

LEASE TO LOCALS

powered by  placemate

Town of Mammoth Lakes

May 1, 2024

Colin Frolich
Founder / CEO
colin@placemate.com

Agenda

- ▶ Background on Lease to Locals
- ▶ Market Deep Dive – Truckee, CA
- ▶ Bringing Lease to Locals to Mammoth Lakes



Placemate's Vision and Mission:



Vision: We envision a world where communities thrive because local employees can find stable housing.

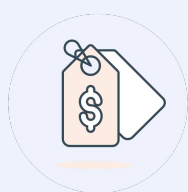


Mission: Our mission is to help local employees secure housing in tourism-based economies, through innovative public and private partnerships across the country.

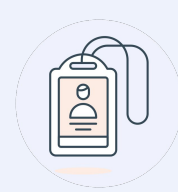
Lease to Locals: Program Overview



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



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

Lease to Locals: Markets



 **Truckee, CA**
November 2020

 **Summit County, CO**
October 2021

 **South Lake Tahoe, CA**
January 2022

 **Placer County, CA**
August 2022

 **Ketchum, ID**
October 2022

 **Eagle County, CO**
June 2023

 **Nantucket, MA**
September 2023

 **Provincetown, MA**
April 2024

Lease to Locals: Overall Results



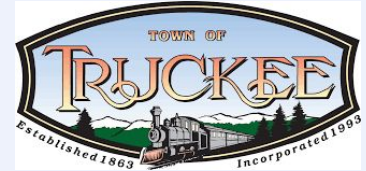
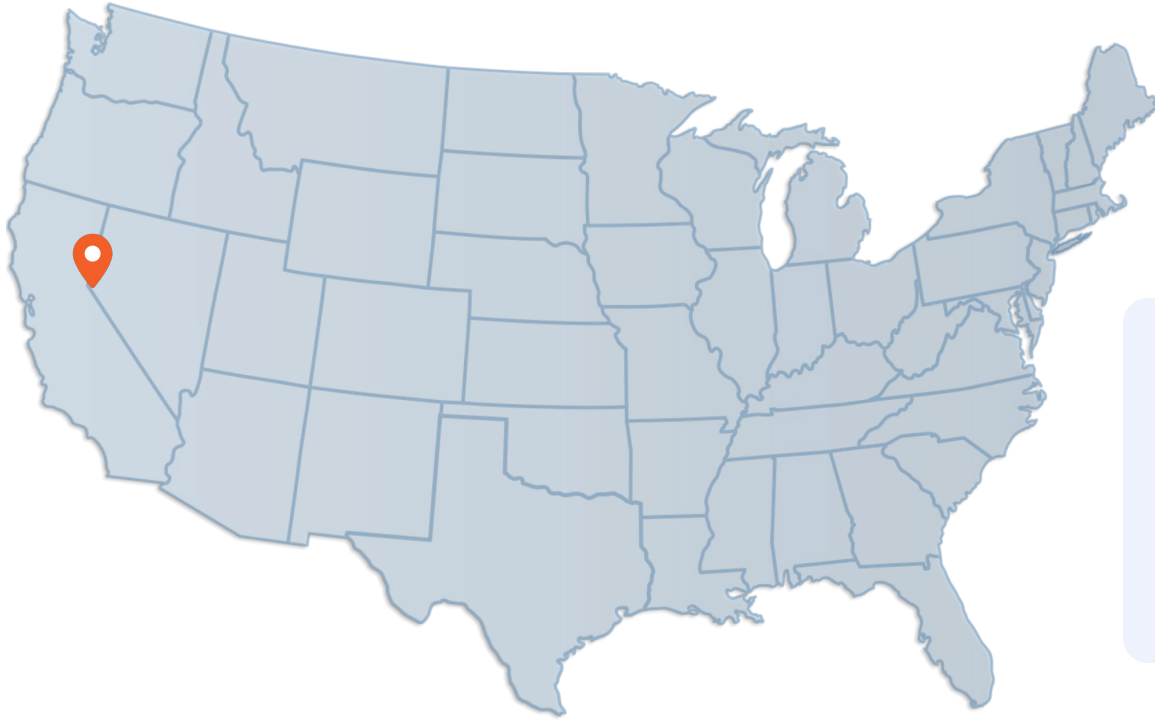
Results to Date*

2,446 total property owner leads



*Data as of April 2024

Market Deep Dive: Town of Truckee



Launched September 8, 2020

Program Guidelines



Property must be located in Town of Truckee

Property must NOT have had full time tenants in last 12 months



Leases can be seasonal (5+ months), or long-term (12+ mo.) and rent can not exceed \$3,500/mo

Incentive amounts vary based on length of lease and number of Qualified Tenants, up to \$18,000



At least 50% of the **household must be locally employed** (TTUSD boundary) at least 20 hours per week

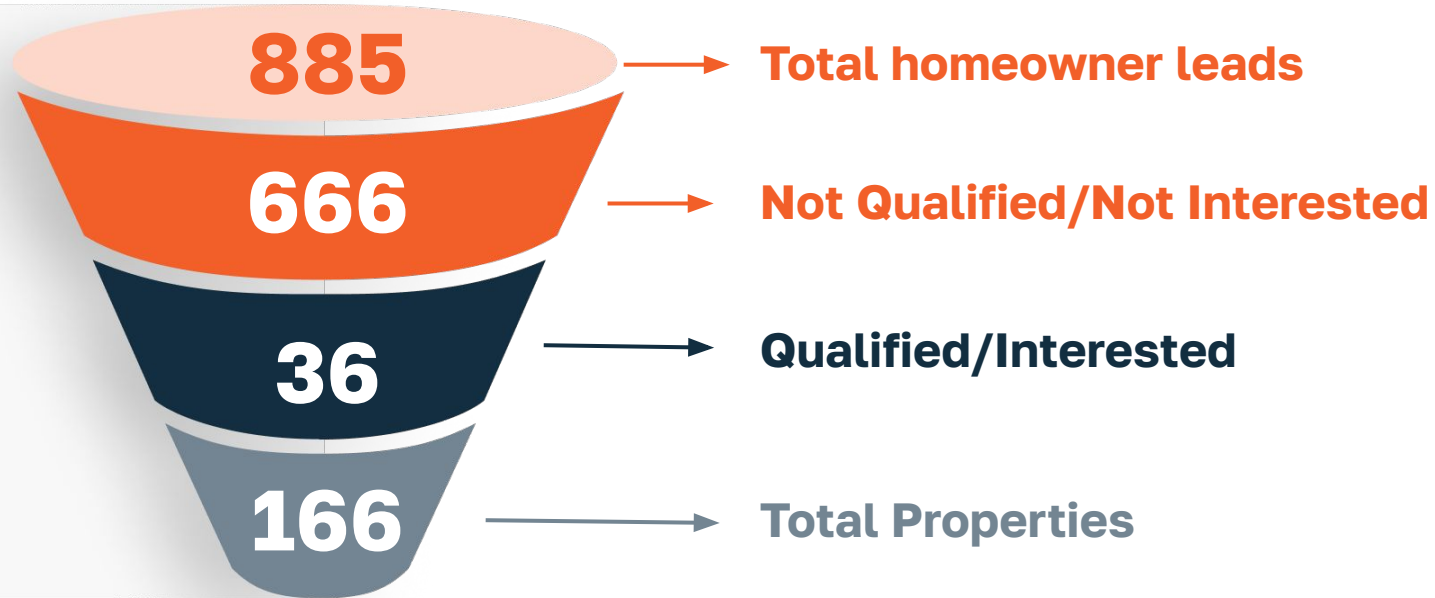
Average adult gross income can not exceed 150% AMI (\$118,125)

Program Policies: Incentive Amounts

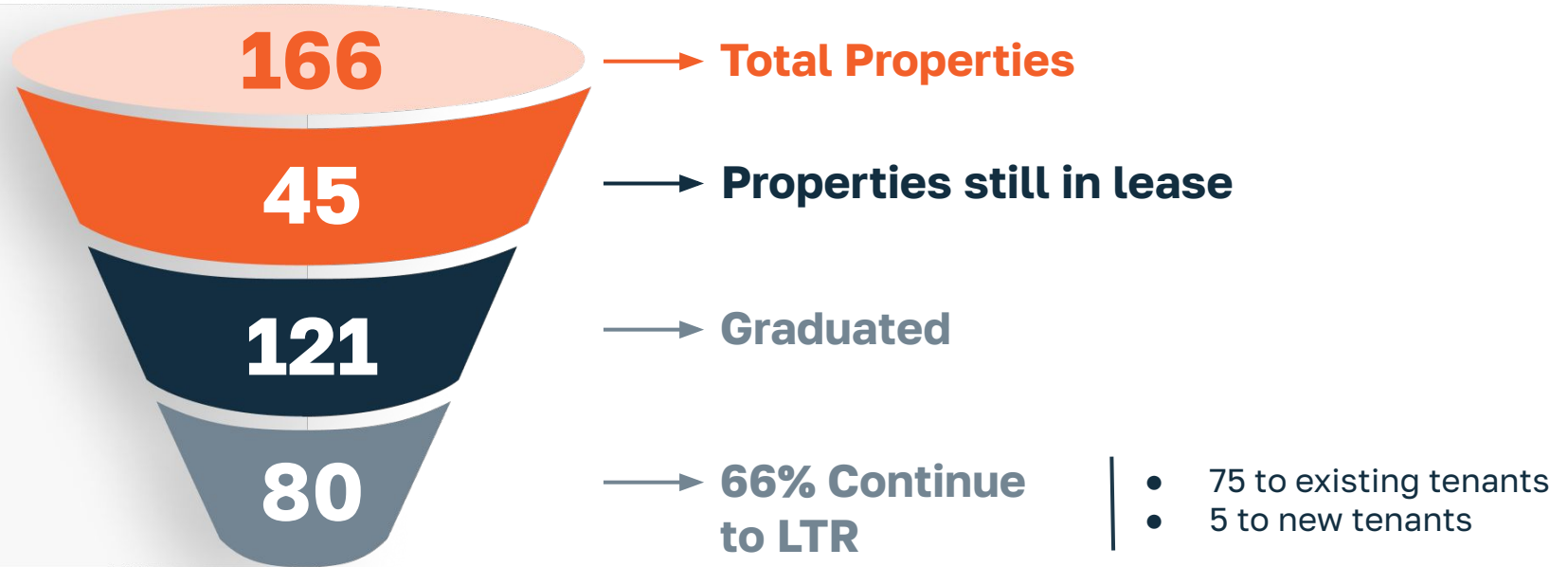
Lease length	1 Qualifying Tenant	2 Qualifying Tenants	3 Qualifying Tenants	4 Qualifying Tenants
Seasonal (5-11 months)	\$2,000	\$4,000	\$6,000	\$8,000
Long Term (12+ months)	\$4,500	\$9,000	\$13,500	\$18,000



Results: Property Owner Pipeline



Results: Retention



Results: Tenants



383

Total People
Housed



\$1,064

Average
rent/bedroom



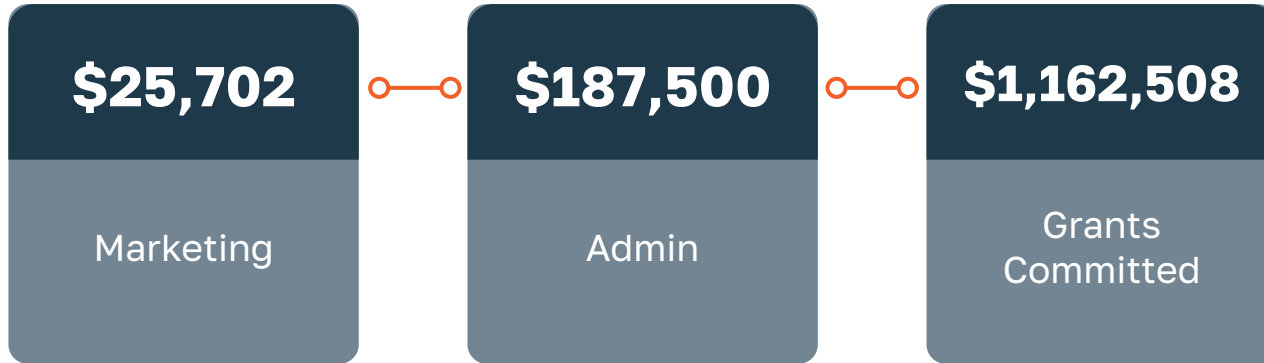
\$2,689

Average
rent/property

Budget



\$8,897 average cost of incentive per property



Feedback



“It’s gone well and we get along great! Any additional income offsets and incentives are always a great idea to keep locals here and help them afford the rental costs.”

- Michael - Truckee Tenant - 6/27/23

“Thank you for helping me find a place to live in 2023! It’s been a great year and I look forward to renewing my lease for 2024!”

- Angi - Truckee Tenant 11/16/23

“So great. We love having them in our house and in our neighborhood.”

- Sunshine - Truckee Property Owner 7/2023

“...for someone like me, a ski coach at Northstar, this has been extremely helpful. It has allowed me to not have to move to Reno for cheaper rent and a big commute while also being close to my daughter... This is a great program and I hope other resort towns that all face the same local affordable housing problems find ways to copy this awesome program for local workers.”

- Rob - Truckee Tenant 1/6/2024

“Thank you for your program - we would not have rented our place without it because we were concerned about all of the unknowns - you helped clear up many of those!”

- Kim - Truckee Property Owner 6/2/2023

Bringing Lease to Locals to:



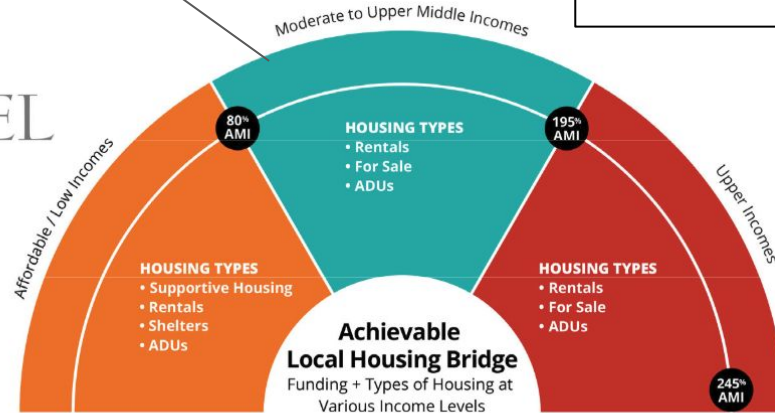
Mammoth Housing Programs



LEASE TO LOCALS

BRIDGE PROGRAM

SMALL SITE DEV.



Lease to Locals TOML: Considerations



- Cost effective way to unlock new long-term rentals from existing housing stock
- Likely >50% of units will remain as long-term rentals at least an additional year
- Program is building off proven success in other markets and can be quickly deployed
- Estimates of ~\$400k program budget could convert 30 units per year (see appendix)

Lease to Locals Timing and Next Steps



1

Gain consensus,
align on program
goals, policies, and
budget

May-June

2

Build program
guidelines and
allocate budget for
1-2 years of program

July-August

3

Launch program
with full marketing
and PR plan to gain
momentum

September

Questions?



Colin Frolich
colin@placemate.com

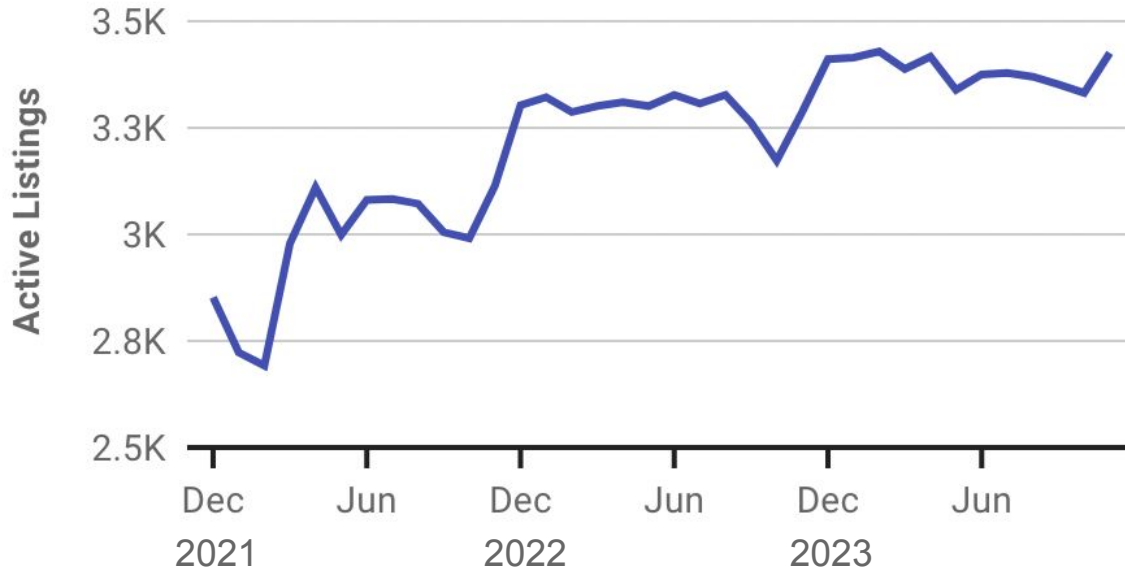
Appendix



Lease to Locals TOML: STR Data



Rental Growth in the Last 3 Years



AIRDNA

Currently, 36% of the housing stock is Short-term Rented

Lease to Locals TOML: STR income



Monthly Net Income of Short-Term Rentals in Mammoth

	1bd	2bd	3bd
Gross Income	\$3,866	\$5,028	\$6,246
Cleaning Fees (10%)	\$387	\$503	\$625
PM Fee (10%)	\$387	\$503	\$625
Utilities (10%)	\$387	\$503	\$625
Airbnb Fee (3%)	\$116	\$151	\$187
Net	\$2,590	\$3,369	\$4,185

Lease to Locals TOML:

Proposed Incentive Amounts



Lease Length	1 Qualifying Tenant	2 Qualifying Tenants	3 Qualifying Tenants	4 Qualifying Tenants
Seasonal (5-11 months)	\$2,000	\$4,000	\$6,000	\$8,000
Long-term (12+ months)	\$4,500	\$9,000	\$13,500	\$18,000

Lease to Locals TOML: Hypothetical Success



Unit Size	Number of Units	People Housed	Average per unit Incentive	Costs
Private Room	2	2	\$4,500	\$9,000
Studio	4	4	\$4,500	\$18,000
1bd	4	6	\$6,750	\$27,000
2bd	12	30	\$11,250	\$135,000
3bd	8	24	\$13,500	\$108,000
	30	66	\$9,900	\$297,000

Lease to Locals TOML: Budget Estimate



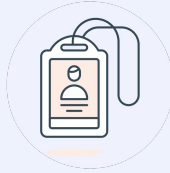
\$297,000	Incentive Costs
\$97,500	Placemate Admin Cost
\$5,500	Marketing Expenses
\$400,000	Total Program Cost for Year 1

Lease to Locals Placemate's Role



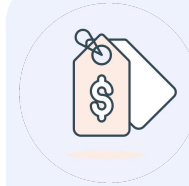
Property Owner Qualification

- Oversee targeted marketing
- Dedicated program webpage / phone #
- Onboarding phone call and ongoing support
- Ability to self-list property on Placemate



Tenant Qualification

- Ability to create renter profile on Placemate to match with properties
- Verify local employment/income via paystub or employer letter
- Verify tenant ID



Compliance and Reporting

- Submit full application packet to Town Staff
- Ongoing compliance with mid-year and year-end check ins
- Reporting and regular updates to Town staff and Town Council