

Affirmative Fair Housing Marketing Plan (AFHMP)
(The following responses must be provided to MSHDA in a narrative format)

1. Identification of the target population within the market area.
 - A. What are the market boundaries of the development?
 - B. What percentage of the market population is minority?
 - C. Identify target populations (population least likely to apply for residence).

2. Identification of concrete and credible outreach efforts.
 - A. What target population and handicapped community groups or organizations will be contacted?
 - B. Addresses and telephone numbers of the outreach groups.
 - C. What method will be used to contact the outreach groups?

3. Methods.
 - A. Who shall be responsible for completing the outreach program?
 - B. What media will be used?
 - C. How will printed material be distributed?

4. Budget.
 - A. Provide a breakdown of the overall marketing budget and the part of the budget that will be used to implement the Plan.
 - B. How much money is budgeted for commercial media usage?

5. Previous experience.
 - A. Has your firm marketed a subsidized housing development (including MSHDA) previously?
 - B. What is the prior experience of your firm in writing and achieving affirmative marketing goals?
 - C. Provide the same information on handicapped marketing goals and achievement.

Additionally, the AFHMP must also contain an agreement to comply with the following requirements:

1. That a continuous outreach will be conducted to maintain a well-balanced waiting list that will assure the meeting of the affirmative marketing goal at all times.
2. That housing discrimination disclaimer clause shall be included in any preliminary and/or full application blank. (Pledge not to discriminate against applicants based on their race, sex, age, religion, national origin, familial status, or handicap.)
3. That the handicap logo (see bottom of first page of the Application) will be in all advertisements, if the development has barrier free or accessible units.
4. That the MSHDA approved equal opportunity housing slogan or logo (see bottom first page of Application) will be included in all advertising.
5. That a log of community contacts, daily traffic records, and any other record keeping materials be maintained for inspections and a copy of the AFHMP will be kept on site.
6. That all fair housing required signs be posted in designated locations.
7. That the management agent (provide name and firm) has agreed to start the Affirmative Fair Housing Marketing efforts with respect to the “target population” at least 120 days prior to anticipated initial occupancy.
8. That any prospective residential preferences will be identified and made known.