



CHECKLIST FOR BROWNFIELDS MARKETING ACTION

Points: A total of ten (10) points are available for this action.

This checklist is to be used in conjunction with the Brownfields Marketing Action.

Name of municipality:

Submitted by:

Title:

Date:

Required:

1. Description of Implementation

In the Description of Implementation section of the online submission page for this action, provide an overview of the marketing of brownfield sites done to date including who has been involved, materials developed, goals set and summary of actions taken per checklist below.

Submitted: Yes No

2. Brownfield Site(s) Property Description(s)

Upload your brownfield site(s) factsheet or provide detailed information below about at least one site being actively marketed.

3. Marketing Activities

Complete **two or more items** from this list and provide the requested information.

1. Link to page on your municipal website where specific information on the brownfield site(s) is posted. Name of individual who will be responsible for maintaining and updating this page on the municipality's website (optional.)

URL:

Date posted:

Name of individual/title:

2. Upload copy of *Requests for Proposals* (RFPs) or *Requests for Letters of Intent*, with date(s) issued. (This option is only for sites within redevelopment areas). Attach responses if received (optional).
3. Upload copy of *Requests for Expressions of Interest*, with date and method used for advertising. Attach responses if received (optional).
4. Submit a link showing that your property has been entered onto the Site Mart page, and include the date the submission was posted.

URL:

Date posted:

5. Upload copies of written materials (flyer, brochure, fact sheet, etc.) developed for distribution at trade events. List of events or distribution channels at which the materials have been distributed, along with the date(s) of distribution.

Distributed at:

Date:

Distributed at:

Date:

Distributed at:

Date:

6. Upload copy of outreach poster and list of agencies/organizations where the poster was displayed or circulated and dates of display/circulation.

Poster was displayed:

Date:

Poster was displayed:

Date:

Poster was displayed:

Date:

7. Upload copy of ad(s) placed in real estate trade magazines. List name of the publication, and the date of issue.

Magazine:

Date:

Magazine:

Date:

Magazine:

Date:

8. Provide a link from an online brownfields marketplace site that contains information about your brownfield(s) that you have posted on the site, along with the date of submission. Upload any responses if received (optional).

URL:

Date:

9. Upload copy of the listing from a local real estate broker showing that your site was actively marketed, along with the date when the posting first appeared. Attach responses if received (optional).
10. Upload copy of relevant emails or written correspondence to state and federal agencies, with the date of the interactions. (These submissions can also be used to document phone or in person discussions).
11. Upload copies of email or written correspondence setting up a tour with a developer and complete the information below. (This submissions can also be used to document phone or in person invitation).

Developer's name:

Affiliation:

Email or phone:

Tour date:

Summary of discussions/outcomes:

12. Documentation of "Other" marketing actions taken, to be evaluated for inclusion.
Description:

IMPORTANT NOTES:

All action documentation is available for public viewing after an action is approved. Action submissions should not include any information or documents that are not intended for public viewing.