funds. This is a great way to stabilize neighborhoods and assemble large parcels of land for future redevelopment opportunities.

Getting the word out about your brownfield site can be difficult and, at times very trying. These ideas are by no means a complete list of opportunities, but rather just the beginning. However, like all stages of brownfields redevelopment, perseverance is the winning tactic. Use as many outlets as possible to spread the word about your site. In the end the hard work will pay dividends.

If you would like more information on brownfield redevelopment funding opportunities, or grant writing please contact Cynthia Quast, P.E., Brownfields Redevelopment Department Manager at quastcindy@stanleygroup.com or 319.626.5316.

Community Assistance

Stanley Consultants is proud to have assisted the following communities with their successful applications:

EPA Brownfields Grants

Kaysinger Basin RPC,
MO-- **\$1,000,000**

Lyon County, NV--
\$400,000

Luna County, NM--
\$200,000

Iowa Brownfields Grant

City of Belle Plain, IA--
\$250,000

**Stanley Consultants-
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