Opportunity Zones in Colorado

Jana Persky
jana.persky@state.co.us
303-892-3707

Colorado’s Opportunity Zones
Interactive map: www.choosecolorado.com/oz

CO Opportunity Zone Program
The Mission: Position Colorado as a leading destination nationally for capital investment in Opportunity Zones, and use this investment to benefit distressed communities

- Designating 126 Opportunity Zones across the state
- Spreading the word to investors, community leaders, developers and other stakeholders
- Empowering communities to understand how Opportunity Zones work and how they can benefit
- Helping capital and projects find each other

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What is a Prospectus?
- Investment memorandum designed to attract capital to a community
- Tells data-backed story of a community based on the interplay of three factors: sectors, communities, and institutions
- Identifies specific developable projects, and make a case for why those projects will see a return, including additional incentives that are applicable (Opportunity Zone, TIF, Enterprise Zone, NMTC, etc.)
- Not a pure marketing document – highlights opportunities, risks, and mitigation strategies
- See choosecolorado.com/oz for examples + grant application

Guiding Questions
- Overall:
  - What types of investment does the community need? (i.e., housing, infrastructure, entrepreneurship)
  - What assets does the community have available? (i.e., town-owned land, anchor institutions, infrastructure, workforce)
  - What would be the top ~5 most developable projects that would benefit the community?
- For particular OZ projects:
  - What is the projected rate of return?
  - What can the community add to make them more attractive? (i.e., additional incentives, fast-tracked permitting, etc.)
  - Who are the participants we need to be involved? How and where can we reach them?
Changing the story of development: investors & community coming together to build something that is locally beneficial.

Advancing the right projects, which can unite investors, the community, and the local government.

Creating a more even playing field between municipal government, developers, and investors.

Understanding and developing creative financing mechanisms for community projects.

Opportunity Zones can be a hook to begin conversations with critical stakeholders.

Consider having an OZ Convening if you haven’t already.

Thank you

Jana Persky
jana.persky@state.co.us
303-892-3707

Jamie Hackbarth
jamie.hackbarth@state.co.us
303-892-3764