

Mixed-Income PILOT Affirmative Marketing Plan

Metro Nashville Planning Department
800 2nd Avenue South
Nashville, TN 37201

Affirmative Marketing Plans should be submitted to Hannah Davis at MetroHousing@Nashville.Gov along with the PILOT Application. Include "Mixed-Income PILOT" in the subject line.

APPLICANT INFORMATION

APPLICANT FULL NAME		PHONE NUMBER	DATE (mm/dd/yyyy)
DEVELOPMENT ADDRESS (Street Address)	(City)	(State)	(Zip Code)
COMPANY NAME		PROJECTED OPENING DATE (mm/dd/yyyy)	ADVERTISING START DATE (mm/dd/yyyy)
Who will be responsible for marketing units?	<input type="checkbox"/> Staff <input type="checkbox"/> Marketing Agent		
Have staff and/or marketing agent received fair housing training? If yes, describe date and type of most recent training. Attached additional documentation if necessary.			
Do you wish to receive Fair Housing training?			
Has your Company received any Fair Housing complaints (for any property) in the last 12 months? If yes, provide a statement regarding the nature of the complaint and the current status.			

FAIR HOUSING INFORMATION

Please check below how you will notify applicants and tenants of Fair Housing rights.

<input type="checkbox"/>	Prominently display Fair Housing poster in Rental Office or Other location on the property. (Describe Other location.)
<input type="checkbox"/>	Include Fair Housing information in marketing materials.
<input type="checkbox"/>	Make information available to persons with Limited English Proficiency.
<input type="checkbox"/>	Other. Please describe.

MARKETING EFFORTS

Affirmative Marketing requires that you target outreach and market housing opportunities to demographic groups least likely to apply for housing offered at this development. Please respond to the following questions in a separate PDF.

<input type="checkbox"/>	What is your target market area?
<input type="checkbox"/>	What groups have you identified as least likely to apply and how did you make this determination?
<input type="checkbox"/>	What is your proposed outreach and marketing strategy for each group you identified?

DISCLAIMER AND SIGNATURE

I certify that my answers are true and complete to the best of my knowledge. If this application leads to a PILOT agreement with Metro Nashville, I understand that additional requirements will be negotiated in the official contract.

SIGNATURE _____

DATE (mm/dd/yyyy) _____

