

**Barnes Housing Trust Fund Affirmative Marketing Plan
Rental, Rehab, and Homeownership Applications**

*This attachment should be included as an upload to the full Barnes application for funding.
Additional documentation outlined below should be uploaded to the same upload task in the application.*

APPLICANT INFORMATION

APPLICANT FULL NAME	PHONE NUMBER	DATE
DEVELOPMENT ADDRESS		
COMPANY NAME	PROJECTED OPENING DATE	ADVERTISING START DATE
Who will be responsible for marketing units?	<input type="checkbox"/> Staff <input type="checkbox"/> Marketing Agent	
Have staff and/or marketing agent received fair housing training? If yes, describe date and type of most recent training. Attached additional documentation if necessary.		
Do you wish to receive Fair Housing training?		
Has your Company received any Fair Housing complaints (for any property) in the last 12 months? If yes, provide a statement regarding the nature of the complaint and the current status in a separate PDF.		

FAIR HOUSING INFORMATION

Please check below how you will notify applicants of Fair Housing rights.

<input type="checkbox"/>	Prominently display Fair Housing poster in locations applicants are most likely to visit. (Describe location).
<input type="checkbox"/>	Include Fair Housing information in outreach/marketing materials.
<input type="checkbox"/>	Make information available to persons with Limited English Proficiency.
<input type="checkbox"/>	Other. Please describe.

MARKETING EFFORTS

Affirmative Marketing requires that you target outreach and market housing opportunities to demographic groups least likely to apply for housing offered at this development. Please respond to the following questions in a separate PDF.

<input type="checkbox"/>	What is your target market area?
<input type="checkbox"/>	What groups have you identified as least likely to apply and how did you make this determination?
<input type="checkbox"/>	What is your proposed outreach and marketing strategy for each group you identified?

DISCLAIMER AND SIGNATURE

I certify that my answers are true and complete to the best of my knowledge. If this application leads to a Barnes grant contract with Metro Nashville, I understand that additional requirements will be negotiated in the official contract.

SIGNATURE

DATE

