

# Pikes Peak Investment Prospectus



Aligning community needs and marketing our opportunities for  
potential investors

# Purpose

- Market our Opportunity Zones to local, regional, and national investors
- Organize our assets to have maximum social and economic impact
- Organize our community and stakeholders around a unified vision and language of inclusive growth
- Opportunity Zones are one tool in our toolbox to attract investment to opportunities throughout our region

# Prospectus Strategy Overview

- Move from macro to micro with national, regional, and local data sets
- Identify competitive advantages of our region and how they relate to the future of our Opportunity Zones
- Identify market demand and social requirements in each of our OZs
- Prototype deal flow and investment and marketing strategies based on local opportunities

# Defining Our Region

- Identify legacy industries, clusters that have opportunities to grow and fill gaps in our area.
- Economic health – population growth, job growth, unemployment, poverty, education levels and demographics.
- Workforce Development – cradle to career tracks, job training programs, higher education, trade schools, workforce centers, affordable housing.
- Community Collaboration – stakeholder groups, economic partners, community leadership.
- What are our strongest opportunities for growth?
- What makes our region unique?

# Mapping Our Assets

- Common identifiers for our census tracts
- Identify anchors (hospitals, education institutions, military installations, etc.)
- Identify accelerators, job centers, manufacturing centers, industrial areas
- Transportation options – highway, rail, air
- Identify other tools to “layer” – Enterprise Zone, URA, CDBG, etc.
- Public infrastructure and amenities
- PlanCOS, Garner Report, and other relevant plans

# Opportunities

- Local priorities (infill, housing, redevelopment, business attraction, retention, and growth, etc.)
- Site selection criteria
- Identify specific investable projects and propositions
- Project Framework - Coming Soon
  - Property description + photo/rendering
  - Location
  - Investment notes
  - Key contact
  - Where to learn more

# Packaging Our Prospectus

- Receiving guidance from OEDIT
  - State marketing website and online investment database (October)
- Regional Marketing Strategy – utilize existing media and platforms to market opportunities for investment with consistent messaging across tracts, organizations and businesses
- Benefits of ability to measure impact – legislation will need to be revisited and extended

# Why now?

- Energy around Opportunity Zones
- 8 months since bill signed - investors are looking for projects NOW
  - More money than projects available currently
- 2019 clock for full tax basis benefit
- Proactive communities responding now will better compete
- For those waiting for IRS/Treasury guidance, our community will already have project pipeline built