

STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



Richard Stockton College of New Jersey Moves Toward Purchase of Historic Seaview Resort

**Expanded Academic Programs, Reduced Student Housing Cost
Among Many Benefits of Proposed Transaction**

For Immediate Release

Monday, August 02, 2010

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Galloway Township, NJ- The Richard Stockton College of New Jersey has signed a purchase and sale agreement for the acquisition of the historic Seaview Resort. The College is presently continuing the due diligence phase with the current owner, LaSalle Hotels, LLC. As a result the price of the property will not be disclosed by either party at this time.

"Stockton has long partnered with Seaview in a variety of ways, ever since the College began teaching in the Township nearly 40 years ago," President Herman J. Saatkamp, Jr., said.

"This acquisition allows Stockton to advance our educational mission, enhance the College experience and preserve a treasured icon of local history," Dr. Saatkamp said. "The planned expansion of our Hospitality and Tourism Management Studies (HTMS) degree program will provide the region with a trained workforce that fits with Gov. Christie's plan for Atlantic City to become a destination resort."

Dr. Saatkamp explained that Stockton's Strategic Plan calls for increased academic programs and space, as well as the expansion of its Hospitality and Tourism Management Studies (HTMS) degree program. Additionally, the College hoped to eventually construct or purchase a hotel-conference center facility as part of the academic program. The proposed purchase enables Stockton to accomplish both elements of the plan well ahead of schedule and at a greatly reduced cost of building on-campus facilities. Additionally, the Seaview property gives the College much needed space for programs, offices and student housing.

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According to Matt Altier, Stockton's vice president of Administration and Finance, the funding for the purchase would come from the College's Capital Investment Fund. "The fund exists for this very purpose, as the State does not provide for capital projects. Through efficiencies and good investments we are in position to close on this purchase without effect on tuition or on our operating budget.

The College plans to continue to operate both the hotel and the two world-class golf courses using professional management companies. Dolce will continue to operate Seaview at the same level of excellence guests have known for nearly a century. The golf operation will continue to be run by Troon Golf, one of the most respected golf course management firms in the world.

Dr. Saatkamp said that while the College is pleased Seaview will continue to exist as a resort; the most important features in the purchase were Seaview's benefits to students and learning. "Stockton's Hospitality and Tourism Management Studies program will be expanded," he said, "and our students will be part of a 'learning lab' of hotel, conference center and resort management. Their experience will be enhanced working under the top professionals in the field and in one of the world's most luxurious and unique properties."

He added that Seaview would become a "living learning lab" for the HTMS students and provide careers for highly trained workers in the hospitality industry locally and worldwide. "As Atlantic City evolves to a destination resort, the training we provide will play a significant role," Dr. Saatkamp said. "This helps area businesses and opens career possibilities for our graduates worldwide."

Additionally, Stockton now has the ability to alleviate a space deficit, which has existed at the College for many years. As a result, Stockton may be able to admit more students, attract a wider variety of the best and brightest students and provide needed space and facilities for College centers and academic programs.

Dr. Saatkamp said that Stockton is currently one of the few state colleges that cannot guarantee four years of housing to incoming freshmen. This condition has hurt the College in competing with its peer institutions for the best students. Seaview enables this situation to be alleviated at a fraction of the cost of building new residence halls on campus. Conversions of guest rooms to student housing will take place in a phased basis as needed, without disruption or interruption to the existing hotel operation. The College's long-range plan for the facility is to continue to operate a resort hotel and conference center in concert with student housing. The student and hotel guest populations will be segregated to ensure a seamless transition.

Visiting alumni, parents and campus visitors will now have access to outstanding accommodations two miles and just a short shuttle bus ride to the main campus.

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There are definite benefits to Galloway Twp. and the region. Because the hotel and golf facilities will operate initially as sub-businesses, they will continue to operate on a level playing field with other businesses with regard to current state, county and local tax rates. Stockton helped fuel Galloway's housing boom and provided incentive for many businesses to open in the region. With this proposed purchase, Stockton will continue to grow and bring more students, staff and faculty to the area, benefitting the Township.

The purchase of Seaview is consistent with the State's plan to become directly involved in the casino and tourism districts in Atlantic City and with the city's goal to become a full resort destination not defined strictly by gaming properties. In line with that plan, Seaview will continue to operate as an offshore golf and destination resort for visitors to Atlantic City. Graduates of the expanded HTMS program at Stockton will be prepared to contribute to the gaming industry or to take their talents to resorts and/or hotels worldwide. What's more, this transaction helps Stockton become a model for the State's recent legislation enabling New Jersey colleges to engage in mutually beneficial public-private partnerships.

Seaview will continue to operate as it has with the management and staff of Dolce intact and with the Troon Golf management team in charge of golfing operations at the resort. Stockton will honor all existing contracts of the property. Because the hotel and golf courses will operate as sub-businesses, they will continue to operate on a level playing field with other area businesses.

"This purchase represents the essence of this legislation's intent," Dr. Saatkamp said. "It helps our curriculum development, allows us to admit more and varied students, serves as a model for other public-private partnerships around the state while it preserves jobs, and creates new revenue streams in this era of declining state funding support."

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