Opportunity Appalachia
appalachiancommunitycapitalcdfi.org/oa-program/

SWVA Outreach Meeting

January 27, 2020
Southwest Virginia Higher Education Center
Abingdon, VA

Bringing Opportunity Zone Capital to Central Appalachian Communities

Agenda

Part 1 - Welcome and Kickoff

10:00  Welcome and Introduction of Morning Keynote  Shannon Blevins, Vice Chancellor of Economic Development, UVA Wise

10:15  Keynote  Erik Johnston, Director, VA Department of Housing and Community Development

10:30  Appalachian Regional Commission: Opportunity Zones  Mieka Sanderson, Program Analyst, ARC

10:40  OZ Overview  Adam Northup, LOCUS

Updates on where we stand on OZ nationally, policy changes, investment activity, and rural investments.

Part 2 - Explore the Possibilities

11:00  Examples of Rural and Small Town OZ Projects (panel discussion)

- Lindsey Wallace, National Main Street Center
- Becca Richardson, Opportunity Virginia/LOCUS
- Bryan Phipps, People Incorporated Financial Services
- John Cannon, Appalachian Highland Ventures
- Moderator: Carl Knobloch, Small Business Administration

12:00  Working Lunch and Project Inventory

Small Group Discussions: identifying local opportunities
Part 3 - Resources Available to Make It Happen

12:45 Opportunity Virginia Overview  
Adam Northup, LOCUS

1:00 Opportunity Appalachia – Overview and How to Apply  
Ray Daffner, Becki O’Quinn
- Overview - How OA can support OZ work in your community
- State Partner perspective
- Q&A
- Next steps for Opportunity Appalachia

1:30 Funders Discussion  
Panel of public / foundation funders prioritizing OZ investments
- Sara Williams, Tobacco Commission
- Cindy Snider, Virginia Community Capital
- Craig Barbrow, USDA
- Moderator: Shannon Blevins, UVA Wise

2:00 Workshops – Breakout discussions  
Concurrent Workshops on selected topics
- **OZ 101 Overview**  
  Room 103/104
  For those that just need to know more about the Opportunity Zones.
  Adam Northup, Opportunity Virginia/LOCUS

- **Technical Assistance and Prospectus Development**  
  Grand Hall E
  Obtain the support you need to move forward.
  Lindsey Wilson, National Main Street Center
  Bryan Phipps, People Incorporate Financial Services

- **How to make an OZ deal work.**  
  Grand Hall D
  Attendees are invited to present project ideas for discussion.
  Becca Richardson, Opportunity Virginia/LOCUS

3:00 Conclude