

**EXHIBIT D**

**Affirmative Marketing Plan**

# THE BREEZE AT LONG BEACH

## Marketing Plan

July 2021

### Introduction

The segments of the eligible population who are least likely to apply for the proposed affordable homes without special outreach efforts are very low- and low-income persons, especially minorities within those income groups. The Applicant will make every reasonable effort to identify these persons and to market the select units to them. This Marketing Plan will be used to ensure that marketing efforts are fair and reach a broad spectrum of the population.

1. Project Name/Location: The Breeze at Long Beach – 180 Boardwalk, Long Beach, New York 11561
2. Census Tract of Project: Tract 4166
3. Project Developer: The Engel Burman Group, LLC, or an affiliate thereof (“EB”)
4. Project Type: Redevelopment of existing site
5. Total # of units: 238  
All units will be located at the address specified above.
6. Total # of market rate units: 208
7. Total # of affordable units: 30  
All affordable units will be available for rent.
8. Target Income: 80% percent of the Area Median Income with respect to six (6) dwelling units, 100% of the Area Median Income with respect to another 12 dwelling units and 120% of the Area Median Income with respect to another 12 dwelling units (for a total of 30 dwelling units) of the Area Median Income. Area Median Income shall mean the income level determined by U.S. Department of Housing and Urban Development (HUD) from year to year for Nassau County and Suffolk County.
9. Total # of adaptable units: All units are constructed to be adaptable
10. Preferences: There are no preferences. The project is not "housing for older persons"
11. Project Manager: EB

12. Marketing Agent: EB will conduct the affirmative fair housing marketing for the affordable units, conduct the initial income eligibility for lease-up, and manage the waitlist for the affordable units. Applicant and affiliates thereof have performed function of Marketing Agent for several projects with the Nassau County IDA.

13. The following methods and distribution outlets will be used to advertise the rental units prior to occupancy:

Print and Commercial Media: Ads will be placed in various local publications in order to reach target population.

Social Media Outlets: The project will be publicized on EB's website.

Internet: Information regarding the project will be available on the EB's website (<https://engelburman.com>) including general information about the project (location, unit types, number of units, etc.), eligibility requirements, program guidelines, application forms and instructions.

Community Contacts: Written information regarding the availability of affordable units at the project will be distributed to a list of organizations provided by the Agency, which list may be updated annually. In addition, EB will notify interested governmental and community groups, in writing, of the program if not already included on the list provided by the Agency.

14. Marketing materials will clearly describe eligibility requirements and deadlines. Marketing materials will be available in Spanish and other languages as necessary. All applications and Program Guidelines are available in English, Spanish and other languages as necessary. All advertising and marketing materials will include the fair housing and accessibility logos or the phrase "Equal Housing Opportunity."

15. Tenant Selection: Initial applicants will be determined by random selection on a first-come first served basis. Applicants are required to meet all requirements for tenancy established by the owner, such as credit and background, and all Program requirements such as minimum and maximum incomes.

16. EB will maintain records of the activities it undertakes to implement its marketing plan.

Any modification hereto shall require approval by the Nassau County Industrial Development Agency.