


Opportunity Zones in Colorado

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



Colorado's Opportunity Zones



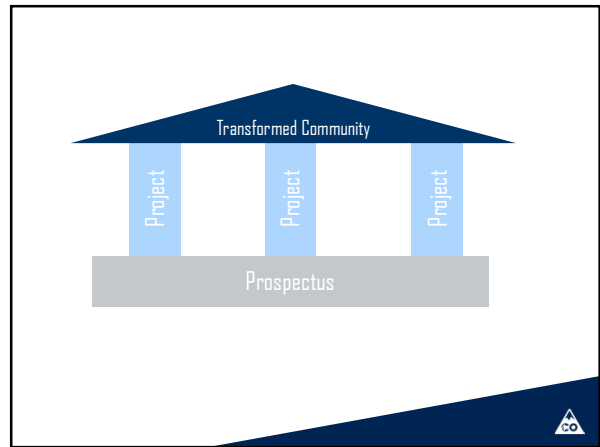
Interactive map: www.choosecolorado.com/oz

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

Nomination	• Designating 126 Opportunity Zones across the state
Education	• Spreading the word to investors, community leaders, developers and other stakeholders
Community Support	• Empowering communities to understand how Opportunity Zones work and how they can benefit
Investment Facilitation	• Helping capital and projects find each other

www.choosecolorado.com/oz



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?

Achieving the Potential of OZs

-  **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

