

Appendix D

Affirmative Marketing Plan

155 ASSOCIATES LLC (the “Company”)

1. Street address, village, town, zip code, and census tract number for the Project.

155 First Street, Village of Mineola, NY

Town of N. Hempstead

Nassau County Tax Map #s: Section 9, Block 420, Lots 26, 27, 28, 29, 122, 124 and 125

Census Tract 3036

2. Number of affordable units to be marketed and whether they will be available for rent or purchase.

There will be three (3) affordable units marketed and available for rent to households with income that does not exceed 80% of the HUD area median income for Nassau/Suffolk Counties as established by HUD on an annual basis and adjusted for household size. The affordable units will be distributed randomly throughout the building.

3. The number, if any, and location of market rate units included in the Project.

There will be twenty-seven (27) market rate units included in the Project distributed throughout the building.

4. Whether the housing will be "housing for older persons" defined as at least 80% occupancy of units with at least one person 55 or older or 100% occupancy of persons age 62 or older.

No housing for older persons will be a part of this Project.

5. A description of how units will be advertised for sale or rental prior to first occupancy, including whether the Company will utilize its own website, commercial websites, print media outlets, social media outlets such as Facebook, a sign at the project site, mailings, leaflets/flyers, brochures, and other forms of advertising.

Advertising for the affordable units will be performed primarily by the Long Island Housing Partnership, Inc. (“LIHP”). Marketing for the market rate units will be performed by the Company. All marketing and advertising will be conducted in accordance with fair housing laws. The affordable units will be marketed as follows:

Print and Commercial Media:

Ads will be placed in print publications which may include the following: Newsday, Home Town

Shopper,
and ABLE

La Noticia and/or Bilingual News

Social Media Outlets:

The project will be publicized on LIHP’s website
social media such as Facebook, Instagram

and

Community Contacts:

Community groups servicing the Least Likely to Apply (LLA) populations will be emailed information by LIHP on the program and the application process for the affordable units.

6. A statement that the Company will use the fair housing logo or phrase "Equal Housing Opportunity" on all advertising described above.

Company and/or its third-party agent, LIHP, will use fair housing logo or phrase "Equal Housing Opportunity" on all advertising described above.

7. A statement that the Company will distribute written information regarding the availability of affordable units at the Project to a list of organizations provided to the Company by the Agency, which list may be updated annually.

The Company, through LIHP, shall distribute information on the availability of the affordable units, the program and the application process for the affordable units to an established list of community organizations provided by LIHP attached hereto as Schedule A.

8. Whether the Company will conduct the marketing and initial rent-up or sales itself or contract with a third-party.

Company will use a third-party, LIHP, to conduct the marketing to establish a randomly ranked waitlist for rent-up of the affordable units.

9. A statement that the initial selection process for affordable housing units will be made on a random basis through the use of a lottery and not on a first-come first-served basis.

Company, through its third-party agent, LIHP, will have an initial lottery application period, with a specific start and end date, that will be utilized for accepting applications for consideration for the initial rental of the units. The application period will last for at least thirty (30) days after the marketing described in this plan is commenced. Following the initial lottery application period, all the applications submitted during the initial application period will be randomly ranked through a lottery which may be conducted through use of an electronic random number generator. Applicants will be considered for eligibility based on the random ranking from the lottery and not on a first-come first-served basis, unless the number of applications received during the initial lottery application period is less than the total number of units available for rental. Once all applicants from the initial lottery application are exhausted, the Company will accept applications on a first-come first-served basis.

10. A statement that the Company will maintain records of the activities it undertakes to implement its marketing plan.

Company and its third-party agent, LIHP, will maintain records of the activities it undertakes to implement its marketing plan.

155 ASSOCIATES LLC

By: Michael Ambrosino, Managing Member

Date: July __, 2024