Working Session: Opportunity Zones—Moving Toward an Impact Framework
Co-hosts: U.S. Impact Investing Alliance, Beeck Center and Federal Reserve Bank of New York

Agenda

8:30 - 9:15am  Registration and Breakfast

9:15 - 9:45am  Opening Remarks
Eric S. Belsky, PhD, Federal Reserve Board of Governors  
Dr. Rajiv J. Shah, Rockefeller Foundation  
Lisa Hall, Beeck Center for Social Impact and Innovation  
Fran Seegull, U.S. Impact Investing Alliance

9:45 - 10:30am  Understanding Opportunity and Need Inside Communities
What are the tools and resources that have been available and will be needed to understand the existing needs and opportunities for investment within communities?

Facilitation: Lisa Hall, Beeck Center for Social Impact and Innovation

Speakers:
Kenan Fikri, Distressed Community Index, EIG  
Kevin Boes, New Markets Support Corporation, LISC  
Rachel Riley, Opportunity 360, Enterprise Community Partners

10:30 - 11:15am Establishing Evidence of Outcomes for Communities in Need
How will we measure and communicate impact within communities, and how can the data inform the work of policymakers?

Facilitation: Adrián Franco, PhD, Federal Reserve Bank of New York

Speakers:
Frank DiGiammarino, Beeck Targeted Investment Engine  
Nick Fritz, Sorenson Impact Center  
Tracey Hsu, Social Finance
Existing Frameworks for Evaluating Impact with a View Toward Investor Demand

How can data be communicated and incorporated into investment decision making to empower investors to manage for positive long-term impacts?

**Facilitation:** Fran Seegull, U.S. Impact Investing Alliance

**Speakers:**
- Paige Chapel, Aeris
- Amanda Kizer, B Analytics
- Brian Trelstad, Impact Management Project

Break/Distribute Lunch

Fireside Chat with Legislative Leaders

**Facilitation:** Fran Seegull, U.S. Impact Investing Alliance

**Speakers:**
- Shay Hawkins, Office of Senator Tim Scott
- Chad Maisel, Office of Senator Cory Booker

Moving to an Impact Oriented Opportunity Fund Market

**Facilitation:**
- Lisa Hall, Beeck Center for Social Impact and Innovation
- Fran Seegull, U.S. Impact Investing Alliance
- Chelsea Amelia Cruz, Federal Reserve Bank of New York

What shared principles should guide impact evaluation efforts and what will it take to see those principles reflected in the market?

What outcomes will define an equitable development strategy, and what tools will stakeholders need to manage towards those outcomes?

How can impact investors work with traditional investors to deploy capital into Opportunity Zones?

Closing Remarks

Adrián Franco, PhD, Federal Reserve Bank of New York