

**CITY OF SEA ISLE CITY**

**CAPE MAY COUNTY, NEW JERSEY**

**RESOLUTION NO.: 211 (2018)**

**RESOLUTION ADOPTING AN AFFRIMATIVE MARKETING PLAN  
FOR THE CITY OF SEA ISLE CITY AND APPOINTING A MUNICIPAL HOUSING  
LIAISON FOR THE ADMINISTRATION OF THE CITY'S AFFORDABLE HOUSING  
PROGRAM**

**WHEREAS**, in accordance with applicable Council on Affordable Housing ("COAH") regulations and the New Jersey Uniform Housing Affordability Controls ("UHAC") N.J.A.C. 5:80-26.1, et. seq., the City of Sea Isle City is required to adopt by resolution an Affirmative Marketing Plan to ensure that all affordable housing units created, including those created by rehabilitation are affirmatively marketed to very low, low and moderate income households, particularly those living and/or working within Housing Region 6, the Housing Region encompassing the City of Sea Isle City; and

**WHEREAS**, the City of Sea Isle City's Fair Share Plan promotes an affordable housing program pursuant to the Fair Housing Act (N.J.S.A. 52:27D-301, et. seq.) and COAH's Third Round Substantive Rules (N.J.A.C. 5:93-1, et. seq.); and

**WHEREAS**, pursuant to N.J.A.C. 5:93 and N.J.A.C. 5:80-26.1 et. seq., City of Sea Isle City is required to appoint a Municipal Housing Liaison for the administration of the City of Sea Isle City's affordable housing program to enforce the requirements of N.J.A.C. 5:93 and N.J.A.C. 5:80-26.1 et. seq.; and

**WHEREAS**, the City of Sea Isle City has adopted Chapter XXVI, Section 43 entitled "Affordable Housing" to provide for the appointment of a Municipal Housing Liaison to administer the City of Sea Isle City's affordable housing program.

**NOW, THEREFORE, BE IT RESOLVED**, by the City Council of the City of Sea Isle City, County of Cape May, State of New Jersey, that the City Business Administrator is hereby appointed as the Municipal Housing Liaison for the administration of the affordable housing program, pursuant to and in accordance with Chapter XXVI, Section 43 of the City of Sea Isle City Land Use Ordinance, and does hereby adopt the following Affirmative Marketing Plan:

**Affirmative Marketing Plan**

A. All affordable housing units in the City of Sea Isle City shall be marketed in accordance with the provisions herein unless otherwise provided in N.J.A.C. 5:93-1, et seq.

B. This Affirmative Marketing Plan shall apply to all developments that contain or will contain low and moderate-income units, including those that are part of the City's prior round Fair Share Plan and its current Fair Share Plan and those that may be constructed in future developments not yet anticipated by the Fair Share Plan.

C. The Affirmative Marketing Plan shall be implemented by an Administrative Agent designated by and/or under contract to the City of Sea Isle City. All the costs of advertising and affirmatively marketing affordable housing units shall be borne by the developers/sellers/owners of the affordable unit(s).

D. In implementing the Affirmative Marketing Plan, the Administrative Agent, acting on behalf of the City, shall undertake all the following strategies:

1. Publication of one advertisement in a newspaper of general circulation within the housing region.
2. Broadcast of one advertisement by a radio or television station broadcasting throughout the housing region.
3. At least one additional regional marketing strategy using one of the other sources listed below.

E. The Affirmative Marketing Plan is a regional marketing strategy designed to attract buyers and/or renters of all majority and minority groups, regardless of race, creed, color, national origin, ancestry, marital or familial status, gender, affectional or sexual orientation, disability, age or number of children to housing units which are being marketed by a developer or sponsor of affordable housing. The Affirmative Marketing Plan is also intended to target those potentially eligible persons who are least likely to apply for affordable units in that region. It is a continuing program that directs all marketing activities toward Housing Region 6 in which the City is located and covers the entire period of deed restriction for each restricted housing unit.

F. The Affirmative Marketing Plan is a continuing program intended to be followed throughout the entire period of restrictions and shall meet the following requirements:

1. All newspaper articles, announcements and requests for applications for very low, low, and moderate-income units shall appear in the Philadelphia Inquirer, the Press of Atlantic City, the Cape May County Herald, and Cape May Gazette.
2. The primary marketing shall take the form of at least one press release and a paid display advertisement in the above newspaper during the first week of the marketing program. Additional advertising and publicity shall be on an "as needed" basis. The developer/owner shall disseminate all public service announcements and pay for display advertisements. The developer/owner shall provide proof of publication to the Administrative Agent. All press releases and advertisements shall be approved in advance by the City's Administrative Agent.

Advertisements will also be placed on the following websites:

Sea Isle City - <https://seaislecity.nj.us>

New Jersey Housing Resource Center (NJHRC) - <http://www.njhrc.gov>

3. The advertisement shall include a description of the:

- i. Street address(es) of the units;
- ii. Directions to the units;
- iii. Range of prices for the units;
- iv. Number of bedrooms in the affordable units (bedroom mix);
- v. Maximum income permitted to qualify for the units;
- vi. Location of applications;
- vii. Business hours when interested households may obtain an application;
- viii. Application fees, if any;
- ix. Number of units currently available; and
- x. Anticipated dates of availability.

4. Newspaper advertisements, announcements and information on where to request applications for very low, low, and moderate-income housing shall appear in at least three locally oriented weekly newspapers within the region, one of which shall be circulated primarily within Cape May County and the other two of which shall be circulated primarily outside of Cape May County but within the housing region.

5. Advertisements will be broadcast on the following regional cable television station:  
23 WNJS New Jersey Public Broadcasting Authority

6. Applications shall be mailed by the Administrative Agent to the prospective applications upon request. Locations of applications, brochures, and flyers to affirmatively market the program are listed below, and will also be made available on the City's website. Also, information on how to apply shall be made available at the developer's sales/rental office and shall be mailed or emailed to prospective applicants upon request. When on-line preliminary applications are utilized, if prospective applicants do not have internet access they will be given a phone number to call the Administrative Agent, who will then enter all pre-application information online during the phone call.

Atlantic County Administration Building  
Cape May County Main Library  
Cumberland County Library  
Salem County Court House

7. The Administrative Agent shall develop, maintain and regularly update a list of community contact person(s) and/or organizations(s) in Cape May, Atlantic, Cumberland, and Salem Counties that will aid in the affirmative marketing program with particular emphasis on contacts that will reach out to groups that are least likely

to apply for housing within the region, including major regional employers.

i. Quarterly informational flyers shall be sent to each of the following agencies with a request for publication in their journals and for circulation among their members:

- Cape May County Association of Realtors
- Atlantic City and County Board of Realtors
- Cumberland County Board of Realtors
- Gloucester Salem Counties Board of Realtors

ii. Quarterly informational circulars shall be sent to the administrators of each of the following agencies in the counties of and requests to post same shall be sent to the administrators of each of the following agencies within the counties of Cape May, Atlantic, Cumberland, and Salem:

- Welfare or Social Service Board
- Rental Assistance Office (local office of DCA)
- Offices on Aging or Division of Senior Services
- Housing Authority
- Community Action Agencies
- Community Development Departments

iii. Quarterly informational circulars shall be sent to the chief personnel administrators of all the major employers within the region as listed below in accordance with the Region 6 Affirmative Marketing Plan.

- Cape Regional Medical Center (2 Stone Harbor Blvd, Cape May Court House, NJ 08210)
- Cold Spring Rush Fish and Supply Co (906 Schellenger St, Cape May, NJ)
- Acme Markets (various locations)
- Wawa (various locations)
- Cape Counseling Services (687 Route 9, Cape May, NJ)
- Shores at Wesley Manor (2201 Bay Ave, Ocean City, NJ)
- Shop Rite (various locations)
- Verizon (various locations)
- Holy Redeemer Visiting Nurse Association (6727 Delilah Rd # F, Egg Harbor Twp., NJ)

iv. Quarterly informational circulars and copies of press releases and advertisements of the availability of low and moderate-income housing shall be sent to the following additional community and regional organizations:

- Fair Share Housing Center (510 Park Boulevard, Cherry Hill, NJ 08002)
- New Jersey State Conference of the NAACP (4326 Harbor Beach Blvd. #775, Brigantine, NJ 08203)
- The Latino Action Network (2560 U.S. Highway 22, Suite 322, Scotch Plains, NJ, 07076)
- Cape May County NAACP (P.O. Box 17, Whitesboro, NJ 08252)
- Atlantic City NAACP (423 North Ohio Ave, Atlantic City, NJ 08401)
- Salem County NAACP (P.O. Box 25, Salem, NJ, 08079)
- Supportive Housing Association (185 Valley Street, South Orange, NJ 07079)

v. The Administrative Agent will also provide specific direct notice to the following community and regional organizations whenever affordable housing units become available in the City to the organizations including, but not limited to, those listed below:

- Fair Share Housing Center (510 Park Boulevard, Cherry Hill, NJ 08002)
- New Jersey State Conference of the NAACP (4326 Harbor Beach Blvd. #775, Brigantine, NJ 08203)
- The Latino Action Network (2560 U.S. Highway 22, Suite 322, Scotch Plains, NJ, 07076)
- Cape May County NAACP (P.O. Box 17, Whitesboro, NJ 08252)
- Atlantic City NAACP (423 North Ohio Ave, Atlantic City, NJ 08401)
- Salem County NAACP (P.O. Box 25, Salem, NJ, 08079)
- Supportive Housing Association (185 Valley Street, South Orange, NJ 07079)

8. A random selection method to select occupants of very low, low and moderate income housing will be used by the Administrative Agent in conformance with N.J.A.C. 5:80-26.16(1). The Affirmative Marketing Plan shall provide a regional preference for all households that live and/or work in Housing Region 6 comprised of Cape May, Atlantic, Cumberland, and Salem Counties.

9. The Administrative Agent shall administer the Affirmative Marketing Plan. The Administrative Agent has the responsibility to income qualify very low, low and moderate income households; to place income eligible households in very low, low and moderate income units upon initial occupancy; to provide for the initial occupancy of very low, low and moderate income units with income qualified households; to continue to qualify households for re-occupancy of units as they become vacant during the period of affordability controls; to assist with outreach to very low, low and moderate income households; and to enforce the terms of the deed restriction and mortgage loan as per N.J.A.C. 5:80-26.1, et seq.

10. Whenever appropriate, the Administrative Agent shall provide or direct qualified very

low, low and moderate-income applicants to counseling services on subjects such as budgeting, credit issues, mortgage qualifications, rental lease requirements and landlord/tenant law and shall develop, maintain and update a list of entities and lenders willing and able to perform such services.

11. All developers/owners of very low, low and moderate-income housing units shall be required to undertake and pay the costs of the marketing of the affordable units in their respective developments, subject to the direction and supervision of the Administrative Agent. The implementation of the Affirmative Marketing Plan for a development that includes affordable housing shall commence at least 120 days before the issuance of either a temporary or permanent certificate of occupancy. The implementation of the Affirmative Marketing Plan shall continue until all very low, low and moderate-income housing units are initially occupied and for as long as affordable units exist that remain deed restricted and for which the occupancy or re-occupancy of units continues to be necessary. Please note that in addition to complying with this City-wide Affirmative Marketing Plan that the Administrative Agent shall also review and approve a separate Affirmative Marketing Plan for every new affordable development in Sea Isle City that is subject to N.J.A.C. 5:8026.1 et seq. That document shall be completed by the owner/developer and will be compliant with the City's Affirmative Marketing Plan as presented herein, and incorporate development specific details and permitted options, all subject to the Administrative Agent's review and approval. The development specific affirmative marketing plans will use the standard form for Region 6, which is attached hereto.

12. The Administrative Agent shall provide the Municipal Housing Liaison with the information required to comply with monitoring and reporting requirements pursuant to N.J.A.C. 5:80-26-1, et seq. and the Order granting the City a Final Judgment of Compliance and Repose.

**BE IT FURTHER RESOLVED** that the appropriate City officials and professionals are authorized to take all actions required to implement the terms of this Resolution.


**BE IT FURTHER RESOLVED** that this Resolution shall take effect pursuant to law.

  
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Jack C. Gibson, Council President

Recorded Vote:

Council	Yes	No	Abstain	Absent	Moved	Second
Tighe				X		
Feeley	X					
Gibson	X					
Kehner	X				X	
Edwardi	X					X

I HEREBY CERTIFY THAT the foregoing resolution was duly adopted by the City Council of Sea Isle City, New Jersey, at the regular meeting held on November 27, 2018.



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Shannon D. Romano, Municipal Clerk

**AFFIRMATIVE FAIR HOUSING MARKETING PLAN**  
**For Affordable Housing in (REGION 6)**

**I. APPLICANT AND PROJECT INFORMATION**

(Complete Section I individually for all developments or programs within the municipality.)

1a. Administrative Agent Name, Address, Phone Number		1b. Development or Program Name, Address	
1c. Number of Affordable Units:  Number of Rental Units:  Number of For-Sale Units:	1d. Price or Rental Range  From  To	1e. State and Federal Funding Sources (if any)	
1f. <input type="checkbox"/> Age Restricted  <input type="checkbox"/> Non-Age Restricted	1g. Approximate Starting Dates  Advertising: <span style="float: right;">Occupancy:</span>		
1h. County <b>Atlantic, Cape May, Cumberland, Salem</b>		1i. Census Tract(s):	
1j. Managing/Sales Agent's Name, Address, Phone Number			
1k. Application Fees (if any):			

(Sections II through IV should be consistent for all affordable housing developments and programs within the municipality. Sections that differ must be described in the approved contract between the municipality and the administrative agent and in the approved Operating Manual.)

**II. RANDOM SELECTION**

2. Describe the random selection process that will be used once applications are received.
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### III. MARKETING

3a. Direction of Marketing Activity: (indicate which group(s) in the housing region are least likely to apply for the housing without special outreach efforts because of its location and other factors)

White (non-Hispanic)   
  Black (non-Hispanic)   
  Hispanic   
  American Indian or Alaskan Native  
 Asian or Pacific Islander   
  Other group:

3b. HOUSING RESOURCE CENTER ([www.njhousing.gov](http://www.njhousing.gov)) A free, online listing of affordable housing

3c. Commercial Media (required) (Check all that applies)

	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL NEWSPAPER(S)	CIRCULATION AREA
<b>TARGETS ENTIRE HOUSING REGION 6</b>			
Daily Newspaper			
<input type="checkbox"/>		Philadelphia Inquirer	
<b>TARGETS PARTIAL HOUSING REGION 6</b>			
Daily Newspaper			
<input type="checkbox"/>		Atlantic Daily Sentinel	Atlantic
<input type="checkbox"/>		Press of Atlantic City	Atlantic, Cape May, Cumberland, Ocean
<input type="checkbox"/>		Bridgeton News	Cumberland
<input type="checkbox"/>		Daily Journal	Cumberland
<input type="checkbox"/>		Today's Sunbeam	Salem
Weekly Newspaper			
<input type="checkbox"/>		Atlantic County Record	Atlantic
<input type="checkbox"/>		Beachcomber News	Atlantic
<input type="checkbox"/>		Current of Absecon and Galloway Township	Atlantic
<input type="checkbox"/>		Current of Down Beach	Atlantic
<input type="checkbox"/>		Current of Egg Harbor Township	Atlantic
<input type="checkbox"/>		Current of Mays Landing and Hamilton Township	Atlantic
<input type="checkbox"/>		Current of Northfield, Linwood and Somers Point	Atlantic
<input type="checkbox"/>		Egg Harbor News	Atlantic
<input type="checkbox"/>		Hammonton Gazette	Atlantic
<input type="checkbox"/>		Hammonton News	Atlantic
<input type="checkbox"/>		Mainland Journal	Atlantic
<input type="checkbox"/>		Record Journal	Atlantic

<input type="checkbox"/>		Atlantic City Weekly	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		Cape May County Herald	Cape May
<input type="checkbox"/>		Cape May Gazette	Cape May
<input type="checkbox"/>		Cape May Star & Wave	Cape May
<input type="checkbox"/>		Gazette of Upper Township	Cape May
<input type="checkbox"/>		Ocean City Gazette	Cape May
<input type="checkbox"/>		Wildwood Leader	Cape May
<input type="checkbox"/>		Cumberland Reminder	Cumberland

	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL TV STATION(S)	CIRCULATION AREA AND/OR RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE
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**TARGETS ENTIRE HOUSING REGION 6**

<input type="checkbox"/>		3 KYW-TV Cbs Broadcasting Inc.	
<input type="checkbox"/>		6 WPVI-TV American Broadcasting Companies, Inc (Walt Disney)	
<input type="checkbox"/>		23 WNJS New Jersey Public Broadcasting Authority	
<input type="checkbox"/>		61 WPPX Paxson Communications License Company, Llc	

**TARGETS PARTIAL HOUSING REGION 6**

<input type="checkbox"/>		8 WPSJ-LP Engle Broadcasting	Atlantic
<input type="checkbox"/>		52 WNJT New Jersey Public Broadcasting Authority	Atlantic
<input type="checkbox"/>		40 WMGM-TV Access 1 New Jersey License Company	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		62 WWSI Hispanic Broadcasters of Philadelphia, Llc	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		10 WCAU NBC Telemundo License Co. (General Electric)	Atlantic, Cumberland, Salem
<input type="checkbox"/>		12 WHYI-TV Whyi, Inc.	Atlantic, Cumberland, Salem
<input type="checkbox"/>		17 WPHL-TV Tribune Company	Atlantic, Cumberland, Salem
<input type="checkbox"/>		29 WTXF-TV Fox Television Stations, Inc. (News Corp.)	Atlantic, Cumberland, Salem
<input type="checkbox"/>		35 WYBE Independence Public Media Of Philadelphia, Inc.	Atlantic, Cumberland, Salem

<input type="checkbox"/>		48 WGTW-TV Trinity Broadcasting Network	Atlantic, Cumberland, Salem
<input type="checkbox"/>		57 WPSG Cbs Broadcasting Inc.	Atlantic, Cumberland, Salem
<input type="checkbox"/>		65 WUVP-TV Univision Communications, Inc.	Atlantic, Cumberland, Salem
<input type="checkbox"/>		64 WDPB Why, Inc.	Cape May
<input type="checkbox"/>		2 WMAR-TV Scripps Howard Broadcasting Company	Cumberland, Salem
<input type="checkbox"/>		13 WJZ-TV Cbs Broadcasting Inc.	Cumberland, Salem
<input type="checkbox"/>		43 WPMT Tribune Company	Salem

	DURATION & FREQUENCY OF OUTREACH	NAMES OF CABLE PROVIDER(S)	BROADCAST AREA
<b>TARGETS PARTIAL HOUSING REGION 6</b>			
<input type="checkbox"/>		Comcast of Avalon, South Jersey, Wildwood	All Atlantic, Cape May, Cumberland and Salem Counties

	DURATION & FREQUENCY OF OUTREACH	NAMES OF REGIONAL RADIO STATION(S)	BROADCAST AREA AND/OR RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE
<b>TARGETS ENTIRE HOUSING REGION 6</b>			
AM			
<input type="checkbox"/>		WFIL 560	Christian
<input type="checkbox"/>		WIP 610	
<input type="checkbox"/>		WNTP 990	
<input type="checkbox"/>		WWJZ 640	
FM			
<input type="checkbox"/>		WFBG-FM 96.9	
<input type="checkbox"/>		WIXM 97.3	
<input type="checkbox"/>		WMGM 103.7	
<input type="checkbox"/>		WSJO 104.9	
<input type="checkbox"/>		WZXL 100.7	
<b>TARGETS PARTIAL HOUSING REGION 6</b>			
AM			
<input type="checkbox"/>		WIBG 1020	Christian
<input type="checkbox"/>		WKXW 1450	
<input type="checkbox"/>		WMID 1340	
<input type="checkbox"/>		WOND 1400	

<input type="checkbox"/>		WTKU 1490	
<input type="checkbox"/>		WURD 900	
<input type="checkbox"/>		WGYM 1580	
<input type="checkbox"/>		KYW 1060	
<input type="checkbox"/>		WNJC 1360	
<input type="checkbox"/>		WPHT 1210	
<input type="checkbox"/>		WWDB 860	
<input type="checkbox"/>		WNWR 1540	
<input type="checkbox"/>		WPEN 950	
<input type="checkbox"/>		WCMC 1230	
<input type="checkbox"/>		WMVB 1440	
<input type="checkbox"/>		WTMR 800	
<input type="checkbox"/>		WDEL 1150	
<input type="checkbox"/>		WFAI 1510	
<input type="checkbox"/>		WMIZ 1270	Hispanics
<input type="checkbox"/>		WSNJ 1240	
<input type="checkbox"/>		WVCH 740	Christian
<input type="checkbox"/>		WPWA 1590	
FM			
<input type="checkbox"/>		WLFR 91.7	Atlantic
<input type="checkbox"/>		WTKU-FM 98.3	Atlantic
<input type="checkbox"/>		WAJM 88.9	Atlantic, Cape May
<input type="checkbox"/>		WJSE 102.7	Atlantic, Cape May
<input type="checkbox"/>		WKOE 106.3	Atlantic, Cape May
<input type="checkbox"/>		WTHH 96.1	Atlantic, Cape May
<input type="checkbox"/>		WZBZ 99.3	Atlantic, Cape May
<input type="checkbox"/>		WAYV 95.1	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		WPUR 107.3	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		WRTQ 91.3	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		WXGN 90.5	Atlantic, Cape May, Cumberland
<input type="checkbox"/>		WXXY-FM 88.7	Atlantic, Cape May, Cumberland

<input type="checkbox"/>		WNJN-FM 89.7	Atlantic, Cumberland, Salem
<input type="checkbox"/>		WAIV 102.3	Cape May
<input type="checkbox"/>		WBZC 88.9	Cape May
<input type="checkbox"/>		WCZT 98.7	Cape May
<input type="checkbox"/>		WGBZ 105.5	Cape May
<input type="checkbox"/>		WILW 94.3	Cape May
<input type="checkbox"/>		WWCJ 89.1	Cape May
<input type="checkbox"/>		WRDX 94.7	Cape May, Cumberland, Salem
<input type="checkbox"/>		WVLT 92.1	Cape May, Cumberland, Salem
<input type="checkbox"/>		WRTI 90.1	Cape May, Salem
<input type="checkbox"/>		WBEB 101.1	Cumberland, Salem
<input type="checkbox"/>		WBEN-FM 95.7	Cumberland, Salem
<input type="checkbox"/>		WDAS-FM 105.3	Cumberland, Salem
<input type="checkbox"/>		WIOQ 102.1	Cumberland, Salem
<input type="checkbox"/>		WJBR-FM 99.5	Cumberland, Salem
<input type="checkbox"/>		WJZ 106.1	Cumberland, Salem
<input type="checkbox"/>		WJKS 101.7	Cumberland, Salem
<input type="checkbox"/>		WKDN 106.9	Cumberland, Salem (Christian)
<input type="checkbox"/>		WMGK 102.9	Cumberland, Salem
<input type="checkbox"/>		WMMR 93.3	Cumberland, Salem
<input type="checkbox"/>		WNJB-FM 89.3	Cumberland, Salem
<input type="checkbox"/>		WOGL 98.1	Cumberland, Salem
<input type="checkbox"/>		WPHI-FM 100.3	Cumberland, Salem
<input type="checkbox"/>		WRDW-FM 96.5	Cumberland, Salem
<input type="checkbox"/>		WSTW 93.7	Cumberland, Salem
<input type="checkbox"/>		WUSL 98.9	Cumberland, Salem
<input type="checkbox"/>		WXTU 92.5	Cumberland, Salem
<input type="checkbox"/>		WYSP 94.1	Cumberland, Salem
<input type="checkbox"/>		WHYY-FM 90.9	Salem

3d. Other Publications (such as neighborhood newspapers, religious publications, and organizational newsletters) (Check all that applies)			
DURATION & FREQUENCY OF OUTREACH	NAME OF PUBLICATIONS	OUTREACH AREA	RACIAL/ETHNIC IDENTIFICATION OF READERS/AUDIENCE
<b>TARGETS ENTIRE HOUSING REGION 6</b>			
Weekly			
<input type="checkbox"/>	Al Dia	Philadelphia Area	Spanish-Language
<input type="checkbox"/>	Nuestra Comunidad	Central/South Jersey	Spanish-Language
<b>TARGETS PARTIAL HOUSING REGION 6</b>			
Weekly			
<input type="checkbox"/>	Jewish Times of the South Jersey Shore	South Shore area	Jewish community
<input type="checkbox"/>	Ukrainian Weekly	New Jersey	Ukrainian community
3e. Employer Outreach (names of employers throughout the housing region that can be contacted to post advertisements and distribute flyers regarding available affordable housing) (Check all that applies)			
DURATION & FREQUENCY OF OUTREACH	NAME OF EMPLOYER/COMPANY	LOCATION	
Atlantic County			
<input type="checkbox"/>	AtlantiCare Health System	2500 English Creek Ave, Egg Harbor Twp, NJ	
<input type="checkbox"/>	Shore Memorial Hospital	700 Shore Rd, Somers Point, NJ	
<input type="checkbox"/>	Atlantic City Electric	2542 Fire Rd, Egg Harbor Township, NJ	
<input type="checkbox"/>	Wawa	various locations	
<input type="checkbox"/>	Wal-mart	various locations	
<input type="checkbox"/>	Shoprite	various locations	
<input type="checkbox"/>	Kessler Memorial Hospital	600 S White Horse Pike, Hammonton, NJ	
<input type="checkbox"/>	South Jersey Industries Inc.	1 South Jersey Plz, Hammonton, NJ	
<input type="checkbox"/>	Flagship Resort	60 N Maine Ave, Atlantic City, NJ	
<input type="checkbox"/>	Bacharach Institute for Rehabilitation	61 West Jimmie Leeds Road Pomona, NJ	
<input type="checkbox"/>	Lowes Home Improvement	various locations	
<input type="checkbox"/>	Home Depot	various locations	
<input type="checkbox"/>	Comar Inc.	1 Comar Pl, Buena, NJ	
<input type="checkbox"/>	Marriot Seaview Resorts	401 S New York Rd, Galloway, NJ	
<input type="checkbox"/>	Ole Hansen & Sons	100 Old Port Republic Rd, Galloway, NJ	

<input type="checkbox"/>		Acme Markets	various locations
<input type="checkbox"/>		Atlantic City Linen	18 N New Jersey Ave, Atlantic City, NJ
<input type="checkbox"/>		The Press of Atlantic City	1000 W Washington Ave, Pleasantville, NJ
<b>Cape May County</b>			
<input type="checkbox"/>		Cape Regional Medical Center	2 Stone Harbor Blvd, Cape May Court House, NJ 08210
<input type="checkbox"/>		Cold Spring Rush Fish and Supply Co	906 Schellenger St, Cape May, NJ
<input type="checkbox"/>		Acme Markets	various locations
<input type="checkbox"/>		Wawa	various locations
<input type="checkbox"/>		Cape Counseling Services	687 Route 9, Cape May, NJ
<input type="checkbox"/>		Shores at Wesley Manor	2201 Bay Ave, Ocean City, NJ
<input type="checkbox"/>		Shop Rite	various locations
<input type="checkbox"/>		Verizon	various locations
<input type="checkbox"/>		Holy Redeemer Visiting Nurse Association	6727 Delilah Rd # F, Egg Harbor Twp, NJ
<b>Cumberland County</b>			
<input type="checkbox"/>		South Jersey Healthcare	333 Irving Ave, Bridgeton, NJ
<input type="checkbox"/>		Durand Glass Manufacturing Co.	901 S. Wade Blvd, Millville, NJ
<input type="checkbox"/>		Training School at Vineland	1667 E. Landis Ave Vineland, NJ 08361
<input type="checkbox"/>		Alcan Global Pharmaceutical Packaging Inc.	1101 Wheaton Ave, Millville, NJ
<input type="checkbox"/>		Kimble Glass Inc./ Kontes Glass Co.	537 Crystal Ave, Vineland, NJ and 1300 Wheaton Ave, Millville, NJ 1022 Spruce St, Vineland, NJ
<input type="checkbox"/>		Wawa	various locations
<input type="checkbox"/>		Wheaton Science Products	1501 N 10th St, Millville, NJ
<input type="checkbox"/>		ShopRite	various locations
<input type="checkbox"/>		Progresso Quality Foods	3501 S East Blvd, Vineland, NJ
<input type="checkbox"/>		Seabrook Brothers & Sons Inc.	1031 Parsonage Rd, Bridgeton, NJ
<input type="checkbox"/>		Sheppard Bus Service	35 Rockville Rd, Bridgeton, NJ and 212 L St, Millville, NJ
<input type="checkbox"/>		Acme Markets Inc.	101 Bluebird Ln, Millville, NJ
<input type="checkbox"/>		Wal-mart	various locations
<input type="checkbox"/>		Leone Industries	443 S East Ave, Bridgeton, NJ
<input type="checkbox"/>		Silverton Marine Corp.	301 Riverside Dr, Millville, NJ

<input type="checkbox"/>		Sun National Bank	various locations
<input type="checkbox"/>		F&S Produce	913 Bridgeton Ave, Rosenhayn, NJ
<input type="checkbox"/>		Tri-County Community Action Partnership	110 Cohansey Street, Bridgeton

Salem County			
<input type="checkbox"/>		PSE&G	162 Route 45 Salem, NJ 08079
<input type="checkbox"/>		Dupont De Nemours E I & Co.	Penns Grove, NJ 08069
<input type="checkbox"/>		Mannington Mills	Frog Ocean Rd, Salem, NJ and 75 Mannington Mills Rd
<input type="checkbox"/>		Memorial Hospital of Salem county	310 Woodstown Rd, Salem, NJ
<input type="checkbox"/>		Conectiv	5 Collins Dr, Penns Grove, NJ
<input type="checkbox"/>		Anchor Glass Container Corp.	83 Griffith St, Salem, NJ
<input type="checkbox"/>		SJH Elmer Hospital	501 Front St, Elmer
<input type="checkbox"/>		GEON Company	Porcupine Rd & US Highway, Pedricktown, NJ
<input type="checkbox"/>		B&B Poultry	Almond Rd, Norma, NJ

3f. Community Contacts (names of community groups/organizations throughout the housing region that can be contacted to post advertisements and distribute flyers regarding available affordable housing)

Name of Group/Organization	Outreach Area	Racial/Ethnic Identification of Readers/Audience	Duration & Frequency of Outreach
Fair Share Housing Center	Statewide	N/A	Ongoing as needed
New Jersey State Conference of NAACP	Statewide	African-American	Ongoing as needed
The Latino Action Network	Statewide	Hispanic	Ongoing as needed
NAACP - Cape May County, Mainland/Pleasantville, and Atlantic City Branches	Cape May County	N/A	Ongoing as needed

#### IV. APPLICATIONS

APPLICATIONS FOR AFFORDABLE HOUSING FOR THE ABOVE UNITS WILL BE AVAILABLE AT THE FOLLOWING LOCATIONS:	
4a. County Administration Buildings and/or Libraries for all counties in the housing region (list county building, address, contact person) (Check all that applies)	
BUILDING	LOCATION
<input type="checkbox"/> Atlantic County	5901 Main Street, Mays Landing, NJ 08330 (609)625-4011
<input type="checkbox"/> Cape May County Main Library	30 Mechanic Street, Cape May Courthouse, NJ
<input type="checkbox"/> Cumberland County Library	800 East Commerce Street, Bridgeton, NJ 08302
<input type="checkbox"/> Salem County Court House	92 Market Street, Salem, NJ 08079 (609)935-7510 Ext:8202



4b. Municipality in which the units are located (list municipal building and municipal library, address, contact person)
4c. Sales/Rental Office for units (if applicable)

**V. CERTIFICATIONS AND ENDORSEMENTS**

<p>I hereby certify that the above information is true and correct to the best of my knowledge. I understand that knowingly falsifying the information contained herein may affect the (select one: Municipality's substantive certification or DCA Balanced Housing Program funding or HMFA UHORP/MONI/CHOICE funding).</p>	
<p>_____</p>	
<p>Name (Type or Print)</p>	
<p>_____</p>	
<p>Title/Municipality</p>	
<p>_____</p>	
<p>Signature</p>	<p>Date</p>