



How to Use This Document

To help with the marketing of the City Heights development opportunity, we have produced six videos that help to tell the story of all the site has to offer and how to engage. There is one comprehensive video that is a minute long and five shorter 30-second reels. These are meant for web consumption, specifically social media. Please feel free to use all of the videos as part of your social media and web content strategy. Links to the video files are below as well as a description of the video themes and draft captions.

Full Promotion Video

Theme: This video is one minute long and is meant to be comprehensive. It shows all aspects of the project's potential.

How to Use: Upload the video to social media channels. This video is a bit longer so it may be more impactful on a website, Facebook, X, or YouTube.

Suggested Caption: Are you ready to unlock the potential of City Heights!?! The Housing Authority of Covington, Kentucky, is looking for the right developer to take on this expansive site and unique opportunity for transformative development. Click our link in bio (redevelopcityheights.com) to access the full Request for Qualifications or email Steve Arlinghaus at steve.arlinghaus@hacov.org.

Reel 1: The Site

Theme: This is a shorter video focused on the site itself, its acreage, and topography.

Suggested Caption: Explore the vast acreage and unique topography of the 76-acre City Heights development opportunity in Covington, Kentucky. Imagine the possibilities! The Housing Authority of Covington, Kentucky, is looking for the right developer to take on this expansive site and unique opportunity for transformative development. Click our link in bio (redevelopcityheights.com) to access the full Request for Qualifications or email Steve Arlinghaus at steve.arlinghaus@hacov.org.



Reel 2: Northern Kentucky Proximity

Theme: This is a shorter video that is focused on the location of the site. The video specifically highlights the proximity to Northern Kentucky destinations and is meant to reach a more local or regional audience.

Suggested Caption: Location, location, location! See how CLOSE the City Heights development opportunity is to the most popular Northern Kentucky destinations. A prime spot for your next big project. The Housing Authority of Covington, Kentucky, is looking for the right developer to take on this expansive site and unique opportunity for transformative development. Click our link in bio (redevelopcityheights.com) to access the full Request for Qualifications or email Steve Arlinghaus at steve.arlinghaus@hacov.org.

Reel 3: Cincinnati Proximity

Theme: This is a shorter video that is focused on the location of the site. The video specifically highlights the proximity to Downtown Cincinnati destinations. It is meant for both a local/regional and national developer audience.

Suggested Caption: Just minutes from Downtown Cincinnati and all it has to offer! Discover the many reasons the City Heights development site is a prime opportunity for redevelopment! The Housing Authority of Covington, Kentucky, is looking for the right developer to take on this expansive site and unique opportunity for transformative development. Click our link in bio (redevelopcityheights.com) to access the full Request for Qualifications or email Steve Arlinghaus at steve.arlinghaus@hacov.org.

RE: DEVELOP CITY HEIGHTS



Reel 4: Type of Developer

Theme: This is a shorter video that is focused on the type of developer we are looking to partner with.

Suggested Caption: Are you the developer we're looking for? We are seeking a visionary developer to take on the redevelopment of the City Heights site. Are you ready? Let's talk! The Housing Authority of Covington, Kentucky, is looking for the right developer to take on this expansive site and unique opportunity for transformative development. Click our link in bio (redevelopcityheights.com) to access the full Request for Qualifications or email Steve Arlinghaus at steve.arlinghaus@hacov.org.

Reel 5: Opportunity

Theme: This is a shorter video focused on the site's catalytic nature and how big of an opportunity it presents for the region and the right developer.

Suggested Caption: The City Heights development site presents a catalytic opportunity for regional growth. This is more than just a development site; it's a chance to shape the future. Are you the developer we're looking for? The Housing Authority of Covington, Kentucky, is looking for the right developer to take on this expansive site and unique opportunity for transformative development. Click our link in bio (redevelopcityheights.com) to access the full Request for Qualifications or email Steve Arlinghaus at steve.arlinghaus@hacov.org.

Still Images

These images include both ground-level and drone shots, offering various perspectives of the site. Raw footage is also available upon request.