

Community Prospectus

A community investment prospectus is a document designed to attract capital in support of a specific place. It is a combination of a community marketing strategy, economic development analysis, and private investment memorandum.

The community prospectus can take the form of a document and/or a website, but in either form it should include a data-driven perspective on the interplay of sectors, communities and institutions. It should include specific areas or projects where there is a demand for capital, and articulate both the opportunities (growth potential, additional incentives, etc.) and the risks of those projects.

Outline

- I. Introduction
- II. Basic Data
 - a. Geography: location, infrastructure, natural resources, zoning, etc.
 - b. Demographics: population, age, ethnicity, income, education levels, etc.
 - c. Labor force: size, job growth, unemployment rate, etc.
 - d. Local economy: historical economic growth, annual GDP, industry breakdown, etc.
 - e. Anchor institutions: higher education, healthcare facilities, large embedded employers, etc.
- III. Strategic Advantages
 - a. Industry spotlight – detailed description of current key industries
 - b. Strengths of community
 - i. Examples could include: anchor institutions, areas of growth, creditworthiness of city, natural resources, quality of life advantages, workforce, community growth strategy, strength of local/regional networks
 - c. Challenges of community
 - i. Examples could include: lack of growth, diversity and inclusion struggles, blighted neighborhoods, investment needs, support structures needed (This is intended to be upfront about the challenges faced by a community and tell a story about how investment could help solve them)
 - d. Economic development strategy
 - i. This is the key story where a community explains what they are trying to build and how additional investment could both support and benefit from the community strategy. Examples could include: building an entrepreneurial ecosystem based on educational institutes, startups, coworking spaces; attracting human capital based on anchor institutions and quality of life; capitalizing on natural resources to support energy or outdoor recreation; revitalizing downtown, etc.
 - e. Additional incentives available
 - i. Examples could include Enterprise Zones, TIF, additional tax credits, public land available, grants, subsidies, etc.
- IV. Investable Opportunities – specific areas or projects
 - a. Type of project
 - b. Size of project
 - c. Location
 - d. Additional incentives available
 - e. Key contacts
 - f. Photos/renderings
 - g. Where to learn more