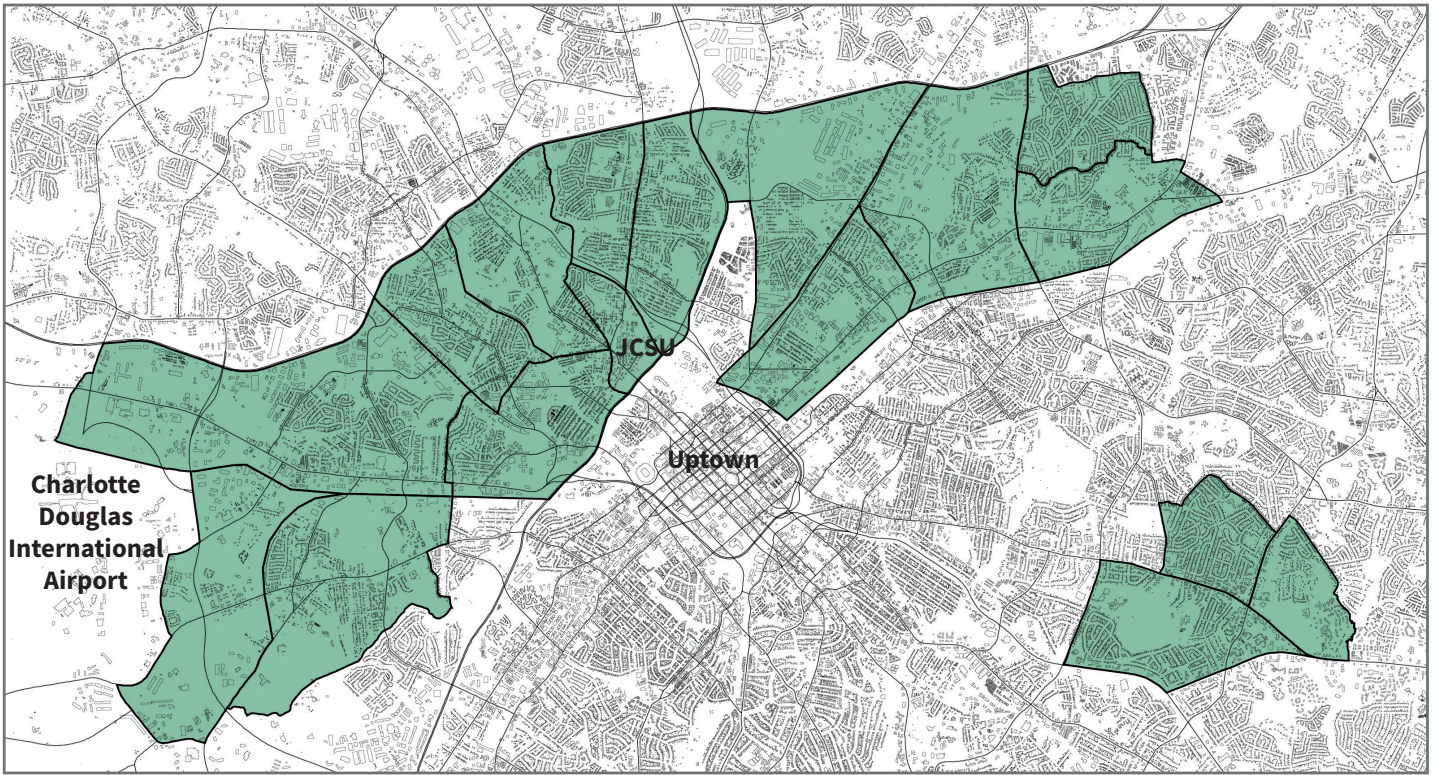


# Charlotte

# Opportunity Zones



## WHAT ARE OPPORTUNITY ZONES?

An Opportunity Zone is an economically-distressed community where new, long-term investment in property or businesses may qualify to receive tax incentives. U.S. Congress created the Opportunity Zone program in the Tax Cuts and Jobs Act of 2017.

## HOW ARE OPPORTUNITY ZONES USEFUL?

Investors with recently realized capital gains invest in local businesses, real estate, or development projects through Qualified Opportunity Funds in exchange for a reduction in their tax obligations. At least 90 percent of the investments must be spent on an operating business, equipment, or real estate within an Opportunity Zone.

The funds do not provide direct grants but could provide repayable loans or equity investments. Funds have the potential

## OPPORTUNITY ZONES CAN HELP PROMOTE INCLUSIVE AND EQUITABLE ECONOMIC DEVELOPMENT

to direct financing to areas of Charlotte where access to traditional capital is difficult.

Opportunity Zones can help promote inclusive and equitable economic development, affordable housing and job creation.

## HOW CAN BUSINESSES BENEFIT?

Existing business owners can benefit from being in an Opportunity Zone in two ways:

- **Attract new capital:** potential investors can take advantage of the Opportunity Zone tax incentives by investing in your business through a Qualified Opportunity Fund.



CERTIFIED  
OPPORTUNITY ZONES  
IN CHARLOTTE

- **Self-investment:** A business' own capital gains can earn Opportunity Zone tax incentives if the owner invests it back into the business.

## HOW CAN PROPERTY OWNERS BENEFIT?

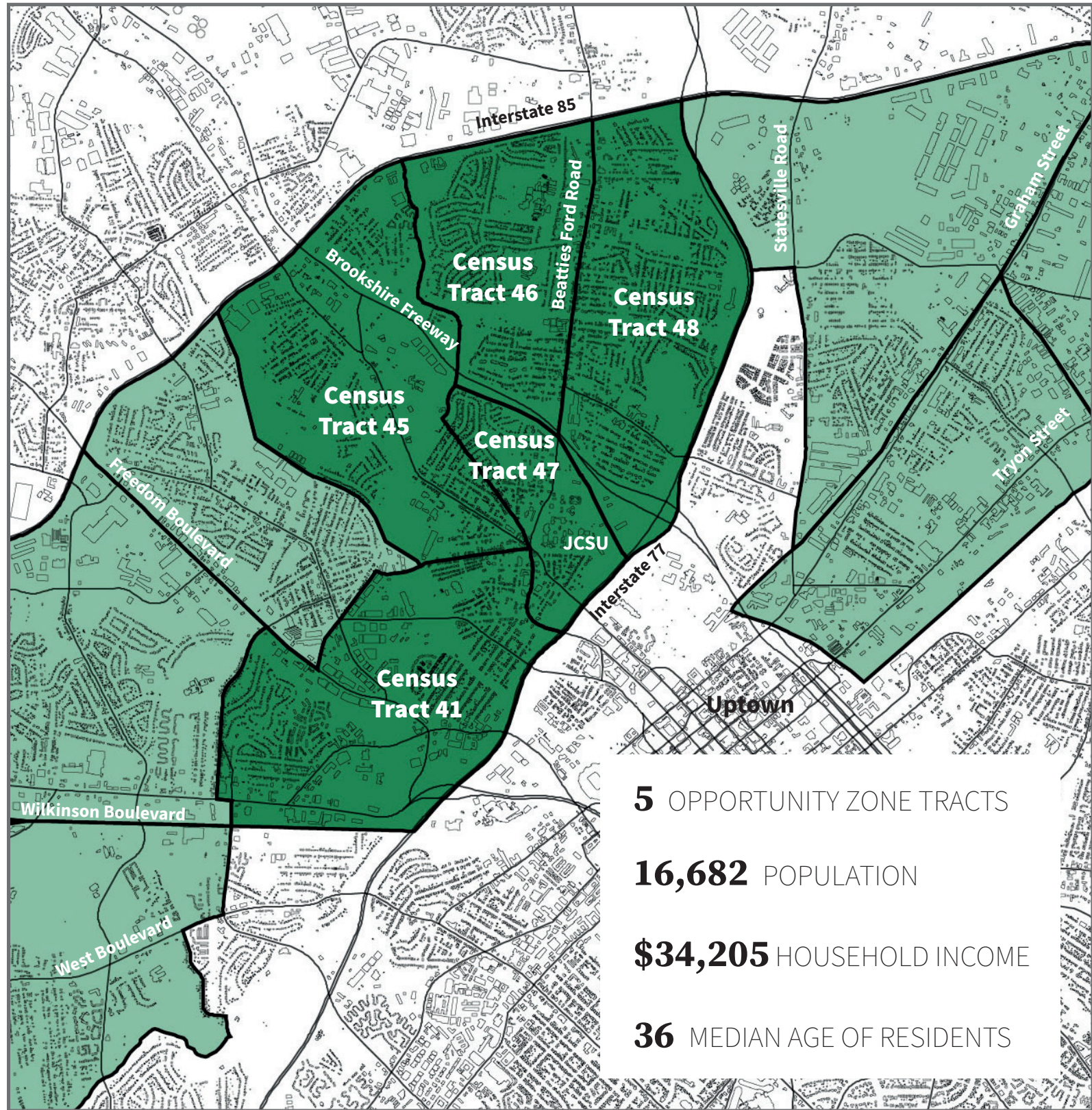
Property owners in Opportunity Zones can benefit by attracting new investors or tenants. Property owners who own land within an Opportunity Zone and are willing to sell may find their property is highly sought after by investors or potential buyers. Property owners may also benefit through businesses that rent space on their property and can attract and acquire investments from Opportunity Funds.

# Assets & Opportunities

## West End Community by the numbers

### OPPORTUNITY ZONES IN THE WEST END COMMUNITY

The five Opportunity Zones in the West End community correspond to Census Tracts 41, 45, 46, 47 and 48. These tracts are comprised of the neighborhoods along the West Trade/Beatties Ford corridor from I-77 to I-85.

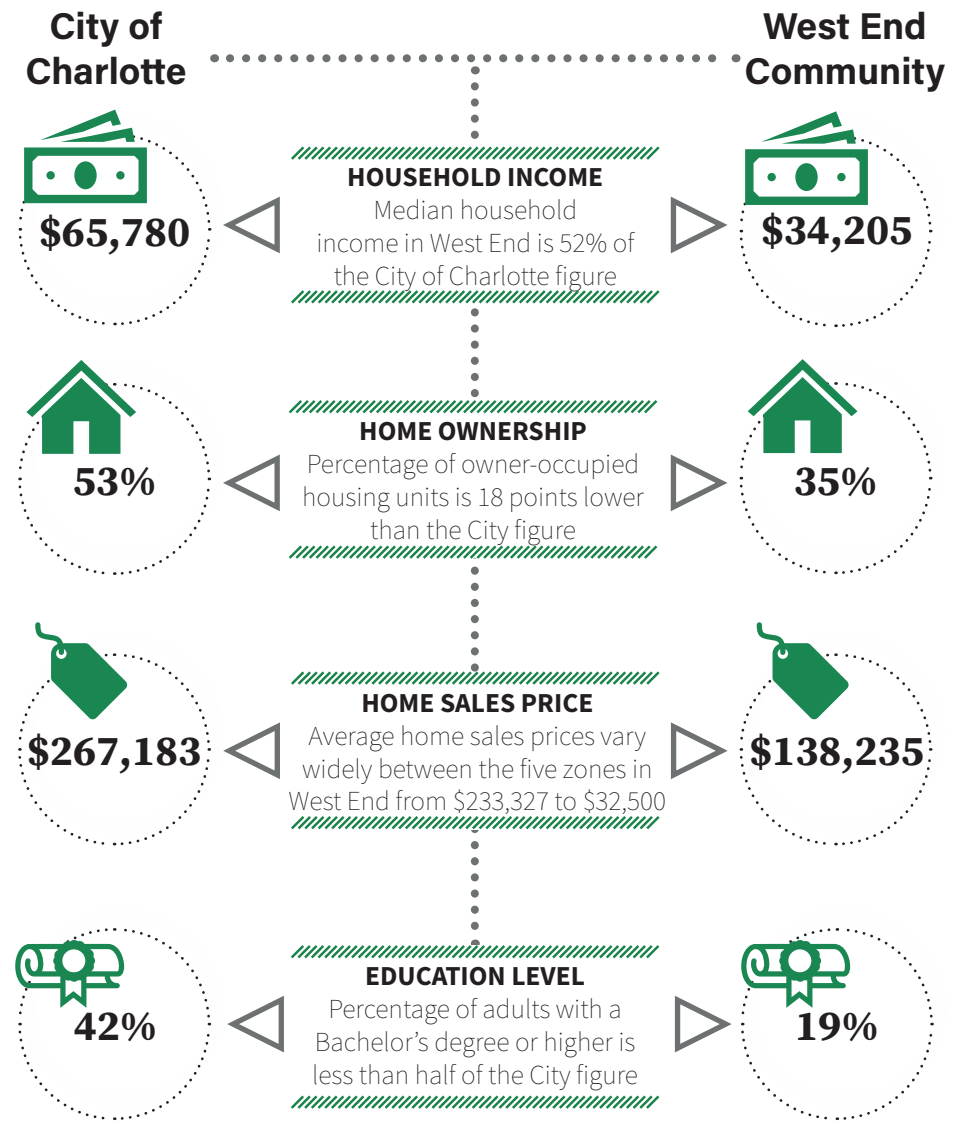


### ASSETS AND OPPORTUNITIES

The Opportunity Zone program has the possibility of attracting hundreds of millions of dollars in private capital into designated low-income areas across the City. It can successfully support ongoing efforts to bring inclusive and equitable development to the West End community if investors can match capital to opportunities that benefit the people who live in the Zones.

The five Certified Opportunity Zones that encompass the West Trade/Beatties Ford corridor include historic anchor institutions such as Johnson C. Smith University as well as established neighborhoods, historic churches and civic institutions and growing commercial centers like Beatties Ford and LaSalle.

Through deliberate, community-driven Opportunity Zone investment, the vision of the West End community can be achieved. Property owners can attract new investment or tenants into their spaces. West End residents can benefit from new job opportunities provided by business expansions and new start-up companies. Existing business owners can attract new capital or invest their own capital gains back into the business.



## How can Opportunity Zones benefit the West End community?

West End neighborhood leaders, community members, business and property owners, institutional, civic and philanthropic partners can work together to guide and influence Opportunity Fund investment together to ensure projects maximize positive social impact.

# City of Charlotte Programs

## ADDITIONAL CITY OF CHARLOTTE INVESTMENT AND GROWTH PROGRAMS

Charlotte is committed to building great places that strengthen neighborhoods and provide economic opportunity for all. The city makes strategic capital investments in its transportation and transit systems to ensure the long-term success of our region. The city also strategically invests in affordable housing and talent development to foster upward mobility and create vibrant communities. Additional City of Charlotte investment and growth programs and initiatives that can be used in Opportunity Zones include:



### BUSINESS MATCHING GRANT PROGRAM

Business Matching Grants are available to companies located in Business Redevelopment Corridors and provide a variety of tools for small businesses, property owners and developers. Business and commercial property owners may apply for matching grants to assist with the cost of improving their properties.



### BUSINESS INVESTMENT PROGRAM

The Business Investment Program encourages the creation, retention and/or expansion of new or existing businesses and jobs in identified Investment Zones within the community. The program provides grants to companies based upon the amount of property tax generated by the private business investment.



### TAX INCREMENT GRANT

The city uses Tax Increment Grants as a public-private partnership tool to advance economic growth and land use planning goals. The grants are provided on a reimbursement basis only to projects that demonstrate its benefit to the public.



### HOUSING TRUST FUND

Housing Trust Fund investments help provide financing for affordable housing developments. Since 2001, the Housing Trust Fund has financed 7,278 new and rehabilitated affordable housing units. The City of Charlotte has committed \$136 million to the fund.



### ENHANCED REVIEW

City of Charlotte Development Services offers an Enhanced Review option that provides a shortened timeframe for certain types of development projects. This option offers project teams overall predictability and coordination of comments and revisions between staff.

City of Charlotte aims to:

- Provide Information about Opportunity Funds to developers, business owners and residents
- Connect Opportunity Funds with businesses or developments in targeted Zones
- Use existing city programs and incentives to support Opportunity Zone projects

that align with community goals and values.

- Target strategic projects that create new opportunities to promote economic mobility.
- Maximize social impact of Opportunity Fund investments.

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For more information visit:

[www.charlottenc.gov/OpportunityZones](http://www.charlottenc.gov/OpportunityZones)