



# OPPORTUNITY APPALACHIA



Bringing Opportunity Zone investment to Central Appalachian coal-impacted communities, creating new jobs and businesses that support sustainable growth

#### **PROGRAM PARTNERS**











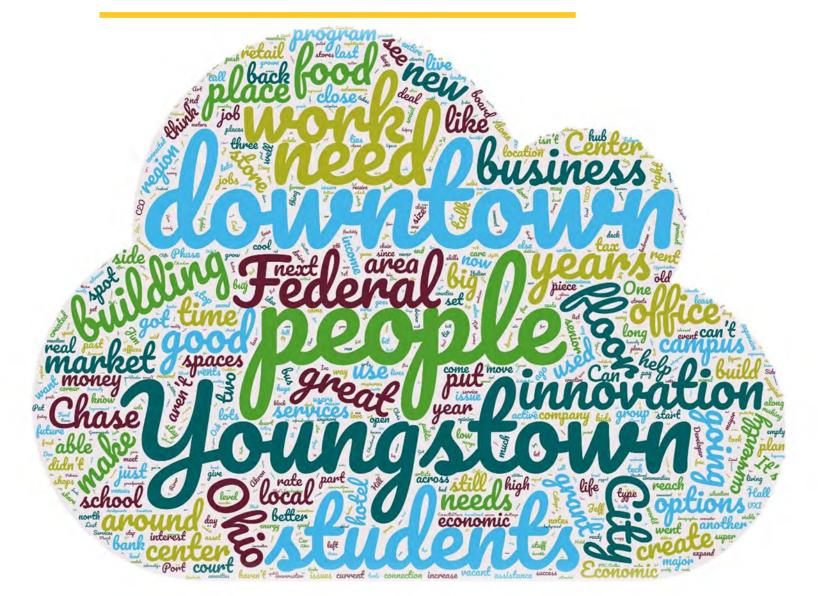


#### **BACKGROUND**

- The new Opportunity Zone (OZ) tax program is anticipated to provide billions of dollars of new investment to low-income communities throughout the nation
- For a group of 16 OZ communities in Central Appalachia, Opportunity Appalachia provides technical assistance to both develop community strategies and structure investable transactions, creating prospectus and pitch decks targeting Opportunity Fund (QOF) Investors
- Opportunity Appalachia is projected to bring \$235M of new Opportunity Fund capital to 16 targeted OZ communities (many of which are ARC distressed counties and areas), structuring investments in 18 businesses and real estate projects that support strategies for economic restructuring and diversification, which will create 1,800 new jobs over 70 of which are projected to be for persons in recovery from substance abuse



### PREDEVELOPMENT WORK - Stakeholders & Research



- 50+ Stakeholder meetings
- Previous plans review
- Site visit
- Architectural review
- Market condition & needs assessment



# 20 FEDERAL PLACE – Building Stats



Built in 1926 as a luxury department store by Strouss-Hirschberg Company

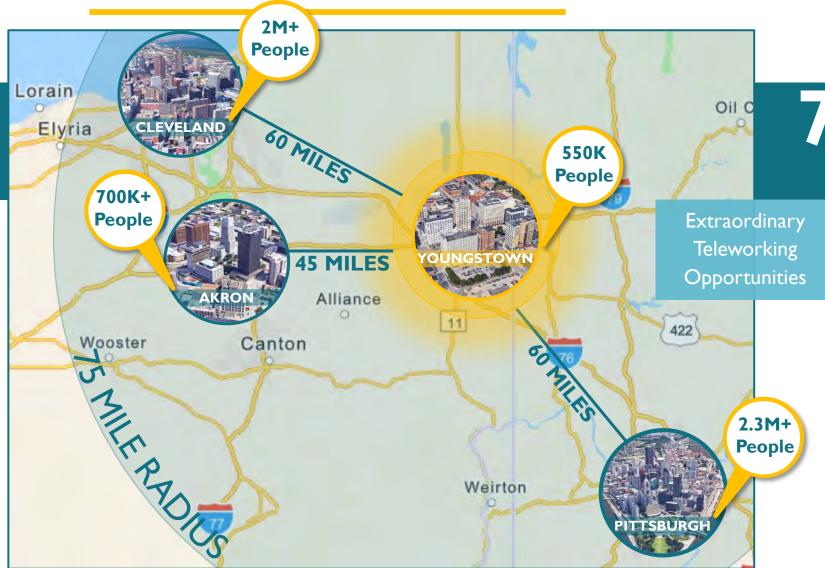
#### 7 STORIES

First floor and open mezzanine level within Youngstown's principal retail district and additional basement space available for development

#### HISTORIC DETAIL

On the National Register of Historic Places since 1986 and remains one of Youngstown's most imposing and significant historic properties

## INTHE CENTER OF IT ALL



#### **MEGAPOLITAN CITY**

# Youngstown – Center of the "Tech Belt" Megapolitan

Megapolitans in the U.S. are clustered networks of American cities where the population is projected to be between 7 and 63 million by 2025.\*

# 7 MILLION

People live within 75-Miles



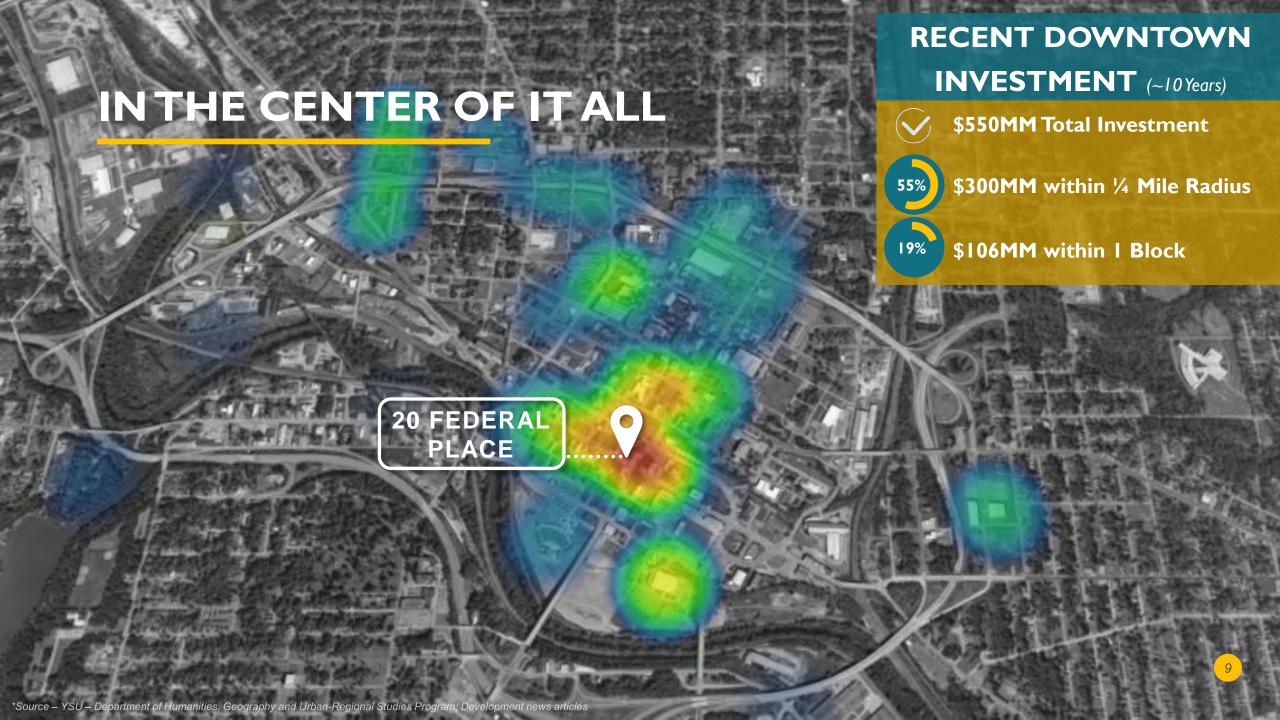
Businesses within 75-Miles

# **MIDWAY**

Between Cleveland and Pittsburgh (60 Miles)
Between Chicago and New York (400 Miles)

# One Day Drive

60% of the U.S. Population



# INTHE CENTER OF IT ALL

PHELPS PEDESTRIAN WALKWAY

\$1.8MM Redevelopment

#### ERIE TERMINAL

\$9MM Redevelopment
Opened in 2012
Constructed in 1923
1st Floor Commercial with
40 Residential Units

#### FEDERAL BUILDING

\$2.4MM Redevelopment
Opened in 2011
Constructed in 1902
1st Floor Commercial with
14 Residential Units

20 FEDERAL PLACE

#### **WICK TOWER**

\$16.5MM Redevelopment
Opened in 2015
Constructed in 1906
33 Residential Units;
4 Overnight Stay Units

#### DOUBLETREE

\$32MM Redevelopment
Opened in 2018
Constructed in 1907
12-Stories with 125 Rooms

#### **REALTY TOWER**

\$9MM Redevelopment
Opened in 2009
Constructed in 1924
1st Floor Commercial with
23 Residential Units

# RESIDENTIAL DEMAND

#### **ERIE TERMINAL**

\$9MM Redevelopment
Opened in 2012
Constructed in 1923
1st Floor Commercial with
40 Apartment Units

#### FEDERAL BUILDING

\$2.4MM Redevelopment
Opened in 2011
Constructed in 1902
1st Floor Commercial with
14 Residential Units

#### **DOWNTOWN RESIDENTIAL MARKET:**

- Current downtown residential occupancy estimated around the 80% mark
- Occupancy rates as high as 95% for market rate (non-student) units
- Slight decrease from COVID stressors with less YSU and student activity but uptick expected in 2021 and beyond as students return to campus
- Lease-up for new downtown residential units at 20 Federal delivered in 2022 expected to be close to a 6-month period

20 FEDERAL PLACE

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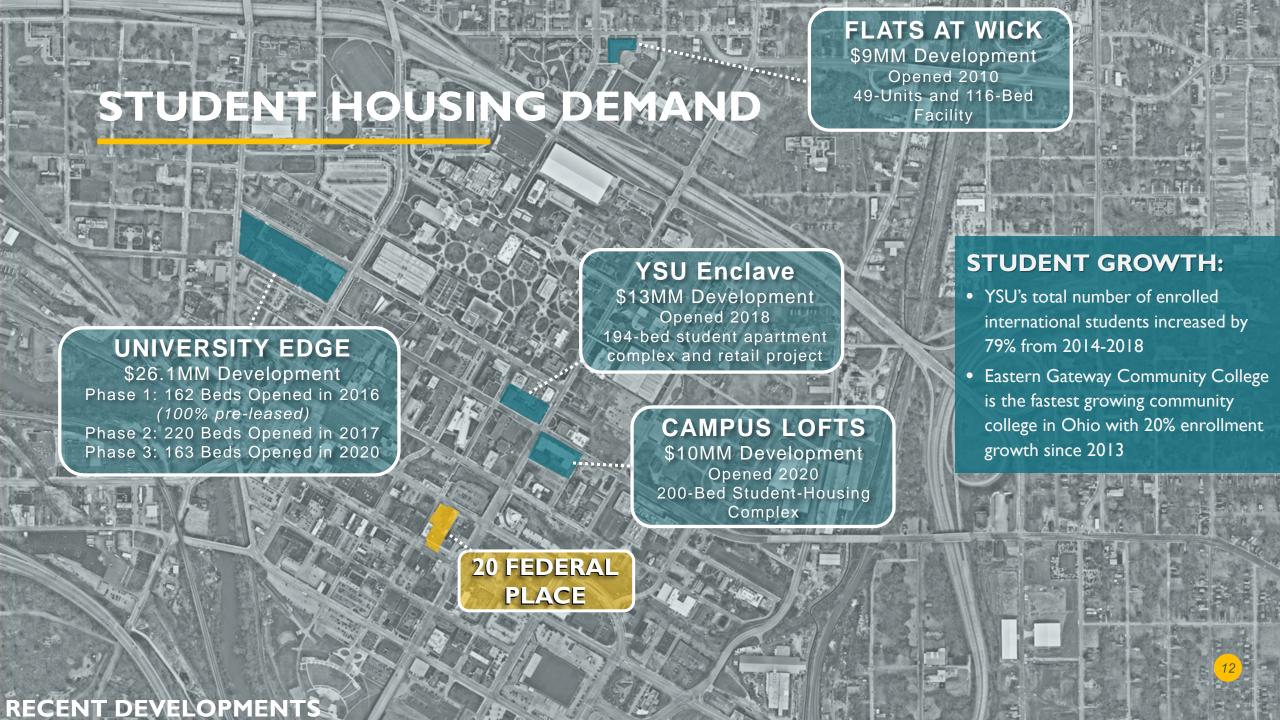
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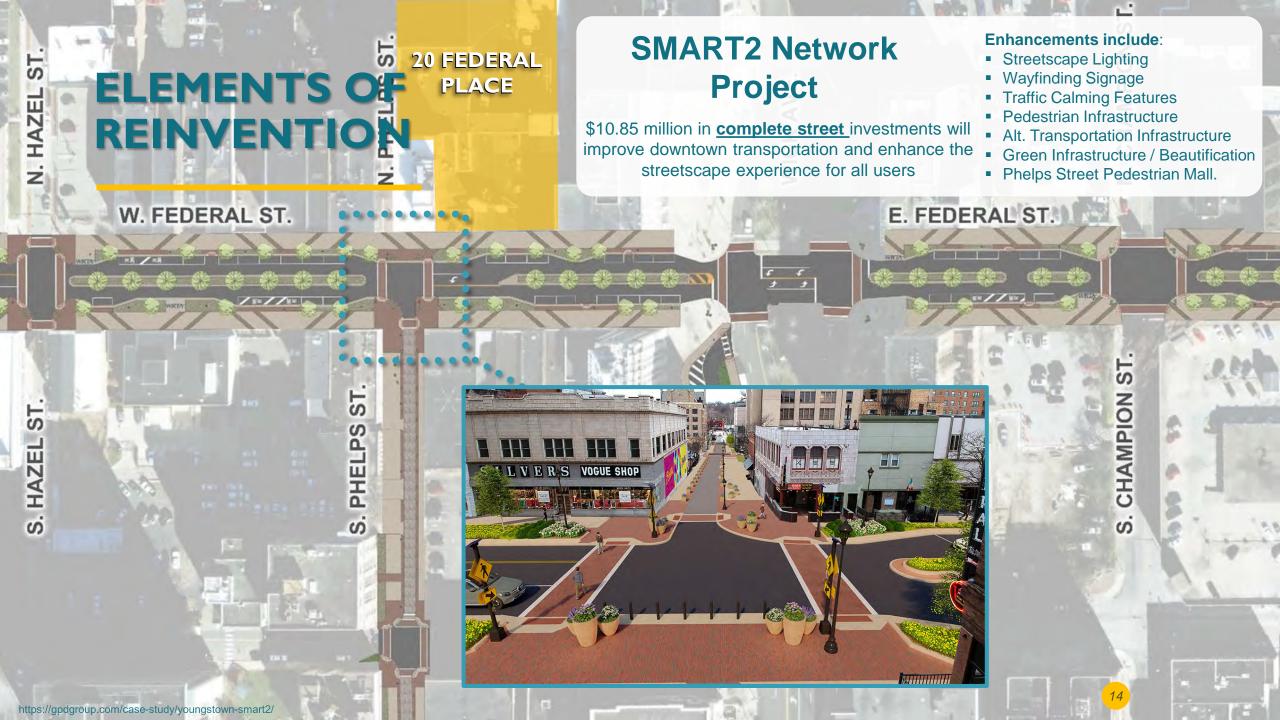
#### WELLS BUILDING

\$5MM Redevelopment
Opened 2015
Constructed 1917
1st Floor Office with
12 Residential Units

#### RECENT DEVELOPMENTS





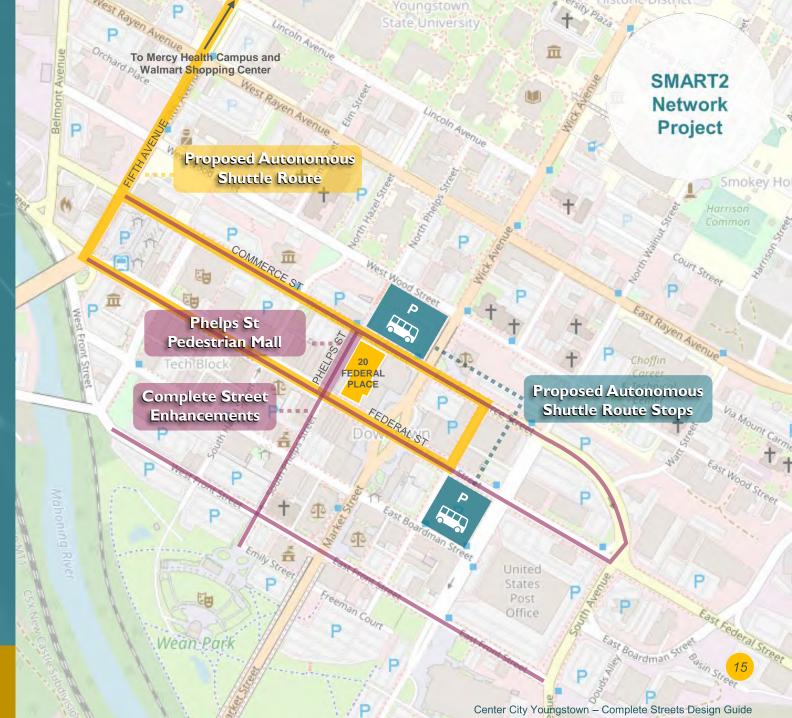


# **ELEMENTS OF REINVENTION**

The Western Reserve Transit Authority received a \$2.3MM grant to help test an autonomous shuttle in downtown Youngstown which would provide a safe & convenient service to connect local businesses & transform intra-downtown travel

- INNOVATIVE MULTIMODAL TRANSPORTATION
- ENHANCED MOBLITLY AND IMPROVED SAFETY
- OPTIONS

**AUTONOMOUS SHUTTLE** 



# ELEMENTS OF REINVENTION

# PHELPS STREET PEDESTRIAN WALKWAY



The walkway is in the center of the downtown entertainment district and puts an emphasis on walkability

PROGRAM POTENTIAL

An elevated platform across the street from 20 Federal on the Commerce Street side is also part of the Phelps Street project and will be used for outdoor dining and programs





## **PARKING POTENTIAL**

CITY OWNED LOT

The current parking lot has 141 parking spaces available for tenants, residents, and customers

#### DECK POTENTIAL

- The city owned lot is the site of a former parking deck that once had a walkway between the structure and the 20 Federal Place building
- Adding a basic 2-level structure (without skyway) would cost approximately \$14,000/space (not included in financial model)

#### **PARKING SYNERGY**

Work is currently underway to place 20 Federal Place along the autonomous shuttle route between current parking structures operated by the Western Reserve Port Authority for Eastern Gateway Community College

- Eastern Gateway deck has 730 parking spots
- Stambaugh Lot/Deck has 250 parking spots



# ELEMENTS OF REINVENTION



Advancing the spirit of Youngstown at 20 Federal by uniting its entrepreneurial and downtown demand drivers

NO OTHER BUILDING in downtown Youngstown has more memories and historic connections than the Strouss Building — it's time to recreate the building that will have the same level of impact for today's generation and beyond



#### **COMMUNITY SERVICES**

Increase access to healthcare, social services, educational resources, and cultural institutions to Youngstown and downtown residents



#### **COMMERCIAL GOODS**

Bring in local companies that meet existing needs in downtown Youngstown with access to fresh produce, essential goods, and exciting retail



#### **WORKFORCE TRAINING**

Build on the innovative, entrepreneurial spirit that is Youngstown by adding in organizations that focus on the skills and training needed to create a competitive workforce and the companies of the future



# REFRESH BUILDING ENTRANCES



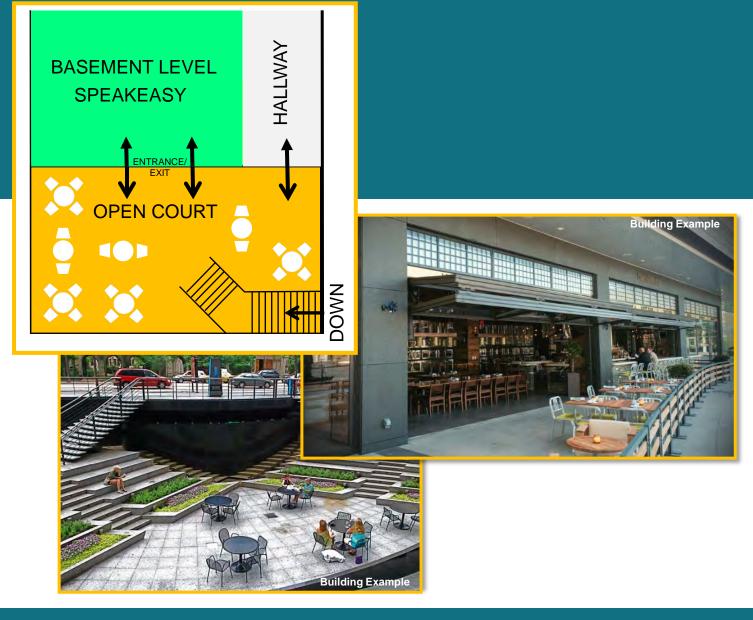
#### **RESTAURANT ACCESS**

The 20 Federal Food Hall food vendors will be able to open to the Phelp's Pedestrian Walkway with food service available along the western side of the building through reconfigured kitchens spaces



#### **SUNKEN PLAZA**

Removing the northwest corner of 20 Federal Place allows direct light and direct access to the reinvigorated basement level of the building that once housed the busiest places in the Strouss Department store



**20 FEDERAL PLACE** is located in the center of Youngstown's investment in streetscaping and the town's focus on walkability. The architectural re-thinking of the Phelp's side and Northwest corner will open the building up to the people of Youngstown in a way not seen before. This building will be the heart of downtown activity.



## FLOOR PLAN - BASEMENT LEVEL

BLDG COMMON

BOWLING ALLEY

CIRCULATION

FOOD COURT

MALT SHOP

MECHANICAL

OPEN TO BELOW

REMNANT ROOM

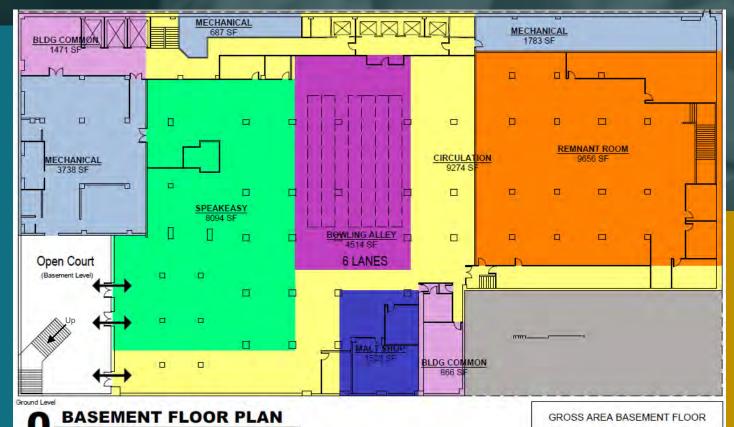
RESIDENTIAL COMMONS

OFFICE

# OPEN COURT ACCESS

Plans to demolish the northwest corner addition to create an open court and access to the lower level from the Phelps Pedestrian Mall will bring new life to the building

Direct light and direct
access to the reinvigorated
basement level of the
building that once housed
the busiest places in the
Strouss Department store



RESIDENTIAL STORE

RESIDENTIAL UNITS

RETAIL

SPEAKEASY

VISITOR BUREAU

Name

2337 SF

4514 SF

9274 SF

1523 SF

6208 SF

9656 SF

8094 SF

41606 SF

**BLDG COMMON** 

**BOWLING ALLEY** 

CIRCULATION

MALT SHOP

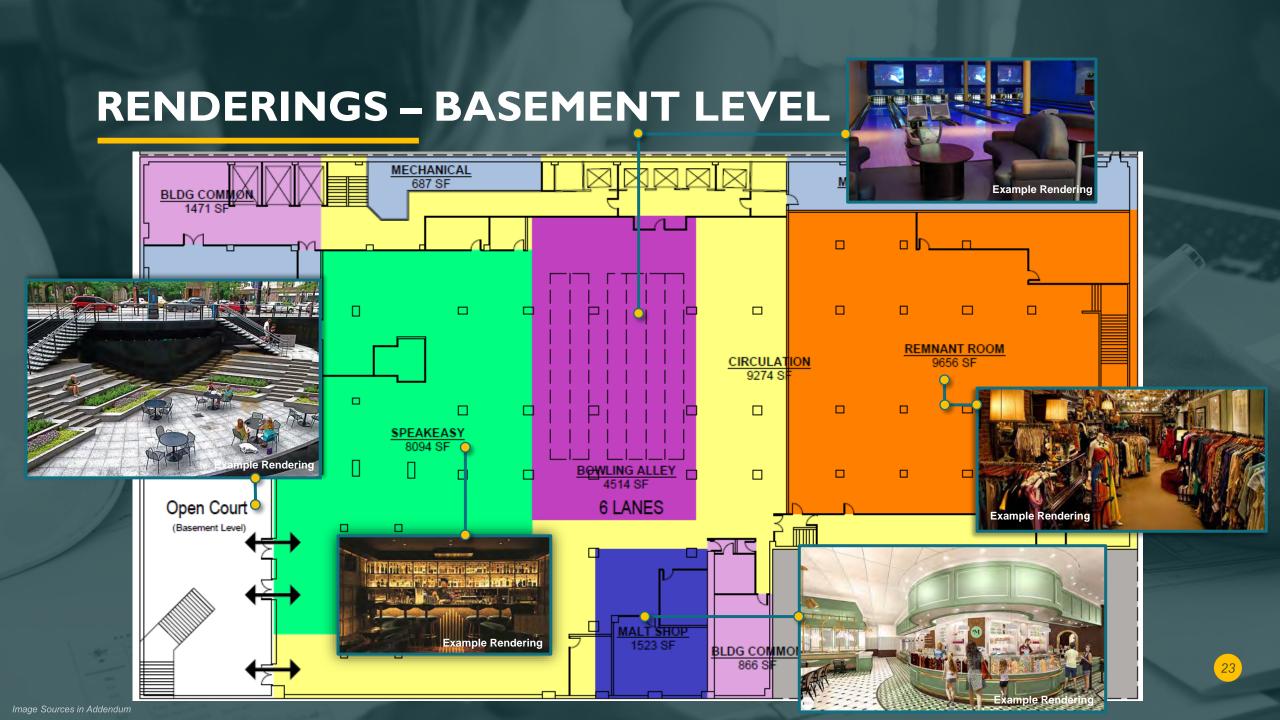
MECHANICAL

SPEAKEASY

REMNANT ROOM

Visiting the basement of the Historic Strouss Department Store for delicious malts and shopping at the remnant room are vibrant memories for people in Youngstown

Give those memories new life



## FLOOR PLAN - GROUND LEVEL

OFFICE

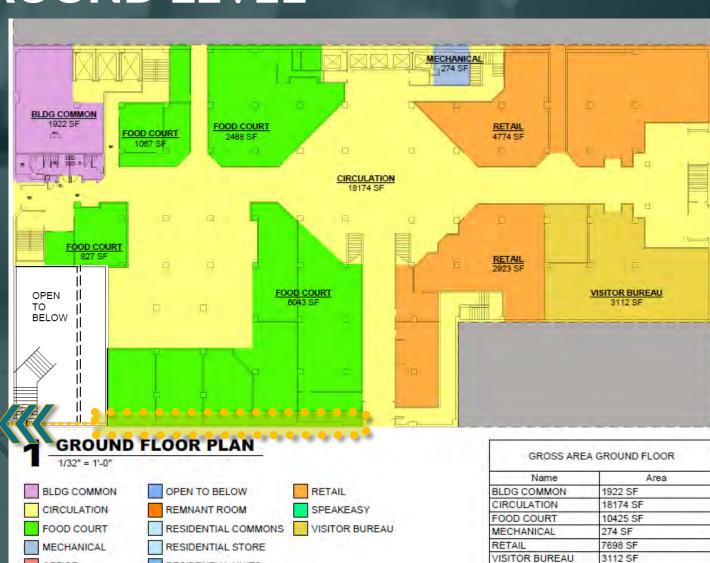
RESIDENTIAL UNITS

#### **BEST OF YOUNGSTOWN**

Celebrate Youngstown with a first floor that showcases a mix of small entrepreneurs selling their best products that range from clothing to candles to 3D printed Youngstown keepsakes

Experience the new Food Court that contains a diverse variety of options in a food hall that has been restructured to allow access to the Phelps Pedestrian Mall which will activate that corner





41606 SF

## A DOWNTOWN DESTINATION - GROUND LEVEL

The once grand entrance to 20 Federal Place will updated to capture the spirit of Youngstown where innovation and inspiration lives



Fast / casual dining, edgy retailers, coffee shop / hot desks for co-working, interactive exhibits for families that showcase Youngstown / entrepreneurship & event / performance space, redeveloped food court open to Phelps, reopen the Two Guys/Two Girls clothing stores to Phelps (retail bays opened to street on West side), pop up restaurants/ food entrepreneurs at the food court





Example Rendering

# **Example Rendering**

#### **POTENTIAL ATTRACTIONS**

**Visitors Center** 







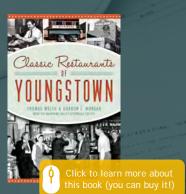
Food Court Options / Nostalgic Youngstown Favorites\*





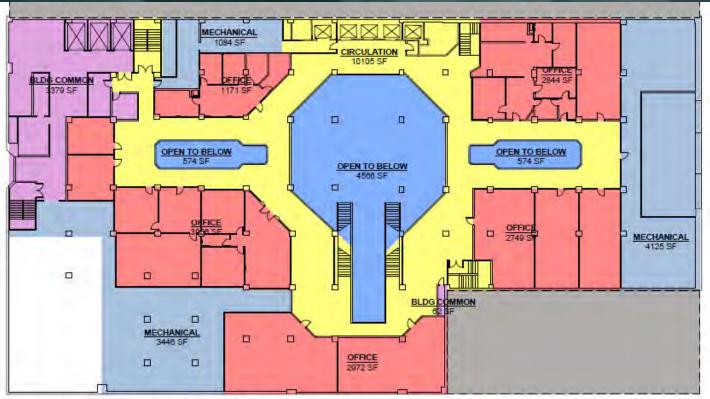


\*Source: Classic Restaurants of Youngstown – Facebook Page



lmage Sources in Addendum

## FLOOR PLAN - MEZZANINE



# 1.5 MEZZANINE FLOOR PLAN 1/32" = 1'-0" BLDG COMMON OPEN TO BELOW RETAIL CIRCULATION REMNANT ROOM SPEAKEASY FOOD COURT RESIDENTIAL COMMONS VISITOR BUREAU MECHANICAL RESIDENTIAL STORE OFFICE RESIDENTIAL UNITS

Name	Area
BLDG COMMON	3442 SF
CIRCULATION	10105 SF
MECHANICAL	8655 SF
OFFICE	13690 SF
OPEN TO BELOW	5714 SF
	A1COC CE

#### **MEZZANINE MOVEMENT**

- Developing open workspaces on the mezzanine level will create an extra sense of activity and excitement in the building as opposed to having only closed off private offices
- Common spaces and shared conference room amenities will generate interactions between office users and increase collaborative moments

# **RENDERINGS – MEZZANINE**





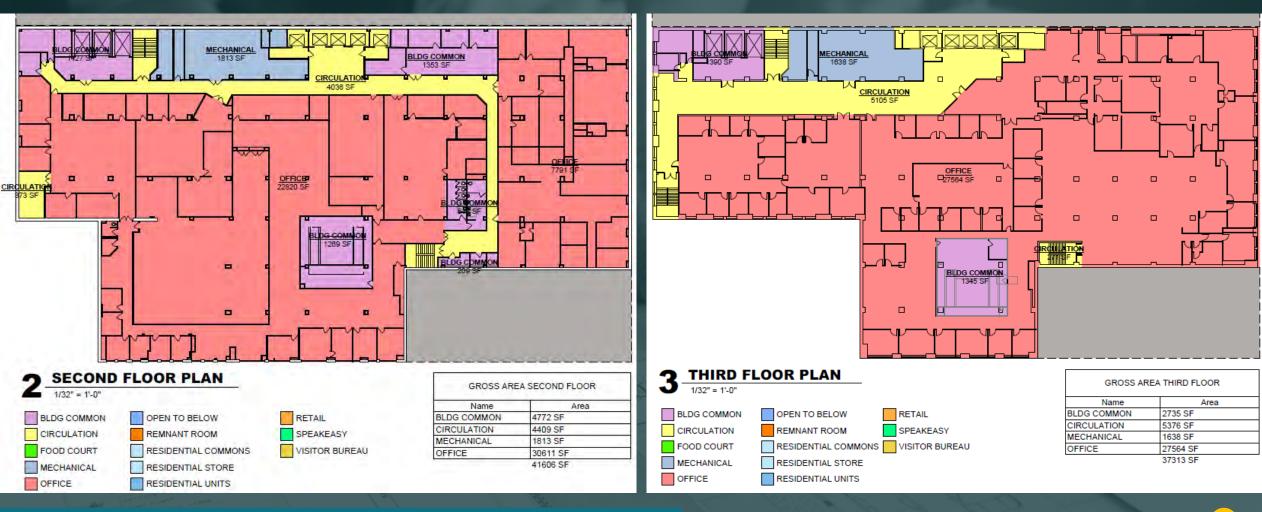
Coworking spaces are created to have a sense of community, collaboration, learning and sustainability.

MEET · WORK · CONNECT

COLLABORATIVE OFFICE COWORKING SPACES



## FLOOR PLANS – 2<sup>nd</sup> FLOOR & 3<sup>rd</sup> FLOOR



# RENDERINGS – 2<sup>nd</sup> FLOOR & 3<sup>rd</sup> FLOOR



Office space for creatives, tech firms, small companies, workforce training groups, and education/mentorship organizations

# Community Impact

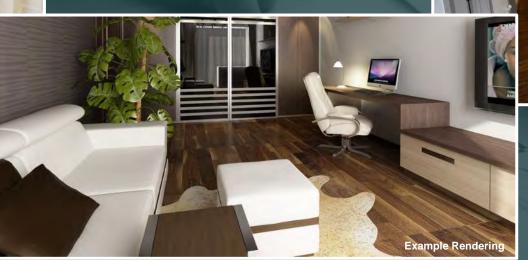


# DOWNTOWN LIVING – 4th through the 7th FLOOR



Youngstown is committed to investing in the walkability of downtown making it a great livable neighborhood connected to everything







# DOWNTOWN WORKING – 4th through the 7th FLOOR

#### LIVE/WORK DEVELOPMENTS

- Easily fits into the work-from-home lifestyle but for those who prefer a separate workspace
- Workspaces within close proximity to living spaces fits in well with the Youngstown entrepreneurial spirit
- Offices could be satellite locations for larger companies or small private offices for those who hybrid/commute to Pittsburgh or Cleveland
- Having a mix of office, amenity space, and residential units on each floor adds activity and energy throughout the building

# 78% of U.S. adults would reside in a "live, work, shop, play" environment\*

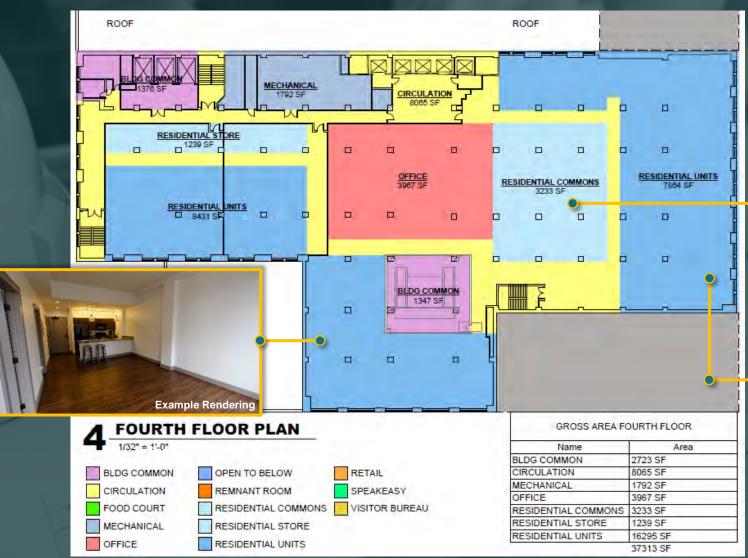
that provides multiple housing options, workplaces, dining, and recreational/entertainment outlets within a walkable area

#### **Hybrid Live/Work Models**

are becoming more popular with people working from home part-time and commuting to the office part-time

- Youngstown's central megapolitan location & affordability makes it a great option
- +250K Businesses & 7 Million people are located within 75-Miles of Youngstown
- Cost of Living in Youngstown ranks at 65.8
   which indicates that it is 34.2% cheaper than
   the national average (more affordable than both
   Cleveland at 72.6 and Pittsburgh at 87.5)\*\*

## FLOOR PLAN – 4th FLOOR



4<sup>th</sup> Floor planned for YSU sponsored special need housing (i.e. Pell Grant students and/or international students)





## FLOOR PLANS – 5<sup>th</sup> & 6<sup>th</sup> FLOOR

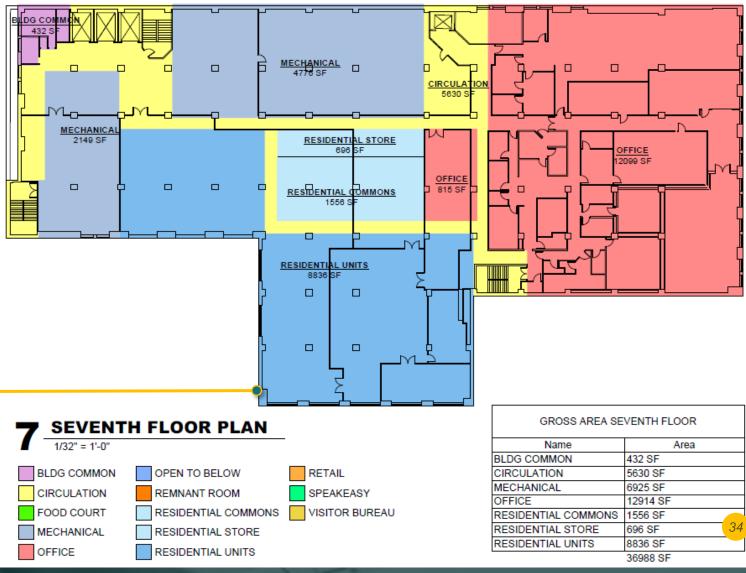


## FLOOR PLAN - 7th FLOOR

#### **SKY HIGHVIEWS**

Get the best views of Youngstown with Penthouse Apartments offering a larger floor print and higher end finishes plus the best sunsets in town









## OPPORTUNITY ZONES 101



The Tax Cuts and Jobs Act of 2017 established Opportunity Zones, a federal tax incentive for investing in low-income communities (LICs)

## \$6 Trillion

In unrealized individual and corporate capital gains



50 Million

Americans living in economically distressed communities



An Opportunity to Leverage

PRIVATE FOR PUBLIC CAPITAL GOOD



#### **OPPORTUNITY ZONE TAX BENEFITS**

Several tax incentives are available based on an investment's time horizon

- Temporary Deferral of Capital Gains Tax Liability

  Gains reinvested in Opportunity Funds will receive a 10% step-down in basis after 5 years, lowering the total deferred gains due in 2026.
- Step-Up in Basis of Capital Gains Invested in Opportunity Funds will receive a 10% step-up in basis after 5 years and an additional step-up of

Gains reinvested in Opportunity Funds will receive a 10% step-up in basis after 5 years and an additional step-up of 5% at 7 years. A maximum of 15% of the original gains may be excluded from taxes.

Permanent Exclusion of Gains Generated by OZ Investment

New capital gains generated by Opportunity Fund investments are excludable from taxable income if held for at least

10 years. This does not apply towards the original capital gains reinvested.

#### **OPPORTUNITY ZONE INVESTMENTS**

Billions in targeted capital may flow to Opportunity Zone Investments

# BYTHE NUMBERS United States:

163 Opportunity Funds created across the U.S.

\$75 Billion dollars targeted for investment in OZs

#### Ohio:

**10%** additional income tax credit offered by the State of Ohio along with federal incentives

#### INVESTMENT FOCUS AREA



Affordable Housing



Community Revitalization



Mixed-Use Development



Commercial Real Estate



**Small Business Development** 

#### **OPPORTUNITY ZONE**

The 20 Federal project falls within a designated Opportunity Zone

#### 20 Federal - OZ Potential

- The culmination of the opportunity zone benefits could increase the investment return by 2.25%-4%
- If we assume that a Developer invests \$4MM of their capital into this project and earn a Year 1 return of 6%, which grows at an annual rate of 5%, they will have a 10-year IRR of 6.5% without OZ Benefits
- Once the OZ benefit is factored in, that exact same investment would produce a 10-year IRR of 9.4%, which is an increase in return of 2.9%



## NEW MARKETS TAX CREDITS (NMTC)















## **NMTC**

Program is dedicated to increasing economic opportunity in distressed communities across the U.S.













### **NEW MARKETS TAX CREDITS (NMTC)**

A proven tool for generating opportunity in low-income communities (LICs)



#### **NMTC**



NMTCs provide a credit against
Federal income taxes for investors
(typically banks) that make
Qualified Equity Investments
(QEIs) in certified financial
intermediaries called Community
Development Entities (CDEs)

### Tax Credit Amount

- The New Markets Tax Credit is taken over a 7-year period
- The credit rate is:
  - 5% of the original investment amount in each of the first three years
  - 6% of the original investment amount in each of the final four years
- Total credit equals 39% of the original amount invested in the CDE



## **NEW MARKETS TAX CREDITS (NMTC)**

As a potential \$34MM redevelopment, the building could theoretically attract up to \$34MM in NMTC allocation likely consisting of 3-4 CDEs

## 20 Federal - NMTC Potential

- Youngstown has a national brand that could attract New Market CDEs even with Ohio not being a targeted NMTC state
- Assuming a wide range of \$12MM to \$34MM in NMTC allocation,
   the total benefit to the project would be between \$2.4MM to \$7.5MM
- NMTCs act as gap financing which can make projects more economically attractive in underserved markets



## HISTORICTAX CREDITS (HTC)

## HTC

programs exist in both the federal level and the state level

## Federal HTC

 Federal HTCs are an indirect subsidy to finance up to 20% of Qualified Rehabilitation Expenses (QREs)

Since it began in 1976, federal HTCs has preserved more than 45,000 buildings\* Federal HTCs have generated over \$102BB in estimated rehabilitation investment\*

## HISTORICTAX CREDITS (HTC)

## HTC

programs exist in both the federal level and the state level

## State HTC

- State of Ohio HTCs can finance 25% of QREs but are capped at \$20MM QRE
- State of Ohio HTC is a competitive process

Since inception, Ohio has awarded funding to 475 projects for over 600 buildings in 70 communities\*

The Ohio program is projected to leverage more than \$6.75BB in private development & federal tax credits\*

### HISTORIC TAX CREDITS (HTC)

The Strouss-Hirschberg Building (20 Federal Place) has been on the National Register of Historic Places since 1986 and remains one of the city's most impressive and significant historic properties

#### 20 Federal – HTC Potential

- QREs are roughly estimated at \$30MM for a \$34MM development
- Assuming a \$34MM project with \$30MM in QREs and Federal and State pricing of \$0.80 each, total subsidy could be \$4.8MM in Federal HTCs and \$4MM from State HTCs, less fees
- Ohio HTC is a competitive process, but the State Historic Preservation Office (SHPO) has expressed interest in supporting the redevelopment of 20 Federal



## MODEL\*

### Summaries

Return Summary		
	Investor IRR	12.76%
	Investor IRR w/ Opportunity Zone	14.31%

Sources of Funds Summary				
Estimated Project Cost	\$34,539,501			
Sponsor Equity	\$750,000			
Deferred Developer Fee	\$1,284,002			
Senior Loan	\$11,556,020			
PACE Loan	\$309,510			
Federal HTC Equity	\$4,752,000			
State HTC Equity	\$4,000,000			
TIF	\$2,984,557			
State/Local Grants	\$400,000			
Vibrant Community Program	\$2,000,000			
NMTC Equity	\$4,740,000			
Sales Tax Exemption	\$715,721			
Payroll Tax TIF	\$1,047,690			
TOTAL SOURCES	\$34,539,501			

## **MODEL**\*

#### Sources & Uses

SOURCES				
Item	\$	Cum. %		
Senior Loan	\$11,556,020	33.5%		
PACE Loan	\$309,510	0.9%		
TOTAL DEBT	\$11,865,530	34.4%		
Sponsor Equity	\$750,000	2.2%		
Deferred Developer Fee	\$1,284,002	3.7%		
TOTAL SPONSOR EQUITY	\$2,034,002	5.9%		
Federal HTC Equity	\$4,752,000	13.8%		
State HTC Equity	\$4,000,000	11.6%		
TOTAL HTC EQUITY	\$8,752,000	25.3%		
TIF	\$2,984,557	8.6%		
State/Local Grants	\$400,000	1.2%		
Vibrant Community Grant	\$2,000,000	5.8%		
NMTC Equity	\$4,740,000	13.7%		
Sales Tax Exemption	\$715,721	2.1%		
Payroll Tax TIF	\$1,047,690	3.0%		
TOTAL OTHER INCENTIVES	\$11,887,968	34.4%		
TOTAL	\$34,539,501	100%		

USES					
Item	\$	%			
Building Purchase	\$1,000,000	2.8%			
Construction Hard Costs	\$24,680,045	71.5%			
Construction Soft Costs	\$1,618,000	4.7%			
Demo & Abatement	\$1,000,000	2.9%			
FF&E	\$830,000	2.4%			
Closing Costs	\$1,804,751	5.2%			
FM & Bridge Interest Res.	\$957,800	2.8%			
Contingency	\$1,364,902	4.0%			
Developer Fee	\$1,284,002	3.7%			

100%

















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