CAPE COD
COMMISSION

Barnstable County
FY27 License Plate Grant Application Submission

Housing Assistance Corporation

CONTACT INFORMATION

Organization Name: Housing Assistance Corporation
Location: 255 Independence Drive, Hyannis, MA 02601
Project Manager Name: Tana Brennan
Project Manager Title: Project Manager
Project Manager Email: tbrennan@haconcapecod.org

PROJECT INFORMATION

Name of Project: Rent 365: Increasing Year-Round Rental Opportunities

Brief Project Description:
Housing Assistance's "Rent 365" began as a pilot program in 2018 strategically designed to increase year-round rental opportunities on Cape Cod. By addressing the seasonal nature of rentals and encouraging homeowners to embrace a long-term year-round rental instead of weekly or monthly vacation rentals, the program aims to foster a thriving, stable housing market in our region.
Rent 365 offers incentive payments to landlords who are willing to convert and maintain year round rentals The primary obstacle in landlord recruitment has been the upfront costs of getting the apartment/house ready for year-round rental and the incentive not being enough to 'flip" to a year-round rental.
This request for FY27 will allow us to continue to pay incentives to the twelve landlords who are currently in the program.

How does the project advance one or more 2024 Cape Cod CEDS Key Actions?
One of the ten key actions listed in the 2024 Comprehensive Economic Development Strategy is: Incentivize Year-round Housing. Rent 365 creates new year-round rentals, which are desperately needed to support the Cape Cod economy and ease the rental scarcity for people who live and work on the Cape, thereby advancing this key action. Housing Assistance is proposing a scaling up of our Rent 365 by increasing the incentives, providing landlord education, and offering a small incentive to offset real estate tax for the landlord who participates for years two and three.

Rent 365 innovatively creates new housing stock-- more cost-effective and less time-consuming than building new units – a proven program that needs to be scaled up to attract more landlords. The scaled-up version also includes the year-round rental of ADU's to non-family members.
FY 24-26 Rent 365 featured increased cash incentives which will be determined by bedroom size: $4,000 for a 1-bedroom unit, $5,000 for a 2-bedroom unit, $6,000 for units with 3 bedrooms or more, and $10,000 for an ADU for a non-family member. A property tax and insurance incentive payment of $500 will be given to landlords who qualify as second- and third-year rentals.
Homeowners seeking to become landlords and participate in the Rent 365 program are required to meet specific eligibility criteria:

- Proof of Ownership or Control: Applicants need to demonstrate ownership or sufficient control over the rental property, substantiated by a deed or power of attorney for an estate.
- Commitment to Year-Round Rental: To align with the program's objective, homeowners are required to agree to a rental term of no less than one year. This could be facilitated through either a traditional one-year lease or a month-to-month rental agreement, provided it extends for at least a year.
- Encouraging New Year-Round Rentals: Rent 365 targets homeowners who are not already engaged in year-round rentals. The goal is to convert seasonal rentals to year-round housing.
- For ADU's: A signed one-year lease with a non-family member who is currently not occupying the ADU.

Rent 365 operates on a first-come, first-served basis. To qualify, applicants will submit a completed application with all required supporting documentation. After application approval, a unit site visit will be conducted, followed by the signing of the Memorandum of Understanding (MOU), submission of a year-round lease, and a completed W-9 form. All required forms are attached to this proposal. Rental caps are part of the program, which are capped at the fair market rate.

What economic development needs/priorities will this project address?
In 2022, Housing Assistance commissioned a report, "Housing Market Overview and Economic and Fiscal Benefits of Housing Development." The report highlighted several alarming trends that are impacting the region, its economy, and the quality of life. Nearly 50 percent of the people who work on Cape Cod commute from another county. It also showed that the Cape is losing nearly 1,000 households per year; many are making $100,000 annually but cannot afford the cost of housing on Cape Cod and the Islands. The report expects this figure to rise to 1,500 households annually over the next few years.
The impact on the Cape is being witnessed by local schools, fire departments, police departments, and hospitals unable to fill vacant positions. Hospital wait times for treatments are increasing

because healthcare facilities are unable to find staff who can afford to find affordable and attainable housing in the region.
Through our work, we are committed to ensuring we can assist residents in the short-term through programs like Rent 365 while working on long-term solutions through housing development and mobilizing advocates in every town on Cape Cod to speak up in favor of housing programs, projects, and zoning changes that allow for the creation of more affordable and attainable housing through our Housing to Protect Cape Cod initiative. Retaining our workforce protects the economy on Cape Cod. Commuting off Cape only adds to increasing our carbon footprint and places added stress on workers and their families, ultimately forcing them to relocate to other regions where affordable housing is easier to find.

What is the anticipated impact of this project on these economic development needs/priorities? How will this project support Cape Cod's economic resiliency?
A lack of viable housing options is impacting our workforce, seniors, veterans, and families. Many are opting to leave the Cape because they cannot find adequate housing. For the individuals and families who have remained, a growing number are paying more than 35% of their income towards housing, an untenable position that has them living paycheck to paycheck.
Housing Assistance's experience, breadth of services, care and compassion, and understanding of the housing challenges facing the region put our organization at the forefront of being able to address the immediate needs of Cape Cod residents in need of affordable rentals. Our Rent 365 initiative will continue through 2027 with this funding and will keep up to 15 year round rentals on Cape Cod for the next two years.
With an average of 3 people per household, Rent 365 continuation will impact nearly 50 people - the economic multiplier effect boosting employee retention while providing stable affordable housing for those in need.
The top social concern for community respondents in the 2026-2028 Cape Cod Healthcare Community Needs Assessment (CHNA) was housing and homelessness. Rent 365 is a viable, successful model for creating new rental inventory for Cape Codders to work and live on Cape Cod while supporting the economy through employment and living locally.
Utilizing town assessors' data, our staff can identify additional potential program participants based on homeowners with off-Cape mailing addresses as their primary contact. Through direct postcard mailings, we will communicate the program's advantages and encourage homeowners to contact us for more information. Housing Assistance will utilize social media outlets and our website to promote the relaunch of this initiative and offer an online application process via our website. Town housing departments will also be utilized for referrals for both tenants and landlords.

Are there any anticipated challenges to implementing the project within the required timeframe of the grant award?

We do not anticipate any challenges in implementation.

Would the funding be used to support a grant program? Yes / No
No

Which municipality or municipalities are supportive of this project? (Optional)
Project is cape wide

SCOPE OF WORK AND TIMELINE

Task 1

Description: Provide incentives to twelve current year one and year two landlords.
Deliverable: Reimburse existing landlords (already in enrolled in Rent 365) with incentive for years two and three with signed year round lease agreement.
Estimated Completion Date: December 30, 2028

Task 2

Description: Identify new potential landlords to convert seasonal or vacant properties to year-round rentals.
Deliverable: Create 3 new year-round rentals and addition to supporting the existing twelve current rentals under Rent 365.
Estimated Completion Date: December 30, 2028

Task 3

Description: Conduct Educational Workshops for Potential Landlords
Deliverable: Ten new potential landlords will participate in education workshops; covered topics include tenant selection and management process, sample lease written by an attorney, and how to obtain ongoing support.
Estimated Completion Date: December 30, 2027

PROJECT PARTNERS

Project Partner 1:

Name: Matt Cole, Cape Associates
Title: President & CEO
Email: mhcole@capeassociates.com

Role/Description: Refer landlords and tenants, promote program through company affiliations and associations. Market (when feasible) to websites, social media, and any other relevant source.

Project Partner 2:

Name: Paul Niedzwiecki, Cape Cod Chamber of Commerce
Title: Chief Executive Officer
Email: Paul@capecodchamber.org
Role/Description: Refer landlords and tenants, promote program through company affiliations and associations and as a member of the Housing to Protect Cape Cod coalition. Market (when feasible) to websites, social media, and any other relevant source.

FY27 LICENSE PLATE GRANT APPLICATION BUDGET

Please upload this sheet as a PDF as part of your application.

Please fill in all budget categories relevant for your proposed project, including a brief description of the funds requested. The total amount requested should equal the total amount noted in the scope of work. All project expenses are provided on a reimbursement basis.

Category	Amount Requested	Match Amount (optional)	Total Project Cost	Budget Narrative
Personnel/Labor from Staffing Plan)		$6,500	$6,500	Percentage of Project Manager
Fringe Benefits (from Staffing Plan)		$1,300	$1,300	20% Benefit Cost
Travel		0	0	
Equipment		0	0	
Supplies		$1,500	$1,500	Marketing materials, website updates
Contractual/Consulting		0	0	
Small Grants Program		0	0	
Other	$20,000	0	$20,000	Landlord incentives- Two Bedroom Rental $5,000 x 4 =$20,000
Total Direct Cost	$20,000	$9,300	$29,300	
Indirect Costs*	$3,000	2,000	5,000	
Total	$23,000	11,300	$34,300	

*Maximum of 15% of project direct cost unless the project applicant has a Negotiated Indirect Cost Rate Agreement.

FY27 LICENSE PLATE GRANT APPLICATION STAFFING PLAN

Please upload this sheet as a PDF as part of your application.

For each individual participating in this project, please share their name, title, and associated hourly rate, number of hours. In addition, please list the tasks that each staff member/volunteer will participate in. The staffing plan should be uploaded at the end of the application.

Staff Name and Title	Hourly Rate	Number of Hours	Total Project Cost	Amount Requested	Match Amount
Example: Jane Doe	$25.00	15	$375.00	$281.25	$93.75
Tana Brennan	$40	162.5	$6,500	0	$6,500
Total Personnel					
Fringe (enter fringe rate as percent):	20%		$1,300	0	$1,300
TOTAL:			$7,800	0	$7,800

Staff Name and Title	Tasks/Responsibilities
Example: Jane Doe	Example: Management
Tana Brennan	Oversight of Rent 365 Program . Recruit landlords and provide landlord workshops.
	Ensures landlords receive incentives.

Cape Associates, Inc
CUSTOM BUILDERS
EST. 1971
PROPERTY MANAGEMENT | SERVICES | PAINTING

Cape Cod Commission
License Plate Grant Committee
3225 Main Street
Barnstable, MA 02630

September 15, 2026

Dear Grant Review Committee,

I am writing to convey my utmost support for the Rent 365 proposal submitted by Housing Assistance in response to the FY'27 Barnstable County License Plate Grant RFP.

The Rent 365 program is not only an initiative which I support as a long time year round Cape Cod resident, but as an employer and home builder who wholeheartedly understands the plight of locating and securing a safe affordable year round rental in our region.

The cost of building new housing both single and multi-family units has skyrocketed dramatically since 2020, Building new units is expensive; converting existing, underutilized units to year round rentals is much less costly.

These costs are simply unaffordable to most people living and working on Cape Cod. Employees have been forced to move off Cape as far as Fall River and Attleboro to find an affordable place to live. This is a strain on their quality of life with increased commuter time and costs- not to mention our resources- our roads and bridges, coupled with the cost of gas and the increased carbon footprint, is not sustainable.

The Rent 365 program is an innovative, cost effective way to increase the year round inventory on Cape Cod by providing monetary incentives to landlords to convert their seasonal rental or to second homeowners with vacant property to lease up to a year round rental.

In 2024, I made a significant contribution to Housing Assistance specifically targeted to their Rent 365 program. Through initiatives like this, we can quickly and inexpensively create new rental inventory for our workforce, the elderly and families who are the heart of Cape Cod and its economy.

If you have any questions regarding the program and its success, please feel free to contact me at mhcole@capeassociates.com

Sincerely,

Matthew H. Cole
President & CEO
Cape Associates, Inc.

December 5, 2024

Cape Cod Commission
License Plate Grant Committee
3225 Main Street
Barnstable, MA 02630

Dear Grant Review Committee,

On behalf of the Cape Cod Chamber of Commerce, I am pleased to support the Rent 365 proposal submitted by Housing Assistance in response to the FY'25 Barnstable County License Plate Grant RFP.

The Cape Cod Chamber of Commerce is a membership organization that advocates on behalf of businesses to strengthen and promote regional economic vitality while addressing related cultural, environmental and community concerns. Founded over a century ago, the Chamber is the third largest in Massachusetts, serving over 1,000 businesses, civic organizations and educational institutions that employ 15,000 people.

As the Chief Executive Officer of the Chamber and former Executive Director of the Cape Cod Commission, I understand the challenges faced by our workforce, individuals and families who need a safe, affordable place to live on Cape Cod. Many of our members are struggling to retain their staff in large part due to the high cost of housing and the lack of available rentals. We cannot continue to lose our workforce; people are leaving Cape Cod in record numbers, threatening the economy and forcing businesses to limit operations or even permanently close their doors. The Rent 365 program offers a cost-effective solution and hope to those who are contemplating relocating in search of housing and commuting to the Cape daily for work.

I urge you to support this innovative program that will increase the year-round housing inventory we desperately need on Cape Cod.

Sincerely,



Paul Niedzwiecki
CEO, Cape Cod Chamber of Commerce

Cape Cod Chamber of Commerce
5 Patti Page Way, Centerville, MA 02632
508-362-3225 | www.capecodchamber.org

HB&RACC
Home Builders & Remodelers Association of Cape Cod

Cape Cod Commission
License Plate Grant Committee
3225 Main Street
Barnstable, MA 02630

September 22, 2026

Dear Grant Review Committee,

The Home Builders and Remodelers Association of Cape Cod supports the Rent 365 proposal submitted by Housing Assistance in response to the FY'25 Barnstable County License Plate Grant RFP.

HBRACC is a professional trade association, consisting of over 300 company members. We represent the Cape Cod home building industry: builders and remodelers; suppliers, sub-contractors and individuals and businesses that contribute to and support residential construction on the Cape.

Along with Housing Assistance, the Cape Cod Chamber of Commerce and the Cape Cod & Islands Association of Realtors, we are an active partner in the Housing to Protect Cape Cod initiative, whose mission is to empower people to speak up for housing in towns across the region. We organize housing advocates to take action in their town to support pro-housing policies.

The Rent 365 program is an innovative, cost-effective way to increase the year round inventory on Cape Cod by providing monetary incentives to landlords to convert their seasonal rental or to second homeowners with vacant property to lease up to a year round rental. This grant would increase the incentives to attract more year round rentals, which the workforce need desperately.

The Rent 365 program offers a solution and hope to those who are commuting to the Cape daily for work and to those who are contemplating relocation to other areas in search of housing.

If you have any questions regarding the program, please feel free to contact me at hbracc@capecodbuilders.org.

Sincerely,

Stefanie Coxe
Executive Officer