

## For Immediate Release

### Town of Orleans Launches “Lease to Locals” Program to Incentivize Year-Round Rentals

ORLEANS - The Towns of Orleans and Eastham have partnered to launch the “Lease to Locals” program, an innovative initiative designed to increase the availability of year-round housing. This is a collaborative effort to create new long-term rental opportunities in both communities.

The program offers property owners in Orleans and Eastham up to **\$15,000 in one-time incentives** to convert short-term rentals or vacant units into year-round housing. To qualify, properties must be rented to employees of local businesses or to existing residents of either town for a minimum 12-month period.

Placemate Inc., an organization with a proven track record in addressing housing challenges in vacation communities, developed and administers the “Lease to Locals” program.

“Supporting our local workforce goes beyond simply providing housing – it’s about investing in community,” said Orleans Town Manager Kim Newman. “Lease to Locals gives us an opportunity to help our year-round employees and residents find stable homes, which in turn helps us maintain the character of our area. The Cape would not be what it is without its locals.”

The Lease to Locals program is a fast and effective way to address immediate housing needs by unlocking existing units for use as long term rentals.

#### Program Details:

- **Eligibility:** Properties must be in Orleans or Eastham. Units cannot have had full-time tenants for more than a year and tenants cannot currently be on a 12-month lease.
- **Incentives:** “Lease to Locals” incentives range from \$5,000 to \$15,000, based on property size (number of bedrooms) and number of qualified tenants.
- **Tenant Requirements:** To receive an incentive, owners must rent their property to at least one qualified tenant for a minimum 12-month period. A qualified tenant is defined as an individual who works at least 30 hours per week for an employer located or serving customers in Orleans or Eastham, and dependent children of adults in a qualified household are also considered qualified tenants. Tenants in a qualified household may not be blood relatives of the property owner.

Orleans tenants and property owners can learn more and get started by visiting <http://www.placemate.com/Orleans>, calling Placemate at (508) 290-7979, or emailing [hello@placemate.com](mailto:hello@placemate.com).

## **About Placemate**

Placemate has deep experience and operational capacity to help solve the housing crisis in tourist towns by unlocking new housing opportunities for local employees. They operate similar Lease to Locals incentive programs across the country in resort communities in California, Idaho, Colorado, and Massachusetts. Through their trusted online platform, they connect local tenants with homeowners who have underutilized properties available for rent. To bolster this effort, they partner with local governments and nonprofits to incentivize property owners who convert and preserve their units into seasonal and long-term rentals for locals.

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