



CEDS Content Guidelines Update: *Maximizing Opportunity Zones*

*NADO Webinar
February 12, 2020*



- **Opportunity Zones** are designated low-income census tracts where tax incentives are available to encourage those with capital gains to invest in low-income and undercapitalized communities.
- **Twelve percent** of US census tracts are Opportunity Zones (8,700+ tracts). Governors (primarily) nominated the zones, which were officially designated by the US Department of the Treasury.

SNAPSHOT Opportunity Zones

The average **Median Family Income (MFI)** in an Opportunity Zone is **two-thirds** the national MFI.



21% of adults in the average Opportunity Zone **lack a high school diploma**, compared to 12% nationwide.

28% of Opportunity Zones are food deserts, according to data from the U.S. Department of Agriculture.

The average **poverty rate** in an Opportunity Zone is **double** the national poverty rate.



Half of the country's **persistent concentrated poverty*** census tracts are Opportunity Zones.

*Greater than 40 percent poverty rate in 1980 and 2018

Close to a third of prime age adults in the average Opportunity Zone are **not working**.*



*The inverse of the employment rate, this captures the unemployed and those who have left the labor force.

The **average median home value (MHV)** in an Opportunity Zone is **\$45K lower** than the median U.S. home value.



83% of Opportunity Zones have an average **life expectancy** below the national average.



Source: CDC

For more information visit: eig.org/opportunityzones **ECONOMIC INNOVATION GROUP**

Source: EIG analysis of U.S. Census Bureau, ACS 2014-2018, unless otherwise noted

The Opportunity Zones initiative is:

- **a top priority of the Administration**
 - ✓ White House Opportunity and Revitalization Council/190 Federal programs
 - ✓ (www.opportunityzones.gov)
- **a natural fit for EDA**
 - ✓ Mission alignment
 - ✓ Investment Priority
 - ✓ Eligibility under Special Need
 - ✓ New section in the CEDS Content Guidelines

Good economic development starts with good economic development planning. . .

US Economic Development Administration - 030916

Comprehensive Economic Development Strategy (CEDS) Content Guidelines:

Recommendations for Creating an Impactful CEDS

Contents

1. Overview	
2. Content.....	
A. Summary Background: A summary background of the economic development conditions of the region.....	
B. SWOT Analysis: An in-depth analysis of regional strengths, weaknesses, opportunities and threats.....	
C. Strategic Direction/Action Plan: Strategic direction and an action plan (flowing from the SWOT analysis), which should be consistent with other relevant state/regional/local plans.....	11
• Strategic Direction: Vision Statement and Goals/Objectives.....	11
• Action Plan: Implementation.....	12
D. Evaluation Framework: Performance measures used to evaluate the organization's implementation of the CEDS and its impact on the regional economy.....	14
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4. Preparation.....

5. Equivalent/Alternative Plans.....

6. Opportunity Zones.....

Why focus on the CEDS?

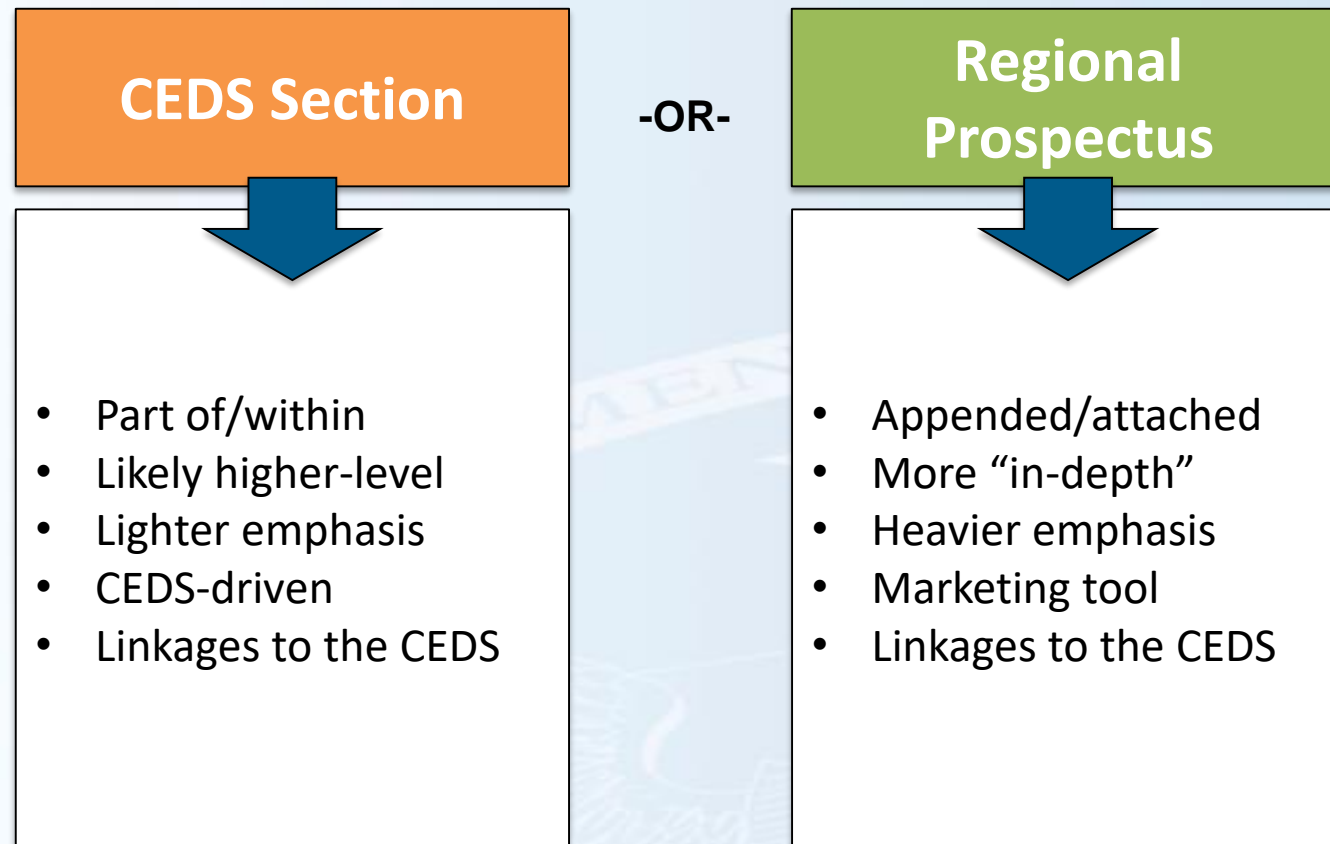
- ✓ “Investment Ready”
- ✓ Regional Perspective
- ✓ Right Platform



How should Opportunity Zones be included in the CEDS?

1. A collection of **suggestions and recommendations**, not a list of additional requirements
2. An opportunity to put a **“best foot forward”** to attract investors and effectively market the region
3. If, how and to what extent Opportunity Zones are incorporated **may vary based on the needs and focus of each region**

Content/Structure Recommendations:

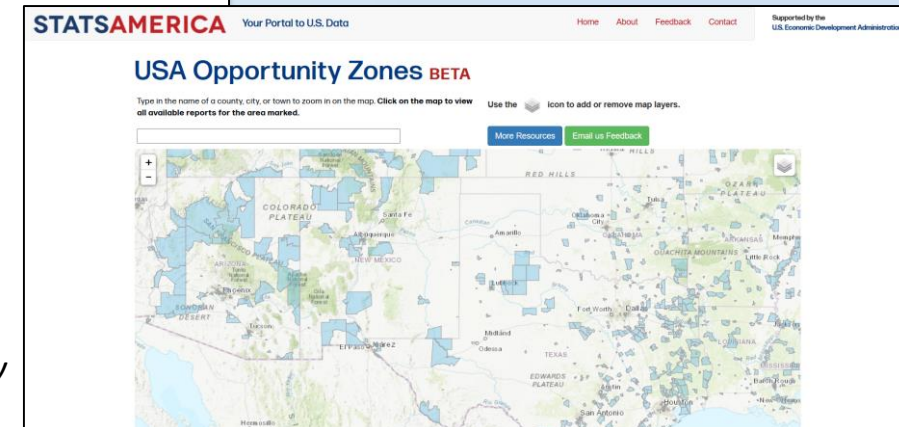


CEDS Section

Key Elements:

1. Inventory/map the Opportunity Zones in the region
2. Identify key partners/collaborations
3. Recognize linkages with the data, goals/objectives, and priority projects within the CEDS

Recommended Resource: Statsamerica.org has established an Opportunity Zones mapping tool (<http://www.statsamerica.org/opportunity/>) that will allow users to see Opportunity Zones in relation to boundaries and information specific to each EDD, which can be helpful when developing Opportunity Zone-related content for the CEDS.

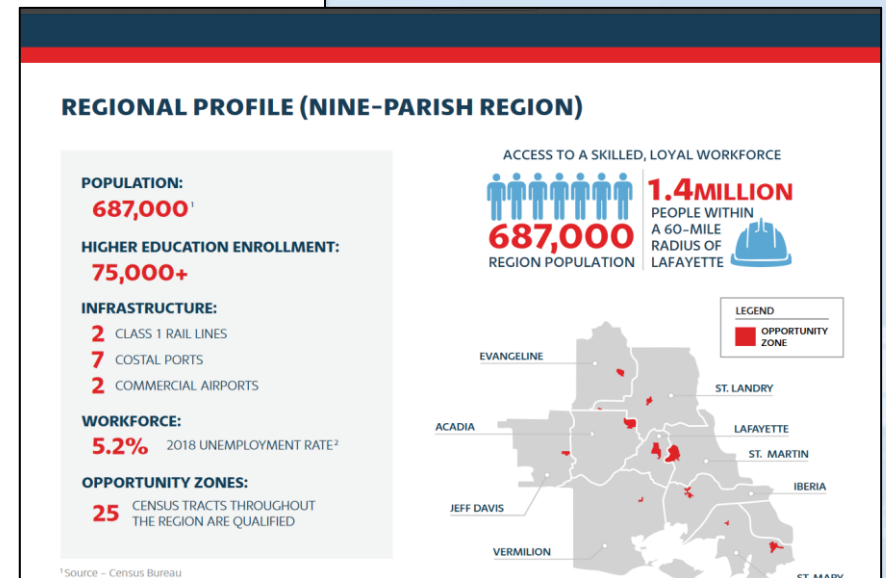


Regional Prospectus

Key Elements:

1. Purpose of the prospectus/introduction to Opportunity Zones
2. Key partners/collaborations
3. About the region/region by the numbers
4. Market strengths
5. Institutional capacity
6. Opportunity Zones in the region and typology
7. Individual community profiles

Recommended Resource(s): Check out the Acadiana Planning Commission's (APC) Opportunity Zone regional prospectus, templates for local opportunity zone prospectuses, and a regional Opportunity Zone website at <https://investacadiana.org/>.



Other Key Opportunity Zone Elements: INCENTIVES

The screenshot shows a web application titled "Maryland's Designated Opportunity Zones" from DHCD's Opportunity Zones Website. The map displays several green-shaded Opportunity Zones in Baltimore, including Monumental, Curtis Bay, and Dundalk. A search popup is active over the Dundalk area, showing the search result "3800 11TH ST, BALTIMORE, MD" with options to "Show more results" and "Zoom to".

The "Incentive Lookup" sidebar on the right provides a search interface and a list of eligible state programs for the selected location:

- Search by Address or Location on map to view a list of Eligible State Programs within OZ's
- 541 W 11th St, Balti X
- Neighborhood BusinessWorks
- Maryland Economic Development Assistance...
- Maryland Industrial Development Financing ...
- More Jobs for Marylanders
- More Opportunities for Marylanders
- EARN Maryland
- Maryland Research and Development Tax Cre...
- Rental Housing Works
- Job Creation Tax Credit
- Cybersecurity Investment Incentive Tax Credit
- Biotechnology Investment Incentive Tax Credi...
- Maryland Mortgage Program
- Maryland Venture Fund
- Low Income Housing Tax Credit Program

<https://maryland.maps.arcgis.com/apps/webappviewer/index.html?id=1cc479d2dc3948239f0c47bda8b6967e>

Other Key Opportunity Zone Elements: **CONSORTIUMS**



<https://www.opportunitycle.com/>

Other Key Opportunity Zone Elements: **MARKETING/ONLINE PRESENCE**

FLAGSHIP
OPPORTUNITY
ZONE

Home About ▾ Our Districts ▾ Institutional Capacity ▾ Erie Homecoming 2019 Project Portfolio ▾ Contact

WHY INVEST IN ERIE?

- 1,000,000+**
SQUARE FEET OF COMMERCIAL & RESIDENTIAL PROPERTY READY FOR REDEVELOPMENT
- 23,000+**
UNIVERSITY STUDENTS
- NEARLY \$750 MILLION**
IN PRIVATE, PUBLIC AND PHILANTHROPIC INVESTMENT

<https://www.flagshipopportunityzone.com/>

Other Key Opportunity Zone Elements: MEASURES/OUTCOMES

LISC National [Resources](#) OZ 101

LISC OPPORTUNITY ZONES

WHY LISC COMMUNITY PARTNERS INVESTORS DEVELOPERS PLAYBOOKS

PLAYBOOK

- Introduction
- Step One
- Step Two
- Step Two, Appendix
- Step Three
- Step Four
- Step Five
- Step Six

STEP 6 | Develop Impact Metrics & Encourage Transparency

Rigorous evaluation and accessible reporting to inclusive and equitable success in the Zones

One of the chief concerns about Opportunity Zones, especially for government officials, is that some investments will prioritize profit over the desires of communities. Currently, Opportunity Funds are not required to report on whether they are providing tangible benefits to communities. As Fran Seegurow, Managing Director of the Investing Alliance [told Barron's](#), "this policy will only meet its objective of providing positive economic and social outcomes for these communities if we

<http://www.lisc.org/opportunity-zones/community-partners-playbook/>

- 1) Use the CEDS to highlight Opportunity Zones**

- 2) New section of the CEDS Content Guidelines was published in January 2020 (www.eda.gov/ceds)**

- 3) What additional tools/resources/information would be helpful as you look to maximize Opportunity Zones?**

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