

US EPA ARCHIVE DOCUMENT

# 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.....

