

**TO Members of the IZ Oversight Advisory Committee**  
**FROM: Members of the IZ Subcommittee on Marketing**  
**SUBJECT: Subcommittee Report on Marketing Initiatives**  
**DATE: October 30, 2007 DRAFT**

The Subcommittee on marketing has met over the last several months to identify issues and develop some marketing and promotional strategies. Here is a summary of four components for discussion by the Advisory Committee:

1. The City or its agents need to provide more detailed information about the specific iz units that are available for purchase. This information needs to be more specific than that currently available in the City’s website.
2. The City or its agents need to provide at least two forms that could serve as prototype documents for the developers, lenders, and brokers involved in iz program. These would include a standard disclosure attachment to a broker’s presentation to a homebuyer, and a standard addendum to an offer to purchase.
3. The City needs to help increase its promotion of the iz program to reach various groups of potential buyers, referral helpers, brokers, lenders, and developers.
4. The City or its agents need to partner more intensely with others to increase the visibility of the iz unit purchase as part of first time homebuyer education and counseling programs.

The IZ Subcommittee on Marketing identified and rank-ordered these issues, and then developed this summary of current status and future potential activities. Each member was able to assign a total of six votes to individual ‘action’ suggestions; hence, for example, a vote total of six could reflect either six individuals assigning one point apiece to the item or one individual assigning 6 votes to that item. The proposed actions described below are listed in the order of priority assigned by the Subcommittee, with the first item ranked highest and most significant.

<b>Proposed Action</b>	<b>Policy Legislative Administrative</b>	<b>IZ Committee Role</b>	<b>Responsible</b>	<b>Require Resources</b>	<b>Benefits and Staff Notes:</b>
<b>Clear rules:</b> Approve clear IZ policies and procedures	Policy	Adopt IZ policies	IZ Committee	Committee Time / Website /Staff	Ease of use for all parties, developers and buyers of units Staff Notes: Committee has now adopted a new set of policies and it is posted on the website.
<b>Teeth:</b> First Sale of IZ unit by Developer must be to income Eligible	City Ordinance Change	Propose change to ordinance,	IZ Committee and Council	Committee and Council time	Known Process and Ensuring that IZ units are available to Buyers. This puts teeth in the program. Staff note: While may be perceived

buyer (No Marketing Period)					as most effective in long run, this may also be most contentious until other more standard strategies are implemented.
<b>Website:</b> Develop and maintain a website on available IZ units and counseling resources. (City or Consultant)	Administrative, Legal Review Administrative	Discuss marketing strategy with staff and provide direction as to most effective option (a or b).	City or other:	Approximately \$30,000, depending on level of detail and currency desired.	Subcommittee should discuss further the level of housing unit detail desired for this list, compared to current list of approved projects on City website. Depending on this discussion, the City could either a) maintain/tweak the current website, or b) hire a group to maintain a list.
<b>Legal Issues:</b> Find a legal way to create a list of specific available units	Legal and professional ethics issue	Referring to Office of City Attorney	Staff, City Attorney, and possibly realtors	Depends on outcome of discussion	Note: Legal Issues must be resolved first; Benefits: Better marketing of units. Permits more information on website
<b>Outreach –</b> Hire or contract to promote IZ program	Policy Ordinance (Personnel)	Discuss this position and its activities.	IZ Committee	Based on position expectations; Needs to address both internal / external audiences	“Ombudsman’ to promote the IZ Program
<b>Home counseling:</b> Fund improvements or expansion to home ownership counseling	Administrative City Ordinance Change	Committee to recommend budget amendment to provide funds counseling	Staff or others	Up to \$60,000 for broad-based and sustained counseling effort, Focus on IZ units, as well as other counseling.	City promoting some counseling through award of additional down payment assistance to non-profits providing some counseling.
<b>Available lenders:</b> Develop list of City trained lenders for Pre-qualification of buyers make it easy.	Administrative	Committee implements with staff	IZ Committee, staff	Staff time for outreach and to train lenders.	City must undergo formal process to select a lender; buyers and developers may normally choose their own preferred lenders. This may be more of a discussion focused on which lenders are most apt to

					participate in any iz home sales, and trying to 'educate' those staff first regarding iz benefits and process.
<b>Addendum:</b> Standard IZ addendum for sellers	Administrative	Review and Approval of Addendum	Staff, IZ Committee, Realtors	Staff & Committee Time	Simplifies and Standardizes documents.
<b>Promotion:</b> Implement promotional program.	City Ordinance Change	IZ Committee and Council issue	Professional marketers	\$100,000	Increase Program Awareness. Probably the most useful point for Committee discussion, other than topic of terms and overall strategy.
<b>Overall Positioning Strategy:</b> IZ Committee develops a comprehensive marketing/branding plan and oversees implementation	Something else	IZ Committee	IZ Committee, along with City staff and partners	'Theme' could be inexpensive but effective	Probably the most useful point for Committee discussion, other than topic of re-branding the iz units (#9), and discussion on resources.
<b>Re-brand:</b> Re-brand IZ as the new starter/first home. Stop saying affordable housing.	Policy and Legislative	Discuss further the positive themes, and messages to avoid.	City and its partners	'Theme' could be inexpensive but effective	Probably the most useful point for Committee discussion, other than overall marketing strategy and discussion on resources.
<b>Disclosure:</b> Develop Standard disclosure form for realtors and developers	Legal	Discuss further the Committee's attributes for desired outcome	City attorney and staff	Wait and monitor buyer experience.	<b>See current web information.</b> Staff can develop 'examples' with help of City attorney, then post on web. Developers/sellers may still wish to create their own in order to 'protect' themselves with 'full' disclosure.
<b>IZ Buyer pre-qualification form:</b> Develop simple buyer pre-qualification worksheet	Administrative	Advise staff on attributes of pre-qualification.	Staff can change form with feedback from IZ Committee	Wait and monitor buyer experience	<b>See 'self-qualification sheet on web site.</b> Official letter or additional steps may add staff time without much efficiency since buyer must become pre-qualified from lender anyway,

					and may not end up with iz unit.
<b>Seminars:</b> Include IZ in homebuyers' seminar	Something else	Discuss key themes, major messages.	Staff and Committee and Council members could arrange, sponsor, and implement	Minimal resources needed	Committee should discuss overall strategy, re-branding terms, resources, then role of seminars in that strategy