

## **STILLWATER RIDGE MARKETING PLAN**

THIS PLAN IS INTENDED TO SHOW THE VARIOUS METHODS TO BE UTILIZED BY STILLWATER RIDGE, LP TO REACH THE TARGET TENANT POPULATION BY MARKETING AND ADVERTISING. THE PRIMARY THEME OF THESE EFFORTS WILL BE TO EMPHASIZE THE AFFORDABLE RENT LEVELS OF UNITS TARGETED TO LOW AND VERY LOW-INCOME HOUSEHOLDS.

THE MARKETING AT STILLWATER RIDGE WILL TARGET THIRTY-SIX UNITS (16) TO TENANTS AT OR BELOW 50% OF THE AREA MEDIAN INCOME AND ELIGIBLE FOR CAMMIE PROJECT BASED VOUCHERS ISSUED BY THE SPARTANBURG HOUSING AUTHORITY AND ONE HUNDRED FIFTY-SIX (156) UNITS TO TENANTS AT OR BELOW 60% OF THE AREA MEDIAN INCOME, BASED ON THE INCOME RESTRICTIONS OF THE LIHTC PROGRAM. WE WILL TARGET ELIGIBLE INDIVIDUALS FROM THE LOCAL PUBLIC HOUSING WAITING LIST AS WELL AS CONTACT VARIOUS ORGANIZATIONS THROUGHOUT THE COMMUNITY THAT WORK WITH AND SERVE PERSONS WITH DISABILITIES ALL OF WHOM ARE LOOKING FOR AFFORDABLE HOUSING.

### **1. INCOME ELIGIBLE FAMILY**

- A. UTILIZE THE MARKET STUDY TO DETERMINE MARKET AND TO GAUGE LEASE-UP SUCCESS.
- B. USE THEME ADVERTISING AND SIGNAGE TO ATTRACT ELIGIBLE TENANTS.
- C. USE MARKETING BROCHURES, RADIO, NEWSPAPER, SITE SIGNS AND COMMUNITY CONTACTS TO REACH THE ELIGIBLE TENANT MARKET.
- D. USE COLOR SCHEMES AND GUEST INFORMATION CARDS FOR FOLLOW-UP.
- E. OFFER FAMILY BASED SUPPORT SERVICES TO ATTRACT TENANTS.
- F. PROVIDE A MODEL UNIT, AS AVAILALBE, FOR FAMILIES TO WALK THROUGH.
- G. PROVIDE A COMMUNITY ROOM WITH AMPLE COMFORTABLE SEATING TO ENCOURAGE INTERACTION AMONG TENANTS.
- H. PROVIDE A COMPUTER CENTER WITHIN THE COMMUNITY BUILDING FOR TENANT USE.
- I. PROVIDE A FITNESS CENTER WITHIN THE COMMUNITY BUILDING FOR TENANT USE.
- J. PROVIDE A PLAYGROUND.

- K. PROVIDE OUTDOOR SEATING AT THE PROPERTY TO FURTHER DRAW TENANTS OUT OF THEIR INDIVIDUAL UNITS AND PROMOTE GREATER SOCIAL INVOLVEMENT.
- L. REQUEST THAT THE MANAGEMENT COMPANY COORDINATE REGULAR EDUCATIONAL EVENTS TO PROVIDE HEALTHY LIFESTYLE CLASSES TO INCLUDE DIET, NUTRITUTION, AND PHYSICAL ACTIVITY GUIDANCE.
- M. REQUEST THAT THE MANAGEMENT COMPANY ORGANIZE AN ANNUAL FAMILY DAY FOR THE PROPERTY. ENCOURAGE TENANTS TO BE ACTIVELY INVOLVED IN THE PROPERTY BY FORMING A TENANT ASSOCIATION.

2. OTHER SOURCES/STRATEGIES TO SOLICIT TENANTS

- A. REGULAR CONTACT WITH THE VOUCHER COORDINATOR FOR THE LOCAL SECTION 8 PROGRAM AND ADVISE OF THE AVAILABILITY OF AFFORDABLE UNITS FOR VOUCHER HOLDERS.
- B. REGULAR CONTACT WITH VARIOUS ORGANIZATIONS THROUGHOUT THE COMMUNITY THAT WORK WITH AND ASSIST PERSONS WITH DISABILITIES FIND AFFORDABLE HOUSING TO ADVISE THEM OF UNIT AVAILABILITY.
- C. USE ADVERTIZING SUCH AS SIGNAGE AND BROCHURES TO ADVISE INTERESTED PERSONS OF THE AVAILABILITY OF AFFORDABLE UNITS.
- D. MAINTAIN CONTACT WITH LOCAL GROUPS AND ORGANIZATIONS THAT ARE INVOLVED WITH INCOME ELIGIBLE PERSONS THAT MAY BE IN NEED OF AFFORDABLE HOUSING OPTIONS.
- E. PROMOTE THE LOCATION NEAR RETAIL AND EMPLOYMENT OPPORTUNITIES NEARBY.