



# Mesa County Investment Prospectus

Marketing your opportunities to potential investors

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# Purpose



- ❖ Market your Opportunity Zones to local, regional and national investors.
- ❖ Organize your assets to have maximum economic and social impact.
- ❖ Organize **stakeholders** around unified vision of inclusive growth.
- ❖ This should not be just about Opportunity Zones, but about attracting investors to all of the opportunities within a region. OZ is simply one more tool to use to attract investment.

# Define your region



- ❖ Identify legacy industries as well as clusters that have the opportunity to grow.
- ❖ Economic health- population growth, job growth, unemployment, poverty, education levels, demographics.
- ❖ Workforce Development- cradle to career tracks, job training programs, community colleges, universities, workforce centers, affordable housing.
- ❖ Stakeholder groups, economic partners, community leadership: How collaborative is your community?
- ❖ What are the strongest opportunities for growth?
- ❖ What makes the region unique? And don't say outdoor rec or quality of life.

# Map It



- ❖ Identify anchors such as hospitals, universities, large employers.
- ❖ Identify job centers, manufacturing centers, industrial areas.
- ❖ Include Comprehensive Growth Plan if you have one.
- ❖ Transportation structure- highways, RAIL, and air.
- ❖ Identify zones such as Enterprise, Opportunity, hubZones, and districts.
- ❖ Include public infrastructure and amenities.
- ❖ Identify broadband if that's not available throughout your region.

# Opportunities

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- ❖ We used IEDC's site selection criteria as a guide and started with our Top 10 Developable sites. We worked closely with our brokers to develop that list. Intent is to expand that to a larger list.
- ❖ Property description and photos, access and egress.
- ❖ Use and zoning, power, telecommunications.
- ❖ Tax information, financing and incentives available.
- ❖ Permitting, codes, regulations, TIFs, districts, zones.
- ❖ Due Diligence that would normally be put on a buyer- flood plain, etc.
- ❖ More information will help your properties be more competitive.

# Package it

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- ❖ Investor groups use Investment Offering Manuals.
- ❖ We packaged this in a similar “book” available online.
- ❖ Site Selection sites- ZoomProspector, etc.
- ❖ Advertise Opportunity Zone properties on their own page. Make it easy for investors to find these.
- ❖ Remember that OZs include business venture capital as well as real estate.

# Resources

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- ❖ Prospectus Template from New Localism Advisors
- ❖ A New Standard: Achieving Data Excellence in Econ Dev from IEDC Resources/Publications
- ❖ Investment Offering Memorandum
- ❖ State Demographer's Office, Elizabeth Gartner
- ❖ Robin Brown, [robin@gjep.org](mailto:robin@gjep.org)