

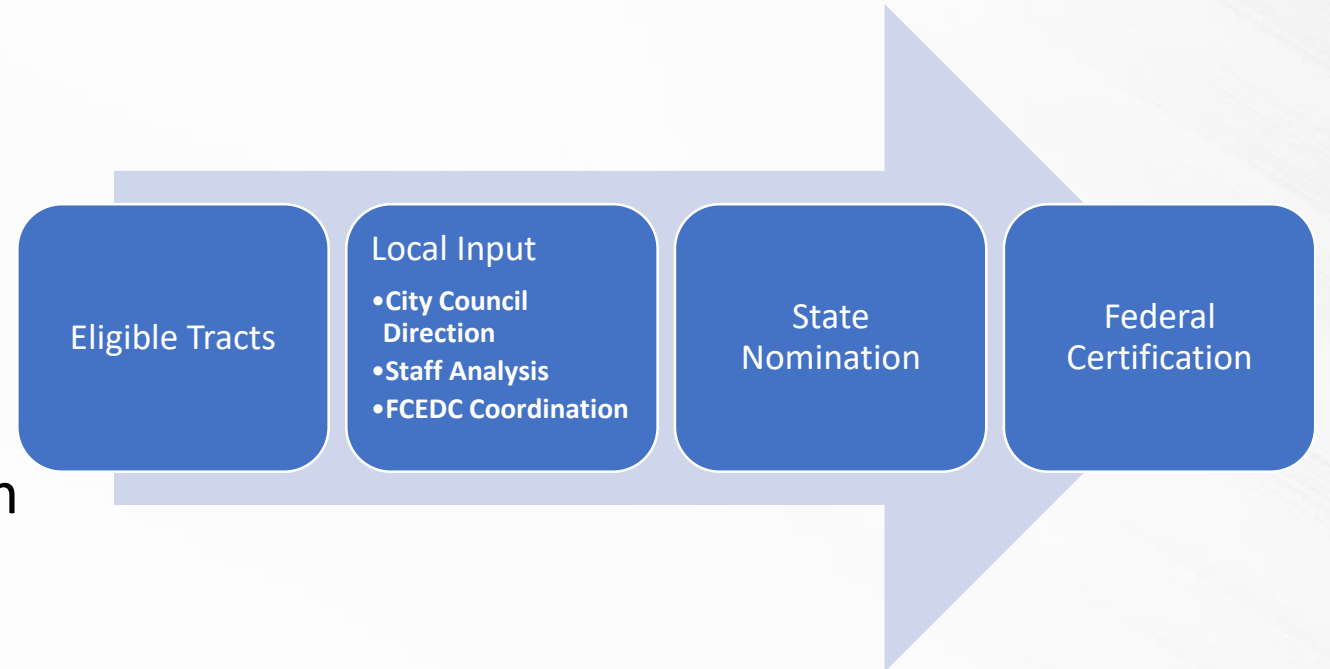
# Opportunity Zone 2.0 Nomination Priorities

*City Council Work Session  
June 1, 2026*



Council's direction will help shape the City's recommendation to NC Commerce before the June 7 deadline.

- NC Commerce is accepting local input on eligible Opportunity Zone tracts.
- The City may submit a recommendation identifying priority tracts for State consideration.
- Council direction will help staff understand which local priorities should guide that recommendation.
- Final Opportunity Zone nominations will be made through the State and federal designation process.



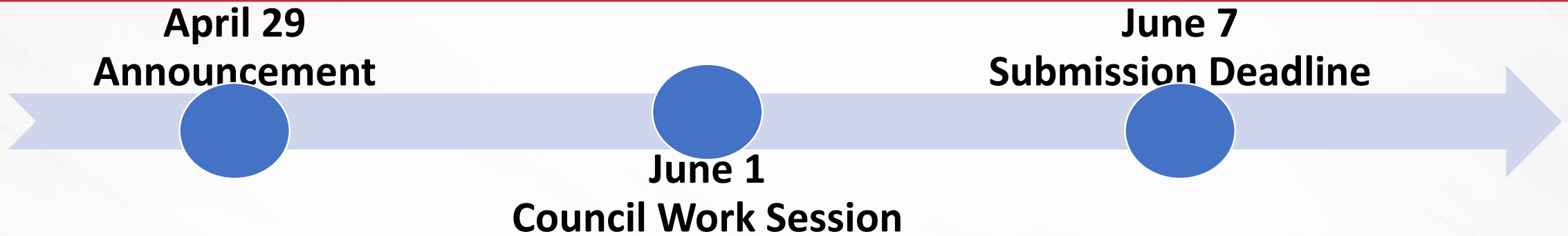
# What Opportunity Zones Are

Opportunity Zones are a federal tax incentive for private investment, not direct funding to the City.

- Opportunity Zones may help attract private capital into eligible census tracts.
- The designation is useful only if there are investable projects, sites, businesses, or housing opportunities.
- Future City participation in any project would require separate Council action.



# Why This Is Time Sensitive

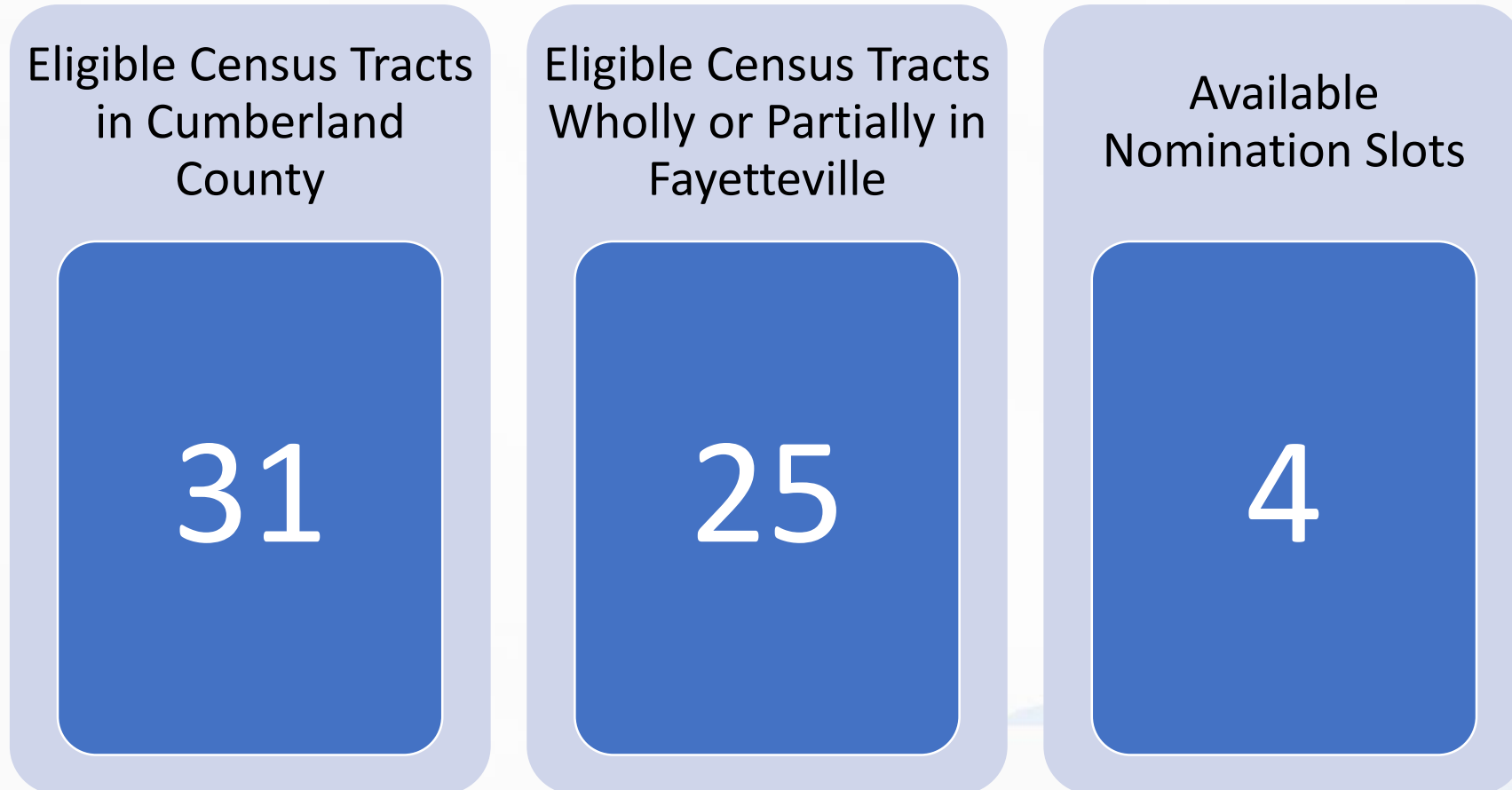


The nomination window is short, and the City must act quickly if it wants to submit a coordinated recommendation.

- NC Commerce opened the nomination/comment period.
- Submissions are due June 7, 2026.
- Council work session is June 1, 2026.
- Staff needs direction to prepare and submit the City's recommendation.

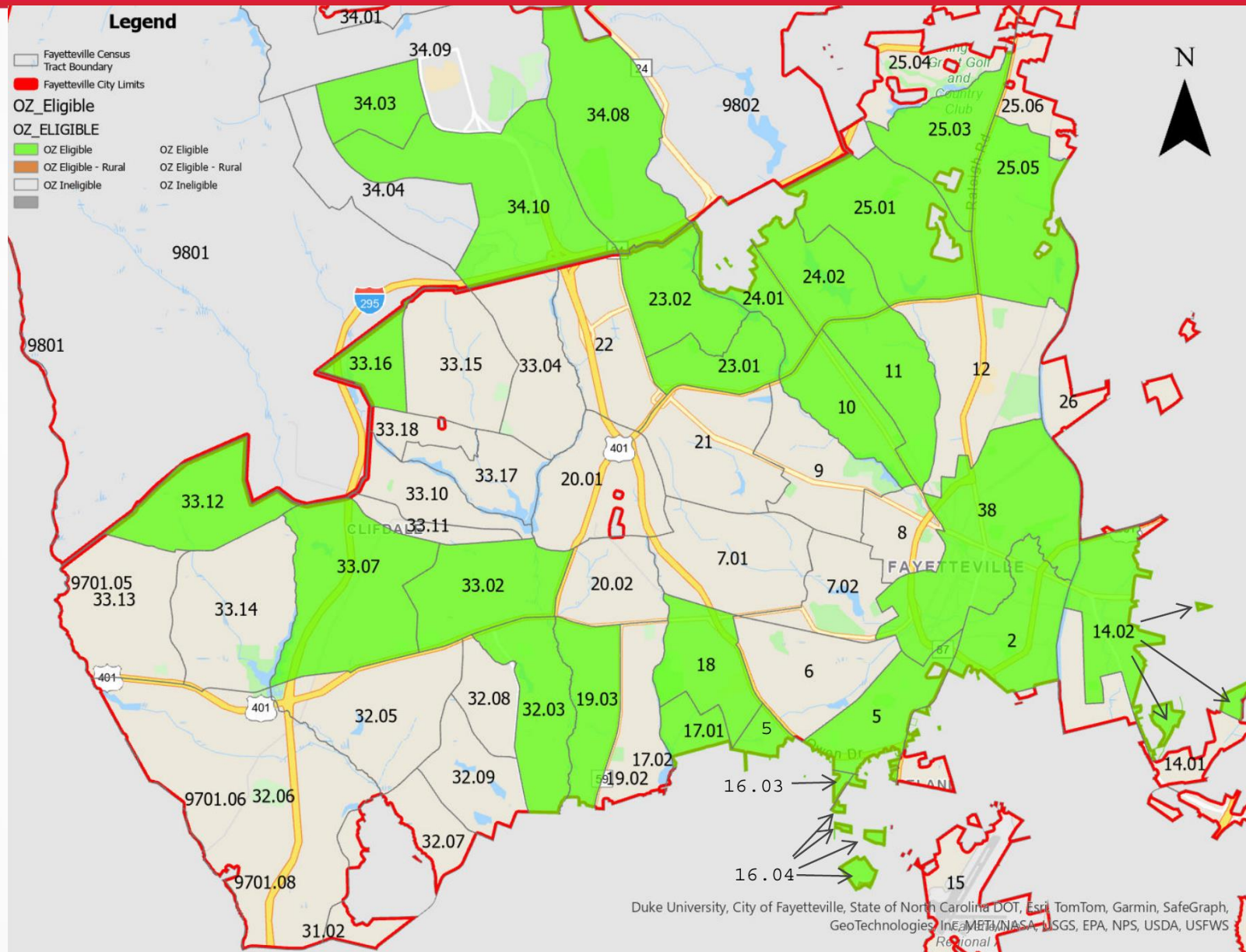
# The Local Scarcity Problem

Cumberland has more eligible tracts than available nomination capacity.



# Fayetteville Eligible Tracts

Eligible Fayetteville tracts are spread across the city.



25 eligible tracts are wholly or partially within Fayetteville city limits.



Business  
Development  
and Job  
Creation



Strategic  
Local  
Revitalization



Pathways to  
Increased  
Housing  
Supply in  
High-need  
Areas



## Business and Job Creation Potential

Can the tract support private business investment, employment growth, commercial activity, or industrial development?

## Strategic Local Revitalization Alignment

Does the tract align with redevelopment corridors, Murchison Choice, downtown/core revitalization, neighborhood revitalization, infrastructure investment, or other City priorities?

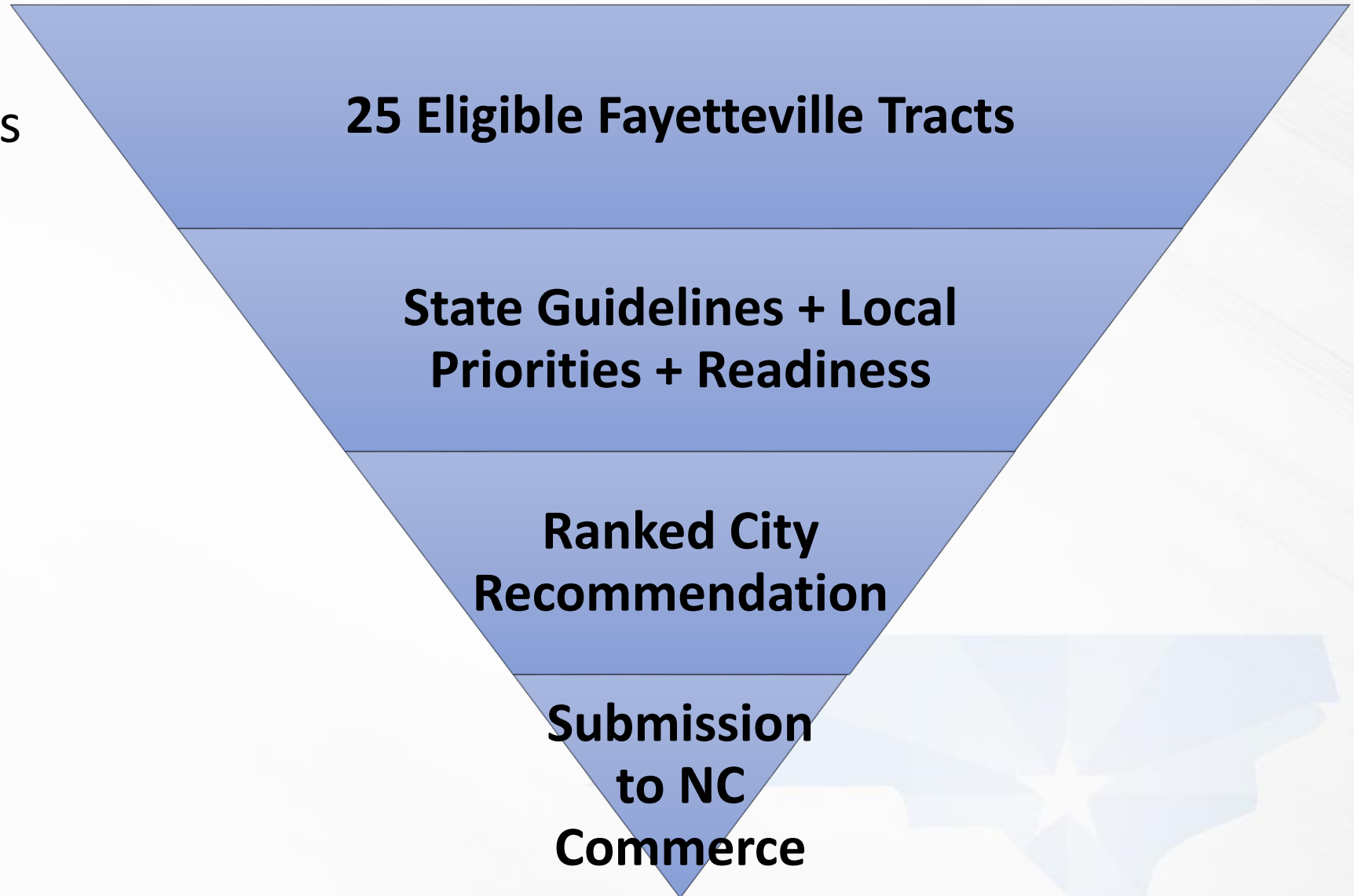
## Housing Supply Potential

Can the tract support affordable, workforce, mixed-income, or other housing production in an area of need?

## Project or Site Readiness

Are there known sites, public land, infrastructure capacity, redevelopment opportunities, development interest, or other reasons to believe investment could occur during the designation period?

Because Fayetteville has 25 eligible tracts and Cumberland County appears to have four nomination slots, staff recommends focusing Council discussion on priorities and criteria.



## 1<sup>st</sup> Council Direction

Council provides policy direction on the priorities that should guide the City's recommendation, including economic development, housing, revitalization, and readiness for private investment.

## 2<sup>nd</sup> Staff Evaluation

Staff applies the State guidelines and Council's direction to review eligible Fayetteville tracts and identify the strongest candidates within Cumberland County's limited nomination capacity.

## 3<sup>rd</sup> Partner Coordination

Staff coordinates with FCEDC, where possible, to reduce conflicting local submissions and strengthen the overall Fayetteville/Cumberland recommendation to the State.

## 4<sup>th</sup> State Submission

Staff submits the City's Opportunity Zone recommendation to NC Commerce by the June 7 deadline for consideration in the State's nomination process.

## Council Direction Requested

- Staff requests that Council authorize staff to prepare and submit the City's Opportunity Zone nomination recommendation to NC Commerce by the June 7, 2026 deadline.
- Staff further requests authorization to coordinate with Fayetteville Cumberland Economic Development Corporation before submission to promote alignment among local recommendations where possible.



# Discussion Questions

- Does Council support using the State guidelines and local evaluation considerations to prepare the City's recommendation?
- Are there specific areas, corridors, redevelopment priorities, or project opportunities Council wants staff to consider?
- Does Council authorize staff to submit the City's recommendation by June 7?





 **FAYETTEVILLE** <sup>NC</sup>  
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