

# Opportunity Appalachia



*Bringing jobs, business support, and investment to Central Appalachian communities*

## Project Portfolio – Summaries

October 10, 2022

Opportunity Appalachia is supporting 33 portfolio projects to bring quality jobs, business assistance, and new investment to underserved communities in Central Appalachia. The selected projects propose to create over 1,700 jobs and attract over \$182M in financing to develop manufacturing facilities; downtown development; health, wellness, and childcare centers; food and agricultural facilities; hotels; and retail enterprises in downtown and rural areas across a five-state Region.

These proposed projects are signals of the growing investment potential in our rural and downtown communities in Central Appalachia. Opportunity Appalachia will work closely with private investors, banks, Community Development Financial Institutions, New Markets Tax Credits investors, Historic Tax Credit Investors, Opportunity Zone investors, and Federal agencies to highlight participating communities and access financing for transactions.

Opportunity Appalachia received 75 applications for technical assistance from across Southeast Ohio, East Tennessee, Western North Carolina, Southwest Virginia, and West Virginia, representing projects with anticipated costs over \$369 million and requested Technical Assistance needs of more than \$3.7 million. From this project pool, 33 projects described in the pages that follow have been selected for participation.

Opportunity Appalachia is now providing technical assistance to this portfolio to support the development of investment prospectus, structuring of project financing, market research, operations planning, architectural design, and investor outreach. For more information, please visit our website [here](#).

Once project technical assistance is completed, a highly visible Investor Convening event will be held in the first half of 2023 that will target both local and pre-vetted national investors, as well as federal and state funders. A curated web-based platform hosting prospectus / pitch decks will also be made available to facilitate investor due diligence.

With another smaller application round open through November 18, 2022 for applicants in Tennessee and Virginia, Opportunity Appalachia is expected to assist 40 rural and downtown Appalachian communities to structure investments in real estate projects that support strategies for economic restructuring and diversification. This builds on the 2020-2021 Opportunity Appalachia efforts, which supported 17 projects seeking to raise over \$250 million in financing.

The program is supported by the Appalachian Regional Commission, the US Department of Treasury CDFI Fund, Truist, Goldman Sachs, Dogwood Health Trust, and US Bank.

Opportunity Appalachia is led by an eight-member consortium of regional and national organizations with expertise in financing and marketing that will support local projects to develop sophisticated investment packets geared toward prospective investors. Opportunity Appalachia partners include: [Appalachian Community Capital](#), [OhioSE](#), [Opportunity Southwest Virginia / UVA – Wise](#), [Mountain BizWorks](#), [West Virginia Brownfields Assistance Center](#), [University of Tennessee Knoxville](#), [Main Street America](#), and [Coastal Enterprises](#).

# Opportunity Appalachia Portfolio Summaries

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## NORTH CAROLINA PROJECTS



# Blue Note Junction

A Community Health and Business Incubator

## ADDRESS

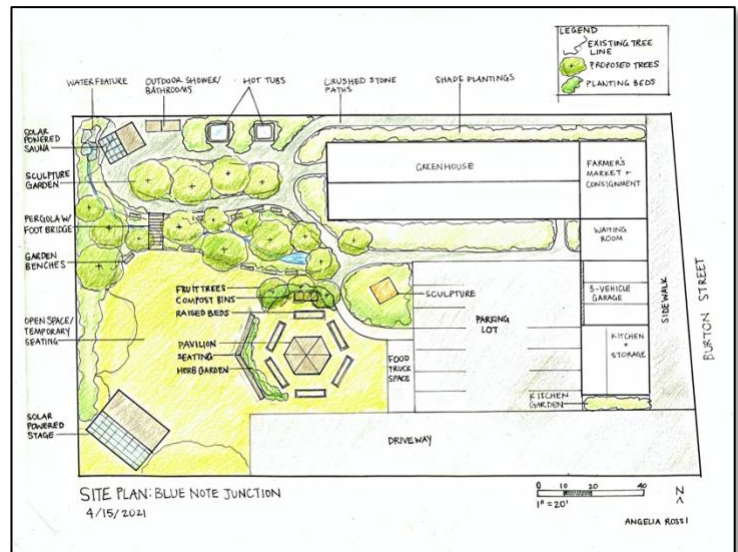
54 Burton Street, Asheville, NC 28806

## TOTAL AMOUNT SEEKING

\$4,500,000

## PROJECT DESCRIPTION

Construction of co-working, business incubator, and market space for minority-owned and led businesses, the facility will serve as an economic engine and health catalyst for the community. The project will include retail space for local goods, a commercial kitchen, and fresh produce sales. It will also house a social enterprise that supports reinvestment in local minority-owned businesses, a performance space, and a business incubator providing development services to the BIPOC community.



## SPONSOR INFORMATION

Blue Note Junction, LLC., is founded by DeWayne Barton and Safi Martin. Both are highly involved in the local BIPOC community in Asheville, DeWayne is the founder of Green Opportunities and Hood Huggers International was selected as a Robert Wood Johnson Foundation Culture of Health Leader and an Appalachian Regional Commission Leadership fellow. Safi co-founded Peace Gardens & Market – which will become one of the anchor retail spaces in the project. For over 20 years, she worked in leadership positions in North Carolina’s behavioral health landscape.

## MARKET INFORMATION

Planned anchor tenants in the space include Peace Gardens & Market and garage space for Hood huggers International’s Hood Tours fleet. The other spaces will be accessible to entrepreneurs who need commercial kitchen space, business incubation, and performance space, among other applications.

## SOCIAL IMPACT

This project will create at least 20 construction and 20 quality jobs paid at or above the living wage, with benefits. Overall, the project serves to support and showcase budding entrepreneurs and community health with an intentional focus on the BIPOC community.

## FINANCING INFORMATION

- Hood Huggers International: \$75,000
- Individual contributions: \$24,000
- Crowdfunding campaign goal: \$360,000
- Pending grants total \$2,525,000
- Current Fundraisers with a combined goal of \$50,000

## CONTACT INFORMATION

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Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# Catawba Vale Community Center

## ADDRESS

96 Commerce St Old Fort, NC 28762

## TOTAL AMOUNT SEEKING

\$5,100,000



## PROJECT DESCRIPTION

Development of a 60,000 sq. ft. two-story warehouse into a community-owned asset that provides space for an employee-owned apparel manufacturer and the community college as an anchor tenants, as well as local restaurants, a Montessori school, and community space for entrepreneurs and local community organizations. Employee-owned Kitsbow apparel will occupy the second story, and all other tenants will occupy the ground level.

## SPONSOR INFORMATION

Eagle Market Streets Development Corporation (EMSDC) will own, manage and operate the Catawba Vale Community Center (CVCC), in partnership with the primary anchor tenant, Kitsbow Apparel. EMSDC, is a minority- and woman led non-profit with decades of experience providing community economic development, and small business and workforce development in Western North Carolina. EMSDC is the single largest real property owner of color in downtown Old Fort.

## MARKET INFORMATION

Over 40,000 sq. ft. of the CVCC space has identified and committed lessees: Kitsbow Apparel and the McDowell Technical Community College (MTCC). Old Fort has experienced recent growth sparked by Hillman Beer and Kitsbow and the CVCC will ensure that under-represented startup businesses and nonprofits have access to attractive downtown space.

## SOCIAL IMPACT

Approximately 75-100 above living wage jobs will be retained or created, with a priority to attract and support BIPOC- and women-owned businesses and their employees.

The project also supports Kitsbow and MTCC in their efforts to host and operate the Old Fort Industrial Sewing Academy, an innovative on-ramp to careers in a revitalized apparel industry in the region. Additionally, Kitsbow, a public benefit corporation is majority-owned by employees.

## FINANCING INFORMATION

The project lies within an Opportunity Zone and is New Markets Tax Credit eligible.

## CONTACT INFORMATION

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Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# High Country Value-Added Facility

## ADDRESS

797 Silverstone Road, Zionville, NC 28698

## TOTAL AMOUNT SEEKING

\$1,300,000

## PROJECT DESCRIPTION

Redevelopment of a 6,000 sq. ft. building into a value-add meat processing facility producing high-quality smoked and cooked meat products, including sausage, charcuterie, and other items. Located 12 miles from the slaughter facility, the value-added butchery will partner with locally-owned Ellison Farms, which will also operate a community market in front of the butchery, creating additional market outlets for local producers. The value-added products will also benefit from regional branding. This project is the second phase of a community-led effort to improve food security in Northwest North Carolina and expand regional processing capacity for farmers.

## SPONSOR INFORMATION

Watauga Meats and Butchery, LLC., was founded in 2020 by father and son Bob and Gray Shipley in response to independent meat processing capacity shortages that affected their and many other local farmers' businesses in the midst of the pandemic response. Gray has an extensive background as a former CEO of multiple startups and early-stage ventures as well as international consulting, speaking, and training. Shipley Farms and Watauga Butchery have successfully executed state and federal value-added and processing expansion grants in recent years, and have a broad network of community support, including relationships with Cooperative Extension, NCSU College of Agriculture and Life Sciences, and the USDA.

## MARKET INFORMATION

The COVID pandemic revealed a critical vulnerability in our local meat processing supply chain, leaving many farmers and families in northwest NC exposed, without access to processing capacity, and struggling to maintain their farms and livestock. Phase one's raw slaughter facility, owned by the county, will create immediate capacity to alleviate the shortage of USDA-inspected slaughter capacity in our region when it opens later in 2023. This facility is adjacent to a new county composting project, which will make use of the slaughter facility's byproducts to capture additional value for the county. When complete the facility will be leased and operated by Watauga Butchery and will have the capacity to slaughter 2,500 beef equivalents per year, to be further processed at the High Country Value-Added facility. This region, known for generations to produce high-quality meat products, has long served as a specialty food and agritourism destination. This project will build and capitalize on that history.

## SOCIAL IMPACT

The project is anticipated to create 8-10 skilled labor jobs, paying at or above the median high school graduate wage in the county. In cooperation with local programs, hiring will focus on veteran and "second chance" populations who struggle to land good career opportunities. The project will also support Watauga County's food security and economic development for farmers in the greater High Country region.

## FINANCING INFORMATION

USDA grant and loan programs

## CONTACT INFORMATION

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# Grier Village

## ADDRESS

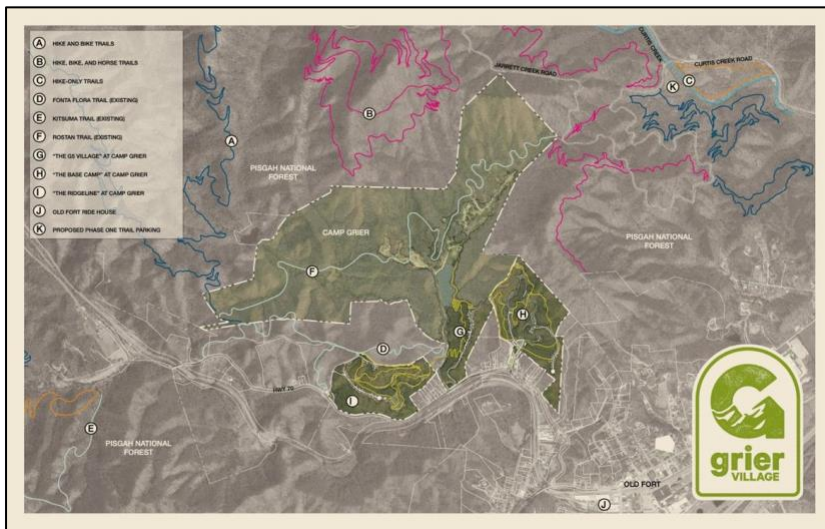
985 Camp Grier Rd., Old Fort, NC  
28762

## TOTAL AMOUNT SEEKING

\$20,000,000

## PROJECT DESCRIPTION

Creation of a roughly 75,000 sq. ft. outdoor recreation hub, “Grier Village” that will be used to support an equitable outdoor recreation economy in Old Fort, NC. The Hub will contain light commercial space, camping and van spaces, long-term rental housing, short-term rental lodging, and provide direct access to a 100+ mile trail complex within walking and riding distance of downtown Old Fort.



## SPONSOR INFORMATION

Camp Grier

## MARKET INFORMATION

Old Fort is perfectly situated to take advantage of the outdoor recreation economy with its location just minutes from more than 70,000 acres of public USFS lands, boasting native trout streams and miles of gravel roads. Thousands of feet of relief drop from 5,000 ft on the Blue Ridge Parkway to 1,300 feet in downtown Old Fort making the region, known as the Blue Ridge Escarpment, a destination for mountain bikers, hikers, anglers, and horseback riders. The project is also positioned minutes from a major interstate artery, I-40, that connects 25 million people to the town in a half day's drive.

Camp Grier's G5 Trail Collective program, the USFS, and leaders in McDowell County are collaborating to build a 42-mile trail expansion on public lands surrounding Old Fort. Grier Village will provide multiple levels of lodging options for those outdoor recreation visitors, ranging from campsites to rustic cabins, to luxury accommodations. The expected economic impact estimates of the trail system and the lodging project are \$26.6 M of direct consumer spending in Old Fort annually.

## SOCIAL IMPACT

The Grier Village project is working collaboratively with the Catawba Vale Community Center, which is another Opportunity Appalachia selected project in Old Fort. The Grier Village development team will use the project's commercial and community spaces, along with its partnership with the Catawba Vale Community Center, to incubate, support, and grow local small businesses from local communities of color. The team is also working with McDowell Technical Community college by incorporating an education center in the project to support ongoing workforce development needs within the community.

The Camp Grier project will create approximately 30 full and part time jobs at competitive wages in the hospitality, tourism, and outdoor recreation industries. The project will also provide long term rental housing for the Old Fort community. Finally, the project will help transform what has traditionally been a primarily manufacturing based economy into one that is more diverse and resilient to changes in market sectors.

The overarching goal of this project is to develop public recreation assets on a scale to impact the health and economy of the local community and position local residents, specifically communities of color, with the tools and resources to take advantage of the new economy through entrepreneurship, business development, and targeted outreach. The first six miles of the trail system have been completed and the team expects to build six to eight more miles per year for the next six years.

### **FINANCING INFORMATION**

New Markets Tax Credit eligible

### **CONTACT INFORMATION**

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# The Hotel Charles

## ADDRESS

106 South Lafayette  
Street, Shelby, NC 28150

## TOTAL AMOUNT SEEKING

\$7-8,000,000

## PROJECT DESCRIPTION

Restoration of the historic 32,000 sq. ft. Hotel Charles in Shelby, NC into an upscale-boutique hotel, with approximately 36 rooms. Once completed, the three-story hotel will offer event space and provide guests walkability to Uptown restaurants, local tourist attractions, event venues, and walking trails. Already on the Historic Register, the project hopes to leverage the city's heritage tourism scene and locally owned business atmosphere to provide upscale lodging in Uptown Shelby.



## SPONSOR INFORMATION

City of Shelby, NC

## MARKET INFORMATION

Uptown Shelby does not currently have hotel space to lodge tourists while they are visiting the city. The Hotel Charles is surrounded by numerous cultural amenities including the Don Gibson Theater, Earl Scruggs Center, Newgrass Brewing, and over 100 annual festivals and regional events. The hotel is also within walking distance of the Rails to Trails trail in Shelby. Shelby has a lively and expanding heritage tourism and recreation economy and has been attracting a growing number of tourists over the last decade.

## SOCIAL IMPACT

An anticipated 25-30 new jobs will be created, and the approximate hospitality tax for year 1 of operation is approximately \$86,000.

## FINANCING INFORMATION

To be determined.

## CONTACT INFORMATION

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Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# Lake Chatuge Boutique Hotel

## ADDRESS

260 Golf Course Rd., Hayesville,  
NC 28904

## TOTAL AMOUNT SEEKING

\$20,000,000

## PROJECT DESCRIPTION

Development of a new 65 room boutique hotel in Hayesville, NC would be the only hotel in Clay County. In addition to the 65 guest rooms, the three-story hotel on the shores of Lake Chatuge would include a full-service restaurant,

flexible indoor meeting space, an outdoor pool, health/recreation facility, and lake access. An outdoor pavilion on the property will serve as an event space for weddings and other functions, suitable for up to 100 people. Adjacent to the Chatuge Shores Golf Course, guests can play year-round golf as well as access the area's numerous recreational, historical and commercial amenities.



## SPONSOR INFORMATION

The Clay County Rural Development Authority Board is the lead sponsor and land owner. The CCRDA plans to identify an entity to serve as the owner, developer, project manager, and hotel operator.

## MARKET INFORMATION

Without a place for visitors to stay, Clay County loses out on millions of dollars in tourism dollars annually. The only other current lodging options in Clay County are two small motels, a variety of camping experiences, and some VRBO rental homes. This project will provide the desperately needed lodging capacity to the county. With increasing outdoor recreation and heritage tourism in Western NC, this project will capture and amplify tourism spending in Clay County.

## SOCIAL IMPACT

Anticipated job creation is 85 permanent jobs.

## FINANCING INFORMATION

The project lies within an Opportunity Zone and a New Markets Tax Credit eligible area.

## CONTACT INFORMATION

Steve Hindsman | Clay County Rural Development Authority | [shindsman@frontier.com](mailto:shindsman@frontier.com)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# Sylva Stay

## ADDRESS

498 West Main Street, Sylva, NC 28779

## TOTAL AMOUNT SEEKING

\$1,000,000

## PROJECT DESCRIPTION

Restoration of an 8,000 sq. ft. hotel built in 1925 in downtown Sylva, NC. The restoration will include opportunities for mixed-use, façade improvements, and the re-creation of the original roof monitor providing an amenity for hotel guests and a unique feature to Sylva's downtown.

## SPONSOR INFORMATION

New Jackson, LLC

## MARKET INFORMATION

Tourism spending in Jackson County actually increased during the pandemic, according to the County's Tourism Development Authority. Jackson county saw an increase of nearly \$300 million in 2021. The county expects further growth continuing given many opportunities for outdoor recreation and cultural heritage in and around Sylva. The Sylva Stay project would be a flywheel for concerted efforts to revitalize downtown Sylva.

## SOCIAL IMPACT

The project is expected to generate 10 construction jobs and 6 full-time permanent positions.

## FINANCING INFORMATION

Historic Tax Credits a possibility, in addition to refinancing/borrowing

## CONTACT INFORMATION

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Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# Noquisiyi Cherokee Cultural Learning Center

## ADDRESS

454 East Main St., Franklin, NC 28734

## TOTAL AMOUNT SEEKING

\$3,755,000

## PROJECT DESCRIPTION

Development of a 7,048 sq. ft. former auto sales building into a cultural learning center adjacent to the Noquisiyi Mound, the largest unexcavated Native American platform mound in the Southeast. The building will be designed to provide cultural opportunities to Cherokee people and cross-cultural exhibits and programming for non-native people. The site will be landscaped with native food plants that the ancestors of today's Cherokee would have grown or foraged, and it will be converted to a green technology site to help present awareness of the Cherokee connection to nature.

## SPONSOR INFORMATION

Nikwasi Initiative is a nonprofit that preserves, protects, and promotes culture and heritage in the original homelands of the Cherokee. Half of the Nikwasi Initiative's board members are enrolled members of the Eastern Band of Cherokee Indians.

## MARKET INFORMATION

The estimated additional annual visitation from this project, based on extrapolation from local tourism experience, is 40,000 additional visitors. According to NC Economic Impact Studies from VisitNC.com, visitor spending in Macon County in 2020 was \$27,300,000 from 444,000 visitors or \$532.70 per visitor. An additional 40,000 visitors provides a direct tourism spending impact of \$21,308,000 based on spending of \$532.70 per visitor.

## SOCIAL IMPACT

Anticipated job creation is 10 construction jobs and 14 permanent positions. If Indirect and Induced effects are added, total non-construction employment will add 23 employees and six part-time artisans for a total estimated annual output of \$993,898. Jobs will also include Native American preference. All positions will include health benefits and training opportunities.

## FINANCING INFORMATION

Private or Federal grants and loans sought

## CONTACT INFORMATION

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Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)



# Scott-Griffin Hotel & Rooftop Restaurant

## ADDRESS

45 East Main Street, Franklin, NC 28734

## TOTAL AMOUNT SEEKING

\$5-7,000,000

## PROJECT DESCRIPTION

Restoration of the four-story 16,500 sq. ft. former Scott-Griffin Hotel in downtown Franklin. According to historical records, “one of the most popular features of the hotel was the roof garden on the top floor, which was used for dances, banquets, parties, and other gatherings.” The planned rooftop restaurant will offer a 360-degree view of the Nantahala and Cowee mountain ranges. Today it remains the second tallest building on Main Street with retail operations on the first floor and the upper three floors vacant for more than 50 years.



## SPONSOR INFORMATION

Town of Franklin, NC

## MARKET INFORMATION

The building is within walking distance of three museums, two breweries, multiple restaurants, and four churches. In addition to the hotel, it is in a prime location for wedding rentals and retail shops. Many weekend events like monthly movie night on the lawn of Town Hall, Pickin' on the Square, and dozens of special events are within yards of the building.

## SOCIAL IMPACT

This project is anticipated to create at least 30 permanent positions, to be paid at or above living wage.

The activity associated with the Scott-Griffin Hotel will spur diversification among retail stores that anticipate the needs of guests. It will spur further activity and expansion of restaurants and pubs, creating more jobs, generating more income, and incentivizing businesses to expand open hours.

## FINANCING INFORMATION

The project lies within a qualified Opportunity Zone and NMTC eligible area.

## CONTACT INFORMATION

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Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)



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## OHIO PROJECTS

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# Shawnee Renaissance

## ADDRESS

106, 116, 118, 120, and 126 W. Main,  
Shawnee, Ohio 43782

101 Walnut Street, Shawnee, Ohio 43782

## TOTAL AMOUNT SEEKING

\$2,000,000

## PROJECT DESCRIPTION

The 19<sup>th</sup> century architectural style of buildings in Shawnee, with their wooden storefronts, protruding balconies, and prominent brick facades, is unlike other towns in the region. Existing businesses and community development efforts in and around the town make it ripe for opportunities for locally owned businesses and heritage tourism.



Black Diamond Development will redevelop six existing downtown historic buildings for a total of 20,000 sq. ft. including the 120-year-old Shawnee Jail. One building will house the Black Diamond Brewery with vacation rentals located on the second floor. Additional buildings will house the Black Diamond Regional Visitors Bureau with a winery planned in the adjacent building. The Jail and the upstairs of all buildings will be converted to housing, residential or vacation rentals. Estimated costs total \$2 MM with anticipated job creation of approximately 95 jobs.

## SPONSOR INFORMATION

Black Diamond Development LLC is comprised of a group of Southern Ohio developers who have contacts in the region and have built strong public private partnerships with municipal and county officials. Black Diamond is also dedicated to preserving the history and heritage of the region. To date, Black diamond has stabilized a number of structures in downtown Shawnee and opened a Tavern restaurant inside a building constructed in 1877.

## MARKET INFORMATION

Shawnee is an historic coal mining town once boasting over 6,000 residents and is surrounded by the Wayne National Forest. The redevelopment of its downtown has brought positive press to the region, and Shawnee is now the focus of tourism in southeast Ohio. The historic Tecumseh Theater anchors the Village and with a recent Federal Grant award of nearly \$4M, the Theater will be completed and fully operational soon. With current construction of the Black Diamond Tiny Home Village and the Black Diamond Campground underway, these developments will create the seasonal population necessary to support the Tavern and the planned Black Diamond Brewery.

## SOCIAL IMPACT

Service employment for the tavern, brewery & winery will approach 50 part- and full-time positions. Construction will employ at least 20 people. Rental management and cleaning will employ five people.

## FINANCING INFORMATION

Self-funded and North Valley Bank

## CONTACT INFORMATION

Bret Adams | Black Diamond Development Company LLC | [badams@adamspartnersltd.com](mailto:badams@adamspartnersltd.com)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# Inn on the Park



## ADDRESS

326 Second Avenue Gallipolis, Ohio 45631

## TOTAL AMOUNT SEEKING

\$15,000,000

## PROJECT DESCRIPTION

Revitalization of 5 buildings with a total of 60,000 sq. ft. into a 30-room Boutique Hotel. The space would also maintain retail spaces that could support the hotel such as restaurants, bars, spa, and pool. This boutique hotel will overlook the historic Gallipolis City Park and the surrounding park square.

## SPONSOR INFORMATION

Bodimer Real Estate LLC

## MARKET INFORMATION

According to the Tourism Economics study conducted in 2019 for Economic Impact of Tourism in Gallia County in 2019, Visitors spent nearly \$50 million in 2019 in Gallia County generating over \$73 million in business sales. Visitor spending increased almost 5% outpacing the overall state average.

This hotel will overlook the historic Gallipolis City Park and surrounding park square, where several buildings have been restored into mixed use properties and businesses. Numerous annual functions are held in the City Park – including Gallipolis in Lights, a large basketball tournament, and Gallipolis River Recreation Festival – all of which bring in thousands of visitors annually.

## SOCIAL IMPACT

Job creation is anticipated at 75 jobs and will further support the wider tourism economy in Gallipolis. In 2019, tourism generated over \$9 million in tax revenues in 2019.

## FINANCING INFORMATION

Historic Tax Credits; New Market tax Credit eligible

## CONTACT INFORMATION

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# Exchange Realty Building

## ADDRESS

426-430 Market St., Steubenville, OH 43952

## TOTAL AMOUNT SEEKING

\$10,000,000

## PROJECT DESCRIPTION

Renovate the 47,000 sq. ft. Exchange Realty Building in the Commercial Historic Business District into market rate housing or offices. The preliminary vision is 15-20 loft apartments with ground level restaurants, coffee shops, and retail.

## SPONSOR INFORMATION

Jefferson County Port Authority (JCPA): The JCPA has proven itself to be a sustainable and effective economic development organization. Since 2012, the organization has processed over \$1 million in capital investment grant dollars and has also been an active member in a three-county, two-state coalition (OH and WV) that has received \$3 million in USEPA Brownfield technical assistance for environmental assessments along the Ohio River corridor.

## MARKET INFORMATION

Located 40 miles east of Pittsburgh, PA and 25 miles east of the Pittsburgh International Airport, Steubenville is poised to become a regional tourist hub. Several organizations have begun to host regular tourism events in Downtown Steubenville. Recently, an Ohio-West Virginia Committee formed to address connecting a 4.3-mile gap in the Panhandle trail between Weirton, WV and Steubenville and a 28.2-mile gap between Steubenville and Jewett, Ohio on the Great American Trail. Bridging these two gaps would mean riverfront and business development in downtown Steubenville.

Currently, Franciscan University of Steubenville is experiencing major growth, with 3,000 on-campus students. Downtown housing is expected to be an attractive option to accommodate this growth.

## SOCIAL IMPACT

Anticipated job creation is approximately 20-25 jobs, with additional jobs created from follow-on investment. A renewed focus on downtown and business creation will be even more important in 2023 as one of the county's two power plants will close, displacing over 500 direct and indirect employees.

## FINANCING INFORMATION

Eligible for New Markets Tax Credits

## CONTACT INFORMATION

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Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)





# The Mills Building

## ADDRESS

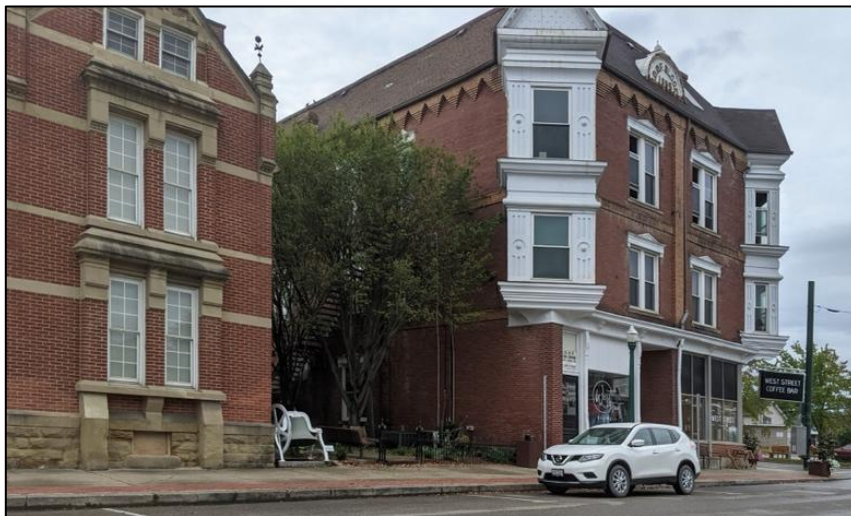
425 West St. Caldwell, OH 43724

## TOTAL AMOUNT SEEKING

\$1,000,000

## PROJECT DESCRIPTION

The Mills Building in downtown Caldwell is a 4,545 sq. ft., three-story brick building with ground floor storefronts and mixed-use opportunities in the second and third floors. The building dates to 1895 and expresses a transitional moment within the Late Victorian period between the Second Empire and Queen Anne styles. Adjacent to the building is a courtyard that will serve as an outdoor space for events. Plans for revitalization include determining the best use for the historic building and the courtyard and designing the property toward that end in partnership with a developer.



## SPONSOR INFORMATION

Noble County Community Improvement Corporation (CIC) is nonprofit community development organization. The current Board of Directors includes three private business leaders, a Noble County Commissioner, the Mayor of Caldwell, the Noble EMA Director, and the local Ohio State University Extension Community and Economic Development professional.

## SOCIAL IMPACT

The property will help Noble County, Ohio, create a vibrant place for follow-on investment as well as community assets in a mixed-use space. The project will demonstrate the value of securing Historic Tax Credits in the newly designated Caldwell Downtown Historic District so that other owners will follow suit, and follow-on investments in downtown will occur.

Total estimated job creation is 10 jobs.

## FINANCING INFORMATION

None.

## CONTACT INFORMATION

Gwynn Stewart | Noble County Community Improvement Corporation | [stewart.1818@osu.edu](mailto:stewart.1818@osu.edu)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# Maxwell's Pizza Somerset

## ADDRESS

102 East Main Street, Somerset, Ohio  
43783

## TOTAL AMOUNT SEEKING

\$1,000,000

## PROJECT DESCRIPTION

Renovation of a 5,300 sq. ft. Italianate building located in the mixed-use Somerset Historic District and built in 1873. The project will create a successful restaurant in the ground floor space, three renovated apartments on the second floor, renovated street frontage and new outdoor dining space in the rear of the property. The primary historic spaces will be restored. The west storefront bay will contain a lounge and bar connecting to the east storefront bay which will be the restaurant's dining room. Service spaces will be renovated to support the seating area as restrooms and back-of-house space.



## SPONSOR INFORMATION

Maxwell's Hospitality Group owns and operates four successful restaurants in Southeast Ohio.

## MARKET INFORMATION

Somerset has quickly become a tourist destination offering nearby outdoor recreation in the Wayne National Forest, cultural heritage, and local food offerings. This project joins and adds to recent growth in the historic downtown with several new retail businesses and restaurants that answer to the growing tourism demand. Additional apartments on the building's second floor also answers to the need for more rental housing downtown.

## SOCIAL IMPACT

Estimated job creation is 14-20 construction jobs and 30-40 restaurant jobs. Restaurant jobs will pay between \$10-\$20 per hour and will eventually offer health insurance and 401k. Maxwell's routinely supports the community via school booster donations, discounts for law enforcement and veterans, environmental cleanup, and much more.

## FINANCING INFORMATION

Historic Tax Credits sought

## CONTACT INFORMATION

Paul Kearney | Maxwell's Hospitality Group | [paul@maxwellpizza.com](mailto:paul@maxwellpizza.com)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# Swisher Development Complex

## ADDRESS

115 & 121 East Main Street, Somerset,  
Ohio 43783

## TOTAL AMOUNT SEEKING

\$2,500,000

## PROJECT DESCRIPTION

Renovation of two historic structures adjacent to Hotel Swisher, which will serve as part of a lodging and entertainment complex. The total space renovated is 9,060 sq. ft and will build out five lodging units, a retail spirits shop and tasting room, and cider house.



## SPONSOR INFORMATION

Swisher Partners is working with a strong team that builds on decades of experience in design, construction, lodging facility management, and craft beverage production and distribution.

## MARKET INFORMATION

The Village of Somerset in Perry County was the original county seat and today acts as a cultural and tourist hub for the entire county. Somerset is a gateway community for Appalachian Ohio, boasting to visitors outdoor recreation in the Wayne National Forest, cultural heritage, and local food offerings. This project capitalizes on Somerset's recent significant growth, including three new restaurants, three new retail businesses, and plans for a fourth restaurant in early 2023.

## SOCIAL IMPACT

Creation of approximately 50 construction jobs is expected, with average wages of \$28 per hour. And 10-15 permanent full-time positions are expected with wages in the range of \$15 - \$25 per hour.

## FINANCING INFORMATION

- Opportunity Zone investment, \$1,400,000
- APEG (CDFI loan), \$500,000
- Historic Tax Credits, \$650,000

## CONTACT INFORMATION

Michelle Robinson | Swisher Partners LLC | [marswisherltd@gmail.com](mailto:marswisherltd@gmail.com)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)



# RowHammer Brewing Company

## ADDRESS

35 Sycamore Street, Chauncey, Ohio 45719

## TOTAL AMOUNT SEEKING

\$550,000-\$800,000

## PROJECT DESCRIPTION

Restoration and conversion of the former 7,546 sq. ft. Chauncey School Gymnasium into a brewery, restaurant and event space. When completed, the restaurant will accommodate 100 people and private event space will include catering and a stage for live entertainment. Renovations will ensure the historical integrity of the building and preserve original wooden gym floors, stage, windows, facade, and brick access road.

## SPONSOR INFORMATION

Switchback Properties

## MARKET INFORMATION

The Village of Chauncey is working to revitalize its economy as a trail town to support the increased tourism generated at the Baileys Trail System, the main trailhead for which is located at the Village's park. A 2021 economic impact report conducted by Ohio University found that town visitors to the trail system had a direct economic impact of \$5.3 million with \$3.6 million specifically related to trail tourism. During the year-long study period, an estimated 55,665 visits were made to the Baileys Trail System, with less than a quarter of the trails completed. Once the full 88 miles are built, it is estimated to attract 180,000 visitors annually.

## SOCIAL IMPACT

Permanent job creation is expected to be about 25-30 jobs. This project also commits to hiring from the local workforce and intends to offer employees a health insurance package and 401k. All employees will be paid a living wage (minimum of \$15/hour). The restaurant also aims to be a completely self-sustaining farm-to-table establishment with a commitment to sustainability and minimal waste.

## FINANCING INFORMATION

- Construction loan (local bank): \$150,000-\$200,000
- ODOD Brownfields Remediation: \$7,101 for ESAs; cleanup amount TBD.
- Personal funds - Owners have invested \$160,000, with at least \$500,000 more planned.

## CONTACT INFORMATION

Brooke McDonough | Switchback Properties | [brooke.overberg@gmail.com](mailto:brooke.overberg@gmail.com)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# The Byesville Business Incubator

## ADDRESS

212 Main St., Byesville, OH 43723

## TOTAL AMOUNT SEEKING

\$2,200,000

## PROJECT DESCRIPTION

Redevelopment of a soon-to-be vacant 11,068 sq. ft. elementary school into a dynamic business incubator to complement growth in the downtown business district. Envisioned in the building are retail, professional, and light manufacturing spaces where visitors can experience Byesville's entrepreneurial culture.

## SPONSOR INFORMATION

Village of Byesville, OH

## MARKET INFORMATION

The business incubator will build upon a very successful Byesville development strategy known as Project Phoenix. Initiated in 2018, Project Phoenix offers grants that provide matching funds for economic initiatives in the Byesville historic district. As of the end of 2021, Project Phoenix provided nine grants to property and business owners, which leveraged \$225,000 in private equity. The result has been seven rehabilitated buildings that created \$700,000 in increased property value. Project Phoenix has led to nearly 90% occupancy in buildings that comprise the historic core.

Regionally, the incubator represents an opportunity to put Byesville firmly on the map of Ohio tourism. The Village is currently pursuing strategies to turn historic downtown Byesville into the ultimate day trip for travelers from the east and west in the Columbus and Pittsburgh markets.

## SOCIAL IMPACT

Approximately 20 permanent jobs are anticipated to be created.

## FINANCING INFORMATION

None.

## CONTACT INFORMATION

Brennan Dudley | Village of Byesville | [bdudley@byesvilleoh.gov](mailto:bdudley@byesvilleoh.gov)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# City of Youngstown Parking Garage Feasibility Study

## ADDRESS

2-acre parcel bounded by Wood Street, Commerce Street, Wick Avenue, and the Phelps Street stairway in Youngstown, Ohio

## TOTAL AMOUNT SEEKING

\$11,000,000

## PROJECT DESCRIPTION

The Financial Feasibility Study will identify the details for a properly sized, economically viable, and financially sustainable parking structure that serves the needs of multiple underperforming downtown buildings. Located between the Youngstown State University campus and downtown Youngstown, the study addresses the plan to connect the downtown and YSU campus through a well-lit, maintained, welcoming and centralized parking option for users of downtown and the campus in order to avoid demolition for surface parking.

## SPONSOR INFORMATION

The City of Youngstown, OH

## MARKET INFORMATION

With the planned redevelopment of 20 Federal Place to include 80 market rate apartments, 57,000 sq. ft. of office space, and 20,000 sq. ft. of retail space, the viability of future occupancy is heavily dependent on secure, dedicated parking access. 20 Federal Place sits at the center of a fully-developed block which includes three additional buildings all connected by a set of interior hallways. This block of underutilized buildings equals approximately 540,000 sq. ft. of planned mixed-use redevelopment; almost all are facing the same obstacles to leasing without adequate parking. The buildings downtown that are leased to capacity have one thing in common: dedicated and easily accessible parking.

## SOCIAL IMPACT

Uncertain parking access is an often-cited concern of visitors; a Commerce St. deck would be central to entertainment venues. YSU's campus is adjacent to the proposed parking deck location. The Financial Feasibility study will explore a partnership with YSU for overflow parking, bringing students directly to downtown business activities to further support commercial and retail establishments.

## FINANCING INFORMATION

Expect capacity in the municipal debt service fund will support project financing for construction and initial operations of the Commerce Street Garage. The City anticipates replacement of short-term city debt with longer term revenue bonds following stabilization of garage operations.

## CONTACT INFORMATION

Hunter Morrison | City of Youngstown, Ohio | [hmorrison@youngstownohio.gov](mailto:hmorrison@youngstownohio.gov)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# Pioneer School Redevelopment

## ADDRESS

952 E Main Street, Zanesville, Ohio 43701

## TOTAL AMOUNT SEEKING

Pioneer School Redevelopment Project: \$1,500,000

## PROJECT DESCRIPTION

The Pioneer School had been redeveloped to serve as an art studio with loft apartments, and will be further renovated to build out 20 new apartments overlooking downtown Zanesville. Complimenting the collective city vision of revitalizing the downtown district, the project answers a community need for housing in Zanesville.

## SPONSOR INFORMATION

The City of Zanesville, OH and the Vaile Family

## MARKET INFORMATION

In 2019, the City conducted a housing needs assessment (HNA) to identify gaps in Zanesville's housing needs. It found a much greater need than originally anticipated. Prior to the pandemic, there was a 2.6% vacancy rate for rental housing and an even smaller vacancy rate for owner-occupied housing. The majority of the housing stock was built in the 1920s and 1950s. Housing was found to be needed across all income brackets with the highest level of need being in the market rate category.

## SOCIAL IMPACT

Estimated job creation totals about 5 jobs.

## FINANCING INFORMATION

Private financing sought

## CONTACT INFORMATION

Matthew Schley | City of Zanesville | [matthew.schley@coz.org](mailto:matthew.schley@coz.org)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# Opportunity Appalachia

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## TENNESSEE PROJECTS

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# Spark Innovation Center

## ADDRESS

Spark Innovation Center, Cherokee Farm Way, UT Research Park, Knoxville, TN 37920

## TOTAL AMOUNT SEEKING

\$9,000,000 - 11,000,000



## PROJECT DESCRIPTION

The Spark Innovation Center on the UT Research Park will serve the region's most promising technology-based startups by providing affordable access to specialized laboratory space, office space, and open areas to help ensure collaboration. Included will be seven fully equipped wet labs and about 15 office spaces with accompanying meeting, collaboration, and common spaces. In addition to the space, the UT Research Park staff will provide business guidance and mentoring and deliver a carefully curated curriculum as part of the Spark Cleantech Accelerator.

## SPONSOR INFORMATION

Cherokee Farm Development Corporation is a subsidiary of the University of Tennessee Research Foundation, and is responsible for developing and managing the UT Research Park at Cherokee Farm, a 150-acre development located across the Tennessee River from the University's flagship campus.

## MARKET INFORMATION

Knoxville was recently named the #16 ranked cleantech hub in the country by Saordah Enterprise Partners. Its proximity to Oak Ridge National Laboratory and the University of Tennessee attract a range of talent and ideas to the region. Promising young technology companies need specialized space to work in while they are commercializing their business ideas, frequently including highly specialized wet lab space that includes benches, fume hoods, glove boxes, etc. The goal of the Spark Innovation Center project is to construct specialized, flexible space that can support these promising young companies as they begin to commercialize technologies and introduce them into the marketplace.

In far too many cases, companies have started in East Tennessee and then migrated to one of the nation's tech centers in pursuit of adequate facilities, capital, and access to suppliers. The Spark Innovation Center will provide a key piece to the region's strategy to accelerate the number of new energy-based startups and then to help them grow in central Appalachia.

## SOCIAL IMPACT

The Spark Innovation Center has the potential to nurture the translation of new ideas into viable technology-based businesses, and help ensure those companies remain in the region, creating high quality jobs. Spark clients are typically 'hard tech' companies with high growth potential, and as they scale their technologies, they are in a position to create high-paying jobs.



The Spark Innovation Center has also developed a “Spark Scholars” program in partnership with UT’s Center for Materials Processing, which aligns talented undergraduate engineering students with Spark companies as interns, providing great training experiences for students and a pipeline of talent for the companies as they grow.

### **FINANCING INFORMATION**

New Markets Tax Credit eligible project.

### **CONTACT INFORMATION**

Tom Rogers | Cherokee Farm Development Corporation | [tom@tnresearchpark.org](mailto:tom@tnresearchpark.org)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# Ashland Holdings & DeBord Enterprises

## ADDRESS

Ashland Holdings: 133, 127, and 119 W Main Street, Morristown, TN 37814

DeBord: 167 and 148 W Main Street, Morristown, TN 37814

## TOTAL AMOUNT SEEKING

\$8,000,000

## PROJECT DESCRIPTION

Two complimentary projects with five buildings totaling 38,000 sq. ft. aim to restore and revitalize historic downtown Morristown, TN. Plans include mixed use development with 18 residential units and up to 60 hospitality and retail jobs from tenants including an ice cream shop and a music venue. Both projects are part of a Tennessee Main Street and are listed on the National Historic Registry.

## SPONSOR INFORMATION

Ashland Holdings: Mark Harrell & Randy DeBord |  
DeBord Enterprises: Randy DeBord

Mark Harrell is Associate Medical Director in the ER at Morristown Hamblen Hospital, Medical Director of the Paramedic Program at Walter State Community College, and Chairman of the Board at Crossroads Missions. Mark is also on the Hamblen County EMS board as well as the Board of Trustees for Johnson University.

Randy owns multiple buildings and businesses on Main Street in Morristown. Randy is a former Chamber Chair 2012-2013 and current Hamblen County Commissioner District 8. Randy is also the owner of McFarland Apothecary Long Term Care Pharmacy, McFarland Retail Pharmacy, and several other local Morristown businesses. Randy served as a Board Member for Crossroads Downtown Partnership.

Together, they have the experience of running multiple businesses, residential, and commercial rental properties. Both are highly committed to creating jobs and prosperity for Morristown and its residents.

## MARKET INFORMATION

Hamblen County is under-serviced on residential units; combined, these projects would add 18 such units. Planned tenants of the commercial spaces include an ice cream shop and a live music venue.

## SOCIAL IMPACT

These projects will create up to 60 hospitality and retail jobs. The projects would also generate a minimum of \$180,000 in taxable employment opportunities as well as \$200,000 in retail sales tax generation. The property tax could be as much of \$13,000 in added revenue.

## FINANCING INFORMATION

Historic Tax Credits are planned, as are use of Qualified Opportunity Fund(s).

## CONTACT INFORMATION

Mark Harrell | Ashland Holdings, LLC | [mharrelledmd@gmail.com](mailto:mharrelledmd@gmail.com)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)



# Roane Custom Beef and Pork

## ADDRESS

1143 Oak Ridge Turnpike #226, Oak Ridge,  
TN 37830

## TOTAL AMOUNT SEEKING

\$1,000,000

## PROJECT DESCRIPTION

New construction of a 5,600 sq. ft. custom beef and hog processing plant in Roane County, TN to bring locally-grown meat to area families addressing food supply-chain challenges. This locally- and veteran-owned facility will process 12 livestock per day from about 100 local farmers, slaughter and package the meat, then freeze it for customer pickup and market delivery. It will also include value-added production of sausage, curing, and smoking, as well as space for local farm products such as eggs, jams, honey, etc. A retail storefront will sell the meats publicly, creating additional revenue streams for participating farmers.



## SPONSOR INFORMATION

Zephyr Development Group

## MARKET INFORMATION

The pandemic exposed numerous vulnerabilities in the country's meat supply chain. This project will address the supply-chain problems locally by sourcing locally-grown livestock and processing it into high-quality freezer-ready cuts. The plant's customer-brokerage service will enable producers to advertise their herds to customers seeking locally-grown meat via an online marketplace. Farmers will include pictures, stories, and testimonials designed to educate the public and re-establish lost links to agricultural heritage.

## SOCIAL IMPACT

This project is anticipated to create 11 jobs

The community impact of our facility will also provide economic benefits for area producers. By matching them to a database of local, state, and national customers, our farmers will be able to bypass the price volatility of the auction houses by direct marketing their animals and setting their own prices. By cutting out the middleman, this new revenue stream will enable local producers to make a profit, expand their businesses, improve the quality of their herds, scale operations, forecast livestock purchases, preserve rural lifestyles and invest in communities. With an anticipated producer network of 100 farmers, we expect this farm-to-table feature to yield a 25% rate of return for each animal. This will add over \$750,000 per year to our economy.

By providing an on-site store and farmer's market, our facility will function as an agritourism attraction, bringing in further traffic that will benefit the local economy as well as helping educate visitors as to their lost rural heritage. This will also be accomplished by an online website that will be designed to introduce our urban customers to farm producers, further educating them about where their food comes from.

## FINANCING INFORMATION

- USDA Meat and Poultry Processing Expansion Program Grant
- USDA Food Supply Chain Guaranteed Loan Program
- Personal funds

## CONTACT INFORMATION

Lee Salzman | Zephyr Development Group | [ldsalzman@pm.me](mailto:ldsalzman@pm.me)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# Kefauver Hotel

## ADDRESS

104 Main Street, Madisonville, TN, 37354

## TOTAL AMOUNT SEEKING

\$5,840,000

## PROJECT DESCRIPTION

This 14,600+ sq. ft. historic hotel will be redeveloped into in an effort to attract visitors to Downtown Madisonville from nearby outdoor recreation attractions including Tellico Lake, the Cherohala Skyway, and the Cherokee National Forest. A prominent anchor in Madisonville's

downtown, the hotel will support and amplify existing municipal leadership efforts to create a variety of downtown destinations and events in the community.



## SPONSOR INFORMATION

The sponsor team is a collaboration of the City of Madisonville, the Downtown Madisonville Alliance (DMA) Board of Directors, and the Main Street Program Director, who together make up the leadership of the Historic Downtown Madisonville Main Street Program. The City of Madisonville currently employs the Main Street Program Director who serves as a liaison between the Downtown Madisonville Alliance and the City. The Main Street Director and Chair of the DMA serve as co-directors of the Opportunity Appalachia project.

## MARKET INFORMATION

Community leadership have taken concerted efforts toward downtown development including the creation of an outdoor food truck and event space, downtown destination branding, marketing tools, and 3 successful downtown events bringing over 6,000 people to downtown.

## SOCIAL IMPACT

Anticipated creation of approximately 50 jobs.

## FINANCING INFORMATION

- New Market Tax Credits eligible
- CDFI Financing expected
- Tennessee Historic Development Grant up to \$300,000 on \$1 M for approved improvements
- National Historic Preservation Tax Credits
- Other resources sought: TNECD Downtown Improvement Grant, ARC, and USDA RD

## CONTACT INFORMATION

Karen Carey | City of Madisonville | [karencarey@madisonvilletn.net](mailto:karencarey@madisonvilletn.net)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# Opportunity Appalachia

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## VIRGINIA PROJECTS

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# Blue Mountain Therapy Expansion

## ADDRESS

17507 Lee Highway,  
Abingdon, Virginia 24210

## TOTAL AMOUNT SEEKING

\$1,000,000

## PROJECT DESCRIPTION

This locally-owned healthcare facility, which served over 2,700 patients last year, will remodel 42,000 sq. ft. of its 77,000 sq. ft. building to better serve those with physical and

or mental disabilities, including clients on the autism spectrum. The remodeled space will include a pool for aquatic therapy, equine assisted therapy riding arena, climbing wall, sensory rooms, provision of life skills and job training, and a commercial kitchen to enable supportive employment in the culinary fields.



## SPONSOR INFORMATION

Blue Mountain Therapy was founded in 2013 and has grown to 130+ employees.

## MARKET INFORMATION

Blue Mountain Therapy's current facility is the only facility of its type in Southwest Virginia West of Roanoke, serving those with physical and/or mental disabilities, a large majority of whom are on the autism spectrum. The expansion would enable the facility to serve an additional 270 patients per year.

## SOCIAL IMPACT

Anticipated creation of 35 full time positions with competitive benefits and pay range from \$15 per hour up to \$105,000 per year. Job training will be provided for many who are currently unemployed or considered unemployable. The facility also works with those who need life skills training and has partnered with a local chef who will offer food service training to help them obtain employment in the restaurant/retail industry.

## FINANCING INFORMATION

Business loan

## CONTACT INFORMATION

Clint Waddell | Blue Mountain Therapy | [clintw@bluemountaintherapy.com](mailto:clintw@bluemountaintherapy.com)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)



# Mountain Empire Community College Outdoor Amphitheater

## ADDRESS

3441 Mountain Empire Road, Big Stone Gap, VA 24219

## TOTAL AMOUNT SEEKING

\$3,000,000

## PROJECT DESCRIPTION

Construction of a 25,000 sq. ft., 1,000-seat outdoor amphitheater on the Mountain Empire Community College campus to support cultural heritage programming in Big Stone Gap and Southwest Virginia. The one-of-a-kind space will provide permanent infrastructure to meet the demand for event space and improve educational opportunities for students and the community.

## SPONSOR INFORMATION

Mountain Empire Community College will carry out and manage the scope of work in this project. The college has extensive experience managing projects associated with construction and renovation of its facilities. As an integral part of this rural community, MECC has the interest and experience to address the identified need for event space.

## MARKET INFORMATION

The College's ability to host large events is limited due to the seating capacity of its current facility. Even its annual Mountain Music School has outgrown the current facility, where students who overflow into the audience to perform the finale. Events external to the College also seek outdoor event venue space regularly as well. One such event, the Blue Highway Festival in 2022, is expected to sell 7,500 tickets, with thousands of anticipated visitors to the region. While MECC is pleased to host this event, its current facilities will only accommodate 400 attendees for the concert. Another example, the Pro-Art Association has provided cultural and humanities events to the region of Southwest Virginia since 1976 in the form of live music, dance, acrobatics, and drama. Other potential users of the amphitheater include the Bulgarian State Opera, Symphony of the Mountains, the American Shakespeare Center, the Barter Theatre Players, the Richmond Ballet, and the Great Chinese Acrobats, among many others.

## SOCIAL IMPACT

MECC Amphitheater will bring educational and cultural events to thousands of individuals throughout the region, and improve the overall quality of life for Southwest Virginia. Construction of this facility will more than double the maximum capacity in MECC's current event space, and will meet Americans with Disabilities Act (ADA) Standards for Accessible Design requirements. The venue will also attract entertainment to the region, spurring tourism in the town, and attracting new audiences to MECC.

Anticipated permanent job creation is 1 FTE and 3 part-time jobs plus indirect event staff labor.

## FINANCING INFORMATION

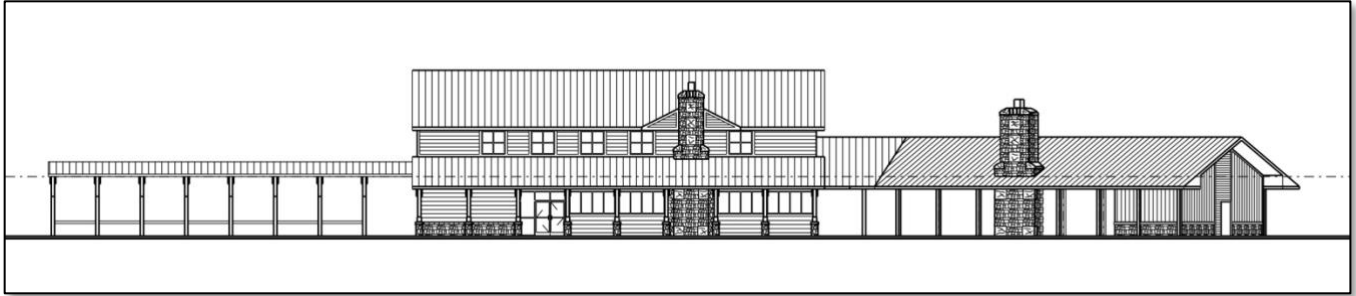
\$1.7 MM raised to date from foundations and individuals.

## CONTACT INFORMATION

Amy Greear | Mountain Empire Community College Foundation | [agreear@mecc.edu](mailto:agreear@mecc.edu)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# Whistle Pig Farmers Market & Country Store



## ADDRESS

1911 Wilderness Road, Ewing, Virginia, 24248

## TOTAL AMOUNT SEEKING

\$1,200,000

## PROJECT DESCRIPTION

This women-led development will transform a 5,400 sq. ft. building into a local country general store with deli, coffee shop and farmers' market. Developed by local residents and farmers, the market will provide the community with fresh food options as well as heritage workshops and a community gathering place in a rural community that is near a veterinary school, a national park with popular hiking trails, and a public elementary and high school.

## SPONSOR INFORMATION

Jan Brown and Melissa Hubbard

## MARKET INFORMATION

While the population of Ewing is small, the store's location is advantageous: estimates show 3,400 cars per day travel along Route 58 where Whistle Pig will be located; Nearby National and State Parks and campgrounds also attract tourists, hikers and campers traveling through the area; and the Lincoln Memorial University Veterinary school, with 5,000+ students and staff, will have a nearby option for fresh food.

## SOCIAL IMPACT

The project will create at least 20 jobs starting at \$15.00 per hour, with employee benefits intended when financially feasible. Staff will receive Serv Safe certifications and relevant other training.

Ewing, VA is currently a food desert, with the nearest grocery store four miles away.

## FINANCING INFORMATION

Seeking business loan

## CONTACT INFORMATION

Jan Brown | Whistle Pig Country Store | [whistlepigjan@gmail.com](mailto:whistlepigjan@gmail.com)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

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## WEST VIRGINIA PROJECTS

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# The Wilt Building

## ADDRESS

Corner of 3rd Street & Davis Avenue, Elkins, WV 26241

## TOTAL AMOUNT SEEKING

\$4,560,000

## PROJECT DESCRIPTION

Renovation of a mixed-use 19,520 sq. ft. Contributing Structure in Elkins' Downtown Historic District. The renovated Wilt will establish a downtown classroom, museum, and event space, relocate the non-profit August Heritage Center's offices, and provide artist housing on the upper floors.

## SPONSOR INFORMATION

The Augusta Heritage Center has served the community for nearly 50 years. Its programming has become embedded with the identity of the town, and the brand of Augusta has international reach.

## MARKET INFORMATION

Downtown Elkins has undergone a significant renaissance in recent years. Two long-vacant rental properties are now under new ownership, with one now nearly fully refurbished, and the other – the Tygart Hotel – recently closed on financing for a \$16M conversion back to a boutique hotel. The Wilt renovation is a critical piece in carrying that momentum forward and revitalizing downtown Elkins.

Anecdotally, Woodlands Community Lenders states that there are currently 4 entrepreneurs looking for kitchen/restaurant space in downtown Elkins. They believe this is reflective of a growing trend of businesses looking to locate downtown. The renovation of the upper floor apartments will additionally provide much-needed workforce housing for area artists and others.

## SOCIAL IMPACT

This project is anticipated to create 15-18 jobs. Augusta commits to paying its anticipated 3 additional employees an hourly wage at or above the area's living wage, plus full benefits. Augusta will also prioritize Disadvantaged Business Enterprises and those tenants that commit to hiring employees from the surrounding distressed census tract.

## FINCANCING INFORMATION

- State & Federal Historic Tax Credits - \$1.36M
- Capital Campaign - \$2M
- HUD HOME funding - \$1M

## CONTACT INFORMATION

Seth Young | August Heritage Center | [youngs@dewv.edu](mailto:youngs@dewv.edu)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# N. 600 Boutique Hotel

## ADDRESS

600 Neville St., Beckley WV 25801

## TOTAL AMOUNT SEEKING

\$10,000,000

## PROJECT DESCRIPTION

Renovation of an existing former bank building, N.600 will be the first and only women-developed and owned boutique hotel in downtown Beckley, estimated to have between 40 to 60 guest rooms. To enhance guests' stays and make available to the local community, amenities will include a bakery café and a gift shop area which will showcase local artisans and products. Also planned is a Speakeasy restaurant/lounge that will feature a menu of tapas, small plates with specialty cocktails, mocktails, fine wines, and craft beers. A rooftop area can be open to the public or reserved for private events.

## SPONSOR INFORMATION

Candice Meade is a 6-year business owner of Posh Manna Cake Art in Raleigh County and has gained support from all who have been approached regarding this project. With over 20 years of experience in the real estate field and support from local leaders and economic development resources, the project has great potential in Beckley.

## MARKET INFORMATION

Studies from the American Hotel and Lodging Association show hotels support more than 1 in 25 American jobs. Hotel guest spending in WV is currently \$2 billion. The proposed hotel would be the only hotel in downtown Beckley and will enhance tourism by providing an experience-based boutique hotel that capitalizes on the new national park designation of the New River Gorge, 20 minutes north.

## SOCIAL IMPACT

Using data from the American Hotel and Lodging Association of a similar hotel, the N.600 could spur more than 150 local jobs and generates \$9.2 million in guest spending. For every \$100.00 a hotel guest spends on lodging, another \$222.00 is spent at the destination - totaling \$278 billion per year spent on transportation, dining, shopping, etc., during their stay.

An estimated 75 jobs will be created in the hotel with the intent to offer profit sharing, bonuses, retirement plan, and health insurance. Teaming with the WVU Tech campus, N.600 will also work with WVU Tech's culinary and hospitality departments to provide internships and quality careers for graduates. N.600 also intends to support employment opportunities for the unemployed, underemployed and people facing barriers to employment.

## FINANCING INFORMATION

The project lies within an Opportunity Zone and a NMTC-eligible area.

## CONTACT INFORMATION

Candice Meade | [meadecandice@gmail.com](mailto:meadecandice@gmail.com)

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# 820 Market Street

## ADDRESS

820 Market St. Parkersburg, WV 26101

## TOTAL AMOUNT SEEKING

\$8,000,000

## PROJECT DESCRIPTION

Redevelopment of a 40,000 sq. ft. building in the central business district into a mixed-use facility with retail on the first floor and residential on the upper floors. Sixteen 2-bedroom units are planned as well as at least two businesses.

## SPONSOR INFORMATION

Downtown PKB is a WV Main Street program dedicated to the revitalization of downtown Parkersburg.

## MARKET INFORMATION

The Downtown Central Business District (DCBD) is one of the best locations to redevelop the city's economy while improving existing housing conditions to offer mixed-use housing and retail options. Improving Parkersburg's existing housing stock continues to be a critical component of its revitalization process. Recent market conditions in West Virginia, particularly an extremely tight market (rising land and construction costs, coupled with significant supply and labor shortages, and economic uncertainty), have hindered efforts to entice developers to build or rehab housing within the city. At the same time, there is growing demand and waiting lists for condos, apartments, and townhomes in Parkersburg.

With proximity to nearby restaurants, parks, shops, and attractions, employers can showcase their convenient location to potential employees, like two of the largest employers, Camden Clark Hospital or The Bureau of Fiscal service. Additionally, adjacent to 820 Market is the Discovery Children's Museum, a regional destination that provides children and families with one-of-a-kind hands-on experiences.

## SOCIAL IMPACT

The project anticipates creation of 8-10 permanent positions and 25 construction jobs. Research also suggests that mixed-use developments encourage further economic growth in local communities. This project would promote walkability and follow-on business and housing investments.

## FINANCING INFORMATION

Owners seeking Historic Tax Credits and private investment. The project is in an Opportunity Zone.

## CONTACT INFORMATION

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Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)





# Fairmont Regional Tech Hub

## ADDRESS

100 Fairmont Avenue, Fairmont WV, 26554

## TOTAL AMOUNT SEEKING

\$8,000,000

## PROJECT DESCRIPTION

The Fairmont Regional Tech Hub (FRTTH) is a 40,000 square foot planned mixed-use development that includes a tech workforce training program, entrepreneurship education for students in pre-K through high school, a co-working space, and mixed-income residential units. The historic YMCA building was purchased in an effort to revitalize the most prominent block of Fairmont's South Side.



## SPONSOR INFORMATION

Fairmont Community Development Partnership, Inc.

## MARKET INFORMATION

The market-supported and needs-based reuse of this historic property in downtown Fairmont will leverage the technology assets of north central WV in partnership with the WV High Technology Foundation and existing educational resources while meeting the growing post-COVID need for remote working space.

The mixed-income housing component is designed to capitalize on highly-sought market-rate units, as well as address the need for affordable units (waitlists contain 500+ families). It strengthens social networks through proximity to diverse incomes, broadening access to economic, political, and social opportunities, and bridges divisions of class, race, gender, and other identities.

## SOCIAL IMPACT

This project will create significant community impact and increase a variety of community capitals for Marion County. It will increase adjacent property values, attract sizable private investment, and promote downtown economic development. As estimated by the WVU Bureau of Business and Economic Research, the anticipated economic and community impact of this project includes:

- Three supporting businesses created
- Two downtown properties redeveloped
- Over 140 direct and indirect jobs created (including construction)
- \$2MM indirect private investment
- \$8MM direct investment to the downtown city center
- 16 housing units: seven at 60-80% AMI, nine at market-rate
- Within the census-tract, 597 resident families directly exposed to workforce training opportunities

The FRTTH strikes a dynamic balance among critical community needs, assets, and reinvestment to create a sustainable strategy for social and economic impact in NCWV. The complementary nature of the workforce and entrepreneurship component parts is intended to spark collaborative engagement, network building, and innovation. The increase in skills, abilities, and capacity will lead to a built talent pool that will fill

existing vacancies while attracting employers to the area. This investment will build a critical pipeline of innovators and small business owners in NCWV, transforming lives and creating generational impacts.

### **FINANCING INFORMATION**

- \$1,250,000 in State & Federal HTC (application under review)
- \$1,000,000 - 2022 Congressionally Directed Spending (confirmed)
- \$2,000,000 - EDA Grant (application in progress)
- \$600,000 - Federal Home Loan Bank AHP (application in progress)
- \$750,000 - City of Fairmont (under review)
- \$500,000 - Community Support
- New Markets Tax Credit financing, FCDP debt

### **CONTACT INFORMATION**

Alex Petry | City of Fairmont | [apetry@fairmontwv.gov](mailto:apetry@fairmontwv.gov)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# New River Gorge Ag & Culinary Center

## ADDRESS

167 Wolf Creek Road, Fayetteville,  
WV 25840

## TOTAL AMOUNT SEEKING

\$1,700,000

## PROJECT DESCRIPTION

Repurpose a 6,000 sq. ft. farmhouse site at the New Roots Community Farm (NRCF) to build out and operate an agricultural and culinary training facility. The center will be a multi-use space featuring cold storage, a

retail sales location, a commercial kitchen suited to host group trainings, and meeting space in which to host large events and gatherings. The center will capitalize on the designation of the nation's newest national Park, the New River Gorge National Park, and the opportunity of NRCF to grow the local food economy with the expansion of the hospitality sector in nearby gateway communities.



## SPONSOR INFORMATION

Since 2019, New Roots Community Farm, an ag-business incubator, has worked with diverse partners to facilitate the growth of the region's agricultural economy. As a satellite aggregation and distribution location in the Turnrow Appalachian Farm Collective, NRCF connects New River Gorge producers to broad markets in which to sell their farm goods. In 2021, the NRCF location of Turnrow facilitated the sale of \$85,903.26 worth of New River Gorge grown food.

## MARKET INFORMATION

In its second full year since redesignation, the New River Gorge National Park has seen a 30% increase in visitation. Figures from the National Park Service show that the Canyon Rim Visitor's Center, located on the North side of the New River Gorge Bridge opposite the Town of Fayetteville, saw sales grow by over 62% from 2019 to 2021. This influx of visitors provides a huge opportunity to grow the region's economy.

The proposed New River Gorge Ag and Culinary Center at NRCF will position food system development partners to assist ag and hospitality entrepreneurs to capture more dollars through direct-to-consumer markets and business-to-business sales opportunities as niche wholesale buyers procure local foods to highlight the connectivity of place to tourism.

## SOCIAL IMPACT

Total job creation is expected to top 75 jobs. Additionally, the project will provide space for locals and tourists to learn about and support the unique food offerings of the region. With intentional planning, investment in local food systems can provide abundant benefits by creating a skilled workforce that, in turn, boosts the community's wealth, capacity, and leadership to foster a more just and resilient food system within the New River Gorge region.

## FINANCING INFORMATION

Grants and bank loan expected

## CONTACT INFORMATION

Susanna Wheeler | New Roots Community Farm | [susanna@newrootscommunityfarm.com](mailto:susanna@newrootscommunityfarm.com)

Kathryn Coulter-Rhodes | Opportunity Appalachia | [oa@acc1.org](mailto:oa@acc1.org)

# The Bell Buildings

## ADDRESS

67 & 75 Seventh St., and 701 Charles St., Wellsburg, WV 26070

## TOTAL AMOUNT SEEKING

\$1,100,000

## PROJECT DESCRIPTION

Redevelopment of the Bell Buildings, four contiguous buildings with a total of 20,791 sq. ft., into mixed-use development with first-floor retail and upper-floor housing and office space. The buildings, built in the late 1800s, are located in the center of Wellsburg's historic downtown business district and sit along Wellsburg's Town Square, a pedestrian thoroughfare and central gathering place for community events.

## SPONSOR INFORMATION

Wellsburg Urban Renewal Authority

## MARKET INFORMATION

The Bell Properties are centrally located in the central business district and are ideally suited for mixed-use redevelopment with first-floor retail and upper-floor housing and office space. As housing affordability becomes more challenging, and as downtown living becomes more popular, the redevelopment of the upper floors into apartments will support the housing needs of Wellsburg's residents. Similarly on the ground-level, entrepreneurs will access much needed storefront space.

## SOCIAL IMPACT

The URA has worked with the WVU Extension Office who determined the renovation of these properties are estimated to generate \$3.9 million in sales, support 23 jobs directly, and generate \$1.3 million in labor income. Small business and rental activity will provide ongoing economic benefits to the region. Total impacts from retail, restaurant, and rental activities are estimated to generate \$898,000 in local sales and support 13 jobs and \$369,500 in labor income.

## FINANCING INFORMATION

Developer sought

## CONTACT INFORMATION

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# The Blue Church Redevelopment Initiative

## ADDRESS

1206 Byron Street, Wheeling, WV 26003

## TOTAL AMOUNT SEEKING

\$6,000,000

## PROJECT DESCRIPTION

Repurposing the 11,070 sq. ft. Blue Church landmark as a food and beverage concept with live music, or a 500-person entertainment venue. This project will boost the economic vitality of East Wheeling, one of its most popular residential urban neighborhoods.

## SPONSOR INFORMATION

Wheeling Heritage is a leading historic preservation organization in the state of West Virginia and serves as the City's Main Street organization. Wheeling Heritage has successfully surveyed and listed over a dozen National Register projects, operates a community subgrant program, and provides historic preservation technical assistance to over 20 property owners and developers per year.

## MARKET INFORMATION

In 2020, the Appalachian Regional Commission awarded Wheeling Heritage an ARC POWER grant to conduct a market feasibility and strategic plan for the "Wheeling Heritage Gateway" initiative. It identified the potential to attract 300,000 tourists annually, bring \$9.5 million in direct plus \$21 million in induced annual tourism spending, and create or retain 226 direct and induced spending jobs paying \$5 million in annual payroll and boosting state and local tax revenues by \$400,000 each year. This data shows that heritage tourism has the potential to unlock immense growth in Wheeling's economy.

The project is located in an historically Black neighborhood, where the City's urban renewal efforts focused midcentury. Reactivation of the property will enliven the entire city of Wheeling - a place that has lost nearly ½ its population and in a neighborhood with a poverty rate 3 times the national average.

## SOCIAL IMPACT

Any commercial redevelopment in this part of Wheeling will provide a positive economic impact to the area. Historically a redlined neighborhood, East Wheeling saw lower property values and systemic disinvestment in the past, whereas today, it is a vibrant neighborhood hungry for additional amenities.

Anticipated job creation totals 140 jobs, including from construction.

## FINANCING INFORMATION

Historic Tax Credits, New Market Tax Credits, Grants, Private Capital

## CONTACT INFORMATION

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