

To ensure equitable access to rental and homeownership opportunities in income-restricted affordable dwelling units, the Department of Housing Stability (“HOST”) requires the Owners of properties that include affordable units or their Designees to develop an Equitable Marketing Plan prior to issuance of a Certificate of Occupancy or a Temporary Certificate of Occupancy. The Equitable Marketing Plan outlines the marketing strategy and implementation details that will guide an Owner and/or Designee’s efforts to assure the affordable units are available to all eligible residents, in line with HOST Equitable Fair Marketing Policies and Procedures.

The developer/seller of affordable units must provide the Equitable Marketing Plan to HOST staff as part of the Compliance Training process. By signing this Equitable Marketing Plan, the Owner and/or Designee commits to comply with the marketing process described in this Plan.

I. CONTACT INFORMATION FOR OWNER / DESIGNEE	
Name:	Phone Number:
Email:	
Applicant Business Address:	Applicant Business Name (if applicable):

II. PROJECT INFORMATION	
Project Name:	Anticipated Occupancy Date:
Project Address:	Council District of Project:
Property Management Company:	Property Management Contact:
Project Developer:	Developer Contact:

Project Residential Dwelling Unit Development Summary	
_____ Total Number of Income-Restricted Affordable Dwelling Units in Project	
_____ Total Income-Restricted Rental Units _____ Studio _____ 1-bedroom _____ 2-bedroom _____ 3-bedroom _____ 4-bedroom _____ Other (specify: _____)	_____ Total Income-Restricted Ownership Units _____ Studio _____ 1-bedroom _____ 2-bedroom _____ 3-bedroom _____ 4-bedroom _____ Other (specify: _____)
_____ Total Number of Accessible Units for People with Disabilities	

III. MARKETING PLAN

Summary of Marketing Plan:

Note: All projects that include income-restricted affordable dwelling units will be required to market those units on coloradohousingsearch.com, as well as on HOST's specialized website for prioritized applicants.

List advertising sources and methods that will be used, in addition to the websites specified above. Please include detail about the languages in which the units will be advertised:

Without concentrated outreach, which demographic(s) are least likely to apply to occupy your units?

What targeted marketing activities will you use to reach the above demographic(s)?

How do you plan to periodically evaluate your marketing activities for targeted demographics?

Describe staff training for the implementation of this Equitable Marketing Plan (activities and timeline):

Additional Considerations and Notes:

IV. ELECTRONIC SIGNATURE

Owner / Designee consents to the use of electronic signatures by the City. The Equitable Marketing Plan may be signed electronically by the City in the manner specified by the City. Owner / Designee agrees not to deny the legal effect or enforceability of the Equitable Marketing Plan solely because it is in electronic form or because an electronic record was used in its formation. Owner / Designee agrees not to object to the admissibility of the Equitable Marketing Plan in the form of an electronic record, or a paper copy of an electronic document, or a paper copy of a document bearing an electronic signature, on the ground that it is an electronic record or electronic signature or that it is not in its original form or is not an original.

V. OWNER / DESIGNEE APPROVAL

I, the undersigned, being the Owner / Designee, or a duly authorized agent of the Owner / Designee, hereby certify that the information provided above, to my actual knowledge, is true and correct. I agree to market the income-restricted affordable dwelling units in compliance with the plans, requirements, terms and conditions set forth in this Equitable Marketing Plan. I acknowledge I will be unable to receive a Certificate of Occupancy or Temporary Certificate of Occupancy if the Equitable Marketing Plan is not approved.

Print Name

Signature

Date

VI. HOST APPROVAL

Department of Housing Stability

Signature

Date