

Putting Opportunity Zones into Action in Your Community

The federal “Investing in Opportunity Act”, passed into law in 2017 and implemented with guidance from the U.S. Treasury in late 2018, creates 8,672 “Opportunity Zones” across America. Individual and corporate investors whose funds are subject to capital gains tax liability can put those monies into “Opportunity Funds” which invest in real estate projects, economic development, and business initiatives in these Opportunity Zones. These investors obtain deferrals, reductions, and exclusions from capital gains liability for long-term capital investments in underserved communities. There is an estimated \$6.1 trillion in unrealized capital gains funding in America that could be invested in the coming years. If your community has an Opportunity Zone, or your project is located in one, are you ready to put Opportunity Zones into action?

Sustainable Strategies DC is a strategic consulting, resource advocacy, and government affairs firm that has helped local government and economic development clients secure nearly \$5 billion in resources across the nation. Our Opportunity Zones practice can help prepare your community to attract Opportunity Fund investments, leverage resources for your real estate and economic development projects, connect with leading Opportunity Funds, apply for these resources, and put them into action:

Opportunity Roadmapping

- ◆ Define the assets & competitive advantages of your Opportunity Zone(s)
- ◆ Identify the projects that are competitive & ready for Opportunity Fund investments, or help you get them ready
- ◆ Identify other grants, incentives & resources from federal, state, philanthropic, private sector & local finance sources to leverage into your projects

Opportunity Pitching

- ◆ Create pitchbooks, pitchdecks, prospectus documents, and/or on-line portals to attract Opportunity Fund dollars
- ◆ Connect & collaborate with your state’s economic development department to attract Opportunity Fund investments

Opportunity Forum

- ◆ Plan & conduct an *Opportunity Forum* to bring together local/regional/state civic officials, economic developers, business & finance community leaders, experts, and Opportunity Fund managers to catalyze action in your Opportunity Zones & projects
- ◆ Provide webcast or on-site technical assistance & education on Opportunity Zone strategies

Opportunities into Action

- ◆ Confirm capital stacks & funding strategies
- ◆ Identify and connect you with Opportunity Fund managers
- ◆ Apply for Opportunity Funds
- ◆ Create your own Opportunity Fund at the project, Zone, community or regional level

Sustainable Strategies DC is affiliated with other experts to ensure comprehensive and robust services on your Opportunity Zone projects, including the National Development Council, Callay Capital, Urban Partners, and others. Prices for services depend on the scope & complexity of the project(s), levels of funding sought, and the need for allied experts.

“The secret to success is to be prepared when your opportunity comes.” — Disraeli

“If opportunity doesn’t knock, build a door.” — Milton Berle

Sustainable
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resource advocacy &
government affairs for
local governments
& economic developers*

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