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Media Contact:
Mark Paustenbach, mark@ambassadorc.com

Opportunity Zones Architect and Former Obama Senior Economic Advisor Launches Advisory Firm to Build New \$6 Trillion Market

WASHINGTON, DC - Steve Glickman, a former senior economic advisor to President Obama, announced today the launch of **Develop**, a new advisory firm that will help investors, developers, and struggling communities work together to bring fresh capital into “Opportunity Zones” the largest community investment program in a generation, created through the 2017 tax reform law.

“Opportunity Zones are one of the best kept secrets of the tax overhaul, which has the potential to unleash massive amounts of untapped private capital into struggling urban and rural communities across America,” said Glickman, who was one of the lead architects of the new program as Co-Founder and CEO of the Economic Innovation Group (EIG), a think tank he co-founded with former Facebook President Sean Parker, and Republican Senate aide John Lettieri.

Parker, the Los Angeles-based Founder and Chairman of EIG, noted, “Steve’s leadership helped take Opportunity Zones from a big idea to one of the biggest bipartisan achievements of the last several years. We’re excited he’ll now utilize his unique knowledge and skills to shape this exciting new marketplace, working alongside stakeholders like EIG to ensure capital begins flowing quickly to benefit underserved communities.”

Investments into Qualified Opportunity Zones are managed by Qualified Opportunity Funds, which can tap into upwards of \$6 trillion in capital gains that investors have accumulated from nearly a decade of growth in the stock and real estate markets and reinvest that capital into thousands of projects and businesses that have been overlooked around the country.

Develop, based in Washington, DC, will advise fund managers, investors, project developers, and communities on fund strategy, structure and compliance, investor relations and outreach, pipeline development, and guidance around marketing and government relations. The new firm has already impressed a number of influential investors, philanthropists, and developers who have become vocal advocates of the Opportunity Zones program.

“Steve played a vital role in designing the Opportunity Zone legislation and navigating it to passage,” said Ron Klain, Executive Vice President and General Counsel of Revolution in Washington, DC. “He will be a valuable advisor to those who now seek to understand its impact and implementation around the country.”

There are more than 8,700 Qualified Opportunity Zones within every U.S. state and territory, covering the entire central business districts of many major American cities, the homes of 35

million Americans, and over 1.5 million businesses. Roughly 75 percent of these zones are in urban centers and 25 percent can be found in rural areas.

Steve Benjamin, the President of the U.S. Conference of Mayors and Columbia (SC) Mayor, noted, “There are so many places across the country that stand to benefit from this program, but have yet to understand how to best draw investments into the projects that will do the most to revitalize and renew their local economies. It’s no surprise that Steve has decided to build on his impressive track record to bridge the gap between communities and investors, so that this once-in-a-generation program can reach its full potential.”

The Opportunity Zones program first publicly emerged in a 2015 white paper that EIG developed with economists Jared Bernstein, former Chief Economist to Vice President Biden, and Kevin Hassett, the current chief economic advisor to President Trump. It eventually earned nearly 100 congressional cosponsors as the “Investing in Opportunity Act,” before being included in the final tax reform package. Despite becoming law last December, the U.S. Treasury Department and Internal Revenue Service have yet to issue formal guidance or regulations on how the program will be implemented.

“Investors and local leaders are poring over legislative language and awaiting regulatory details to better understand how this program will work on the ground,” Glickman stated. “However, the clock is ticking on these tax incentives for those who want to fully take advantage of being early movers, and now is the time to create the kind of market that will maximize the transformative impact these Opportunity Zones will have on revitalizing our communities.”

Scott Goodman, Co-Founder of Chicago real estate giant, Sterling Bay, and Founding Principal of Farpoint Development, added, “Investors and developers are excited about Opportunity Zones, but need credible guidance to help properly release the potential of this program. Steve is uniquely qualified to offer the expertise the market needs to catalyze the capital that is sitting on the sidelines.”

John Lettieri, Co-Founder and President of EIG, said, “The passage of Opportunity Zones has generated nationwide excitement – and many unanswered questions – among community leaders, investors, philanthropies, and public officials seeking to deploy this powerful incentive. Steve is uniquely well-positioned to help key stakeholders ensure Opportunity Zones reach their true potential in connecting struggling communities with much-needed capital.”

Investors that rollover their capital gains into the real estate projects, infrastructure, and businesses in these zones through Opportunity Funds receive a package of tax incentives that could dramatically increase their expected returns – a long-term tax deferral on accumulated capital gains, up to a 15% tax deduction on what they would otherwise owe today, and no capital gains taxes on investments held for 10 years or longer.

Noted Salt Lake City philanthropist and impact investor, Jim Sorenson, said, “Opportunity Zones are the next big thing for impact investors, but at a scale we have never seen before. Steve’s deep understanding of how the opportunities available to investors can meet the needs of communities will enable the win-win outcomes that this program is looking to achieve.”

Develop can be found online at www.developadvisors.com.

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