

TOWN COUNCIL STAFF REPORT

Title: Approve a professional services agreement with Placemate to implement and manage the Lease to Locals program.

Meeting Date: July 3, 2024

Prepared by: Nolan Bobroff, Community and Economic Development Director

RECOMMENDATION:

Approve a professional services agreement with Placemate to implement and manage the Lease to Locals program

BACKGROUND:

The Lease to Locals program aims to connect tenants with property owners who wish to lease their property on a seasonal (5-11 months) to long-term (12+ months) basis in exchange for a financial subsidy from the Town that is in addition to the rental revenue that the owner will collect.

An overview of the program was presented to the Town Council in May and June 2024, and Town Council directed staff to return with a contract at a future meeting.¹

The total year-1 cost of the program is estimated to be \$425,000, of which \$320,000 will be used for subsidies that are paid directly to the property owners and \$105,000 will be paid to Placemate for the administration, implementation, and marketing of the program. Upon a funding recommendation from Placemate for an approved unit, the Town will issue 50% of the subsidy payment directly to the property owner upon verification that the tenants have moved-in and then will issue the remaining 50% of the subsidy payment at the end of the lease. Property owners can only receive a subsidy one-time per property.

Staff continue to work with Placemate to refine the program guidelines and anticipate bringing back the guidelines for approval at the July 17, 2024 Town Council meeting. Placemate would then be in a position to launch the program shortly thereafter.

FINANCIAL CONSIDERATIONS:

The Town Council set aside \$450,000 for the program during the FY 23/24 – 2nd Quarter budget presentation. This funding will cover the initial year of operating the program.

LEGAL CONSIDERATIONS:

The Town Attorney has reviewed the attached agreement and will work with staff and Placemate to finalize the agreement.

¹ May 1, 2024 Town Council Presentation

<https://pub-townofmammothlakes.escribemeetings.com/filestream.ashx?DocumentId=36085>

June 19, 2024 Town Council Report

<https://pub-townofmammothlakes.escribemeetings.com/filestream.ashx?DocumentId=36659>