

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

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| 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
<i>Updates on where we stand on OZ nationally, policy changes, investment activity, and rural investments.</i> | Adam Northup, LOCUS |

Part 2 - Explore the Possibilities

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| 11:00 | Examples of Rural and Small Town OZ Projects (panel discussion) <ul style="list-style-type: none">• <i>Lindsey Wallace, National Main Street Center</i>• <i>Becca Richardson, Opportunity Virginia/LOCUS</i>• <i>Bryan Phipps, People Incorporated Financial Services</i>• <i>John Cannon, Appalachian Highland Ventures</i>• <i>Moderator: Carl Knobloch, Small Business Administration</i> | |
| 12:00 | Working Lunch and Project Inventory
<i>Small Group Discussions: identifying local opportunities</i> | |

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