

<b>1. Applicant Name &amp; Address (including City, State and Zip Code)</b>  	<b>2. HOME Project Number</b>  	
	<b>3. Target Number of Households Assisted:</b>  	
	<b>4. Date of this Marketing Plan</b>  	
<b>5. Participating Jurisdiction (PJ):</b> Contact: _____ PJ Name: _____ Address: _____		
<b>6. Phone # _____ Email: _____</b>		
<b>7. Person Responsible for marketing plan and marketing oversight:</b> Contact: _____ Company: _____ Address _____ Phone # _____ Email: _____		
<b>8. Marketing Target Area</b> <input type="checkbox"/> City/Town List Name: _____ <input type="checkbox"/> MSA List Name: _____ <input type="checkbox"/> County/Counties List County/Counties: _____ <input type="checkbox"/> Other List Information: _____ <b>STOP!! FILL OUT WORKSHEET 1 PRIOR TO COMPLETING SECTION 9.</b>		
<b>9. Targeted Marketing Activity</b> Indicate demographic group(s) that are present in the housing market area or expanded market area that are least likely to apply for rental assistance without special outreach efforts. (check all that apply)  <input type="checkbox"/> White <input type="checkbox"/> Black/African American <input type="checkbox"/> Hispanic/Latino <input type="checkbox"/> Asian <input type="checkbox"/> American Indian/Alaska Native <input type="checkbox"/> Native Hawaiian/Other Pacific Islander <input type="checkbox"/> Persons with Disabilities <input type="checkbox"/> Families with Children <input type="checkbox"/> Other: _____ (Specify demographic group not on this form.)		
<b>10. Marketing Program: Commercial Media</b> Check the type of media to be used to advertise the availability of Tenant Based Rental Assistance. <b>Attach ad copies and brochures to this plan.</b>  <input type="checkbox"/> Newspaper/Publications <input type="checkbox"/> Radio <input type="checkbox"/> TV <input type="checkbox"/> Other		
<b>Name of Newspaper, Publication, Radio or TV Station</b>	<b>Identify Group Targeted by Advertisement/Audience?</b>	<b>Duration and Dates of Ads</b>
<b>11. Marketing Program: Brochures and HUD Fair Housing Poster</b> Will brochures, letters, or handouts be used to advertise? <input type="checkbox"/> Yes <input type="checkbox"/> No <b>If “yes” attach a copy of each document.</b>  HUD’s Fair Housing Poster must be conspicuously displayed. Where will one or more poster(s) be located?		

**12. AFHMP/Fair Housing Act Staff Instruction/Training:** Please describe AFHM/Fair Housing Act staff training, already provided or to be provided, to whom it was/will be provided, content of training, and the dates of past and anticipated training. Please attach copies of any AFHM/Fair Housing staff training materials.

Description:

**13. How will you annually assess the success of your Affirmative Marketing efforts?**

Please explain:

**14. What corrective action will be taken where the Affirmative Fair Housing efforts are not met?**

Please explain:

**15. Tenant Selection:** What staff positions are/will be responsible for tenant based rental assistance selection?

List Name(s) & Title(s):

**16. Additional Considerations:** Is there anything else you would like to tell us about your AFHMP to help ensure that your program is marketed to those least likely to apply for tenant based rental assistance?

Explain:

**17. Implementation and Review:** By signing this form, the respondent agrees to implement its AFHMP, and to review and update its AFHMP to ensure continued compliance with HUD's Affirmative Fair Housing Marketing Regulations (see 24 CFR Part 200, Subpart M).

**NOTE:** Section 1001 of Title 18 of the U.S. Code makes it a criminal offense to make willful false statements or misrepresentations to any Department or Agency of the United States as to any matter within its jurisdiction.

**Signature and Date of Person Submitting this Plan:**

\_\_\_\_\_

**Name & Title**

**Date**

**Iowa Finance Authority ONLY - Reviewed and Approved by:**

\_\_\_\_\_

**Name & Title**

**Date**

**WORKSHEET 1 - DETERMINING DEMOGRAPHIC GROUPS LEAST LIKELY TO APPLY**

Reference the IFA HOME AFHMP Guide for instructions on how to pull census data.

<b>Demographic Characteristics</b>	<b>Census Tract</b>	<b>Housing Market Area</b>	<b>Expanded Housing Market Area</b>
% White			
% Black or African American			
% Hispanic or Latino			
% Asian			
% American Indian or Alaskan Native			
% Native Hawaiian or Pacific Islander			
% Persons with Disabilities			
% Families with Children under the age of 18			
Other (specify)			

