**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-drive 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