

FEDERAL RESERVE BANK *of* NEW YORK



Working Session: Opportunity Zones—Moving Toward an Impact Framework
Co-hosts: U.S. Impact Investing Alliance, Beek 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](#), Beek 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](#), Beek 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](#), Beek Targeted Investment Engine
[Nick Fritz](#), Sorenson Impact Center
[Tracey Hsu](#), Social Finance

11:15 - 12:00pm **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

12:00 - 12:30pm **Break/Distribute Lunch**

12:30 - 1:00pm **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

1:00 - 2:55pm **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?

2:55 - 3:00pm

Closing Remarks

[Adrián Franco, PhD](#), Federal Reserve Bank of New York