



"Unlocking housing for our local community"

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Re: Agenda Item #23, April 23, 2019 agenda

Dear Supervisors Hidahl, Frentzen, Veercamp, Parlin, and Novasel,

Thank you for considering Tahoe Home Connection's request for \$1,500 to mail an outreach postcard to second homeowners in the Tahoe portion of El Dorado County. As you know, the Lake Tahoe region, and in particular the South Shore, is facing a severe shortage of available homes for our local workforce. This is due in large part to the high proportion of second homeownership in our communities, leaving over fifty percent of homes vacant much of the time. Tahoe Home Connection is a new program that is taking a proactive approach to this problem - inviting second homeowners to be part of the solution to help bring some of their homes back into the housing stock for our local community.

Our goal is to encourage second homeowners who may have a Tahoe home that has been sitting empty or is used only a short portion of the year to convert their home into a long-term or seasonal rental for a local employee. We have based our program on similar, successful programs in Summit County, Colorado and Whistler, BC. While there are several groups doing the vital work of trying to construct more affordable housing in South Shore, our program is unique because it can quickly utilize existing homes that are already on the ground - saving money for the taxpayer and time for our community.

We have partnered with several local property managers to develop a robust program to provide homeowners the tools they need to successfully rent their home seasonally or long-term, and have launched a webpage, www.tahoehomeconnection.com, including an on-line survey. The next step is to connect with second homeowners through a mailer, alerting them to the program and inviting them to participate. Please see the draft mailer, attached to this e-mail.

As you know, we have received a grant from American Century Golf in the amount of \$2,000 to reach owners of second homes in Douglas County and the City of South Lake Tahoe. We are seeking an additional \$1,500 so that we can print and mail postcards that would reach all 10,000 second homeowners in the Tahoe portion of El Dorado County, the City of South Lake Tahoe, and the Tahoe portion of Douglas County. We have reached out through multiple connections to the City of South Lake Tahoe to request matching discretionary funds, but as yet have not heard from them of a viable source of funding for the mailer.



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We greatly appreciate your consideration of our request, and look forward to partnering with you to open up more homes for our local restaurant workers, nurses, teachers, police and firefighters, and other service workers and tradespeople! Thank you very much.

Sincerely,

Tahoe Home Connection Steering Committee

Amanda Ross, Jill Teakell, Karen Fink, Rebecca Bryson, Shannon Witt

Tahoe Home Connection is an all-volunteer organization, and is a fund of the non-profit El Dorado Community Foundation, 501 (c) 3 tax id: 68-0255556.

Can your second home help solve the South Lake Tahoe housing crisis?

South Lake Tahoe is in the middle of a housing crisis. As the owner of a second home in the South Shore, we are asking for your feedback. Would you be interested in leasing your home on a seasonal, part-time, or year-round basis and, if so, are there any incentives that would make this work for you?



Please take our survey at:

www.TahoeHomeConnection.com

(See reverse side for details)



Tahoe Home Connection
PO Box XXX
South Lake Tahoe, CA XXXX

South Lake Tahoe does not suffer from a lack of housing, but a lack of available housing. More than 50 percent of homes here are vacant, used only seasonally or part-time.

Other mountain resort destinations have successfully partnered with owners like you to lease their homes through flexible leases, discount property management services and other incentives. With so much demand for housing right now, a rental arrangement for part of a season or longer term can make a valuable difference. Help us shape a program that works for you!

Please help us understand your interest in this idea by taking a short survey before May 15, 2019 at www.TahoeHomeConnection.com.

For questions about the survey or our efforts please email us at info@tahoehomeconnection.com. Thank you for your interest!