NC Launch of Opportunity Appalachia

Program Sponsors:

Event Sponsors:
<table>
<thead>
<tr>
<th>TIME</th>
<th>AGENDA ITEM</th>
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<tbody>
<tr>
<td>15 MIN</td>
<td><strong>Welcome &amp; Introductions</strong></td>
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<tr>
<td></td>
<td>- Matt Raker, Executive Director, Mountain BizWorks</td>
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<td></td>
<td>- Steve Lockett, Program Manager, Opportunity Appalachia, Mountain BizWorks</td>
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<td></td>
<td>- Jordan Whichard, Chief Deputy Secretary, NC Commerce open / welcome</td>
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<td>- Donna Gambrell, CEO, Appalachian Community Capital</td>
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<tr>
<td>15 MIN</td>
<td><strong>Overview of Opportunity Appalachia from Rural Support Partners</strong></td>
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<tr>
<td></td>
<td>- Kathryn Coulter Rhodes, Director of Organizational Consulting, Rural Support</td>
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<tr>
<td></td>
<td>- Types of projects sought &amp; TA to be provided to participants</td>
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<td>- Timeline, deadlines</td>
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<tr>
<td>15 MIN</td>
<td><strong>Examples of Project from OA First Round – Hotel Swisher, Somerset, OH</strong></td>
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<td></td>
<td>- Michelle Robinson, Hotel Swisher</td>
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<td>- Project Discussion and Best Practices</td>
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<tr>
<td>15-20 MIN</td>
<td><strong>Panel on Opportunity Appalachia Impact on Western North Carolina</strong></td>
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<td></td>
<td>- Sarah Thompson, VP of Impact – Economic Opportunity, Dogwood Health Trust</td>
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<td>- Josh Carpenter, Western Region Manager, Economic Development Partnership</td>
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<td>- Stephanie Sweepson-Twitty, Eagle Market Streets Development Corporation &amp;</td>
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<td>- Catawba Vale Collective</td>
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<td>- Emma Wyatt, Program Manager, The Innovate Fund</td>
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<td>- Wilson Lester, Founding Partner, Partners In Equity</td>
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<tr>
<td>15-20 MIN</td>
<td><strong>Question &amp; Answer Discussion</strong></td>
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<td>- Large group discussion, questions by Chat function</td>
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<td>- To be facilitated by Opportunity Appalachia and MBW</td>
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<tr>
<td>5 MIN</td>
<td><strong>Wrap Up</strong></td>
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<td>- Steve Lockett Wrap up &amp; Next Steps</td>
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<td>- Provide contact information</td>
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Opportunity Appalachia

BRINGING INVESTMENT TO CENTRAL APPALACHIAN COMMUNITIES, CREATING NEW JOBS AND BUSINESSES FOR SUSTAINABLE GROWTH
1. **Opportunity Appalachia Overview**
   - What, Who, Timeline

2. **Opportunity Appalachia Deep Dive**
   - Types of Projects
   - Who Should Apply
   - Types of Technical Assistance Provided
   - Matching & Pay it Forward Requirements
   - Investor Connections
   - Selection Criteria
   - Submission Deadline & Selection Announcements

3. **Submit Questions in the chat or Q&A**
What is Opportunity Appalachia?

Purpose: Build strong and diverse local economies where local businesses thrive, quality jobs are created, and communities are supported to address the Covid downturn.

A $3M+ expanded program that will:

- Support 40 downtown & rural development real estate projects
  - 5-States: WV, OH, TN, NC, VA (Appalachian Counties)
- Provide $2.25M to fund direct technical assistance
  - $30,000 – $75,000 per project
  - Prepare projects for investment
- Raise over $400M of new investment for targeted communities
  - Investors Convening – Connecting with potential investors
Opportunity Appalachia Steering Committee
Opportunity Appalachia is supported by funding from:

CDFI Fund

Appalachian Regional Commission

Goldman Sachs

TRUIST HH

DOGWOOD HEALTH TRUST
General Timeline

State-Level Launch Meetings
February & March

Apply
February 10th – April 15th

Projects Selection Announced
May 23rd

Receive TA
June 2023

Connect With Investors
2023

Information
Opportunity
Appalachia Webpage
What Types of Projects Supported?

Downtown or Rural Development Real Estate Projects

- That support broader community-identified plans or priorities
- The Project is investable: it has the ability to repay an investor’s principal and a rate of return

Investment priorities include projects focusing on
- Downtown development
- Manufacturing
- IT
- Healthcare
- Education
- Food Systems
- Clean Energy
- Heritage Tourism & Recreation
Phase 1 (2020-2021): 17 Projects

Hotel Swisher, Somerset, OH. $3.2M historic boutique hotel, 15 rooms in downtown, locally owned, supporting tourism and outdoor recreation in drivable ‘gateway’ community adjacent to metros. Project Sponsor: Village of Somerset. TA Team: The Clay Christensen Group, LOCUS, Schooley Caldwell, HVS.

Cohen Building, Grafton, WV. $10M redevelopment of historic downtown building for use by identified for-profit and non-profit tenants. Project Sponsor: Unleash Tygart, Inc. TA Team: People Incorporated Financial Services, Thrasher Engineering, CohnReznick.

Vaughan Furniture Building, Galax, VA. $92M redevelopment of historic downtown anchor building, to include 220,000 SF of residential, and 220,000 SF of retail, commercial, business incubator, and event space. Project Sponsor: City of Galax. TA Team: Summit Design and Engineering, Opportunity Virginia / LOCUS, National Main Street Center.

Full Project List @ Opportunity Appalachia Webpage (see chat)
Who Should Apply? (Types of Entities)

Organizations eligible to apply to participate include:

- For-profit Project Sponsors including developers and businesses
- Multi-county regions
- Counties
- Municipalities
- Economic and community development organizations (e.g. Main Street organizations)
- Other non-profit organizations
- Educational institutions
Who Should Apply? (Geographic Location)

All counties in the Appalachian portions of North Carolina, Tennessee, Ohio, Virginia, and West Virginia are eligible, except for ARC-designated Competitive and Attainment counties*

All counties in WNC are eligible

Prioritized Communities include:

- ARC-designated Distressed areas and At-Risk areas
- Persistent Poverty Communities (defined as any community (county or census track) that has had 20% or more of its population living in poverty over the last 30-year period)
- Rural communities – meeting any of the federal definitions
- Federal Opportunity Zones and New Markets Tax Credit census tracts
- ARC-designated Coal Impacted Communities (dependence, impact, or risk)

* Some exceptions exist thanks to availability of local funding. Check with State Partners
### Types of Technical Support Provided

- Development of investment prospectus
- Market research, demand assessment
- Preparation of financial projections, structuring of project financing
- Architectural & engineering
- Business plan preparation, operations planning
- Identification of project developers
- Investor outreach
- Other types of assistance targeted at investment readiness
Who Provides the Technical Assistance?

1. Opportunity Appalachia (OA) Has 40+ Approved TA Providers
   - See Webpage of approved list of TA providers
2. Projects Can Identify Specific TA Providers
   - Part of the application
   - Provider needs to be vetted & approved

- $30,000 – $75,000 per project
- 6-12 month TA completion timeline

OA Continues To Seek TA Providers
TA Application Available on OA Webpage
Match Requirements & Pay It Forward

1. **Matching Support: Required $5,000**
   - Funding or In-kind

2. **Pay It Forward: Help Sustain Opportunity Appalachia**
   - Projects that successfully **close on project financing within three years**
   - Repay Opportunity Appalachia at **the lesser of either:**
     - A. The total TA project grant amount provided by Opportunity Appalachia, or
     - B. 1% of the project’s closed financing amount

For Example:
A project received $50,000 in TA support. The project closes on $1MM in financing in year 2. This project will repay $10,000. Generally, rolled in as part of their financial closing.
- 1MM x 1% = $10,000 (is less than 50k)
Connecting with Investors

Dedicated Outreach by:
- Opportunity Appalachia
- TA teams

Investors Convening With:
- Project Representatives
- TA providers
- Investors
What is the Project Selection Criteria?

1. Identified community strategy(ies) and engagement
2. Clearly Identified project(s) & vision
3. Community Impact
4. Capacity and Track Record
5. Suitability for investment
6. Identify existing community resources and identify gaps
7. Clean Energy focus
Submission Deadline & Project Selection

- **February 10** – Application is open.

- **April 15, 5pm EDT** – Application submission deadline.
- **May 23** – Selected OA projects announced.

- **Second Call for Applications This Fall** – Date TBD
For more information, please contact the lead partner in your state:

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<tr>
<th>State</th>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
<th>Email</th>
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<tbody>
<tr>
<td>Tennessee</td>
<td>Stacey Swiger-Patterson</td>
<td>Vice President for Research, Outreach and Economic Development</td>
<td>University of Tennessee</td>
<td><a href="mailto:sspatter@utk.edu">sspatter@utk.edu</a></td>
</tr>
<tr>
<td>Ohio</td>
<td>Katy Farber</td>
<td>Vice President</td>
<td>OhioSE</td>
<td><a href="mailto:katy@ohiose.com">katy@ohiose.com</a></td>
</tr>
<tr>
<td>Virginia</td>
<td>Courtney Conner-Stringer</td>
<td>Director of Community &amp; Business Development</td>
<td>University of Virginia at Wise</td>
<td><a href="mailto:cstringer@uvawise.edu">cstringer@uvawise.edu</a></td>
</tr>
<tr>
<td>North Carolina</td>
<td>Steve Lockett</td>
<td>Program Manager</td>
<td>Mountain BizWorks</td>
<td><a href="mailto:steve@mountainbizworks.org">steve@mountainbizworks.org</a></td>
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<tr>
<td>West Virginia</td>
<td>Ray Moeller</td>
<td></td>
<td>Northern WV Brownfields Assistance Center</td>
<td><a href="mailto:raymond.moeller@mail.wvu.edu">raymond.moeller@mail.wvu.edu</a></td>
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For Application & More Information

Timeline

<ul>
  <li><strong>Now through early April 2022:</strong> MBW provides project and application assistance to WNC participants</li>
  <li><strong>April 15<sup>th</sup>, 2022:</strong> Applications Due</li>
  <li><strong>May 23<sup>rd</sup>, 2022:</strong> Project Selection Announcement</li>
</ul>
Project Considerations

- Is it eligible?
- Who is project lead?
- Does it have community engagement and impact?
- Is it investable?
- What Technical Assistance is needed to close resource gap(s)?
- Fill out a Project Interest Form
Contact Information

- Steve Lockett, OA Project Manager
- [www.mountainbizworks.org/opportunity-appalachia/](http://www.mountainbizworks.org/opportunity-appalachia/)
- [steve@mountainbizworks.org](mailto:steve@mountainbizworks.org)
- 828-260-8108