

Letter of Intent to Implement Affirmative Marketing

Date: _____

Mandatory Housing Affordability (MHA) performance projects must submit this form to the Office of Housing Reviewer prior to the issuance of the first building permit (that includes the structural frame for the building). Multifamily Tax Exemption (MFTE) properties are required to submit this form as part of their Initial Application to the MFTE program, which must be submitted to the Office of Housing at least 180 days prior to the issuance of temporary certificate of occupancy.

If you have any questions, please email OFH_MFTE@seattle.gov or call 206-386-1366.

OWNER'S INFORMATION:

Owner: _____

Address: _____

Phone: _____

E-mail: _____

Owner's representative, if applicable: _____

Address: _____

Phone: _____

E-mail: _____

Note: This letter of intent is intended to be signed by the building owner of record. The application may be rejected or additional documentation required if the signer(s) is other than the building owner of record.

PROPERTY INFORMATION:

County Assessor's parcel account number(s): _____

Street Address: _____

Legal Description (attached separate sheet if needed):

PROJECT INFORMATION:

Project Name: _____

Master Use Permit (MUP) Number: _____

Construction Permit Number (if available): _____

Estimated Construction Start Date: _____

Estimated Completion Date: _____

Affordable Housing Incentive Program (check all that apply):

- Multifamily Housing Property Tax Exemption (MFTE)
- Mandatory Housing Affordability (MHA)

GENERAL MARKETING PLAN:

Written description of the project’s plan to advertise rental units to the general public, including anticipated marketing methods (e.g. ad placements, listings on rental websites, direct mail, sidewalk or site signs, etc.) and estimated timeline for implementation.

Marketing Method (include location or media source, where appropriate)	Estimated Timeline for Implementation (in relation to opening)
<i>Example: Ad placements in Seattle Times (print)</i>	<i>Start 12 weeks prior to opening</i>

SPECIAL OUTREACH & ADVERTISING IN ADVANCE OF GENERAL MARKETING:

I/We hereby indicate by my/our initials below that, prior to initiating any advertising or marketing efforts that target the general public (as described in the General Marketing Plan above), I/we will:

1. Contact three community-based organizations from a list provided by the Office of Housing to inform, and solicit applications from, households who otherwise might be unlikely to apply for housing at the property. This outreach will occur two weeks before general marking for rental properties and 90 days before general marking for homeownership properties;
2. For rental properties, provide notice of the vacancies to the Seattle Housing Authority (SHA) by sending a completed “Special Outreach for Affirmative Marketing” form to LeasewithHCV@seattlehousing.org or calling 206-239-1572; and
3. Document this effort using the “Affirmative Marketing Report.”

Owner’s initials: _____

SUPPLEMENTAL SPECIAL OUTREACH:

I/We hereby indicate by my/our initials below that I/we will conduct supplemental outreach to three community-based organizations and the Seattle Housing Authority to inform and solicit applications from households who otherwise might be unlikely to apply for housing at the property if multiple rental unit vacancies persist in my building for more than 45 days. This special outreach will be documented using the “Affirmative Marketing Report” and shall include:

- Information on the number of affordable units at the property and the income and rent restrictions on those units;
- Leasing and tenant selection criteria; and
- How the property intends to advertise vacancies in affordable units.

Owner’s initials: _____

RECORD-KEEPING:

I/We hereby indicate by my/our initials below that I/we will document all Affirmative Marketing efforts and make them available to the Office of Housing upon request. My/our records shall include:

- Dates and documentation showing that three community-based organizations were contacted and provided notice of vacancies in advance of General Marketing;
- For rental properties, dates and documentation of communications with the Seattle Housing Authority (SHA), showing that SHA was contacted and provided notice of vacancies in advance of General Marketing; and
- For rental properties, dates and documentation of supplemental special outreach for any rental units with extended vacancies, showing that three community-based organizations and the Seattle Housing Authority were contacted and provided information about affordable units at the property, as detailed above.

Owner’s initials: _____

RESIDENT DEMOGRAPHIC DATA COLLECTION:

I/We hereby indicate by my/our initials below that I/we will offer each tenant the opportunity to disclose demographic information on the Resident Demographic Form for Affordable Housing Incentive Programs prior to the point of move-in and at unit turnover or sale. Those forms will be maintain on-site and available for review during program audits.

Owner’s initials: _____

DECLARATION OF INTENT TO IMPLEMENT:

As owner(s) of the property described in this letter, I/we declare my/our intent to implement the Affirmative Marketing requirements, as stated above.

Owner's Signature

Date

Print Name

Date

Owner's Signature

Date

Print Name

Date