

HOW TO MAKE THE MOST OF OPPORTUNITY ZONES

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✓ **Have a vision.**

How can you guide investment to places that don't usually get it?

✓ **Have a plan.**

When investors come knocking, who answers?

✓ **Have a Prospectus.**

How are you presenting your city to the broader investment community?





Vision for patient capital



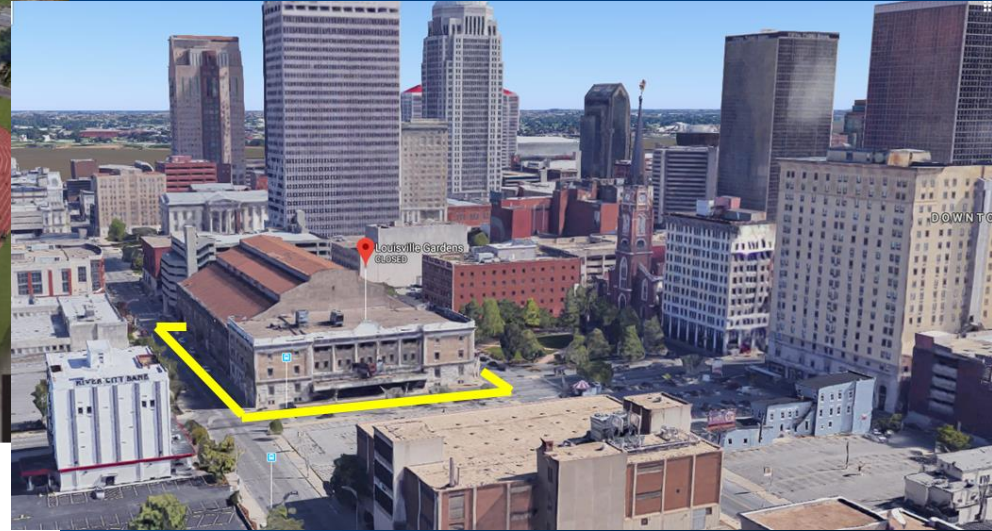
Heritage West

West Louisville



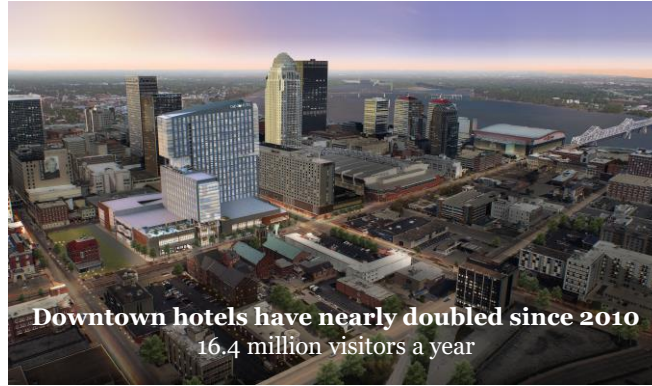
Louisville Gardens

Central Business District



Downtown Renaissance

With a comprehensive placemaking strategy, Louisville's downtown has become a hotbed of investment, with housing, hotels, and tourist attractions



Downtown hotels have nearly doubled since 2010
16.4 million visitors a year



\$220 million convention center opened in 2018
State-of-the-art venue with 940,000 square feet of space



Downtown Retail
Additional 145,000 sq. ft. by 2019 (9% increase in 2 years)

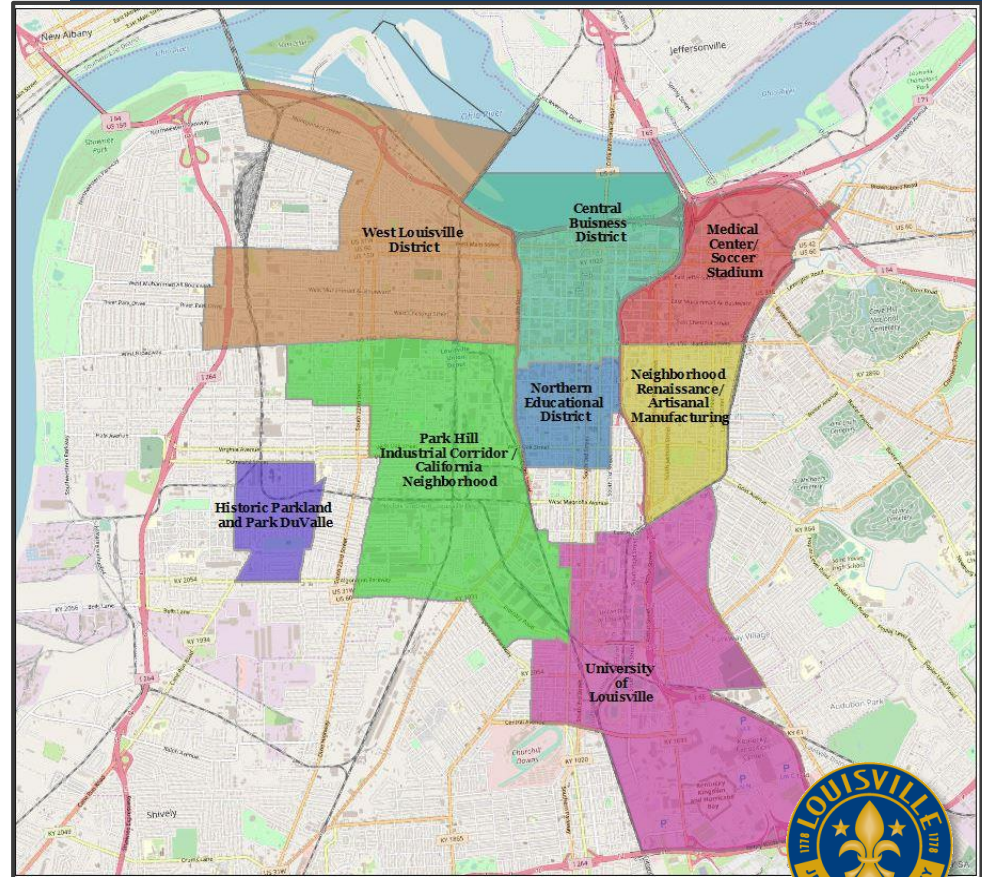


Downtown Residential
1,033 new units by 2019 (39% increase in 2 years)



LOUISVILLE

19 Opportunity Zone tracts
within 8 distinct areas
in and around central business district



The Plan: Making It Easy for Investors to Identify Compatible Opportunities

- [Louisville Metro Government](#) is one of the most successful examples of city/county consolidation in the country
- [Lead agency](#): Louisville Forward is the city's one-stop agency for economic development, talent and workforce attraction, and land use planning and design. Louisville Forward provides a unified solution for job growth and quality of place—making it easier to go from start to finish on projects large and small
 - Louisville Forward website: louisvilleky.gov/government/louisville-forward
 - Opportunity Zone website: louisvilleky.gov/government/louisville-forward/opportunity-zones-louisville
- The city has a [strong fiscal base](#), with solid bond ratings
- Louisville's Opportunity Zones were smartly selected, reinforcing multiple growth hubs
- Louisville Opportunity Zone points of contact:
 - [Mary Ellen Wiederwohl](#)
Chief of Louisville Forward
maryellen.wiederwohl@louisvilleky.gov
 - [Eric Burnette](#)
Senior Policy Advisor for Louisville Forward
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The Prospectus

Tell Potential Investors
Your Story



Opportunity Zone Investment Prospectus Guide

Authored by Bruce Katz and Ken Gross

A How-To for Opportunity Zones



Accelerator for America

[acceleratorforamerica.com/
OZGuide](https://acceleratorforamerica.com/OZGuide)



For more info:

- Louisville Opportunity Zone Prospectus:
https://louisvilleky.gov/sites/default/files/louisville_forward/louisville_prospectus_2018.pdf
- Accelerator for America Opportunity Zone Guide:
<http://www.acceleratorforamerica.com/OZGuide>
- Novogradac Opportunity Resource Center:
<https://www.novoco.com/resource-centers/opportunity-zones-resource-center>
- National list of Qualified Opportunity Funds:
<https://www.ncsha.org/resource/opportunity-zone-fund-directory/>



Contact:

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