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MAYOR**



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## **TOWNSHIP OF OLD BRIDGE**

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### **OLD BRIDGE EXECUTIVE DISCUSSES REAL ESTATE TRENDS AT NYU**

**Old Bridge Township, NJ** – Steve Mamakas, Executive Officer of the Mayor’s Office of Economic Development (OED) for the Township of Old Bridge, recently returned as a guest lecturer at New York University, speaking to students at the Schack School of Real Estate Studies.

Mamakas discussed how current trends create demand for specific products, and reviewed methods of qualifying appropriate locations and sites for those products. He also examined how to recognize demand generators, how to understand zoning ramifications and methods, and how to navigate and work cooperatively with the public sector. Mamakas also shared an actual case study analyzing methods he used to bring businesses and the community together, demonstrating how the private and public sectors can successful partner for the benefit of all. He referenced the Old Bridge initiatives, “Think Old Bridge” property tax reward and “Uber Safe Ride” programs undertaken by the OED that were recognized by the NJBIZ-NJ League of Municipalities Public Private Partnership Awards.

The class of international students contained architects, engineers, brokers and bankers, many of whom work for leading real estate and financial institutions including Blackstone, the Rockefeller Group, JPMorgan and Cushman and Wakefield.

*Originally incorporated in 1869 as Madison Township, Old Bridge Township was officially renamed in 1975 by referendum. It is the third largest municipality in Middlesex County covering 38 square miles with a population of approximately 70,000 and is the state’s 18<sup>th</sup> largest municipality. The township is divided into six geographical voting wards and is governed by a Township Council of nine elected members and a Mayor. For additional information, please contact the Office of Economic Development at (732) 721-5600 ext.7920 or go to: [www.oldbridge.com](http://www.oldbridge.com).*

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