

Low-Income Program
Basic Sequence of Pre-Marketing & Marketing Activities

<u>ACTIVITY</u>	<u>TIMELINE</u>
1. HDC construction site sign erected and information posted on HDC Web site	At construction commencement
2. Inquiry list maintained	On-going basis
3. Pre-marketing conference with HDC	Seven (7) months prior to anticipated occupancy
4. Marketing Plan submitted to HDC	At least six (6) months prior to anticipated occupancy
5. Marketing sign erected with information on how to obtain applications	At commencement of marketing period
6. Lock Box/Post Office Box opened for receipt of applications	At commencement of marketing period
7. Community contact letters mailed and advertisements placed	Represents commencement of marketing period, at least sixty (60) days prior to application deadline date
8. Applications mailed to inquiry list; Requests for applications processed as received	As soon as first advertisement appears
9. Postmark deadline for receipt of applications to Post Office Box	Signifies completion of sixty (60) day marketing period
10. Lockbox/Post Office Box opening	Seven (7) to ten (10) days after application deadline