

# Affirmative Fair Housing Marketing Plan

## U.S. Department of Housing and Urban Development Office of Fair Housing and Equal Opportunity

1.a Applicant's Name, Address(including city, State & zip code) & Phone No:  <div style="text-align: center;">Bishop's Corner</div>		1.c Project/Application Number To Be Assigned  1f. For Multifamily Housing Only <input type="checkbox"/> Elderly <input checked="" type="checkbox"/> Non-Elderly		1.d. Number of Units 134  1g. Approximate Starting Dates: Advertising: Jan-02 Occupancy: Apr-02 1st buildings		1e. Price or Rental Range From: \$625 To: \$1,335	
1b. Project's Name, Location: (including city, State & zip code)  <div style="text-align: center;">The Waters at Elm Creek</div>		1h. County <div style="text-align: center;">Hayes</div>		1i. Census Tract: <div style="text-align: center;">107</div>			
2. Type of Affirmative Marketing Plan: (mark only one)  <input checked="" type="checkbox"/> Project Plan <input type="checkbox"/> Minority Area <input type="checkbox"/> White(non-minority) Area <input checked="" type="checkbox"/> Mixed Area(with 40% minority residents) <input type="checkbox"/> Annual Plan(for single-family scattered site units)Note: A separate Annual Plan must be developed for each typ of census tract in which the housing is to be built.		3. Direction of Marketing Activity:(indicate which group(s) in the housing market area are least likely to apply for the housing because of its location and other factors without special outreach efforts) <input type="checkbox"/> White(non-hispanic) <input type="checkbox"/> Black(non-hispanic) <input type="checkbox"/> Hispanic <input checked="" type="checkbox"/> American Indian or Alaskan Native <input type="checkbox"/> Asian or Pacific Islander					
4a. Marketing Program: Commercial Media: (Check the type of media to be used to advertise the availability of the housing) <input checked="" type="checkbox"/> Newspaper/Publications <input type="checkbox"/> Radio <input type="checkbox"/> TV <input type="checkbox"/> Billboards <input type="checkbox"/> Other(specify)							
Name of Newspaper, Radio or TV Station  <b>San Marcos Daily Record    512.392.2458</b> <b>Apartment Guide &amp; For Rent Magazine</b> <b>SWT Residential Life Office</b> <b>SMBOR Rental Housing MLS</b>		Racial/Ethnic identification of Readers/Audience  <b>All general population</b> <b>All general population</b> <b>All general population</b> <b>All general population</b>			Size/Duration of Advertising  <b>Continual</b> <b>Continual</b> <b>Continual</b> <b>Continual</b>		
4b. Marketing Program: Brochures, Signs, and HUD's Fair Housing Poster: (1) Will brochures, letters, or handouts be used to advertise? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No    If "Yes", attach a copy or submit when available (2) For project site sign, indicate sign size <b>4'</b> by <b>8'</b> ; Logotype size: <b>5"</b> by <b>8"</b> Attach a photograph or project sign or submit when available (3) HUD'S Fair Housing Poster must be conspicuously displayed wherever sales/rentals and showings take place. Fair Housing Posters will be displayed in the <input checked="" type="checkbox"/> Sales/Rental Office <input type="checkbox"/> Real Estate Office <input checked="" type="checkbox"/> Model Units <input checked="" type="checkbox"/> Other(specify) (management Agent's office)							
4c. Community Contacts. To further inform the group(s) least likely to apply about the availability of the housing, the applicant agrees to establish and maintain contact with the groups/organizations listed below that are located in the housing market area or SMA. If more space is needed, attach an additional sheet. Notify HUD-FHEO or any changes in this list. Attach a copy of correspondence to be mailed to these groups/organizations. (Provide all requested information)							
Name of Group/Organization		Racial/Ethnic Identification		Approximate Date		Person Contacted or to be Contacted	
<b>San Marcos Housing Authority</b> <b>There is no known Native American advocacy group in San Marcos but the San Marcos Housing Authority will be contacted regdring this group..</b>		<b>All Racial Groups</b>		<b>Ongoing</b>		<b>Albert Sierra, Executive Director</b>	
Address & Phone Number		Method of Contact		indicate the specific function the Group/Organization will undertake in implementing the marketing program:			
<b>1201 Thorpe Lane, San Marcos, TX 78666</b> <b>512.353.5058</b>		<b>personal contact with Albert Sierra</b> <b>Exeutive Director</b>		<b>Will provided referral service if needed as a general information repository. This HA has many contacts in the housing industry in San Marcos.</b>			
5. Future Marketing Activities (Rental Units Only) Mark the box(s) that best describe marketing activities to fill vacancies as they occur after the project has been initially occupied.  <input checked="" type="checkbox"/> Newspapers/Publications <input type="checkbox"/> Radio <input type="checkbox"/> TV <input checked="" type="checkbox"/> Brochures/Leaflets/Handouts <input checked="" type="checkbox"/> Site Signs <input type="checkbox"/> Community Contacts <input type="checkbox"/> Other(specify)				6. Experience and Staff Instructions: (See instructions)  6a. Staff has experience <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No 6b. On separate sheets, indicate training to be provided to staff on Federal, State and local fair housing laws and regulations, as well as this AFHM Plan. Attach a copy of the instructions to staff regarding fair housing.			
7. Additional Considerations: Attach additional sheets as needed. <b>a. All groups have ready access to this market. If needed special efforts will be made to attract Native Americans . The Asian community has ready access in this market.</b> <b>b. All staff members are required to take HUD required Fair Housing Law updates as part of their required continuing education.</b>							
8. Changes and Revisions: By signing this form, the applicant agrees, after appropriate consultation with HUD, to change any part of the plan covering a multifamily project to ensure continued compliance with Section 200.620 of HUD's Affirmative Fair Housing Marketing Regulations.				8a. Other Comments: <b>The management company is HUD approved and has been trained in FHEO regarding affirmative fair housng marketing.</b>			
Signature of Person Submitting this Plan & Date of Submission:		<b>For HUD-FHEO Use Only</b>					
Date:    19 July, 2001, prepared and executed		<b>Approval By:</b>			<b>Disapproval By:</b>		
Name: (type or print) <b>Phillip Allen, Sponsor Principal</b>		Signature & Date:			Signature & Date:		
Title & Name of Company: <b>Bishop's Corner Apartments</b>		Name: (type or print)			Name: (type or print)		
		Title:			Title:		