

# Opportunity Appalachia

## *SWVA Outreach Meeting*

**January 27, 2020**

Southwest Virginia Higher Education Center  
Abingdon, VA

### Bringing Opportunity Zone capital to Central Appalachian Communities

**Audience:**

community leaders, local economic developers/LDDs/CDCs, private real estate developers, business owners, investors / high net worth individuals, attorneys, accountants, business support organizations (CDFIs, incubators, ...), banks, universities/community colleges, foundations, state development officials, Chambers

**Registration:** [OpportunityAppalachiaOutreach.eventbrite.com](https://OpportunityAppalachiaOutreach.eventbrite.com)

**Program Information:** [appalachiancommunitycapitalcdfi.org/oa-program/](https://appalachiancommunitycapitalcdfi.org/oa-program/)

## Agenda

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|--------|---|---|
| 10:00  | Welcome and Introduction of Morning Keynote   | Shannon Blevins, Vice Chancellor of Economic Development                    |
| 10:10  | Introduction of Erik Johnston   | Shannon Blevins, Vice Chancellor Economic Development, UVA Wise             |
| 10:15: | Keynote   | Erik Johnston, Director, VA Department Of Housing and Community Development |
| 10:30  | Appalachian Regional Commission: The importance of OZs  | Mieka Sanderson, Program Analyst  |
| 10:40  | OZ Overview<br><i>Updates on where we stand on OZ nationally, policy changes, investment activity, and rural investments.</i>   | Adam Northup, LOCUS   |
| 11:00  | OZ Possibilities in SWVA:<br>Through a combination of investor, community and OZ Panel Members, different project types will be presented and discussed. These projects provide an idea of what an OZ deal can look like. After each presentation, a panel of investors and OZ experts provide feedback and insights regarding the project.<br>OZ Respondents: Lindsey Wallace, National Main Street Center; Becca Richardson, LOCUS; Bryan Phipps, People Incorporated Financial Services. |   |
| 11:45  | Working Lunch   |   |

12:00 Investor Perspective

Charlie Spies, CEI Capital Management; John Cannon, Appalachian Highland Ventures – Pearl Fund Affiliate discuss what OZ investors are looking for and answers investor questions.

Moderator: Carl Knobloch, SBA

12:45 Opportunity Virginia Overview

Adam Northup, LOCUS

1:00 Opportunity Appalachia – Overview and How to Apply

Ray Daffner, Becki O’Quinn

- *Overview - How OA can support OZ work in your community.*
- *State Partner perspective.*
- *Q&A*
- *Next steps for Opportunity Appalachia*

1:30 Funders Discussion

*Panel of public / foundation funders prioritizing OZ investments:*

*Currently confirmed, \*Sara Williams, Tobacco Commission; \*Cindy Snider, Virginia Community Capital, Craig Barbrow, USDA, Jonathan Belcher, Virginia Coalfield Economic Development*

*\*Confirmed*

*Moderator: Shannon Blevins, UVA Wise*

2:00 Workshops – Breakout discussions

Concurrent Workshops on selected topics, led by above panel speakers.

- ***OZ 101 – overview / intro. Adam Northup, LOCUS.*** ***Room 103/104***
- ***How to make an OZ deal work, and Investor Questions.*** ***Grand Hall D***  
*We will take a deal apart and work it, and also answer investor questions regarding Qualified Opportunities Funds (QOFs). Charlie Spies, CEI Capital Management.*
- ***Technical Assistance and Prospectus Development.*** ***Grand Hall E***  
*Lindsey Wilson, National Main Street Center; Bryan Phipps, PIFS; Becca Richardson, LOCUS.*

3:00 Conclude