

**Gesher Center LLC**  
**Marketing Plan**  
October 2023

Introduction

The segments of the eligible population who are least likely to apply for the proposed affordable homes without special outreach efforts are 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 retaining a not-for-profit agency, such as the Community Development Corporation of Long Island, to undertake the function. 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: Gesher Center LLC – 733 Middle Neck Rd, Village of Great Neck, Town of North Hempstead, New York 11024
2. Census Tract of Project: 35001-360059-3005.00
3. Project Developer: Gesher Center LLC, or an affiliate thereof (“Gesher Center”)
4. Project Type: Redevelopment of existing site
5. Total # of units: 60  
All units will be located at the address specified above.
6. Total # of market rate units: 51
7. Total # of affordable units: 9  
All affordable units will be available for rent.
8. Target Income: 100% of the Area Median Income with respect to 9 dwelling units. 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: Gesher Center

12. Marketing Agent: A not-for-profit agency, such as the Long Island Housing Partnership, 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.
13. Marketing Timeline: Affirmative fair housing marketing will commence with a specific start and end date prior to estimated occupancy. The application period will remain open for at least 30 days.
14. 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 the not-for-profit's website.

Internet: Information regarding the project will be available on the not-for-profit's website, 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, Gesher Center will notify interested governmental and community groups, in writing, of the program if not already included on the list provided by the Agency.

15. 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."
16. Tenant Selection: Initial applicants will be determined by random selection through the use of a 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 affordable units available. 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. If units are still available after exhausting the list of applicants from the lottery, additional eligible applicants will be offered units on a first-come, first served basis Applications will be available on-line or by printing a copy

and mailing it to Long Island Housing Partnership or other similar not-for-profit designated.

17. The not-for-profit will maintain records of the activities it undertakes to implement its marketing plan.

The undersigned agrees to the terms of the above stated Affirmative Fair Housing Marketing Plan and acknowledges that any modification hereto shall require approval by the Nassau County Industrial Development Agency.

Very Truly Yours

A handwritten signature in black ink, appearing to read 'Yosef Shemtov', written over two parallel horizontal lines.

Yosef Shemtov - Managing Member