
Letter of Intent to Implement an Affirmative Marketing Plan

Date: _____

The signed Letter of Intent must be submitted any time **prior to issuance of the first building permit** that includes the structural frame for the structure by the Seattle Department of Construction & Inspections (SDCI) for the project described in this letter. Permits may be picked up any time after the Owner submits a signed Letter of Intent to the Office of Housing.

If you have any questions, please contact Joy Hunt at 206-684-0262 or joy.hunt2@seattle.gov.

OWNER'S INFORMATION:

Owner: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Owner's
Representative: _____

(if applicable)

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Contact name and number: _____

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 (Attach separate sheet if needed):

PROJECT INFORMATION:

Project Name or Designation: _____

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)
- Incentive Zoning (IZ)
- 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. (Attach separate sheet if needed):

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, at least two weeks 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. Provide notice of the vacancies to the Seattle Housing Authority (SHA) by sending a completed “Special Outreach for Initial Lease-Up” form to LeasewithHCV@seattlehousing.org or calling 206-239-1572;
2. List the vacancies on www.housingsearchnw.org or its successor website identified by the City; and
3. Contact three community based organizations to inform, and solicit applications from, households who otherwise might be unlikely to apply for housing at the property.
 - a. Identify three local organizations either from the list attached to this document, or among other organizations that may be appropriate.
 - b. Contact the three identified organizations and supply them with information about vacancies and the leasing process, using the “Special Outreach for Initial Lease-Up” form.

Owner’s initials: _____

ANNUAL SPECIAL OUTREACH & ADVERTISING:

I/We hereby indicate by my/our initials below that I/we will conduct Annual Special Outreach & Advertising to three community based organizations to inform and solicit applications from households who otherwise might be unlikely to apply for housing at the property. At a minimum, this special outreach 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;
- How the property intends to advertise vacancies in affordable units, as they arise.

Owner's initials: _____

RECORD-KEEPING:

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

- Dates and documentation of communications with the Seattle Housing Authority (SHA), showing that SHA was contacted and provided notice of vacancies at least two weeks in advance of General Marketing;
- Dates and documentation of listings placed at www.housingsearchnw.org, showing that these were placed at least two weeks in advance of General Marketing;
- Dates and documentation of the Special Outreach & Advertising in Advance of General Marketing, showing that three community based organizations were contacted and provided notice of vacancies at least two weeks in advance of General Marketing.
- Dates and documentation of the Annual Special Outreach & Advertising, showing that three community based organizations were contacted at least once per year and provided information about affordable units at the property, as detailed above (see: Annual Special Outreach & Advertising).

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. I/We are aware that there shall be no penalty for tenants who do not wish to provide the requested information, however all adults (18 years or older) must sign and date the Resident Demographic Form as proof that the option to disclose was made available.

I/We shall collect Resident Demographic Forms and submit the information in form acceptable to the Office of Housing on an annual basis, in conjunction with the property's annual certification report.

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 Plan requirements, as stated above.

Owner's Signature

Date

Print Name

Date

Owner's Signature

Date

Print Name

Date