

Portfolio Associates, Inc.
Philadelphia Redevelopment Authority
POINT BREEZE NEW CONSTRUCTION MARKETING
PLAN for 4/15 OPEN HOUSE

as of 3/16/12

Objective

To maximize the number of potential buyers visiting Pt. Breeze Open House sites on Sunday, April 15th, 1-4 pm.

Strategy

1. Avoid the clutter of Easter celebrations and preparation; i.e., delay full press marketing until week of April 9th.
2. Focus on venues and target audiences that supplement, but do not duplicate, developer efforts to market homes.
3. Plan an Open House for four sites to occur simultaneously on the same day.
4. Include Open House date on as many marketing materials as possible.
5. Use the “Red Door as a brand on all materials.
6. Share this plan with the developers.

PRA Efforts to Achieve the Objective

1. **Doorhangers produced and distributed in Pt. Breeze** Completed March 9
 - Nearly 4,000 distributed door to door in target area.
 - 200 delivered to Diversified Community Services and South Phila. Homes, Inc.
 - Samples delivered to developers
2. **Letters, postcards and posters mailed to Elected Officials (EOs), Community-based Organizations (CBOs), Faith-based Organizations (FBOs) and Employers** Completed March 9
 - Personalized letters sent under Ed Covington’s signature
 - Each included 5 postcards and a poster
3. **Open House posted on Pt. Breeze NSP website and Facebook**... Posted March 14
4. **Email blast forwarded to Managing Director’s Office for transmission to City employees** Transmitted March 15
5. **Follow up phone calls to all letter recipients** Initiated March 15
 - Will include offer to set up presentation and/or information table
 - Offer extended for additional hard and/or electronic copies of materials
6. **Provide a window sign for each new home**..... To be delivered week of March 19

7. **Ads placed in newspapers by OHCD** April 8-13
 - Targeted publications include Daily News, South Philly Review, Philadelphia Weekly, University City Review, Metro, and Sunday Inquirer
8. **Attempt placement on local talk shows**..... Initiated Week of March 19
 - Preference is for airing the week of April 9th
9. **Prepare Press Kit** April 2
 - Draft media release and advisory to be released through PAI or OHCD
 - Make recommendations for/assemble press kit
10. **Final Door-to-Door Flyer Distribution** Week of April 9
 - Create, print and distribute flyer reminder
11. **Provide on site professional assistance at each site**..... April 15
 - PRA has identified and confirmed the following developer, agent, mortgage lender and housing counselor for each site.

Project: Grays Ferry Crossing

Address: 1219 S. 27th Street
Developer: Cashel LP-Brendan Ward
Agent: Al Perry
Lender: Citibank-Irv Brockington
Housing Counselor: Mt. Airy USA

Project: Point Breeze Homeownership II

Address: 1330 S. 18th Street
Developer: Community Ventures-Steve Kaufman and David La Fontaine
Agent: N/A
Lender: Huntingdon Valley Bank-Ralph Cirino
Housing Counselor: New Kensington CDC

Project: 17th and Federal

Address: 1220 S. 17th Street
Developer: Community Ventures-Steve Kaufman and David La Fontaine
Agent: N/A
Lender: Citizens Bank- Joe Malahatti and Vincent Corabi
Housing Counselor: New Kensington CDC-Lorrie Stevens

Project: South City Gardens

Address: 2042 Federal Street
Developer: Innova Redevelopment LLC-Jeff Allegretti and Bud Allegretti
Agent: Dave Lombardo
Lender: Sovereign Bank-Al Parker
Housing Counselor: Diversified Community Services-Cheryl Weiss

- **PRA will** provide nametags with “Red Door” brand for on-site personnel.

12. Provide postcards and posters for each site April 13 am

Expectations and Guidelines for Developers

- 1. Provide additional, individual Open House advertising efforts.**
- 2. Provide open house signage.**
 - Sandwich board with “Red Door” and red balloons, if possible.
- 3. Provide modest staging at each Open House Site.**
 - Shower curtains, a few plants, etc.
- 4. Create a warm, inviting atmosphere.**
 - Check lighting; soft music, if possible.
- 5. Assign a knowledgeable representative for each site.**
 - Developer, representative and listing agent.
- 6. Provide modest refreshments**
 - Water at a minimum; preferably cookies and/or pastry.
- 7. Provide 2 tables and at least 4 chairs (at minimum)**
 - These are for the housing counselor and mortgage lender.
 - Provide additional chairs for your staff if you desire.
- 8. Have marketing/info materials on hand that are specific to each site.**
 - These are materials prepared by developers.
- 9. Have list on hand of other units available for showing (if applicable).**
- 10. Prepare a sign-in sheet or book.**
 - Proactively encourage visitors to sign in.
 - Forward copy to PRA after Open House.
- 11. Be alert for media representatives.**
 - Be polite, but do not try to answer questions;
 - Call Dana Hanchin (215 687-9881) immediately if media appear at your site.