



AFFIRMATIVE MARKETING **FACT SHEET**



Purpose

To market housing opportunities to underrepresented groups in a project area. The City of Cleveland believes that individuals in the same housing market must have available to them a varied range of housing choices regardless of their race, color, religion, sex, national origin, family status or disability.

Applicable Criteria

New construction or rehabilitation projects of 5 or more housing units funded in whole or part with federal HOME dollars are subject to Affirmative Marketing requirements.

Required Procedures, Timeline, Required Documentation

Federal funds used in whole or part to assist a new construction or rehabilitation housing project, the developer and/or management company is required to comply with the following:

- Prior to Contractual Agreement:**
 - Complete and submit form, A1; “Unit Characteristics”
 - Complete and submit form, A2; “Disabled Accessibility Characteristics”
- Prior to Rent/Lease-Up or Sale:**
 - Submit copies of ALL forms of advertisements used to market units.
- 30 Days after Rent/Lease-Up or Sale:**
 - Submit Affirmative Marketing Report, Form B; “Racial/Ethnicity Characteristics”

For more information, contact John Amoroso at 664-4092.



AFFIRMATIVE MARKETING PLAN



I. CITY OF CLEVELAND REQUIREMENTS

The City of Cleveland, Department of Community Development provides information on the group(s), target population, least likely to apply for housing in the area the assisted housing is located, and the development of a marketing plan to attract those persons to the project. This information is obtained from the 2000 U.S. Census, as well as other data sources, and indicates racial/ethnicity characteristics.

II. OWNER/DEVELOPER REQUIREMENTS

1. Development of an outreach program acceptable by the City of Cleveland that attracts groups identified as least likely to apply for housing.
2. Submit, prior to construction, **Housing Availability Form (Form A1)**; unit characteristics.
3. Submit, prior to construction, **Housing Availability Form (Form A2)**; disabled accessibility characteristics.
4. Submit copies of **ALL** forms of advertisement notices.
5. Submit within 30 days after rental/lease-up/sale of all available units a completed **Affirmative Marketing Report (AMR FORM B)**.

ALL FORMS sent to:

jamoroso@city.cleveland.oh.us

John Amoroso, Assistant Administrator
City of Cleveland
Department of Community Development
601 Lakeside Avenue
Cleveland, Ohio 44114-1070
(216)664-4092/(216)420-7964Fax

III. ACCEPTABLE AFFIRMATIVE MARKETING PROCEDURES

Minimum requirements include but are not limited to:

1. Advertisement in a widely read publication and community outreach contacts until all commitments to rent/sell all units are completed.
2. Written notice of availability (# of units, costs, contact person, etc.) sent to fair housing organizations representing minority groups and civil rights organizations.

NOTE: Publication listings and community contacts provided by the Department of Community Development.

IV. **RECORDKEEPING**

Owners/Developers required to maintain the following records for a period of three (3) years and submit the same to the Department of Community Development:

1. Completed **Housing Availability Form(s)** (Form A1 & A2)
2. Completed **Affirmative Marketing Report** (Form B)
3. Copies of **ALL** advertisements and notices to community contacts.
4. Other outreach efforts.
5. Efforts taken to make housing accessible or adaptable.

(AffirmativeMarketingPlan.doc)