

Eagle County's Lease to Locals program about to start marketing efforts for 2024

Program offers incentives to long-term rent units

News [FOLLOW NEWS](#) | Feb 11, 2024



Scott Miller [FOLLOW](#)
smiller@vaildaily.com



An Eagle County program to convince homeowners to put their units into the long-term, rather than short-term rental pool is starting to build momentum.

Unsplash

Eagle County's [Lease to Locals](#) program has a simple goal: Encouraging landlords to lease their property to valley residents.

During a recent update, county housing manager Daniel Murray updated the Eagle Board of Commissioners about the program's progress, and potential for growth.

Murray noted that the program's original 2023 goal was putting 40 units into, or back into, long-term rentals. Leases can be either for a full year or a winter season.

By the numbers

- 31: Units participating in the 2023 Lease to Locals program
- 65: Number of bedrooms in the program
- 40: Program goal for 2023 and 2024
- \$15,000: Per-unit incentive for the program

After a slow start, county housing officials in 2023 contracted with Placemate to advertise the effort. Placemate CEO Colin Frolich told the commissioners the company began in Truckee, California, when town officials there wanted to incentivize the use of “under-utilized housing stock” for local employees. The company now works with governments in Summit County, the Ketchum-Sun Valley area of Idaho and Nantucket, Massachusetts.

Eagle County’s affiliation with Placemate began in May of 2023. In that time, the program enrolled 31 participants. The year’s goal was 40 units.

Frolich told the commissioners that Placemate and county officials are working on marketing plans for this year.

Murray said most of the identified units are in the Eagle-Gypsum again. Leases aren’t allowed to end in the middle of the winter, and unit owner incentives are paid at the beginning and end of lease periods.

Part of the program’s outreach will include print and radio advertising but results from 2023 show that about 30% of all leads come from referrals from friends.

The marketing program will roll out in March, with a start in June. Murray said he believes the program can capture more of the short-term rental market.

“We’re very excited,” Murray said, noting that the first wave of 12-month leases is about to end. Officials will have an idea then of how many unit owners continue their participation.