

Downtown Eau Claire, Inc. presents



# IDEA LOUNGE

a laidback discussion series

*Opportunity*  
Zones

# Welcome

## **Downtown Eau Claire, Inc.**

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## **City of Eau Claire, Economic Development**

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# What are Opportunity Zones?

The Tax Cuts and Jobs Act (Tax Reform, P.L. 115-97) created Opportunity Zones—

A tax benefit designed to incent long-term equity investments in businesses and real property located in designated underserved communities.

# What are Opportunity Zones?

Opportunity Zones offer investors three incentives for putting their capital to work in economically distressed communities:

- Temporary Deferral of capital gains
- Reduction of capital gains liability
- Exemption on new capital gains

# What are Opportunity Zones?

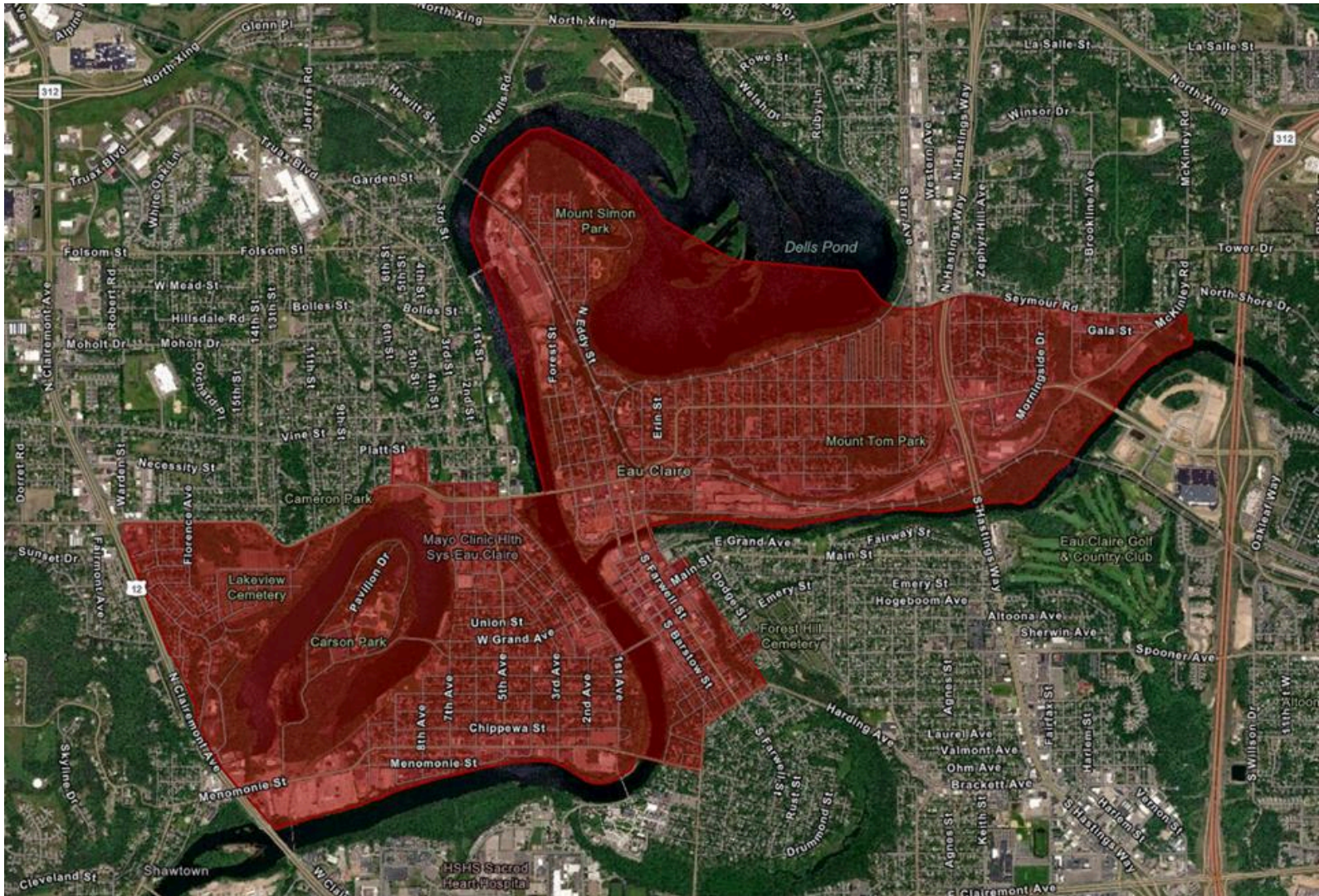
- Opportunity Funds are the vehicles for investing in Opportunity Zones.
- Opportunity Funds are organized as corporations or partnerships for the specific purpose of investing in Zones.
- Opportunity Funds make equity investments in businesses and business property in Zones.

# What are Opportunity Zones?

Three types of property eligible for investment:

- Stock of a qualified opportunity zone corporation
- Partnership interest in qualified opportunity zone partnership
- Business property used in qualified opportunity

# Opportunity Zones in City of Eau Claire



# Menomonie St/Sonnentag Project

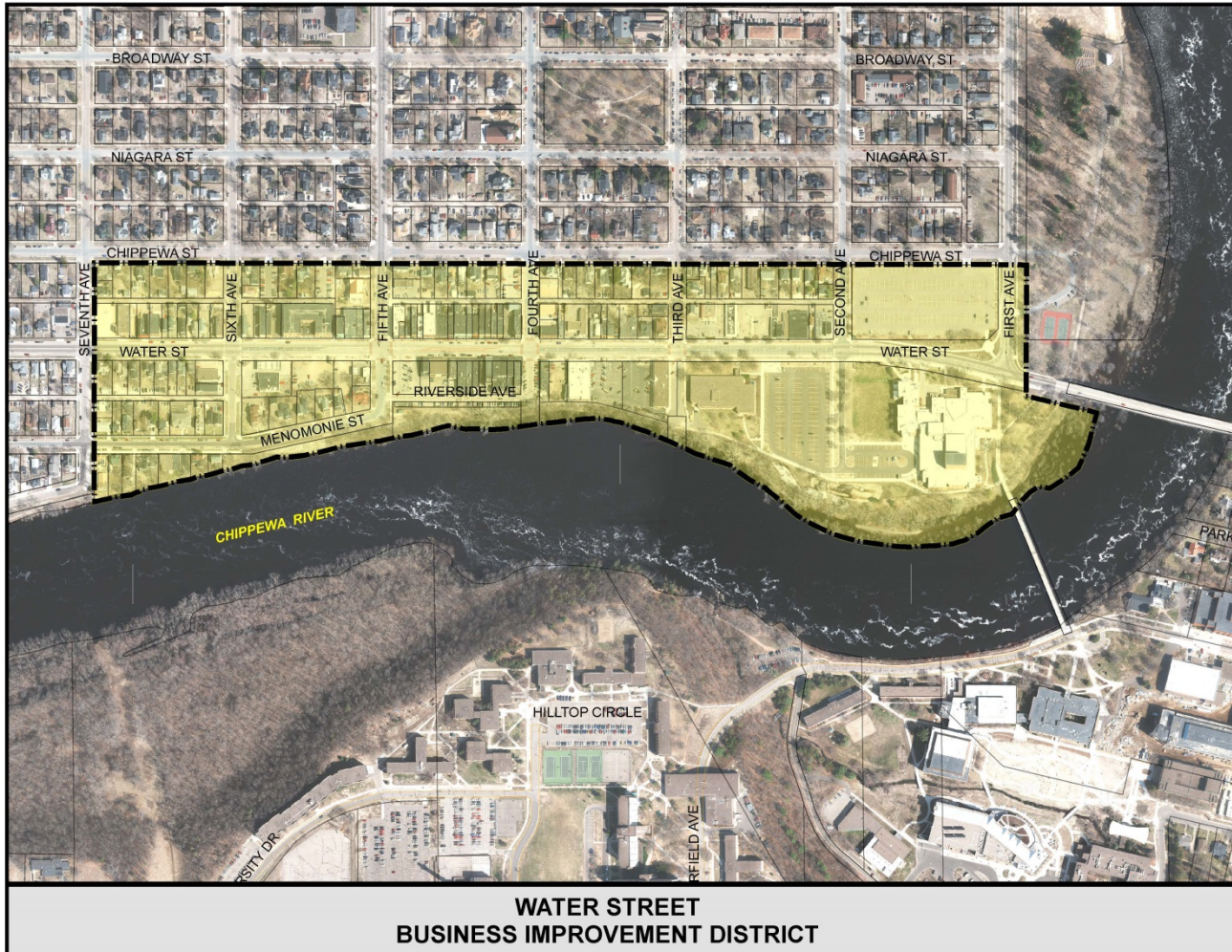




# Historic Randall Park Neighborhood



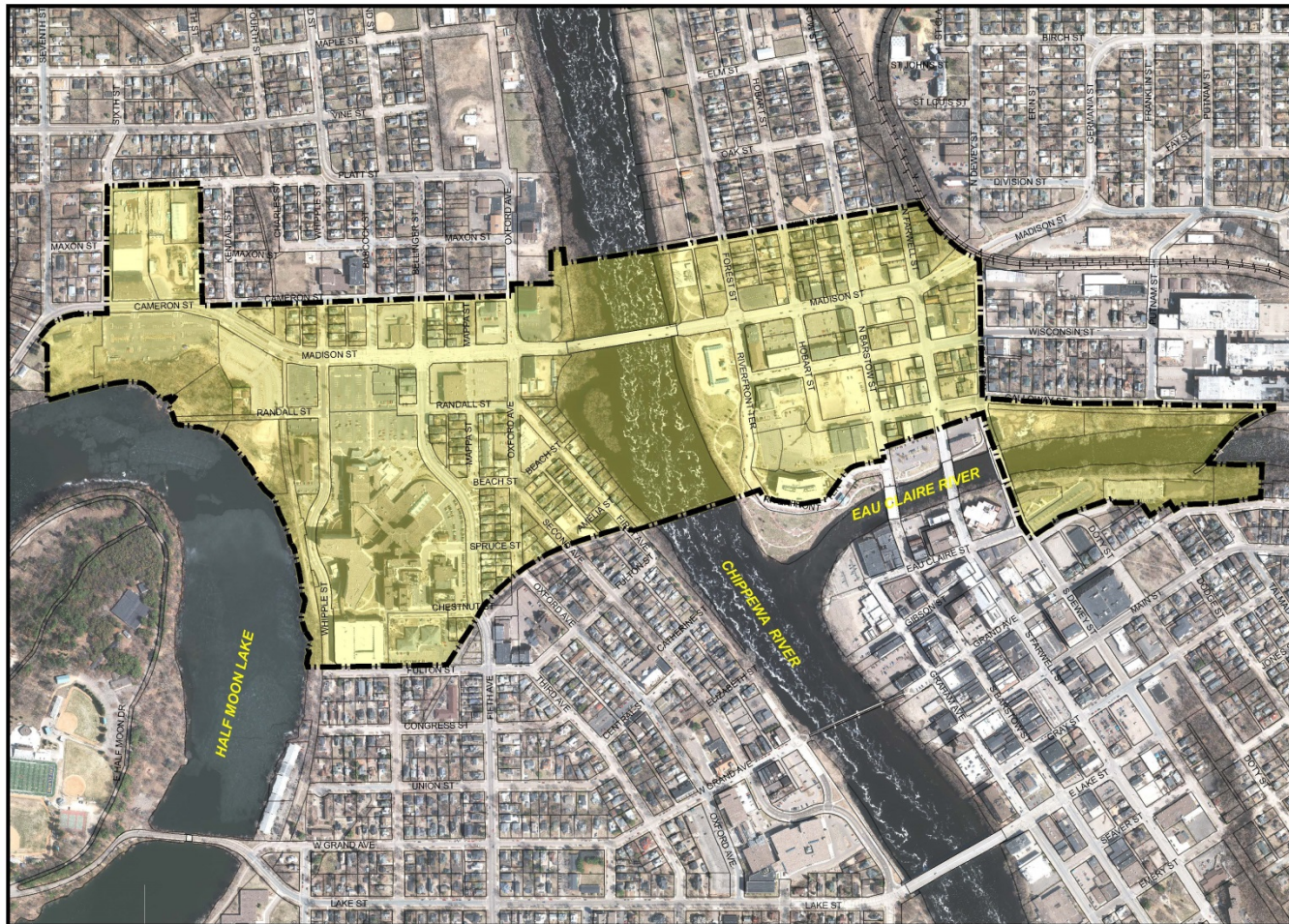
# Water Street Business Improvement District



# West Grand Avenue Business Improvement District

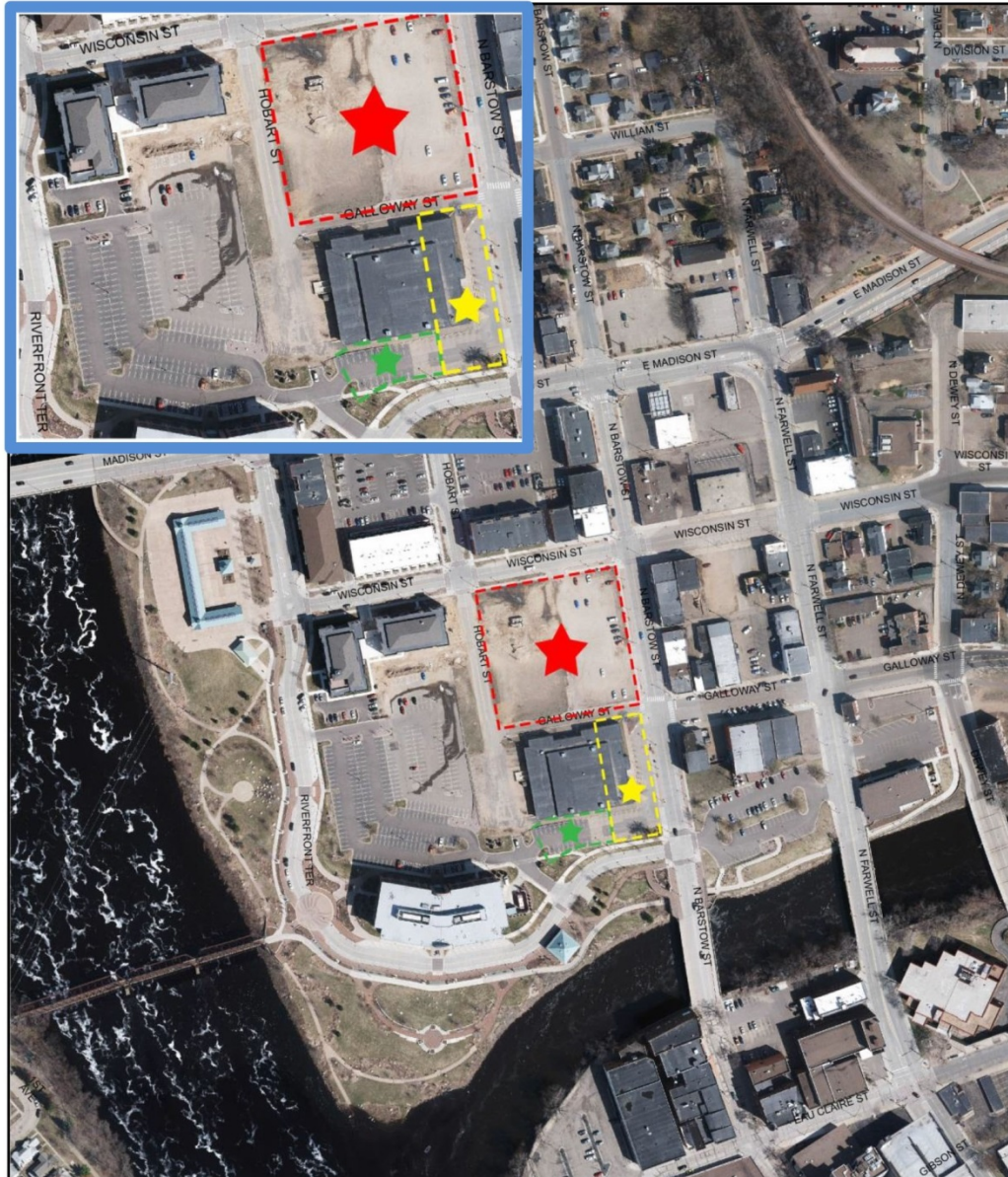


# North Barstow St/Medical Business Improvement District



**NORTH BARSTOW STREET/MEDICAL  
BUSINESS IMPROVEMENT DISTRICT**

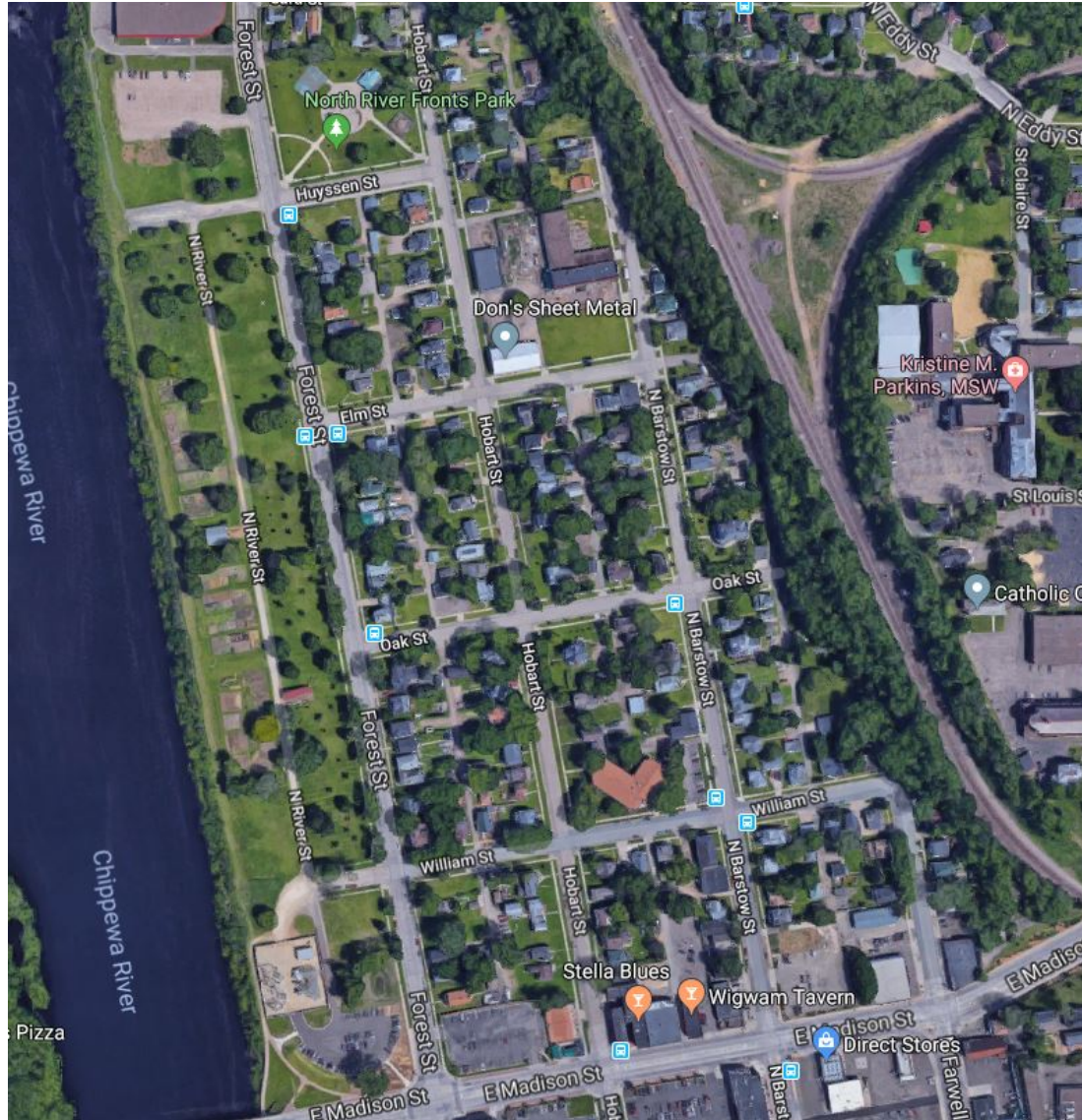
# Block 7 & Liner Site



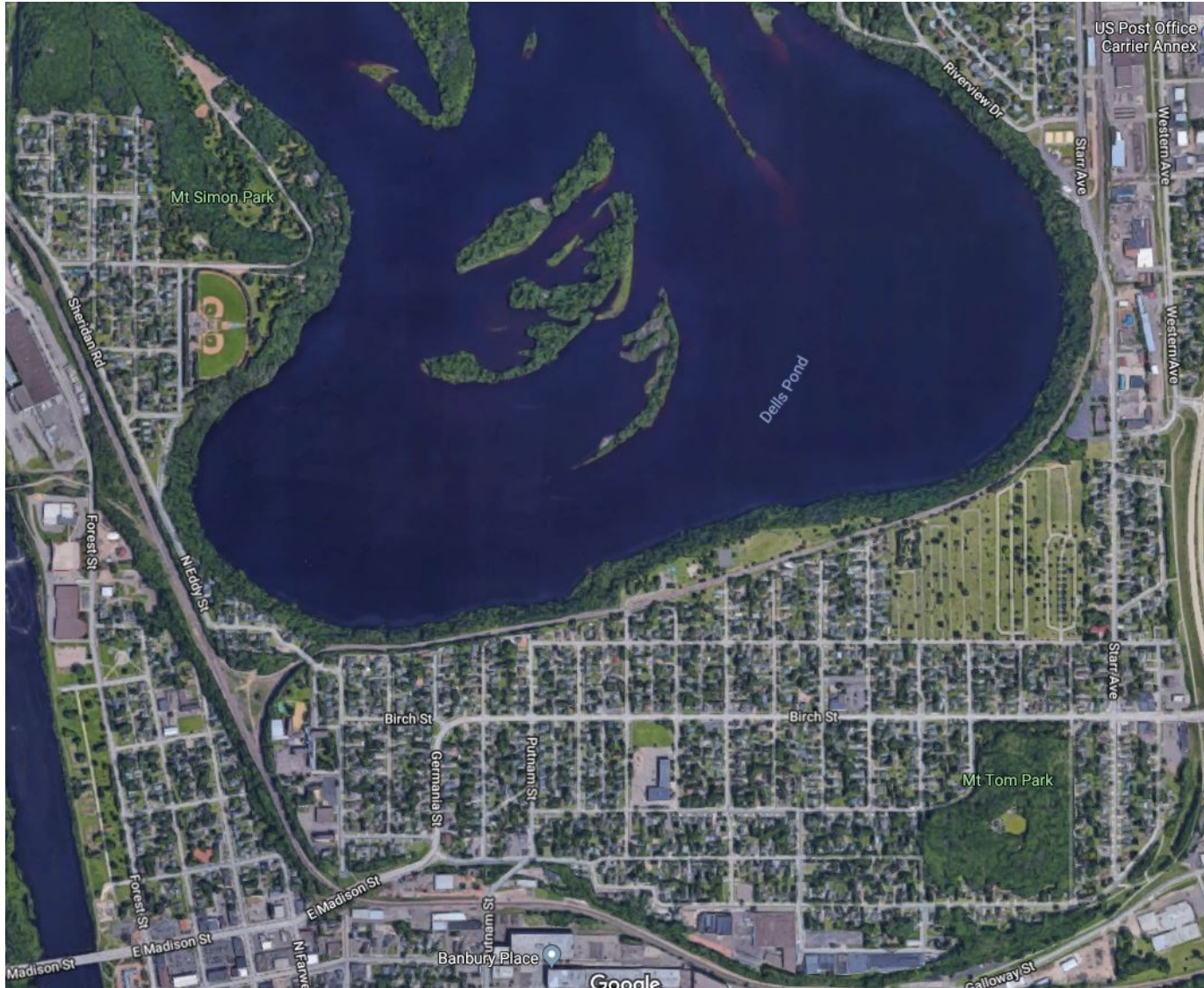
# Railroad St Parking Lot



# North River Fronts Neighborhood

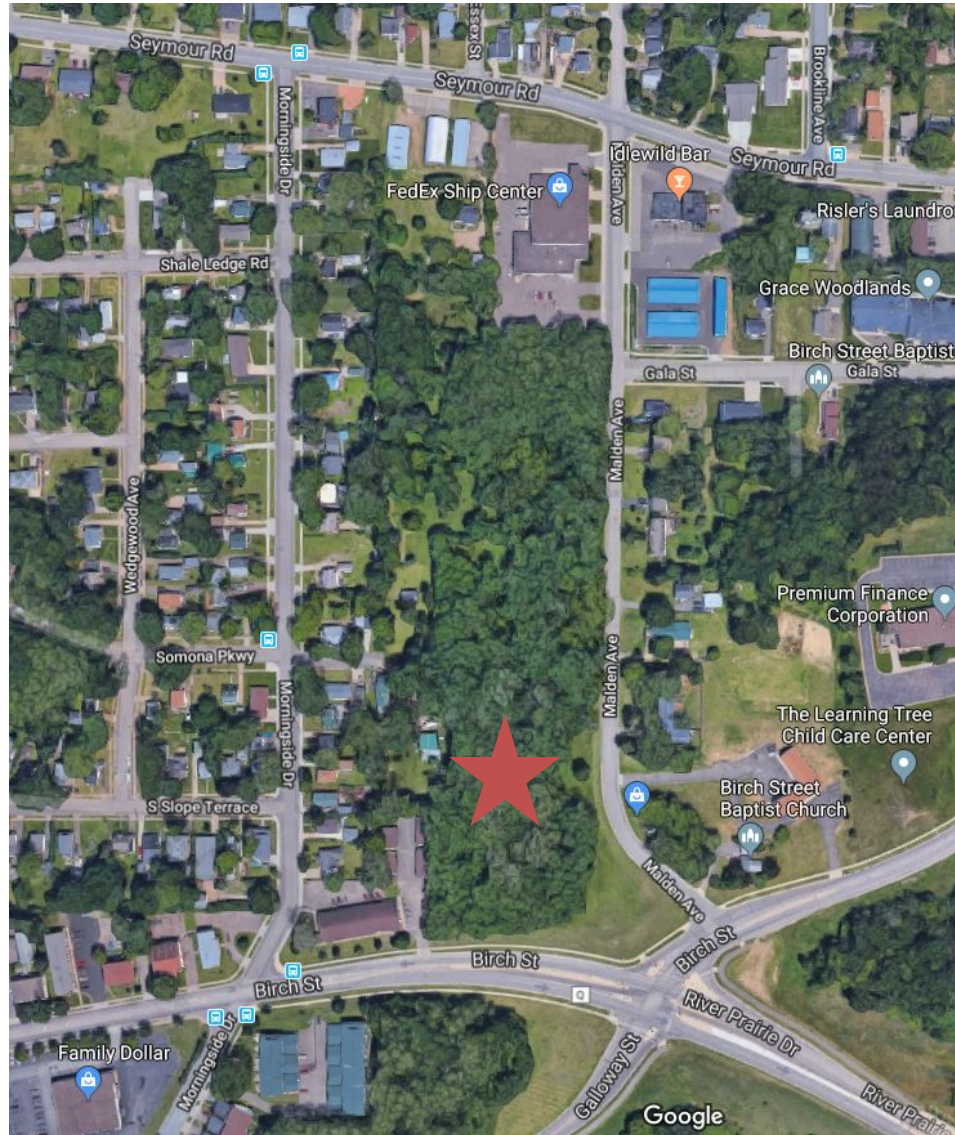


# North Side Hill Neighborhood

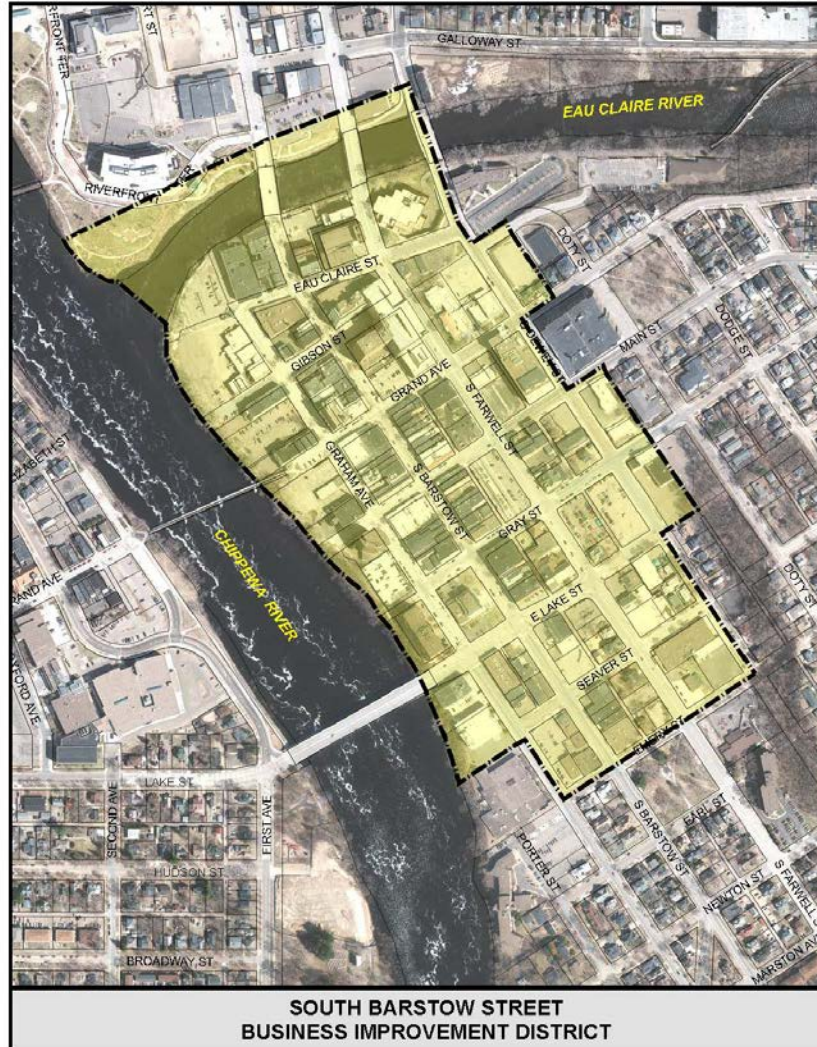




# South of New Fire Station Site

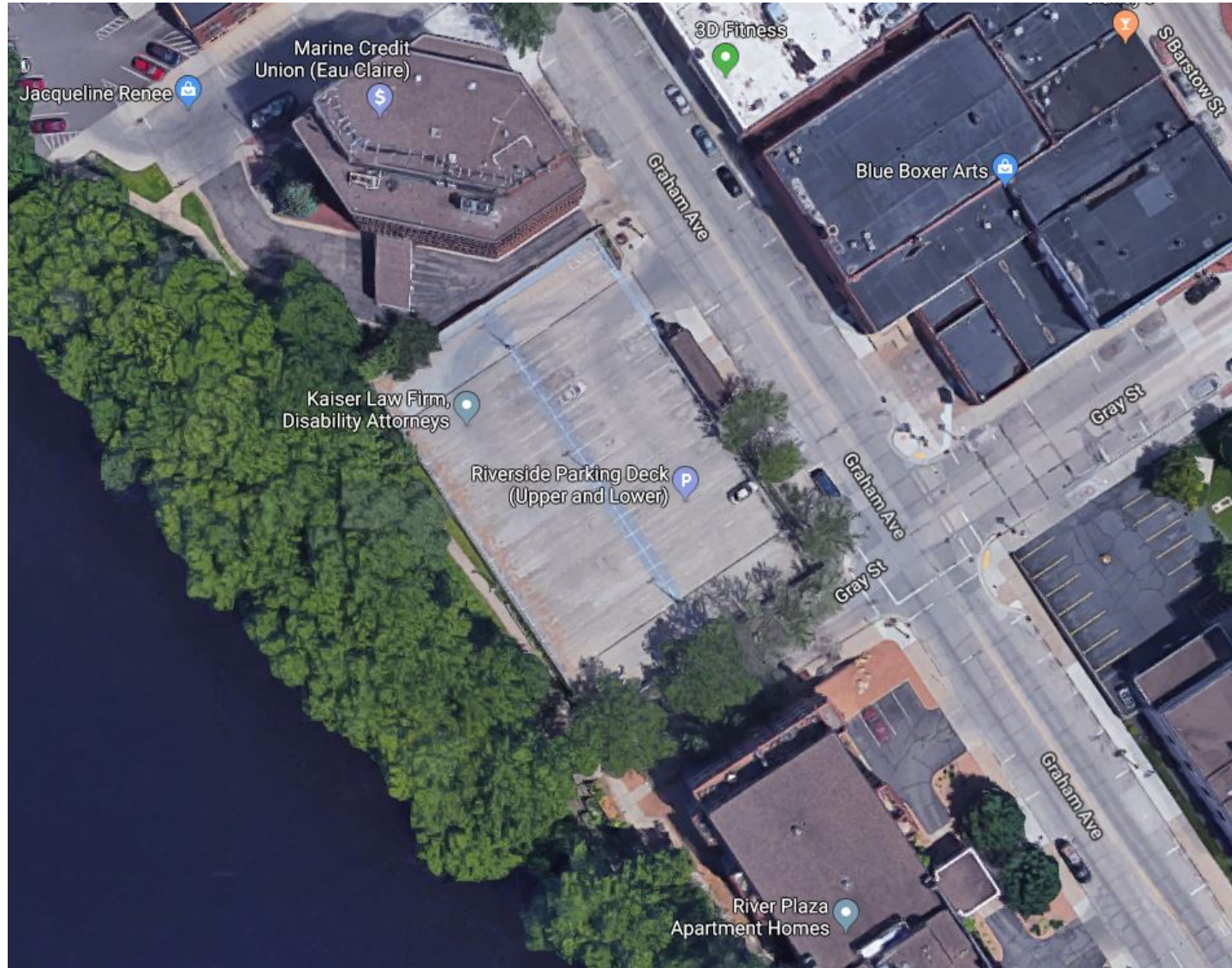


# South Barstow Street Business Improvement District

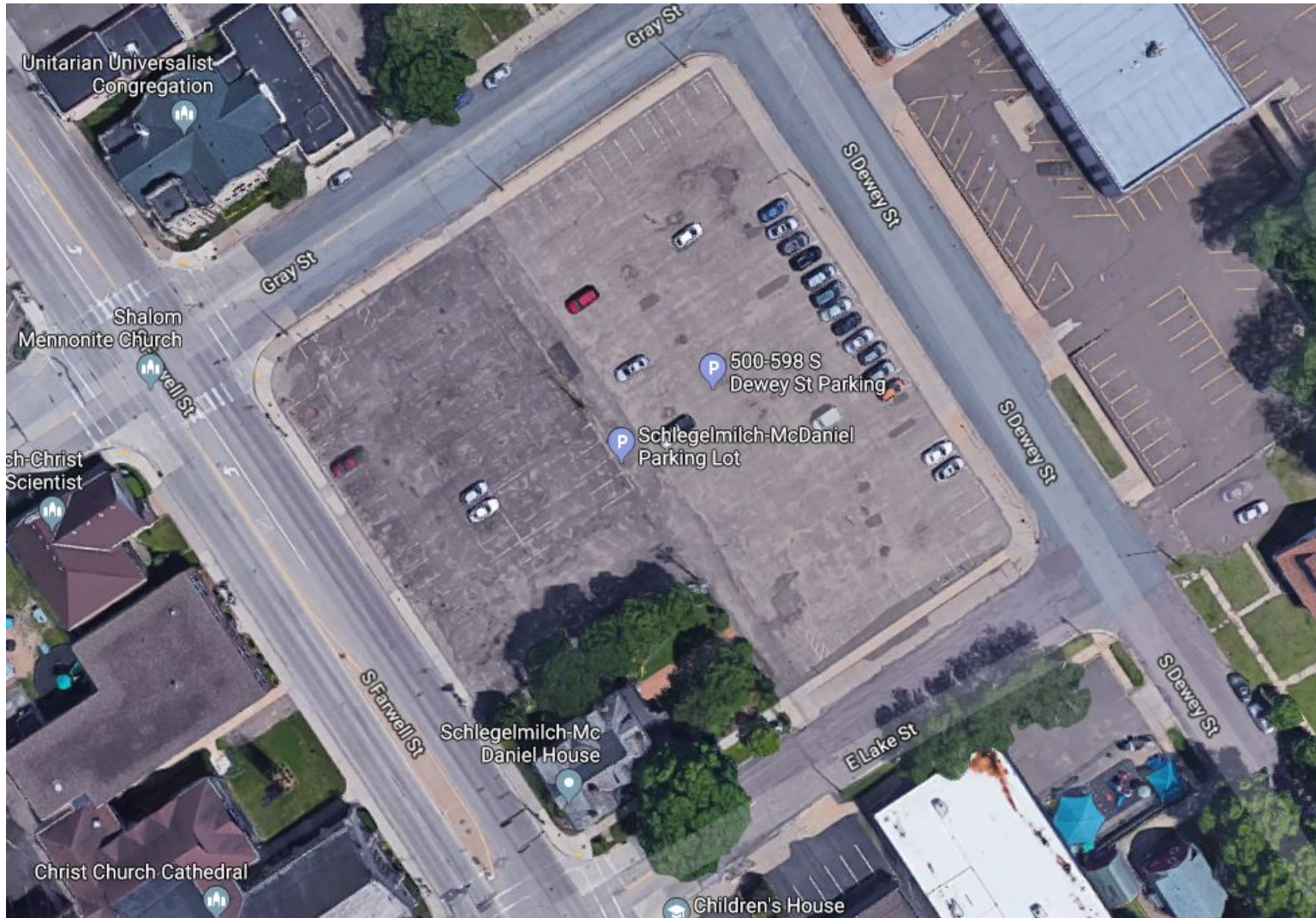


SOUTH BARSTOW STREET  
BUSINESS IMPROVEMENT DISTRICT

# Graham Riverside Parking Ramp



# Schlegelmilch Parking Lot



**Thank you!**