

Opportunity Appalachia

Intake Form - February 2024

Bringing investment to Central Appalachian coal-impacted communities, creating new jobs and businesses that support sustainable growth.

Program Partners



Overview

Opportunity Appalachia will help bring new investment into Central Appalachian communities in six states: Kentucky, North Carolina, Tennessee, Ohio, Virginia, and West Virginia. The effort will provide targeted support for downtown and rural development projects, building entrepreneurial communities where local business can thrive and creating quality jobs for residents that revitalize local economies.

Through the program, a range of Technical Assistance will be provided to selected projects, depending on their needs, including: market assessment, design/architectural, engineering, business plan development, financial structuring, prospectus preparation, and capital raise support. Opportunity Appalachia will contract with both in-region and national organizations to provide this support. The materials and support from both Opportunity Appalachia and TA providers will help local projects to raise needed financing from Qualified Opportunity Zone Funds, New Markets Tax Credit CDEs, Historic Tax Credits, banks, CDFIs, private investors, and public funders.

Opportunity Appalachia is led by an nine-member Steering Committee composed of regional and national organizations with expertise in financing and community development that will support local projects to prepare sophisticated investment packets geared toward prospective investors. Partners include: [Appalachian Community Capital](#) (ACC, the program manager), [Fahe](#), [Mountain BizWorks \(NC\)](#), [OhioSE](#), [Opportunity Southwest Virginia / UVA – Wise](#), [University of Tennessee Knoxville](#), [Brownfields Assistance Center at West Virginia University](#), [National Main Street America](#), and [Coastal Enterprises Inc.](#)

Please complete this application if:

- ✓ You have a specific real estate project(s) for which you are seeking financing, located in an eligible area (see below list for Eligibility).

- ✓ Your transaction(s) is investable: it has the ability to repay an investor’s principal and a rate of return.
- ✓ Your transaction(s) provides community benefits, such as quality jobs or community services.
- ✓ You need technical assistance to develop the project(s), which could include: preparation of investment prospectus, preparation of pro forma financial projections, structuring of project financing, market research/demand assessment, design support, engineering evaluation, operations planning, identification of project developers/operators, outreach to investors for project financing.

Timeline:

- February 8 – Application period opens.
- April 12, 5pm EDT – Application submission deadline.
- May 24 – Selected OA projects notified.

For more information, please contact the lead partner in your state:

Kentucky	Dwain Neeley Vice President of Community Lending Fahe dwain.neeley@fahe.org
North Carolina	Christine Laucher Strategic Partnership Manager Mountain BizWorks christine@mountainbizworks.org
Tennessee	Victoria Hirschberg University of Tennessee Assistant Vice President of Research, Outreach and Economic Development victoria@tennessee.edu
Ohio	Katy Farber, Vice President OhioSE katy@ohiose.com
Virginia	Vickie Ratliff Opportunity SWVA Project Lead University of Virginia at Wise vr9a@uvawise.edu
West Virginia	Ray Moeller Economic Redevelopment Specialist Brownfields Assistance Center at West Virginia University raymond.moeller@mail.wvu.edu

Program Support is provided by the Appalachian Regional Commission POWER program, US Treasury CDFI Fund, Truist, Dogwood Health Trust, US Bank, M&T Bank.

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About the Program

Central Appalachia lacks capacity to develop real estate projects in several asset classes including community facilities, mixed-use, and commercial, limiting economic opportunity in the Region. The expanded Opportunity Appalachia program will continue to provide targeted support for downtown and rural development projects to build entrepreneurial communities where local business can thrive, creating quality jobs for residents that revitalize local economies. These efforts will target the Appalachian portions of KY, NC, OH, TN, VA, and WV.

[Opportunity Appalachia](#) is expanding a program that has already supported 58 development projects in a five-state region that seek to raise over \$471 million in financing. For a group of 30 additional participating communities, a range of Technical Assistance will be provided to selected projects, including: market assessment, design/architectural, engineering, business plan development, financial structuring, prospectus preparation, and capital raise support. The program will not hire staff to provide this support, but instead will contract with both in-region and national organizations for these services.

Once investment prospectuses are completed for projects, Opportunity Appalachia and TA providers will help projects to outreach to investors, which include Qualified Opportunity Zone Funds, New Markets Tax Credit CDEs, Historic Tax Credits, banks, CDFIs, angel investors, crowd funding platforms, private investors, and public funders. As part of the program, selected projects will have the opportunity to pitch in front of investors at a highly visible Investor Convening, which highlights our portfolio of high-impact projects in Central Appalachia that provide both robust social and sufficient financial return.

After the Investor Convening, OA continues to provide project sponsors critical opportunities to stay connected with the entire cohort of selected projects and the OA Program Team. When project sponsors share important lessons and successes, they encourage perseverance among all the project sponsors in the face of inevitable challenges in development finance. Ongoing support from the Program Team helps projects to problem-solve and get creative when putting together a capital stack or business plan.

Opportunity Appalachia 2024 is projected to bring \$150M of new financing to 30 participating communities (many of which are [ARC distressed counties](#) and areas), structuring investments in real estate projects that support community strategies for economic restructuring and diversification. Investment priorities include projects focusing on downtown development, housing, manufacturing, IT, healthcare, education, food systems, clean energy, heritage tourism, and recreation. These projects are anticipated to create 1,200 jobs – including jobs for persons in addiction recovery, the long-term unemployed resulting from impacts in the decline in the coal industry, and minorities and women. Increased investment in Minority/Women-Owned Business Enterprises, including Minority developers and TA providers, is also a program priority.

Target geography: Central Appalachia – Kentucky, North Carolina, Ohio, Tennessee, Virginia, West Virginia



Program Participation

To participate in Opportunity Appalachia and receive technical assistance, project sponsors must complete an intake application. To learn more about the Opportunity Appalachia program and the application process, we encourage you to attend one of the State outreach meetings to be held:

- Kentucky Outreach Meeting, March 12, 1:30-3:00 PM (virtual)
- North Carolina Outreach Meeting, February 8, 1:00-2:30 EST (virtual)
- Ohio Outreach Meeting, February 27, 2:00-3:30 EST (virtual)
- Tennessee Outreach Meeting, March 6, (in-person with virtual join option)
- Virginia Outreach Meeting, March 7, 2024 from 2:00-3:30 PM EST (virtual)
- West Virginia Outreach Meeting, February 15, 2024 from 10:00 AM - 3:00 PM in-person in Charleston, WV

For registration visit: <https://appalachiancommunitycapitalcdfi.org/opportunity-appalachia/program-participation/>

Eligible applicants:

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; and educational institutions.

Projects identified for support must be located in the 6-state target region. Communities prioritized for participation include:

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

See Appendix I for a listing of ineligible counties – i.e., ARC-designated Attainment and Competitive Counties.

Selection process:

Applicants will be selected using the following criteria:

1. **Identified community strategy(ies) and engagement.** Applications that clearly identify an existing community strategy(ies) and highlight community engagement/support for the project(s) will score higher in the review process. Applicants can focus on one or more strategies, including those identified in the Opportunity Appalachia (OA) program summary such as: downtown development, manufacturing, IT, healthcare, education, food systems, clean energy, heritage tourism and recreation, addiction treatment and recovery. Applicants can reference community plans, municipally approved plans, regional development plans, Blueprints, community meetings, charettes, approvals by public bodies, engagement of diverse populations, etc.
2. **Identified priority project(s).** Applications that have identified specific investment opportunity(ies) will score higher in the review process. Selection will not favor the number of potential projects but will focus on the quality of the identified project(s) / investment(s), including their community impact and suitability for investment.
3. **Community Impact.** Applications with identified projects that have significant community and economic development outcomes will score higher in the review process. Community outcomes that will be prioritized include: the creation of quality jobs with good pay and benefits, jobs with training and advancement opportunities, jobs accessible to long-term unemployed/underemployed persons, projects that support community economic diversification, projects that create vibrant places and/or promote follow-on investment in the target communities, and impact diverse populations served

including those in addiction recovery. Projects that support Minority and Women-Owned Enterprises, including minority developers and TA providers, will also be prioritized.

4. **Capacity and Track Record.** Applications in which Applicants and/or Project Sponsors have the capacity and track record to support the identified projects(s) will score higher in the review process. For example: Have developers (private, non-profit, public) been identified? Have business owners/operators (private, non-profit, public) been identified?
5. **Suitability for investment.** Applications with investable projects will score higher in the review process. For example: Is it likely the requested support from OA will result in the development of a transaction that has a return on investment and/or can support anticipated debt service?
6. **Identify existing community resources and identify gaps.** Applications that identify a clear need for TA support from OA to close resource gaps will score higher in the review process.
7. **Clean Energy focus.** Projects that include a clean energy component – solar power generation, energy efficiency measures, etc. – will be prioritized.

Opportunity Appalachia welcomes applications targeting one or several projects. Multiple project applications should demonstrate that the projects have related, compatible development strategies.

It is anticipated that up to 30 projects will be selected to participate in the OA 2024.

Provision of Technical Assistance:

The types of technical support that may be provided by Opportunity Appalachia include:

- Development of investment prospectus, preparation of pro forma financial projections, structuring of projecting financing,
- Market research/demand assessment,
- Identification of project developers and business operators,
- Feasibility assessment,
- Investor outreach for project finance/investment,
- Architectural and engineering,
- And other types of support.

This support will be provided on contract by experienced business and development partners. It is anticipated that support of \$40,000 - \$75,000 will be provided for each applicant, averaging \$55,000 per applicant. The Scope of Work timeline for the provision of technical support is anticipated to be 6 – 12 months, from July 2024 through Q1 2025, with capital raise activities beginning in Q3 / Q4 2025.

If applicants would like to utilize technical assistance providers they have already identified, the Request for Qualifications must be completed and accepted, see RFQ Appendix III, below. If no specific technical support organizations have been identified, Opportunity Appalachia will recommend/provide organizations for consideration. No preference is given in the Opportunity Appalachia selection process to either of these approaches for identifying technical assistance providers. Note: a declaration of a preferred contractor does not guarantee that such provider will be utilized, and all proposals will be reviewed for adequacy and cost effectiveness.

Note: Completion of an Investment Prospectus and other TA services may be undertaken with Opportunity Appalachia TA support, or from other sources of support.

Requirements

Match Requirement

Applicants selected to participate will be required to provide \$5,000 of matching support. This matching support can either be in-kind from community leaders or members, developers and business owners, or through a cash contribution to the prospectus development and related activities. A letter from the project sponsor stating the matching contribution amount will be due upon completion of the TA provision phase.

Pay It Forward

To ensure future projects can benefit from Opportunity Appalachia support, and to ensure sustainability of the Opportunity Appalachia program, TA costs of participating projects that successfully close on project financing within three years of acceptance into the Opportunity Appalachia program will be repaid to Opportunity Appalachia at the lesser of either a.) the total TA project costs provided by Opportunity Appalachia, or b.) 1% of the project's closed financing amount. These funds will be repaid to Opportunity Appalachia at financial closing. These repaid funds will be used to underwrite TA costs of future projects selected for OA program participation.

If the participating project is not financed, repayment of TA support will not be required.

For example:

- A \$1MM project receiving \$50,000 in TA support closes on project financing in year 2. This project will repay \$10,000 of the TA support (1%) to Opportunity Appalachia as part of their financial closing.
- A \$10MM project receiving \$50,000 in TA support closes on project financing in year 2. This project will repay \$50,000 of the TA support (.5%) to Opportunity Appalachia as part of their financial closing.
- A project not closing on financing within 3 years of acceptance into the OA program will not repay the TA support provided.

Application for Participation

The full Application for Participation is available in Appendix II. If you have questions about the Application, please contact the lead state partner in your state, see the next page for contact information.

Application Submission Date:

April 12, 5pm EDT.

Project / Community Selection Date:

Selection of Projects will be announced by May 22.

Program Management & Steering Committee:

The Opportunity Appalachia program Steering Committee is comprised of the following six regional and national organizations:

Program Manager

- [Appalachian Community Capital](#) (ACC), a 27-member CDFI intermediary whose members and their affiliates manage over \$1 billion in assets supporting economic development in Appalachia. ACC is the program lead and is supported by [Rural Support Partners](#) and Ray Daffner, as Opportunity Appalachia's program manager and senior advisor, respectively. Together, they serve as Opportunity Appalachia's Program Team. Contact Kathryn Coulter-Rhodes, OA Program Manager with questions: oa@acc1.org

Lead State Partners – lead community development state partners:

- [Fahe \(KY\)](#)– Fahe brings people, organizations, and resources together to build homes, communities, and a thriving Appalachia through expanding economic opportunity and security for all. Contact Dwain Neeley, Vice President of Community Lending at Fahe with questions: dwain.neeley@fahe.org
- [Mountain BizWorks \(NC\)](#) - A leading CDFI in Western NC building a vibrant and inclusive entrepreneurial community by helping businesses start, grow, and thrive, engaging community leaders across a 24-county region. Contact Christine Laucher, Strategic Partnership Manager at Mountain BizWorks with questions: christine@mountainbizworks.org

- [OhioSE](#) – The lead regional economic development organization in Eastern and Southern Ohio working in a 25-county area, supported by Jobs Ohio. Contact Katy Farber, Vice President at OhioSE with questions: katy@ohiose.com
- [University of Tennessee](#) - Office of Outreach and Economic Development, manages statewide programs, provides seed investments, and supports public-private partnerships with community development leaders. Contact Victoria Hirschberg, Assistant Vice President of Research, Outreach and Economic Development at the University of TN for questions: victoria@tennessee.edu
- [Opportunity Southwest Virginia / UVA – Wise](#) – Pilots the way for 19 counties and scores of communities in Southwest Virginia to support economic and community development efforts to create thriving entrepreneurial communities that accelerate progress for both new and established ventures. Contact Vickie Ratliff, Opportunity SWVA Program Lead at UVA-Wise with questions: vr9a@uvawise.edu
- [Northern West Virginia Brownfields Assistance Center](#) – provides technical assistance to WV communities on brownfield and downtown development, and serves as the convening partner of Downtown Appalachia, a group of organizations and industry leaders working to support the revitalization of WV downtowns. Contact Ray Moeller, Brownfields Assistance Center at West Virginia University with questions: raymond.moeller@mail.wvu.edu

National Technical Assistance Providers

- [Main Street America](#) With a network of more than 1,600 neighborhoods and communities, MSA works to successfully transform communities and revitalize local economies.
- [Coastal Enterprises Inc](#) – This leading national rural CDFI has deployed over \$1.3 billion in financings directly and through its New Markets Tax Credit CDE affiliate.

This program is supported by



**Appalachian
Regional
Commission**



dogwood
health trust



usbank

M&T Bank

Resources

More information on related project development is available at:

- [Downtown Investment Playbook](#)
- Economic Innovation Group [Opportunity Zone Activity Map](#)
- New Markets Tax Credit Coalition – [Overview](#)
- [LISC Community Partners Playbook](#) for Opportunity Zones
- [National Trust Community Investment Corporation](#) – Historic Tax Credit development
- [Virginia – Locus Impact Investing](#) services
- [The Governance Project Toolkit for Maximizing Impact of Opportunity Zones](#)
- [HUD Opportunity Zone Toolkit on “Best Practices and Case Studies” for OZs](#)

- [The US Impact Investing Alliance \(USIIA\) Toolkit](#)
- [Accelerator for America Investment Prospectus Guide](#)
- [Real Estate Investing Basics](#)
- [Rural Recovery Playbook, Sorenson Impact](#)

Appendix I – Eligible Counties

Opportunity Appalachia - Eligible Counties

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

2024 ARC Competitive and Attainment Counties, which are not eligible, include:

- Ohio – Clermont and Holmes Counties
- Tennessee – Knox County
- Virginia - Botetourt County
- West Virginia – Jefferson County

Appendix II – Intake Form

Opportunity Appalachia

Intake Form - February 2024

*Bringing investment to Central Appalachian coal-impacted communities,
creating new jobs and businesses that support sustainable growth.*

Program Partners:



Submission Deadline: April 12, 2024 5pm EDT.

Do not submit this form. Submit responses via the Online Application Form at <https://appalachiancommunitycapitalcdfi.org/opportunity-appalachia-form>

Summary Information

Lead Contact: _____

Applicant Organization: _____

Address: _____

Phone w: _____ m: _____

Email: _____

Note: Narrative responses to each question are limited to 2,500 characters unless otherwise noted.

1. Communities targeted by this application (municipality(ies), county(ies), and census tract(s):

Note: See Appendix I for a list of eligible counties.

2. Service area of applicant (note if different than above, or note same):

3. Community Development Strategy(ies):

(for example: housing, downtown development, manufacturing, IT, healthcare, education, food systems, clean energy, heritage tourism and recreation, addiction treatment and recovery, or describe other strategies)

Describe how your strategy aligns with broader community-identified plans or priorities. Please include the level of community engagement or support there is for this strategy or specific project.

4. Proposed Projects (list up to 3):

I. Name of Project, address

- Size in Sq Ft.: _____
- Total anticipated project cost: \$ _____
- Financing identified/anticipated, list source and dollar amount or note 'None': _____
- Project description: (include a url link if available.)
- Community Impact (quantify / provide estimates):
(for example: the creation of quality jobs with good pay and benefits (# of jobs, pay rates, benefits provided), jobs with training and advancement opportunities, jobs accessible to unemployed / underemployed persons, project supports community economic diversification, creates vibrant places for follow-on investment, other impacts ...)
- Name(s) of project sponsors, developer, and/or business owner, if identified:
- Technical Assistance Needed: (e.g., business plan development, financial pro forma development, financial structuring of transaction, market assessment, feasibility assessment, developer identification, architectural drawings, capital raise)
- Describe the connection to other proposed projects listed on this form (if applicable)

Proposed Project:

II. Name of Project, address

- Size in Sq Ft.: _____
- Total anticipated project cost: \$ _____
- Financing identified/anticipated, list source and dollar amount or note 'None': _____
- Project description: (include a url link if available.)
- Community Impact (quantify / provide estimates):
(for example: the creation of quality jobs with good pay and benefits (# of jobs, pay rates, benefits provided), jobs with training and advancement opportunities, jobs accessible to unemployed / underemployed persons, project supports community economic diversification, creates vibrant places for follow-on investment, other impacts ...)
- Name(s) of project sponsors, developer, and/or business owner, if identified:
- Technical Assistance Needed: (e.g., business plan development, financial pro forma development, financial structuring of transaction, market assessment, feasibility assessment, developer identification, architectural drawings, capital raise)
- Describe the connection to other proposed projects listed on this form (if applicable)

Proposed Project:

III. Name of Project, address

- Size in Sq Ft.: _____
- Total anticipated project cost: \$_____
- Financing identified/anticipated, list source and dollar amount or note 'None': _____
- Project description: (include a url link if available.)
- Community Impact (quantify / provide estimates):
(for example: the creation of quality jobs with good pay and benefits (# of jobs, pay rates, benefits provided), jobs with training and advancement opportunities, jobs accessible to unemployed / underemployed persons, project supports community economic diversification, creates vibrant places for follow-on investment, other impacts ...)
- Name(s) of project sponsors, developer, and/or business owner, if identified:
- Technical Assistance Needed: (e.g., business plan development, financial pro forma development, financial structuring of transaction, market assessment, feasibility assessment, developer identification, architectural drawings, capital raise)
- Describe the connection to other proposed projects listed on this form (if applicable)

5. Clean Energy Focus. The selection process includes prioritization of projects with Clean Energy features. This could include solar power generation, energy efficiency measures, etc. Please be sure to describe and quantify these anticipated impacts. If not described above, please describe here.

6. Applicant Capacity: What is the relationship of the applicant to the community? How has the community demonstrated its support of the project(s)? Describe the applicant's role and capacity for completing or overseeing project activities:

7. Provision of Technical Assistance: The types of technical support that may be provided by the Opportunity Appalachia program include: development of investment prospectus, preparation of pro forma financial projections, structuring of project financing, market research/demand assessment, identification of project developers and business operators, feasibility assessment, outreach for project finance/investment, architectural and engineering, and other types of support. This support will be paid directly to the selected and experienced providers on contract, determined by a competitive bid process. Roughly \$40,000 - \$75,000 will be provided for each selected project.

a) If you've received cost estimates from potential providers for the technical assistance you need, please provide here.

Please complete either b) or c), below. No preference is given in the Opportunity Appalachia selection process to either 7(b) or 7(c).

Applicants may choose to use technical assistance providers offered by Opportunity Appalachia or may work with technical assistance providers they have identified.

b) If known, please provide name(s) and contact information of Technical Assistance provider(s) you prefer to support the above project activities.

- | |
|---|
| <ol style="list-style-type: none">1. Name 1 – contact name, company name, address, email, phone, url2. Name 2 – contact name, company name, address, email, phone, url |
|---|

3. Name 3 – contact name, company name, address, email, phone, url

Note: Each TA provider must complete the Request for Qualifications, see Appendix III, to be eligible to provide TA for this program. If your project is selected to participate in Opportunity Appalachia, proposals from Technical Assistance providers will be required, which will be reviewed for adequacy and cost effectiveness.

- c) Technical Assistance providers have not yet been identified. The Applicant requests Opportunity Appalachia identify / recommend suitable technical support organizations.

___ (check)

8. Match Requirement:

Applicants selected to participate will be required to provide \$5,000 of matching support. This matching support can either be in-kind from community leads or members, developers and business owners, or through a cash contribution to the prospectus development and related activities.

If selected to participate in the Opportunity Appalachia program, our community commits to provide \$5,000 of cash or in-kind matching support for this effort.

___ (initial)

9. Attestation:

Date of Submission: _____

Name: _____

Title: _____

Organization: _____

Do not submit this form. Submit responses via the Online Application Form at <https://appalachiancommunitycapitalcdfi.org/opportunity-appalachia-form/>

Appendix III – RFQ

Opportunity Appalachia RFQ – Request for Qualifications

All Technical Assistance providers (TA) are required to submit this information to Appalachian Community Capital. ACC will review submissions and notify TA providers if they have been accepted as eligible TA providers for this program.

RFQ responses should include:

1. Cover Page: Contact Name, Company Name, Address, contact information including phone and email.
2. Description of organization and summary of expertise, including relevant web links (business web site, LinkedIn, ...). Recommended length 1 – 2 pages.
3. Description of relevant expertise proposed to be provided through the Opportunity Appalachia program to projects in targeted communities. For example: market assessment, financial structuring, prospectus development, ... Recommended length 1 – 2 pages.
4. Bios of individuals providing technical assistance.
5. Sample client listing of entities receiving similar assistance. Please include dates for provision of service.
6. References of clients receiving similar services. Please provide at least three references, with contact information to include email and phone.

Please **submit via email to oa@acc1.org as one PDF** with section headers for each RFQ question, #2 - #6.

RFQs are accepted on a rolling basis; submissions will be reviewed and the entity will be notified of their status within ~2 weeks.

For questions, contact: OA@acc1.org