

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, Suit 109W, Syosset, NY 11791
6. Family and Children’s Association
100 East Old Country Road, Mineola, 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 Oser 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