**Course Assignment**

**Using Opportunity Zone Tax Incentives Effectively**

**Assignment Goal:** The goal of this assignment is to look at a city’s assets and challenges and create a specific plan to market Opportunity Zone projects to local, regional, and national investors. Teams will submit PowerPoint presentations including maps and a two-page summary report with findings and recommendations.

**Assignment Background:** In 2017, the federal government introduced Opportunity Zones, which were designed to encourage investment and development in struggling areas. Immediately, cities, states, developers, and investors sprang to action, looking to take advantage of these tax incentives. Concern quickly grew that despite the potential Opportunity Zones offered, they might be taken advantage of in ways that wouldn’t benefit low-income populations. Cities have been looking to support projects in Opportunity Zones that can gain investor support, but benefit low-income residents without displacing them.

**Tasks**

1. Become familiar with PolicyMap. PolicyMap can be accessed through the library’s website. If you haven’t already, you may want to complete this introductory assignment: <https://www.policymap.com/wp-content/uploads/2019/05/Introduction-to-PolicyMap.docx>. You can also watch a brief demo here: <https://www.policymap.com/support/demo/>.
2. Identify the different Opportunity Zones in a city of your choice.
3. Create a Community Profile report for at least one of the Opportunity Zones. What’s important to know about the people in these areas?
4. Using PolicyMap and other research, identify the city’s core growth assets and opportunities. What are the city’s major employers? What types of education does the workforce have? Are any large businesses moving to the area? Have any recently left? How affordable is housing in the city? What transportation options exist around the Opportunity Zones?
5. Next, identify
	1. The kinds of developments investors are likely to support
	2. The kinds of developments that will help the most people, in terms of jobs, human capital, and wealth creation
6. For each Opportunity Zone, design two potential projects that would
	1. Contribute to what makes the city unique
	2. Fit within the city’s institutional capacity
7. Write a group summary report (2 pages).
8. Create a PowerPoint presentation, including maps of the city and its Opportunity Zones.