NJIT TAB & USEPA
RLF Workshop
October 13 & 14, 2010

RLF Marketing

Topics

- IDENTIFY YOUR AUDIENCE

- GET THE WORD OUT

- SALES PITCH

- MAKING THE PROGRAM MORE APPEALING TO BORROWERS

- GRANTEES TELL THEIR STORY

Identify Your Audience

IN HOUSE:

- Housing Authority
- Mayor's Office
- Redevelopment Authority
- Planning Board
- Other units of local government

OUTSIDE ENTITIES:

- Non Profit Developers
- Traditional Developers
- Banks
- Realtors
- Environmental / Real Estate Attorneys
- Chambers of Commerce

Get The Word Out

People-based:

❑ **Presentations / Workshops**

❑ **Partner meetings**

❑ **Phone Calls**

Print-Based:

❑ **Brochures**

❑ **Fact Sheets**

❑ **Web content**

❑ **Program Guidelines**

❑ **Eligibility Screening Questionnaire**

❑ **Media Coverage / advertisements**

❑ **Newsletters**

Get The Word Out

Marketing Materials:

- ❑ **Consistent**
- ❑ **Accurate**
- ❑ **Clear**
- ❑ **Attractive and easy to read**

Sales Pitch

The RLF provides financing for a component of the real estate deal that traditional financing doesn't cover

These funds complement other funding sources

Participation in the RLF provides access to technical assistance

The RLF offers competitive and/or flexible loan terms, interest rates, repayment structures etc to make the project work

Making the Program More Appealing to Borrowers

Flexible Financial Structure

Technical assistance – Environmental Process

- ❑ Community Involvement Plans
- ❑ Qualified Environmental Professional
- ❑ State / Federal liaison
- ❑ Assistance in developing bid specs / complying with procurement requirements
- ❑ Development of technical documents such as the ABCA, HASP, QAPP and SAMP

Making the Program More Appealing to Borrowers

Financial Process

❑ Provide access to / assistance with other funding sources such as EPA Assessment grants, referrals to banks, other federal grants, tax credits, TIFs, etc.

❑ Provide assistance with loan applications, loan agreement development, and related processes.

❑ User friendly model loan and/or sub-grant application

❑ Quick loan application review

❑ Clearly defined requirements

❑ Establish a feedback loop

Grantees Tell Their Story

And now a word from our grantees……..