

NORFOLK[®]

OPPORTUNITY ZONE PROSPECTUS



INVEST IN NORFOLK – A GLOBALLY IMPORTANT PLACE



Leader in Global Security



Front Door for Global Trade



International R&D Center for Coastal Flood Reduction Technology, Policies and Practices



Highest Capacity Sub-Sea Cables Connecting the Americas and Europe



Norfolk is the Heart of the Hampton Roads Region with a Population of 1.7 Million People

- Less than a 30-minute drive from Norfolk to the farthest of our six sister cities
- A vibrant region and a strong Norfolk means a strong region

Newport News

Poquoson

Hampton

Isle of Wight

Norfolk

Portsmouth

Virginia Beach

Southampton

Suffolk

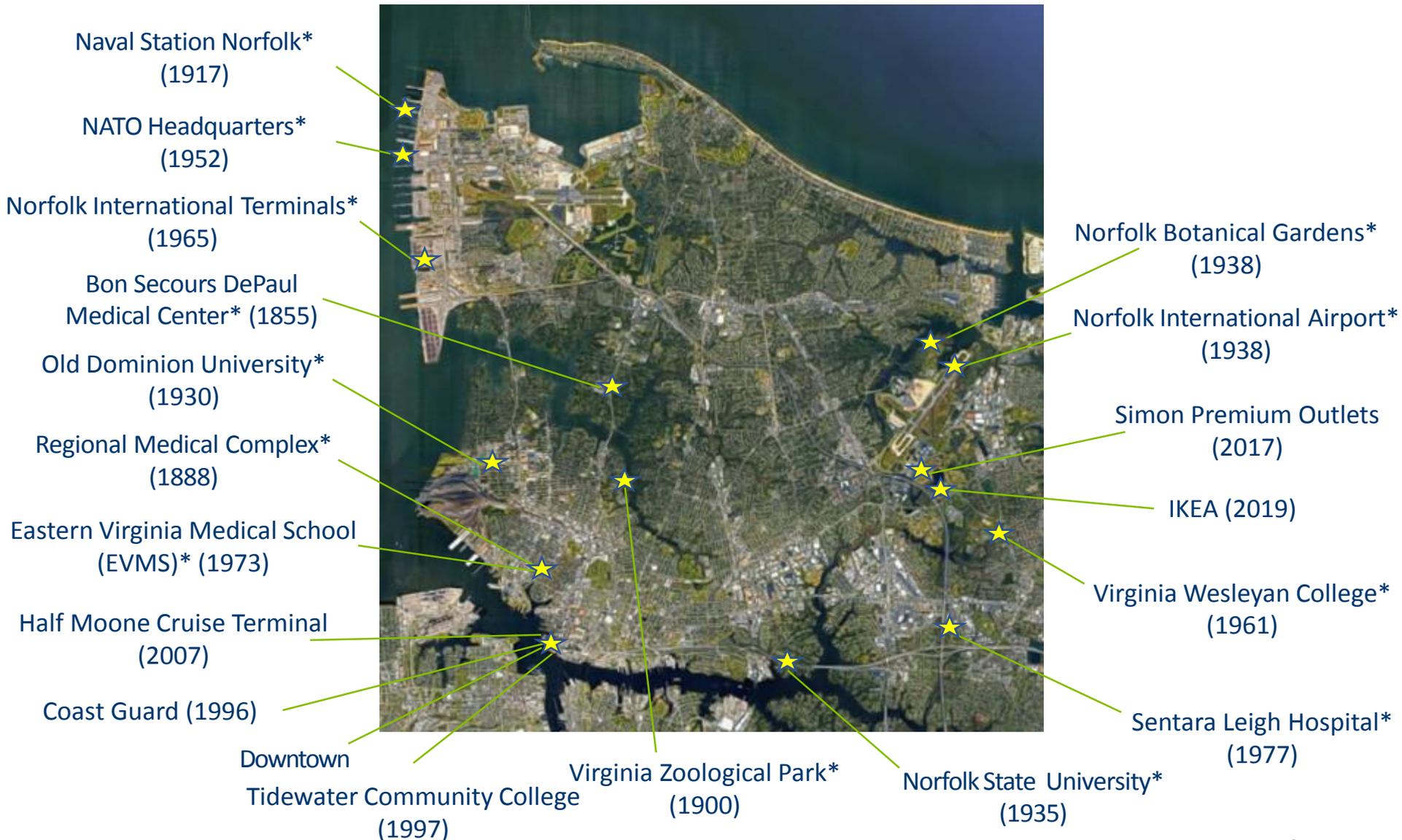
Chesapeake

ATLANTIC OCEAN

Franklin •

NORFOLK IS HOME

To Many of the Region's Most Important Organizations and Institutions



NORFOLK'S COMPETITIVE ADVANTAGES

Competitive Platform for Broader, More Inclusive Growth



NAVAL STATION NORFOLK



MULTI-MODAL CONNECTIVITY



THE PORT OF VIRGINIA



MEDICAL HUB



CULTURAL HUB



JOBS CENTER



EDUCATIONAL HUB



GEOGRAPHIC CENTER

HAMPTON ROADS' ECONOMY

Our regional economy has performed well over the past decade

	REGION
JOB GROWTH	8.3%
POPULATION GROWTH	6.7%
AVE. MONTHLY EARNINGS % CHANGE	15.3%
EMPLOYEES AGE 19 – 34	6.4%
TOTAL PAYROLL % CHANGE	18.5%
UNEMPLOYMENT 2010	7.6%
UNEMPLOYMENT 2017	4.2%

Sources: BEA, QWI, Weldon Cooper, VEC, US Census Quarterly Workforce Indicators

NORFOLK'S MOMENTUM

The Last 5 Years



The Main:
350 jobs



ADP:
2,100 jobs



Waterside District:
800 jobs



**Norfolk Premium
Outlets:**
1,000 jobs



Optima Health:
400 jobs



Movement Mortgage:
750 jobs



GLASS LIGHT

HOTEL & GALLERY

AUTOGRAPH COLLECTION®
HOTELS

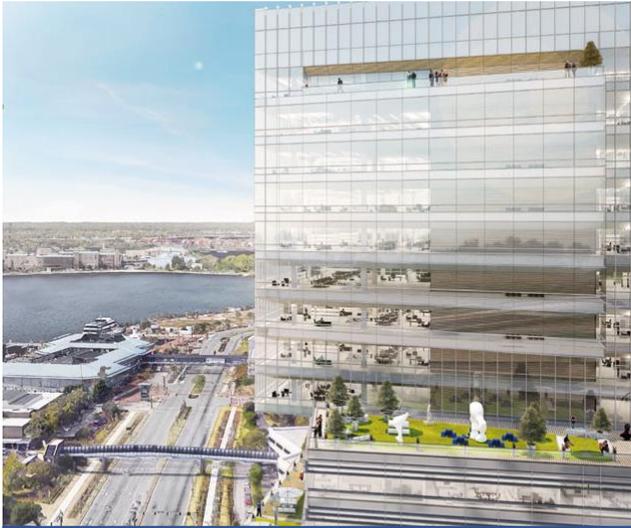
Glass Light Hotel:
(Opening Spring 2019)
70 jobs



IKEA:
(Opening April 2019)
350 jobs

NORFOLK'S MOMENTUM

What's Next



GATEWAY TOWER



PAMUNKEY INDIAN RESORT CASINO



SENTARA CANCER CENTER



FIBER RING NETWORK



**TIDEWATER COMMUNITY COLLEGE
VISUAL AND CULINARY ARTS**



**VIRGINIA OFFSHORE
WIND**

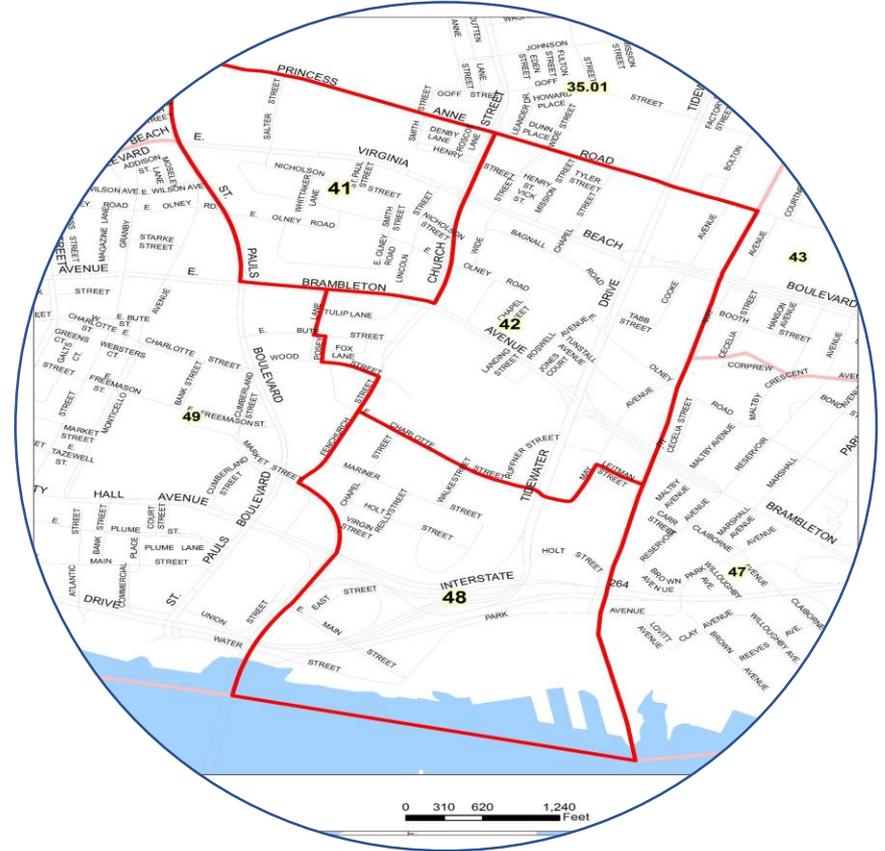
PROVIDING A CHOICE FOR EVERY INVESTOR

16 Opportunity Zones

Bayfront • Port/Naval • Residential • University/Residential • Retail Mixed Use • Housing Mixed Use • Industrial Neighborhood



 Census Tracts
 0 2,500 5,000 10,000 Feet
 This map for graphic purposes only
 Prepared by Department City of Planning
 May 2018



PROSPECTUS FOCUS
ST. PAUL'S 3 OPPORTUNITY ZONES

ST. PAUL'S TRANSFORMATION: THE VISION

Building An Inclusive and Resilient Community



One of Norfolk's most desirable neighborhoods where residents from all income levels, races, ages and cultures can live, learn, work, play and thrive.

Place Matters • People First • Resilience

ST. PAUL'S COMMUNITY HOLISTIC APPROACH

Investing in People AND Place



PEOPLE  FIRST



ST. PAUL'S AREA REIMAGINED

230 Acres that border Norfolk's Key Activity Centers



Subject to chronic flooding

70% of residents live in poverty

Generates \$300,000/year in real estate tax revenue



Coastal Resilience:

Testing new strategies

Economic Resilience:

Vibrant, mixed-use community

Neighborhood Resilience:

Deconcentrates poverty and connects people to opportunity

ST. PAUL'S AREA COMPETITIVE ADVANTAGES

- 230 Acres surrounded by Norfolk's key activity centers.
- The City and its Housing Authority own over 100 acres of QOZ land.
- City and Housing Authority control over 70% of the developable land.
- Key City-owned parcels ready for Development:
 - Red Carpet Site: 4.5 Acres
 - Police Station: 2.6 Acres
 - Goldberg Hardware: 1 Acre
- At the heart of a tight rental market which has a 5% vacancy rate with strong market rate, LIHTC and voucher subsidized opportunities.



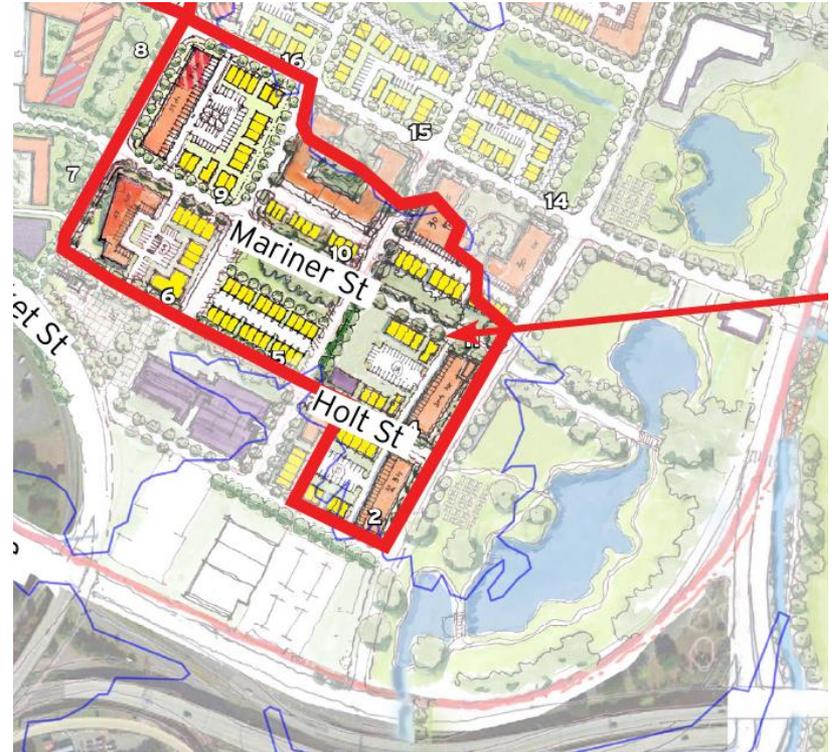
ASSETS IN PROXIMITY TO ST. PAUL'S



- | | |
|--|-----------------------------------|
| 1. Chrysler Museum, Glass Studio, Virginia Opera | 6. Amtrak Station/Light Rail Stop |
| 2. Scope Arena and Chrysler Hall | 7. Downtown Bus Terminal |
| 3. Tidewater Community College | 8. Interstate Access |
| 4. MacArthur Mall, MacArthur Memorial | 9. Attucks Theatre |
| 5. Town Point Festival Park, Waterside District | 10. William A. Hunton Family YMCA |

FOCUS PROPERTIES: TIDEWATER GARDENS

Sites CNI Plan



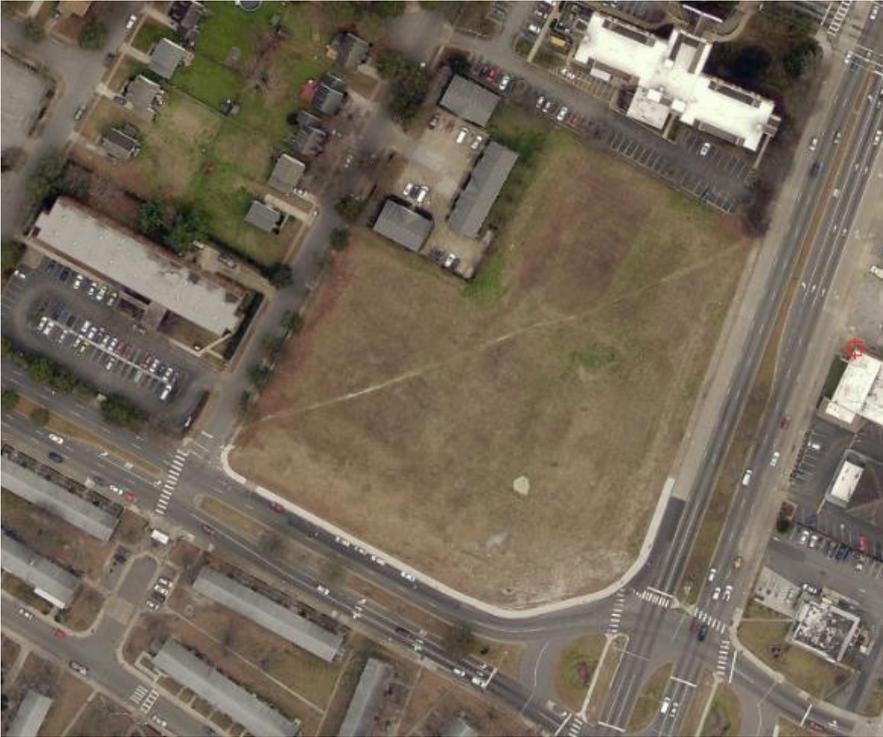
Project Potential

- Location
- Currently public housing slated for demolition
- Publicly Owned
- Supported by the City, Housing Authority and community

Financials

- Budget: \$45,898,438
- Potential Sources:
 - Construction Loans
 - LIHTC Equity and Bridge Debt
 - AHP
 - CHOICE funds

FOCUS PROPERTY: RED CARPET SITE



Parcel Ready for Development

FOCUS PROPERTY: FORMER POLICE STATION SITE



Parcel Ready for Development

POTENTIAL PROJECT: CATALYTIC COMMUNITY HUB



Project Potential

- Location
- Supported by the City, Housing Authority and community
- Advances the triple bottom-line of “people, planet, and profit”

Program

- Hospitality Industry
- B2B Services
- Food Hall
- Higher Ed

Financials

- Budget: \$18,383,001
- Potential Sources:
 - Equity Incentives
 - Debt
 - CHOICE Funds

ESTIMATED CAPITAL REQUIREMENTS: PHASE 1

Activities	Estimated Cost	Current Funding (over five years)	Gap
Demolition	\$7,400,000	\$7,400,000	\$ -
Infrastructure	\$146,980,000	\$56,000,000	\$90,980,000
Stormwater	18,000,000	\$18,000,000	\$ -
Road Network	\$85,000,000	\$32,000,000	\$53,000,000
Water	\$6,204,000	\$ -	\$6,204,000
Power, Landscaping & Lighting	\$10,000,000	\$ -	\$10,000,000
Wastewater	\$9,776,000	\$6,000,000	\$3,776,000
Demolition of Infrastructure	\$18,000,000	\$ -	\$18,000,000
People First	\$15,000,000	\$15,000,000	\$ -
Relocation	\$1,300,000	\$ 1,300,000	\$ -
Project Management	\$2,500,000	\$2,500,000	\$ -
Public Facilities	\$118,300,000	\$25,000,000	\$93,300,000
New Housing Development	\$150,000,000	\$30,000,000 (CNI)	\$120,000,000
Total	\$441,480,000	\$137,200,000	\$334,280,000



INVESTMENT PARTNERS



COMMUNITY PARTNERS

- Basilica of Saint Mary
- Children’s Hospital of the King’s Daughters
- Dollar Bank
- Eastern Virginia Medical School
- Foodbank of Southeastern Virginia and the Eastern Shore
- Gethsemane Community Fellowship Baptist Church
- Greater Norfolk Corporation
- Hampton Roads Community Health Center
- Nauticus Museum
- Norfolk State University
- Norfolk Tides Baseball Club
- Old Dominion University
- Opportunity Inc. Hampton Roads Workforce Development Board
- PrimePlus Norfolk Senior Center
- Sentara Hospital
- SevenVenues
- SunTrust Bank
- Teens with a Purpose
- The First Baptist Church
- The Planning Council
- United For Children
- United Way
- Virginia Tech
- Virginia Zoo in Norfolk
- William A. Hunton YMCA

HISTORY OF RE-DEVELOPMENT SUCCESS

DOWNTOWN NORFOLK



BROAD CREEK



GRANDY VILLAGE



EAST OCEAN VIEW



TOP 10 REASONS TO INVEST IN NORFOLK

- Catalytic impact on one of country's largest concentrations of public housing.
- Strong location adjacent to downtown.
- Significant public investment and leverage committed.
- Innovative sustainability/resiliency strategy ingrained in transformation plan.
- Mixed-income housing opportunity for all.
- Broad community support and engagement.
- Experienced development partnership at the helm.
- Deep public sector experience in mixed-income transformation.
- Culturally and historically contextual development strategy.
- Community accelerator at center of critical community improvement plan.



THANK YOU

