

Landing Locals / Lease to Locals Incentive Program Discussion

March 2022



Agenda

Welcome and Intros

Landing Locals Company Evolution

Lease to Locals Program Goals

Lease to Locals Market Deep Dives

- Truckee, CA
- Summit County, CO
- South Lake Tahoe, CO

Ketchum Discussion

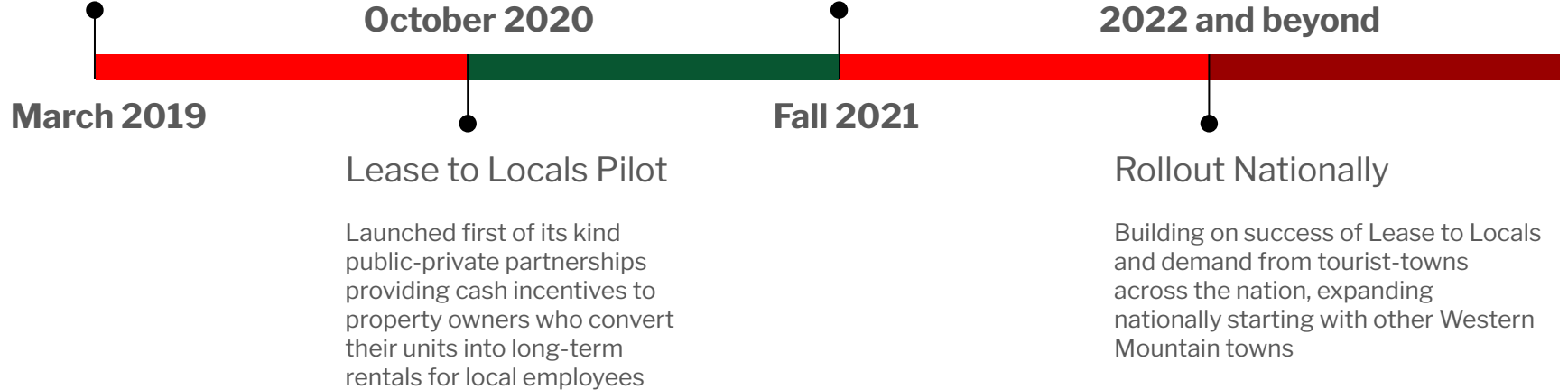
Landing Locals Company Evolution

Proof of Concept

Partnering with TTCF and Mountain Housing Council piloted our local housing matching website in Truckee

Expand to Other Markets

Developed and rolled out Lease to Locals incentive program in Summit County, CO and South Lake Tahoe, CA with really strong indicators of success



Lease to Locals Program Goals:



Convert existing housing stock to new longer-term rentals for the local workforce in tourist towns



Provide property owners cash incentives to convert their properties into seasonal and long-term rentals



Allows local governments to quickly and efficiently address critical “missing middle” housing needs

Lease to Locals — Town of Truckee

- Pilot Program Launched in November 2020 (Revised August 2021)
- 52 Units Unlocked (90% of homeowners are renewing for a second year)
- 111 Locals Housed, Average rent per bedroom \$1030/month
- \$246,350 Grant Dollars Committed

Incentive Amounts for property owners:

Lease Length	1 Regional Employee	2 Regional Employees or 1 Regional Employee with a child or children	3 Regional Employees or 2 Regional Employee with a child or children
Shorter term (3-6 month)	\$1,000	\$1,500	\$3,000
Mid term (6-12month)	\$2,100	\$3,500	\$4,500
Long term (12+ month)	\$4,500	\$7,500	\$10,000

Lease to Locals — Town of Truckee

Example Marketing:



**EARN UP TO \$10,000
BY RENTING YOUR
PROPERTY IN
TRUCKEE TO OUR
LOCAL WORKFORCE**

Program Funded By:



**LANDING
LOCALS**
CA DRE #02103731

HOW IT WORKS:

-  Truckee property owners can earn up to a \$10,000 grant for shifting their property into a long-term rental
-  As part of the program, Landing Locals will provide property owners free tenant screening and matching services

There is a limited amount of grant money available in 2021, so contact Landing Locals today!

Example Grant Amounts

-  Rent a room to a local employee for **6 months**
\$2,100
-  Rent an ADU to a local employee for **12 months**
\$4,500
-  Rent a house to 2 local employees with a child for **12 months**
\$10,000

VISIT: LandingLocals.com/WorkforceGrant CALL: **(530) 290-6949**

Lease to Locals — Summit County

- Six-month pilot, Launched in October 2021 (extended through EOY 2022)
- 30 Grants Given, 54 bedrooms unlocked
- 57 Locals Employees Housed, Average rent per bedroom \$1,200/month
- \$444k Grant Dollars Committed

Incentive Amounts for property owners:

Unit Size	Seasonal	Long Term
Room	\$2,500.00	\$4,000.00
Studio	\$4,500.00	\$7,000.00
1 Bedroom	\$5,000.00	\$8,000.00
2 Bedrooms	\$10,000.00	\$18,000.00
3 Bedrooms +	\$11,000.00	\$20,000.00

Lease to Locals – Summit County

Example Marketing:




**EARN UP TO \$24,000
BY CONVERTING YOUR
SHORT-TERM RENTAL
INTO A LONGER-TERM
RENTAL FOR THE
LOCAL WORKFORCE.**


SUMMIT COUNTY
Housing Department

LEASE TO LOCALS
powered by **LANDING LOCALS**

HOW THE PROGRAM WORKS:

 Town of Breckenridge property owners can earn up to \$24,000 by converting their short-term rent into a long-term rental for the local workforce.

 To qualify, property owners need to rent to tenants who work locally and sign a minimum of a five month lease.

 **This is a pilot program that runs through April 2022, but the highest incentives are paid to leases signed for this winter.**

Scan to learn more

VISIT LeaseToLocals.co
CALL (970) 406-4519



Escanea para más información

PRSR1 STD
US POSTAGE
PAID
RENO NV
PERMIT NO 200

Joe Homeowner
123 Colorado Ave
Denver, CO 80210

Lease to Locals — City of South Lake Tahoe

- One-year pilot, Launched in January 2022
- 100+ homeowner leads since launch

Incentive Amounts for property owners:

	Monthly Rent Not to Exceed	Maximum number of Grants Per Unit*	Maximum Total Grant Amount per Unit
Room or Studio	N/A	1	\$2,000
1 Bedroom	\$2,000	2	\$4,000
2 bedroom	\$2,500	3	\$6,000
3 bedroom	\$2,800	4	\$8,000
4 bedroom +	\$3,100	5	\$10,000

