Opportunity Appalachia

VA Outreach Meeting
March 7, 2024
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 Leadership
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.

One Ineligible County in VA: Botetourt

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
Application Deadline: April 12 at 5PM EDT

Timeline

- **State Meetings**: February & March
- **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
Application Period:

February 8 – April 12 at 5:00 PM EDT


Application Questions?
vr9a@uvawise.edu