

Chimes Building

Fair Housing Marketing Commitment

Our Commitment to Equal Housing Opportunity

At the Chimes Building, we are committed to ensuring that everyone has equal access to safe, high-quality housing.

We fully support and comply with the Fair Housing Act and all applicable local, state, and federal regulations.

Housing opportunities are made available without regard to race, color, national origin, religion, sex, familial status, disability, or any other protected class.

About the Chimes Building

The Chimes Building is a 152-unit mixed-income residential community located in downtown Syracuse, New York.

Developed by SEED Syracuse, Inc., the project reflects a mission to create inclusive, economically diverse housing.

The project builds on the success of Salt City Market and aims to bring together individuals from diverse backgrounds into one shared community.

Community engagement was incorporated throughout the design and development process.

A Truly Mixed-Income Community

The Chimes Building offers housing across multiple income tiers to support diversity and accessibility:

- Affordable Housing ($\leq 60\%$ AMI)

- Workforce Housing (60%–120% AMI)
- Market Rate Housing (120%+ AMI)

Who We Aim to Reach

We recognize that some individuals may be less likely to apply for housing due to barriers such as limited access to information, language differences, or systemic inequities.

Our outreach efforts focus on ensuring these individuals are aware of and feel welcome to apply for housing at the Chimes Building.

How We Reach Our Community

Community Partnerships

We collaborate with local organizations that serve diverse populations.

These relationships help expand awareness and build trust within the community specifically targeting populations of groups understood to be least likely to know about and/or apply for housing in the Chimes Building.

Marketing & Outreach Strategies

We utilize multiple outreach methods to ensure accessibility:

- Website and online waitlist (thechimesbuilding.com)
- Social media campaigns
- Local media coverage including newspapers and community publications
- Flyers and brochures distributed through community partners
- On-site engagement such as model unit tours

Leasing Access & Applicant Experience

We aim to make the leasing process transparent and accessible:

- Online waitlist and interest forms
- Staff assistance throughout the application process
- Reasonable accommodations for individuals with disabilities

Accountability & Continuous Improvement

We evaluate our outreach and marketing annually.

We track how applicants learn about the property.

We review demographic data to ensure diverse representation.

If gaps are identified, outreach strategies are adjusted to improve effectiveness.

Fair Housing Practices & Staff Training

All staff receive fair housing training.

Training includes protected classes, disability rights, marketing practices, screening policies, VAWA protections, and anti-discrimination practices.

Staff must complete training prior to participating in leasing activities.

Our Commitment to Transparency

This Fair Housing and Marketing Plan is available for public review.

We are committed to operating with transparency, accountability, and integrity.

Join Our Community

Visit www.thechimesbuilding.com to learn more or join the waitlist.

Contact our leasing team for additional information.

