

New initiative unlocks long-term housing for local workforce

LANDING LANDS

In partnership with Landing Locals, Landing Lands is excited to announce the Big Sky Rent Local initiative, an innovative way to unlock more long-term housing for the community's local workforce. In 2019, Colin and Kai Frolich started Landing to tackle the housing issues facing vacation towns head-on, a program that has taken off in the Lake Tahoe area, unlocking over 30 new rentals for 75 locals in under a year. Landing is happy to announce their expansion into Big Sky in partnership with the Big Sky Community Housing Trust.

The Big Sky Community Housing Trust works to secure long-term housing for the local workforce and in 2017, in partnership with over 20 other stakeholder organizations, they developed the Big Sky Housing Action Plan and identified the need to create at least 500 housing units for local workers by 2023. Currently, more than half the Big Sky workforce commutes nearly an hour each way from Bozeman, with the majority preferring to live locally. As the Big Sky short-term vacation rental properties have seen explosive growth, long-term rental opportunities for local workers have diminished and rental prices have soared. Landing creates a platform from which potential tenants can search and find long term rental options from unit owners who advertise vacancies.

"We saw an immediate mission alignment between Landing and BSCHT," said Laura Seyfang, executive director of BSCHT. "We are excited to bring this technology solution to Big Sky to unlock new affordable housing to create a more stable local workforce."