Presentation Preview

1. **Opportunity Appalachia (OA) Overview**
   - Who & What

2. **Opportunity Appalachia Deep Dive**
   - Types of Projects
   - Who Should Apply?
   - Types of Technical Assistance
   - Investor Convening + Project Pitches
   - Requirements
   - Selection Criteria
   - Timeline

3. **Submit Questions Throughout**
What is Opportunity Appalachia?

★ 30 downtown & rural development real estate projects
   ○ 6 states: KY, NC, OH, TN, VA, WV (Appalachian counties)
★ Provide $1.8M to fund direct technical assistance
   ○ $40,000 – $75,000 per project
   ○ Prepare projects for investment
★ Raise over $150M of new investment for targeted communities

Support downtown and rural development to build entrepreneurial communities, create quality jobs and revitalize local economies
Opportunity Appalachia is supported by funding from:
What Types of Projects Are Supported?

- Downtown or rural development real estate projects
- The project is investable, able to be financed

Priorities include:
- Housing
- Downtown development
- Manufacturing
- IT
- Healthcare
- Education
- Food Systems
- Clean Energy
- Heritage Tourism & Recreation
58 Projects Since 2020

- Mixed use: offices, housing, retail, restaurant
- Food system
- Event spaces
- Commercial kitchens
- Outdoor recreation
- Health Centers
- Childcare Centers
- Hospitality
Who Should Apply?

- For-profit Project Sponsors including developers and businesses
- Multi-county regions
- Counties
- Municipalities
- Economic and community development organizations (e.g. Main Street organizations)
- Other non-profit organizations
- Educational institutions
Geographic Eligibility & Priority Communities

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

Prioritized Communities Include:

- **ARC-designated** Distressed and At-Risk areas
- **Persistent Poverty Communities** (where 20% or more of the population is in poverty over the last 30-yr period)
- Rural communities – **meeting any federal definitions**
- **Federal Opportunity Zones** and **New Markets Tax Credit** census tracts
- **ARC-designated** Coal Impacted Communities (dependence, impact, or risk)
Types of Technical Support

- Investment Prospectus
- Financial Projections
- Financial Structuring
- Market Research
- Architectural & engineering
- Business Plan Development
- Developer Solicitation
- Investor Outreach
Who Provides the Technical Assistance?

Approved TA Providers

→ OA has over 100 TA providers approved
→ New providers can get approved
→ Projects can identify TA providers

Request for Qualifications for any new or identified providers available on OA webpage.
Connecting with Investors

Dedicated Outreach by:
- Opportunity Appalachia
- TA teams

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

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

2. **Pay It Forward: Help Sustain Opportunity Appalachia**
   a. Projects that successfully close on project financing within three years
   b. Repay OA the lesser of either:
      i. The total TA award provided by OA, or
      ii. 1% of the project’s closed financing amount

For Example:

A project’s TA cost $50,000. The project closes on $1MM in financing in year 2.

This project will repay $10,000. Generally, rolled in as part of their financial closing.

- $1MM x 1% = $10,000 (is less than $50k)
What is the Project Selection Criteria?

1. Identified community strategies, engagement
2. Clearly identified project and vision
3. Community impact
4. Capacity & track record
5. Suitability for investment
6. Clear need for TA
7. Clean energy focus
**State Meetings**
February & March

**Timeline**

**Application Deadline:** April 12 at 5PM EDT

- **Apply**
  February 8th – April 12th

- **Projects Selected**
  End of May

- **Receive TA**
  July-2025

- **Investor Convening**
  Q2 2025

- **Capital Raise Support**
  Q3 2025, and beyond

Visit:
Application Period:

February 8 – April 12 at 5:00 PM EDT


Application Questions?
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