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August 23, 2006

Mr. W. Calvin Horton  
Town Manager  
Town of Chapel Hill

Dear Cal:

This letter is a report on our 2006 marketing efforts for the 24 one-bedroom, restricted income apartments at Chapel Ridge. This year the apartments rent for \$730 a month including utilities. New lease periods for these units began on August 1<sup>st</sup>, so we marketed the units to the affordable housing community in June.

To reach the target affordable housing market, we spread information about the units through our non-profit and government partners including:

- Orange County's Department of Housing and Community Development
- Town of Chapel Hill Department of Housing
- Town of Chapel Hill
- Chapel Hill/Carrboro Schools
- Interfaith Council
- Chrysalis Foundation
- Empowerment, Inc.
- UNC's Department of Human Resources
- UNC Hospitals
- Club Nova
- Chapel Hill/ Carrboro Chamber of Commerce

The information package we sent to these partners included a floor plan of the units and basic information about the rental terms, including the fact that Section 8 vouchers are accepted. Interested parties were directed to respond to our office.

We did not receive one response to these marketing efforts. This is consistent with our past experience and the feedback that several of our non-profit partners have given us, is that the rental rate for these units is simply not low enough to appeal to traditional affordable housing clients.

Please let me know if you have any questions about this report.

Sincerely,

Robert Dowling,  
Executive Director

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