AFFIRMATIVE MARKETING PLAN

1. Oyster Bay Gardens
   857 South Oyster Bay Road
   Bethpage, New York 11714
   MSA/MD Code: 35004
   State Code: 36
   County Code: 059
   Tract Code: 5200.01

2. 48 one-bedroom units for rent

3. None of the 48 one-bedroom units for rent are “market rate” units.
   36 units to be marketed and leased as “housing for older persons” (i.e. 100% occupancy by
   persons 62 years of age or older)
   18 units at 50% of AMI
   18 units at 60% of AMI

   Separately, 12 units to be marketed and leased to persons with intellectual and developmental
   disabilities. An experienced service provider shall refer prospective tenants for these 12 units.
   12 units at 50% of AMI

4. 36 units are to be leased as “housing for older persons” (i.e. 100% occupancy by persons 62
   years of age or older.)

5. The marketing for this property will include promotion of the property through such means as
   paid advertising in a variety of newspapers, direct mail to community contacts, and on
   JMD/Einsidler Management’s website and the Adults and Children with Learning and
   Developmental Disabilities, Inc. (“ACLD”) website. Property fact sheets will be sent to
   community contacts. There will be a sign on the property site during construction which will
   provide contact information regarding application and leasing. It will be installed when work
   begins at the site and maintained until work is completed.

6. All signs, brochures, fact sheets, and handouts will show both the fair housing and
   accessibility logos.

7. Written information with regard to the availability of affordable units will be provided to
   community-based organizations on the list attached as Schedule A and this list will be
   updated annually.

8. The marketing of the property will be done by ACLD and JMD/Einsidler Management Corp.

9. The initial application period will begin September 1, 2019 and continue through
   February 29, 2020. During this time period applications will be accepted for the initial rental
   of the units. At the conclusion of the initial application period, all applications submitted
   during the initial application period will be considered through the use of a lottery and not on
   a first-come first-served basis, unless the number of applications received is less than the
   total number of units available for rent.

10. A record of all marketing activities undertaken will be maintained.
Schedule A

NCIDA

Affordable Housing Availability Contact List

1. Long Island Housing Services  
   640 Johnson Ave #8, Bohemia, NY 11716

2. Community Development Corporation of Long Island  
   2100 Middle Country Road, Centereach, New York 11720

3. Community Housing Innovations – Nassau County  
   175 Fulton Avenue, #211B, Hempstead, NY 11550

4. Economic Opportunity Commission of Nassau County  
   281 Babylon Turnpike, Roosevelt, NY 11575

5. ERASE Racism  
   6800 Jericho Turnpike, Suite 109W, Syosset, NY 11791

6. Family and Children’s Association  
   100 East Old Country Road, Minvola, NY 11501

7. Family Service League of Long Island  
   790 Park Avenue, Huntington, NY 11743

8. HELP USA – HELP Suffolk  
   685 Brookhaven Avenue, North Bellport, NY 11735

9. Hispanic Brotherhood of Rockville Centre  
   59 Clinton Ave, Rockville Centre, NY 11570

10. Long Island Center for Independent Living  
    3601 Hempstead Turnpike Suite 208, Levittown, NY 11756

11. Long Island Housing Partnership  
    180 Osceola Avenue, Hauppauge, NY 11788

12. Long Island Progressive Coalition  
    90 Pennsylvania Avenue, Massapequa, NY 11758

13. Make The Road New York  
    92-10 Roosevelt Avenue, Jackson Heights, NY 11372
14. NAACP Freeport/Roosevelt  
P.O. Box 292, Roosevelt, NY 11575

15. NAACP Glen Cove  
P.O. Box 449, Glen Cove, NY 11542

16. NAACP Huntington  
P.O. Box 3044, Huntington Station, NY 11746

17. NAACP Hempstead  
P.O. Box 369, Hempstead, NY 11511

18. NAACP Lakeview  
P.O. Box 268, West Hempstead, NY 11552

19. NAACP Westbury  
P.O. Box 10602, Westbury, NY 11590

20. Nassau County Office of Housing & Community Development  
40 Main Street, 1st Floor – Suite C, Hempstead, NY 11550

21. New York Communities for Change  
91 N. Franklin, Room 209, Hempstead, NY 11550