Opportunity Appalachia

BRINGING INVESTMENT TO CENTRAL APPALACHIAN COMMUNITIES, CREATING NEW JOBS AND BUSINESSES FOR SUSTAINABLE GROWTH
Presentation Preview

1. **Opportunity Appalachia Overview**
   - What, Who, Timeline

2. **Opportunity Appalachia Deep Dive**
   - Types of Projects
   - Who Should Apply
   - Types of Technical Assistance Provided
   - Matching & Pay it Forward Requirements
   - Investor Connections
   - Selection Criteria
   - Submission Deadline & Selection Announcements

3. **Submit Questions in the Q&A**
What is Opportunity Appalachia?

Purpose: Build strong and diverse local economies where local businesses thrive, quality jobs are created, and communities are supported to address the Covid downturn.

A $3M+ expanded program that will:

- Support 40 downtown & rural development real estate projects
  - 5-States: WV, OH, TN, NC, VA (Appalachian Counties)
- Provide $2.25M to fund direct technical assistance
  - $30,000 – $75,000 per project
  - Prepare projects for investment
- Raise over $400M of new investment for targeted communities
  - Investors Convening – Connecting with potential investors
Opportunity Appalachia Steering Committee
Opportunity Appalachia is supported by funding from:

CDFI Fund

Appalachian Regional Commission

Goldman Sachs

Truist

Dogwood Health Trust
General Timeline

- State-Level Launch Meetings
  February & March

- Apply
  February 10th – April 15th

- Projects Selection Announced
  May 23rd

- Receive TA
  June 2023

- Connect With Investors
  2023

Information
Opportunity
Appalachia
Webpage
What Types of Projects Supported?

Downtown or Rural Development **Real Estate Projects**

- That support broader community-identified plans or priorities
- The Project is investable: it has the ability to repay an investor’s principal and a rate of return

Investment priorities include projects focusing on

- Downtown development
- Manufacturing
- IT
- Healthcare
- Education
- Food Systems
- Clean Energy
- Heritage Tourism & Recreation
Phase 1 (2020-2021): 17 Projects

Hotel Swisher, Somerset, OH. $3.2M historic boutique hotel, 15 rooms in downtown, locally owned, supporting tourism and outdoor recreation in drivable ‘gateway’ community adjacent to metros. Project Sponsor: Village of Somerset. TA Team: The Clay Christensen Group, LOCUS, Schooley Caldwell, HVS.

Cohen Building, Grafton, WV. $10M redevelopment of historic downtown building for use by identified for-profit and non-profit tenants. Project Sponsor: Unleash Tygart, Inc. TA Team: People Incorporated Financial Services, Thrasher Engineering, CohnReznick.

Vaughan Furniture Building, Galax, VA. $92M redevelopment of historic downtown anchor building, to include 220,000 SF of residential, and 220,000 SF of retail, commercial, business incubator, and event space. Project Sponsor: City of Galax. TA Team: Summit Design and Engineering, Opportunity Virginia / LOCUS, National Main Street Center.

Full Project List @ Opportunity Appalachia Webpage (see chat)
Who Should Apply? (Types of Entities)

Organizations eligible to apply to participate include:

- For-profit Project Sponsors including developers and businesses
- Multi-county regions
- Counties
- Municipalities
- Economic and community development organizations (e.g. Main Street organizations)
- Other non-profit organizations
- Educational institutions
Who Should Apply? (Geographic Location)

All counties in the Appalachian portions of North Carolina, Tennessee, Ohio, Virginia, and West Virginia are eligible, except for ARC-designated Competitive and Attainment counties*

Prioritized Communities include:

- ARC-designated Distressed areas and At-Risk areas
- Persistent Poverty Communities (defined as any community (county or census track) that has had 20% or more of its population living in poverty over the last 30-year period)
- Rural communities – meeting any of the federal definitions
- Federal Opportunity Zones and New Markets Tax Credit census tracts
- ARC-designated Coal Impacted Communities (dependence, impact, or risk)

* Some exceptions exist thanks to availability of local funding. Check with State Partners
Types of Technical Support Provided

- Development of investment prospectus
- Market research, demand assessment
- Preparation of financial projections, structuring of project financing
- Architectural & engineering
- Business plan preparation, operations planning
- Identification of project developers
- Investor outreach
- Other types of assistance targeted at investment readiness
Who Provides the Technical Assistance?

1. Opportunity Appalachia (OA) Has 40+ Approved TA Providers
   - See Webpage of approved list of TA providers

2. Projects Can Identify Specific TA Providers
   - Part of the application
   - Provider needs to be vetted & approved

- $30,000 – $75,000 per project
- 6-12 month TA completion timeline

OA Continues To Seek TA Providers
TA Application Available on OA Webpage
Match Requirements & Pay It Forward

1. **Matching Support: Required $5,000**
   - Funding or In-kind

2. **Pay It Forward: Help Sustain Opportunity Appalachia**
   - Projects that successfully **close on project financing within three years**
   - Repay Opportunity Appalachia at **the lesser of either**:
     A. The total TA project grant amount provided by Opportunity Appalachia, or
     B. 1% of the project’s closed financing amount

**For Example:**
A project received $50,000 in TA support. The project closes on $1MM in financing in year 2.
This project will repay $10,000. Generally, rolled in as part of their financial closing.
- 1MM x 1% = $10,000 (is less than 50k)
Connecting with Investors

Dedicated Outreach by:
- Opportunity Appalachia
- TA teams

Investors Convening With:
- Project Representatives
- TA providers
- Investors
Investors

Opportunity Zone Investors

Public Loan Funds & Grantors

ARC Appalachian Regional Commission
EDA Economic Development Administration
USDA U.S. Department of Agriculture

CDFI and Other Investor Partners

Appalachian Solar Finance Fund
Partner Community Capital
Virginia Community Capital
Invest APPALACHIA

Bank Investors

Huntington National Bank
Woodforest National Bank
PNC
TRUIST

New Markets Tax Credits Investors

Catalyst
Enterprise
LSC Chestnut Funds
PNC

RENAISSANCE EQUITY PARTNERS

ARCTARIS IMPACT INVESTORS

THE PEARL FUND

COMMUNITY CAPITAL MANAGEMENT
CEI
BOULOS CAPITAL MANAGEMENT

People inc.

The INNOVATE FUND
Community Ventures
Pathway Lending

CEI Capital
National Trust Community Investment Corporation

Financing Businesses. Strengthening Communities.
What is the Project Selection Criteria?

1. Identified community strategy(ies) and engagement
2. Clearly Identified project(s) & vision
3. Community Impact
4. Capacity and Track Record
5. Suitability for investment
6. Identify existing community resources and identify gaps
7. Clean Energy focus
Submission Deadline & Project Selection

- **February 10** – Application is open.
  - *Online submission on Opportunity Appalachia website:*

- **April 15, 5pm EDT** – Application submission deadline.
- **May 23** – Selected OA projects announced.

- **Second Call for Applications This Fall** – Date TBD
For more information, please contact the lead partner in your state:

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For Application & More Information