

The Carlyle Building Marketing Plan

Introduction

The segments of the eligible population who are least likely to apply for the proposed affordable homes without special outreach efforts are very low- and low-income persons, especially minorities within those income groups. The Long Island Housing Partnership (LIHP) will make every reasonable effort to identify these persons and to market the select units to them. This Marketing Plan will be used to ensure that marketing efforts are fair and reach a broad spectrum of the population.

1. Name and location of Project:
The Carlyle Building
776-780 Fulton Street
Village of Farmingdale
Town of Oyster Bay
Zip code: 11735
Census Tract: 5204.02
2. Number of affordable units: 3
All affordable units will be available for rent.
3. Number of market rate units: 21
All units will be located at the address specified above.
4. The rental units will be designated as housing for older persons with 100% of the units occupied by at least one person aged 55 or older.
5. The following methods and distribution outlets will be used to advertise the rental units prior to occupancy:

Newspapers

Display or classified advertisements will be placed in various publications insuring a wide circulation throughout Long Island. Advertisements will be placed in at least one publication targeted to minority communities and at least one publication targeted to persons with disabilities. Advertisements will be placed in the following publications:

- Able Online
- Bilingual News
- La Noticia
- Long Island Home Shopper
- NY Amsterdam News
- Newsday
- Southbays Neighbor

The ads will be placed a minimum of one time, with at least one day being a weekend day. Initial advertising will be done a minimum of 30 days prior to the deadline for submission of applications for a lottery.

Radio and Television

LIHP will provide the following radio and television stations with media releases suitable for use as public service announcements: WALK, WBAB, WBLI, WFRS-Family Radio, News 12 Long Island, WLIG-TV 55, Telicare and WLIW-TV.

Internet

Information regarding the project will be available on the LIHP website (www.lihp.org) including general information about the project (location, unit types, number of units, etc.), eligibility requirements, program guidelines, application forms and instructions.

Brochures/Flyers

Brochures or flyers will be prepared and will be available at the office of LIHP. Brochures will include, at a minimum, general information about the project (location, unit types, number of units, etc.), information on obtaining an application, and compliance with fair housing law.

6. All advertising will include the phrase “Equal Housing Opportunity.”
7. Written information regarding the availability of affordable units at the project will be distributed to a list of organizations provided by the Agency, which list may be updated annually. In addition, LIHP will notify the following governmental and community groups, in writing, of the program if not already included on the list provided.

Karen Boorshtein, President & CEO
Family Service League of Long Island
790 Park Avenue
Huntington, NY 11743

Ian Wilder, Deputy Director
Long Island Housing Services
640 Johnson Ave #8
Bohemia, NY 11716

NAACP Freeport/Roosevelt
PO Box 292
Roosevelt, NY 11575

Victoria Meyerhoefer, Director
Nassau County Office for the Aging
60 Charles Lindbergh Blvd.
Uniondale, New York 11533-3691

Olga Elsehamy
Adelante of Suffolk County, Inc.
10 Third Ave
Brentwood, NY 11717

Robin L. Garrison Bolling, President
NAACP – Westbury
P.O. Box 10602
Westbury, NY 11590

James Dolan, Jr., Acting Commr. of Human
Services
Nassau County Office for the Physically
Challenged
60 Charles Lindbergh Blvd.
Uniondale, New York 11553

Lucius Ware, President
NAACP - Eastern Long Island
P.O. Box 2699
33 Flying Point Rd., Suite 131
Southampton, NY 11969

Holly Rhodes-Teague
Suffolk County Office for the Aging
H. Lee Dennison Building, 3rd Floor
P. O. Box 6100
Hauppauge, New York 11788-0099

James Weisman, President & CEO
United Spinal Association
120-34 Queens Blvd., Suite 320
Kew Gardens, NY 11415

Rev. Roger C. Williams, President
NAACP - Glen Cove
P.O. Box 449
Glen Cove, NY 11542

Frank Krotschinsky, Esq., Director
Suffolk County Office for People
with Disabilities
PO Box 6100
Hauppauge, NY 11788

Joseph Delgado, Executive Director
Suffolk Independent Living Organization
2111 Lakeland Avenue, Suite A
Ronkonkoma, New York 11779

Betty J. Miller, President
NAACP - Huntington
P.O. Box 3044
Huntington Station, NY 11746

Ms. Wilma Tootle, President
Long Island 100 Black Women
PO Box 341
Garden City, NY 11530

Ms. Patricia Moore, Executive Director
Long Island Center for Independent Living
3601 Hempstead Turnpike, Suite 208
Levittown, NY 11729

Rev. Beresford Adams, President
NAACP - Brookhaven Town
P.O. Box 621
Port Jefferson, NY 11776

Jacqueline Terry Lee, President
NAACP – North Shore/Great Neck
P.O. Box 2151
Roslyn Hts., NY 11577

Ms. Iris A. Johnson, CEO
Economic Opportunity Commission of
Nassau County, Inc.
134 Jackson Street
Hempstead, NY 11550

Pastor Roderick A. Pearson, President
NAACP - Islip Town
P.O. Box 577
Bayshore, NY 11706

Theresa Sanders
Urban League of Long Island
900 Old Sunrise Highway
Massapequa, NY 11758

Adrian Fassett, President & CEO
Economic Opportunity Council of Suffolk
31 West Main Street, Suite 300
Patchogue, New York 11772

Jordan K. Wilson, Sr., President
NAACP – Central Long Island
P.O. Box 688
Amityville, NY 11701

Lisa Tyson, Director
Long Island Progressive Coalition
90 Pennsylvania Ave
Massapequa, NY 11758

Rev. Dyanne Pina, Executive Director
Long Island Council of Churches
1664 Denton Green
Hempstead, New York 11550

Melvin Harris, Jr., President
NAACP – Hempstead
P.O. Box 369
Hempstead, NY 11551

Walter Barrientos, Lead Organizer
Make The Road New York
1090 Suffolk Avenue
Brentwood, NY 11717

Phillip M. Andrews, President
100 Black Men of Long Island
9 Center Street
Hempstead, NY 11550

Beatrice Bayley, President
NAACP – Lakeview
P.O. Box 268
West Hempstead, NY 11552

Margarita Grasing, Exec. Director
Hispanic Brotherhood of Rockville
Center
59 Clinton Ave
Rockville Center, NY 11570

Alexander Roberts, Executive Director
Community Housing Innovations
250 Fulton Ave, #514A
Hempstead, NY 11550

Lucas Sanchez, Long Island Director
New York Communities for Change
91 N. Franklin Ave., Room 209
Hempstead, NY 11550

Dr. Thomas Abraham
The Kerala Center
1824 Fairfax Street
Elmont NY 11003

Dr. Jeffrey Reynolds, President & CEO
Family and Children's Association
100 East Old Country Road
Mineola, NY 11501

HELP USA – HELP Suffolk
685 Brookhaven Ave
North Bellport, NY 11735

John Sarcone, Director
Nassau County Office of Housing
and Community Development
40 Main Street – First Floor
Hempstead, NY 11550

Elaine Gross, President
ERASE Racism
6800 Jericho Turnpike, Suite 109W
Syosset, NY 11501

Gwen O'Shea, President & CEO
Community Development Corporation
of Long Island
2100 Middle Country Road
Centereach, NY 11720

Eric Poulson, Director of CAP Services
Freeport/Roosevelt CSC
281 Babylon Turnpike
Roosevelt, NY 11575

Ramon Villongco, Chairman
Suffolk County Asian American
Advisory Board
PO Box 6100
Hauppauge, NY 11788

8. The Applicant has executed a contract with LIHP to conduct the marketing and initial rent-up of the units.
9. An initial application period with a specific start date and end date will be utilized for accepting applications for the initial rent-up of the units. The application periods will last for a minimum of thirty (30) days after the marketing of the units has commenced.

All applications received during the initial application period will be considered through the use of a lottery and not on a first-come, first-served basis unless the number of applications received during the initial application period is less than the total number of units available for rental.

All interested parties may apply to participate in the lottery by submitting an application to LIHP. After the public lottery takes place, each applicant will be formally provided a ranking number based on the results of the lottery. Each applicant is screened in ranking order for program eligibility. The screening is completed by LIHP staff. If an applicant is deemed eligible, they are offered a unit in ranking order. If units are still available after exhausting the list of applicants from the lottery, additional eligible applicants will be offered units on a first-come, first served basis.

10. The Applicant, in partnership with LIHP, will maintain records of the activities it undertakes to implement its marketing plan.