

Marketing of Workforce Housing Program Units

By constructing and offering units pursuant to the Workforce Housing Program (WHP), you are helping to address housing needs of people employed in the jobs that make the community economically viable. This checklist outlines the requirements for marketing of WHP units. Pursuant to the requirements, the Developer must **act in good faith** to market and sell the unit(s), and the **WHP units must be marketed in the same manner as the market-rate units** within a development. WHP units must be **available for purchase for 180 days** minimum. Demonstration that the unit has been available for purchase requires compliance with the requirements outlined in the table below. Palm Beach County may conduct site visits at reasonable times or perform other independent investigation to verify continued compliance with the WHP requirements.

	Requirement	Required Action:	Notes
Notice of Unit Availability	Obtain list of interested parties from County	Request list from Department of Housing and Economic Sustainability (HES): <ul style="list-style-type: none"> • Lesley George: 561-233-2065 lgeorge@pbcgov.com • Verna Jackson: 561-233-2064 vjackson@pbcgov.com 	<i>HES Interested Parties list includes realtors, lenders, housing partners, etc.</i>
	Provide written notice that sales of the required WHP units within the development are ready to commence, to include: <ul style="list-style-type: none"> • location of the subject property • location/hours of sales office • floor plans/construction specifications • timeframe for WHP units to be available for contract • pricing of WHP unit(s) 	Mail written notice to: <ul style="list-style-type: none"> • List of Interested Parties from HES • Michael Howe, Planning Division 2300 N. Jog Road West Palm Beach, FL 33462 • Dorina Jenkins-Gaskin, HES 100 Australian Avenue, 5th Floor West Palm Beach, FL 33406 	
	Provide proof of outreach to interested parties at the time units are available for contract, to the Planning, Zoning and Building Department;	Send proof of outreach to: Michael Howe , Planning Division 561-233-5361 mhowe@pbcgov.com	<i>Proof of outreach shall include but not be limited to copy of email and/or letter sent, with distribution list.</i>
Sales Center Information	Prominent displays at sales center indicating availability of WHP units, for the period units are available;	Send monthly documentation to: Michael Howe , Planning Division 561-233-5361 mhowe@pbcgov.com	<i>Displays may include brochures, digital displays, or other materials.</i> <i>Proof shall include monthly photographs of the displays, materials and signs indicating WHP units are available, demonstrating prominent location at the sales office.</i>
	Provide WHP promotional brochures indicating availability of WHP units;	Request brochures from: Michael Howe , Planning Division 561-233-5361 mhowe@pbcgov.com Display brochures in Sales Office Send monthly documentation to: Michael Howe , Planning Division 561-233-5361 mhowe@pbcgov.com	<i>Proof shall include monthly photographs of the brochures display that demonstrate prominent location within the sales office.</i>
	Provide informational packets (to be provided by or approved by Palm Beach County prior to placement on sales floor) to include qualification standards & process, Covenant terms, and other relevant information regarding WHP units.	Display information provided by HES in Sales Office Send monthly documentation to: Michael Howe , Planning Division 561-233-5361 mhowe@pbcgov.com	<i>Proof shall include monthly photographs of the displayed information that demonstrate prominent location within the sales office.</i>
Marketing	Market WHP units in same manner as market-rate units in the development;	Market WHP units consistent with marketing for market rate units Send monthly documentation of marketing effort to: Michael Howe , Planning Division 561-233-5361 mhowe@pbcgov.com Send monthly log of visitors or callers to Sales Office interested in WHP, to HES: <ul style="list-style-type: none"> • Lesley George 561-233-2065 lgeorge@pbcgov.com • Verna Jackson 561 233-2064 vjackson@pbcgov.com 	<i>Proof shall include website map, webpage screenshots, copies of mailers, photos of billboards, proof of television, radio, newspaper or online advertisements, etc., for both market rate and WHP units.</i> <i>Projects seeking release of obligation will be required to demonstrate that the unit has been available for purchase for a minimum of 180 days, the unit is located in a pod or phase in which not less than 80% of the market rate units have binding purchase contracts, and the unit has been marketed consistent with the market rate units, including an affidavit to that effect.</i>