Promotion & Media Guidance for Homeownership and Community Development Projects

Guidelines and expectations for awardees and project sponsors completing homeownership and community development projects are outlined below. Awardees must adhere to the following requirements for media, promotion, and project signage.

Funding Source Acknowledgment
Awardees must clearly identify the funding provided by NYS Homes and Community Renewal in all public facing materials. Example: References to the funding should state Project/program/grant is funded by the New York State Homes and Community Renewal (Identify Funding Source/Program). Follow for press releases, digital or printed marketing and programmatic materials, social media posts and online notices. This includes materials for local releases of grant program resources such as announcements, emails and homeowner/business/building owner guides, application materials and grant award correspondence.

Events & Press Releases
Before engaging in promotional media activity or events related to the project, notify your HCR project manager to seek guidance on requirements. Send draft press releases to HCR for review at least two weeks prior to the proposed issue date. This includes press releases prepared by project partners or consultants on funded projects.

Event scheduling for public or press events related to the funded project (groundbreaking, ribbon cutting, tour events, etc) should be done in cooperation with HCR to ensure agency availability to participate.
If you would like to hold an event, work with your project manager or other HCR staff member to get an HCR Press Event Request form. Prepare and submit the form to your project manager for approval. Wait until HCR confirms a date with you before scheduling any events.

Project Funding Signage
The HCR Project Funding Sign specifications are available online, here. These requirements must be followed for large-scale projects with significant HCR investment, e.g., NYS CDBG Public Facility Project, New York Main Street Downtown Anchor Project. An alternate neighborhood-scale project funding sign may be used for scattered site grant programs with smaller projects and sites that will not accommodate the standard 4x8 ft project funding sign.

Small Project Sign Specifications
Small Project Sign Template (zip file)

Signage must be placed in a visible location for the duration of the project and for 60 days after completion of the project. Sign must be installed in accordance with all laws and

codes having jurisdiction, in a prominent location secure from vandalism. Sign must be maintained plumb, level and in good condition for duration of posting.

Applicability
Assisted projects including accessory dwelling units, homes assisted with emergency/storm repair funding, rental properties, commercial properties and businesses open to the public are required to place an HCR funding sign at the project site(s) according to the above requirements.

Owner occupied rehabilitation projects and homes assisted with lead remediation grants are not required to post signs, but may choose to with consent from property owner(s).

Project Photographs
Awardees are encouraged to document project activity with clear, high resolution photography. Awardees are advised to curate a small number of the best representative project photos to share with HCR. Project Photo Release Forms should be gathered from property/business owners for buildings, businesses, and people pictured. The Form is available here.

Projects involving construction or rehabilitation activity should collect photographs of existing conditions, construction underway, and the completed project. Projects involving non-capital activities or business assistance are encouraged to collect photographs of the assisted facility or business to document the activity supported. Photographs should be provided to the HCR grant project manager in .jpg format with clear, consistent file names.