



Appalachian  
Regional  
Commission

# Finding Opportunity in Appalachia's Opportunity Zones

Wednesday, October 28, 2020

11:00 am – 12:30 pm

## Agenda

### Welcome (11:00 am)

**Tim Thomas, ARC Federal Co-Chairman** will welcome participants and provide remarks on ARC's commitment to investments in Appalachia's Opportunity Zones.

### Opportunity Zones Basics (11:05am)

**Jen Simon, ARC Program Manager, Business Development** will provide participants with a short overview of Opportunity Zones and Qualified Opportunity Funds.

### Opportunity Zones Process A to Z (11:10am)

**Peter Truog, The Opportunity Exchange** will demonstrate tools that help with the entire Opportunity Zone process, including assembling a community team, determining community needs, selecting sites for development, finding partners for technical assistance, and identifying investors.

### Appalachian Strategies by Current Grantees (11:30am)

**Alex Flachsbart, Opportunity Alabama** and **Donna Gambrell, Opportunity Appalachia** will present examples of some Opportunity Zone work currently happening in Appalachia and discuss how their partnerships with state and local leaders have led to the projects' success.

### Investor Perspective (11:45am)

**Dr. Jason Jolley, Ohio University** will ask Investors **Ross Baird, Blueprint Local** and **Noelle St. Clair, Woodforest National Bank** how they make decisions to invest in community projects. They will share their insight into how COVID-19 impacts Opportunity Zone investment and project development, investors' appetite for rural projects, and other important considerations for communities when development projects.

### Audience Q&A (12:00pm)

### Wrap-up (12:15 pm)