

Establish Policy Tools and Incentives, Develop Partnerships, and Measure Impacts

Opportunity Zones Webinar Series: Session 2
December 8, 2020

Session 2 Webinar Resources

US Department of Housing and Urban Development

Website: www.hud.gov and www.OpportunityZones.gov

Sign Up for HUD Opportunity Zones Mailing List: [Link](#)

1. [Opportunity Zones Toolkit Volume 2: A Guide to Local Best Practices and Case Studies](#)
2. [Opportunity Zones Toolkit Volume 1: A Roadmap to Planning for Economic Development within Opportunity Zones](#)

Session 1: Establish Policy Tools and Incentives

Smart Growth America

Website: <https://smartgrowthamerica.org/>

National Opportunity Zones Academy: <https://smartgrowthamerica.org/program/national-opportunity-zones-academy/>

Opportunity Zones Marketplace: <https://oppsites.com/sgamarketplace>

Calvin Gladney Biography: <https://smartgrowthamerica.org/about-us/our-staff/calvin-gladney/>

Christopher Coes Biography: <https://smartgrowthamerica.org/about-us/our-staff/christopher-coes/>

1. Report: [Unrealized Gains: Opportunity Zones and Small Businesses \(October 2020\)](#)
2. Report: [National Opportunity Zones Ranking Report \(December 2018\)](#)
3. Webinar “[Introducing the National Opportunity Zones Marketplace](#)” (February 26, 2020)
4. “[New Report: Are Opportunity Zones Boosting the Prospects of Small Businesses?](#)” (October 29, 2020)
5. “[New Opportunity Zones Marketplace will Help Local Leaders Partner with Developers to Produce More Equitable Development](#)” (February 18, 2020)
6. “[Opportunity Zones Aid in Historic Revitalization and Mixed-use Development in Greenfield and Montague](#)” (February 4, 2020)
7. “[Salem Considers Opportunity Zones for New Mixed-use and TOD Development](#)” (February 4, 2020)
8. “[Barnstable and Yarmouth Aim to Use Opportunity Zones to Promote Walkable Urban Form](#)” (February 4, 2020)
9. “[What Did We Learn from a Half-Year of Work on Opportunity Zones with Six Communities?](#)” (November 26, 2019)

Urban Institute

Website: <https://www.urban.org/policy-centers/metropolitan-housing-and-communities-policy-center/projects/opportunity-zones>

Brett Theodos Biography: <https://www.urban.org/author/brett-theodos>

Urban Institute Reports about Opportunity Zones

1. [An Early Assessment of Opportunity Zones for Equitable Development Projects \(June 17, 2020\)](#) / Brett Theodos, Eric Hangen, Jorge González and Brady Meixell
2. [Financing Affordable Housing and Small Businesses through Opportunity Zones \(January 14, 2020\)](#) / Brett Theodos and Jorge González
3. [Leveraging Opportunity Zones to Boost Affordability in Hot Markets \(December 4, 2019\)](#) / Brett Theodos and Jorge González
4. [An Opportunity Zone Guide for Governors and a Case Study of South Carolina \(September 25, 2019\)](#) / Brett Theodos, Cody Evans and Brady Meixell
5. [How Chicago and Cook County Can Leverage Opportunity Zones for Community Benefit \(January 10, 2019\)](#) / Brett Theodos and Brady Meixell
6. [Did States Maximize Their Opportunity Zone Selections? \(May 21, 2018\)](#) / Brett Theodos, Brady Meixell and Carl Hedman

Urban Institute Testimony and Public Comments on Opportunity Zones

1. [A Tailored Opportunity Zone Incentive Could Bring Greater Benefits to Distressed Communities and Less Cost to the Federal Government \(October 17, 2019\)](#) / Brett Theodos
2. [Public Comment on U.S. Treasury's Request for Information on Data Collection and Tracking for Qualified Opportunity Zones \(May 30, 2019\)](#) / Brett Theodos and Brady Meixell
3. [Public Comment on Reporting Requirements in Proposed Opportunity Zone Regulations \(December 28, 2018\)](#) / Brett Theodos and Brady Meixell

Urban Institute Blog Posts about Opportunity Zones

1. [The Opportunity Zone Incentive Isn't Living Up to Its Equitable Development Goals. Here Are Four Ways to Improve It \(June 17, 2020\)](#) / Brett Theodos, Jorge González and Brady Meixell
2. [How Governors Are Shaping the Opportunity Zone Landscape \(October 7, 2019\)](#) / Brett Theodos and Bradley Meixell
3. [The IRS Proposes Generous Rules For Opportunity Zone Investors But What Will They Mean For Communities? \(October 23, 2018\)](#) / Brett Theodos, Steven M. Rosenthal, and Brady Meixell
4. [Opportunity Zones May Create More Opportunities for Investors and Syndicators Than Distressed Communities \(August 2, 2018\)](#) / Steven M. Rosenthal
5. [Did governors target Opportunity Zones to disinvested communities? \(May 22, 2018\)](#) / Brett Theodos and Brady Meixell
6. [Are Opportunity Zones in the Greater DC area targeted to communities in need of investment? \(June 20, 2018\)](#) / Brett Theodos and Brady Meixell
7. [Why Opportunity Zones are important for Indian Country \(June 7, 2018\)](#) / Nancy M. Pindus and Brady Meixell

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8. [A little-publicized incentive in the new tax law could become America's largest economic development program \(March 20, 2018\)](#) / Brett Theodos

Urban Institute Webinars about Opportunity Zones

1. Using Opportunity Zones to Advance Community Priorities (January 27, 2020): [Presentation](#) and [Slides](#) / Speakers: Brett Theodos and Solomon Greene (Urban Institute), Bradford Davy (Fund for Our Economic Future) and Tammy Buckner (WeGrowKC)
2. From Concept to Action: Aligning Opportunity Zones and Mission Capital (October 10, 2019): [Event Overview](#) and [Agenda](#)
3. Leveraging Opportunity Zones for Affordability in Hot Markets (September 11, 2019): [Event Overview](#) and [Agenda](https://www.urban.org/events/leveraging-opportunity-zones-community-benefit)<https://www.urban.org/events/leveraging-opportunity-zones-community-benefit>
4. Leveraging Opportunity Zones for Community Benefit (January 17, 2019): Event Overview and [Agenda](#)
5. How Can Opportunity Zones Drive Capital and Investment in Under-Resourced Neighborhoods? Workshop (July 31, 2018): [Event Overview](#) and [Agenda](#)

Urban Institute Opportunity Zone Community Impact Assessment Tool

1. The [Opportunity Zone Community Impact Assessment Tool](#) assess the potential social impact of a local development project using evidence-based indicators.

One Acadiana

Website: <https://www.oneacadiana.org/>

Invest Acadiana Website: <https://www.investacadiana.com>

1. Investment Prospectus: [Acadiana's Opportunity Zone Prospectus \(February 2019\)](#)
2. Investment Prospectus: [City of Lafayette Opportunity Zone Prospectus \(October 2020\)](#)
3. ["New Iberia Clinic Wins Opportunity Zone Pitch Competition"](#) (October 30, 2020)
4. ["Invest Acadiana recognized in Forbes Ranking for Opportunity Zone Work"](#) (December 17, 2019)
5. ["Invest Acadiana – A Joint Initiative of Acadiana Planning Commission and One Acadiana – Recognized as a Leading Opportunity Zone Community in New National List"](#) (December 12, 2019)
6. ["Invest Acadiana to Hold Opportunity Zone Pitch Competition"](#) (December 9, 2019)
7. ["Can Opportunity Zones Revitalize a Struggling North Lafayette? POD Plans to See"](#) (August 19, 2019)
8. ["Acadiana Planning Commission Awarded Grant for Opportunity Zone Development"](#) (August 7, 2019)
9. ["White House Officials Plan Visits to Lafayette, Opelousas to Discuss Opportunity Zones"](#) (August 5, 2019)

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Day Two Webinar Resources

Session 2: Partner with Aligned Organizations

Arctaris Impact Investors

Website: <https://arctaris.com/>

Jonathan Tower Biography: <https://arctaris.com/staff/jonathan-tower/>

1. [“Colorado Receives Opportunity Zone Housing Investment from Arctaris Impact”](#) (October 29, 2020)
2. [“Arctaris Impact Investors Announces \\$40M Investment into Erie Opportunity Zones”](#) (June 30, 2020)
3. [“Arctaris Impact Investors Announces \\$25M Opportunity Zone Initiative to Support COVID-19 Recovery”](#) (June 12, 2020)
4. [“Opportunity Zone Investing During COVID-19: An Interactive Discussion”](#) (May 12, 2020) (Steve Glickman and Jonathan Tower)
5. [“How Arctaris Avoids Gentrifying Opportunity Zones”](#) (March 17, 2020) (Jonathan Tower)
6. [“Finance Authority of Maine Agrees to Partner with Arctaris Impact to Help Attract Opportunity Zone Capital to Local Investments”](#) (July 10, 2020)

Consultant

Rachel Reilly Twitter: https://twitter.com/Rachel_Reilly

1. [“Delivering Opportunity: A Diagnostic and Strategy Playbook to Maximize Indiana’s Opportunity Zones”](#) (November 2020) and [Website](#)
2. Webinar: [Delivering Opportunity in Indiana](#) (December 3, 2020)
3. Additional Research and Webinars from Rachel Reilly Available at the Economic Innovation Group Website: <https://eig.org/opportunityzones>

Purdue Center for Regional Development and Purdue Engagement

Website: <https://www.pcrd.purdue.edu/>

Julie Rigrish Biography: <https://pcrd.purdue.edu/about-us/our-team/julie-rigrish/>

Rural Opportunity Zones Initiative (ROZI):

<https://www.opportunityinvestmentconsortium.com/post/indiana-s-rural-opportunity-zones-initiative-rozi>

1. [“Opportunity Zones: Building a Brighter Future for Rural Indiana”](#) (April 21, 2020)

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Day Two Webinar Resources

Session 3: Measure the Impact

Council of Economic Advisers

Website: <https://www.whitehouse.gov/cea/>

Kevin Corinth Biography: <https://www.whitehouse.gov/cea/staff/>

1. [The Impact of Opportunity Zones: An Initial Assessment \(August 2020\)](#)

Four Points Funding

Website: <https://www.fourpointsfunding.com/>

Stephanie Copeland Biography: <https://www.fourpointsfunding.com/post/four-points-funding-hires-economic-development-specialist>

1. [“Four Points Funding Invests \\$60M in Colorado’s Future, it’s Gateway Towns”](#) (October 28, 2020)
2. [“Capital Gains Dating Back to 2019 Eligible for OZ Investment”](#) (October 21, 2020)
3. [“Opportunity Zone Impact Reporting Frameworks”](#) (October 7, 2020)
4. [“The Politicization of Opportunity Zones”](#) (September 23, 2020)
5. [“Comparing the Returns of an OZ Investment to a Non-OZ Investment”](#) (July 22, 2020)
6. [“Our Tools for Success in Rural Markets”](#) (July 8, 2020)
7. [“Opportunity Zones During a Downtown”](#) (May 27, 2020)
8. [“Why 1031 Investors Are Migrating to Opportunity Zones”](#) (May 6, 2020)
9. [“Redefining ‘Rural’ In the Eyes of Investors”](#) (April 22, 2020)
10. [“Press Release: Forbes Names Colorado Firm Top Opportunity Zone Fund in the Nation”](#) (February 19, 2020)
11. [“Four Points Named a Top Fund in the Nation”](#) (February 11, 2020)
12. [“Colorado-Based Four Points Funding Recognized as a Leading Opportunity Zone Fund”](#) (December 16, 2019)

Baltimore Development Corporation

Website: <http://baltimoredevelopment.com/>

Opportunity Zones Website: <http://baltimoredevelopment.com/opportunity-zones>

Ben Seigel Biography:

1. Investment Prospectus: [Baltimore Opportunity Zones \(November 2019\)](#)
2. [“BDC Names Opportunity Zones Coordinator”](#) (October 15, 2018)