

# EVERMAN ECONOMIC DEVELOPMENT CORPORATION

## Opportunity Zones 2.0

### Talking Points for Business Owners Meet-Up

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**Prepared by:** Richard Isarraraz Garcia, Board Member

**Organization:** Everman Economic Development Corporation

**Date:** March 24, 2026

**Presenter:** Co-Executive Director Craig Spencer (date TBD, please share)

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**Purpose:** Generate landowner interest and letters of support for Everman's Opportunity Zone 2.0 nomination of Census Tract 1112.02 before the June 26, 2026 submission deadline.

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#### Suggested Script (45 to 60 seconds)

*“Quick update on a great opportunity for Everman landowners and businesses.*

*Census Tract 1112.02 covers all of Everman and is likely eligible for the new Opportunity Zones 2.0 program, signed into law July 4, 2025.*

*OZ 2.0 designation brings **private investment at no cost to city taxpayers** for housing, commercial development, and jobs. Investors get federal tax incentives to put capital here through Qualified Opportunity Funds, which means landowners can sell or develop at stronger prices without doing the work themselves.*

*We have until **June 26** to submit our nomination. The more landowner support we show, the stronger our submission scores with the state.*

*If you own land in Tract 1112.02, or know someone who does, please see me after the meeting. I have documents from the Texas Governor's Office and can answer any questions.”*

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#### Key Messages to Reinforce

- No cost to taxpayers. *Private capital, not city money.*
  - Only 1 in 4 eligible tracts statewide will be selected. *Landowner letters of support are the single biggest factor in our score.*
  - Deadline is real. *June 26, 2026. We are targeting June 5 to submit early and give EDT time to review.*
  - Tract 1112.02 covers all of Everman. *Every landowner in this room is potentially in the zone.*
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#### After the Meeting: Landowner Follow-Up

Collect the following from any interested landowners:

- Name, contact information, and address or parcel of land
- Willingness to provide a letter of support or letter of interest
- Any project ideas or property details they can share. This feeds directly into the **Project Viability** section of the official EDT Nomination Packet, worth up to 4 scoring points. The more detail landowners can provide, the stronger our submission.

Specifically, landowners can help us answer the following fields directly from the EDT Nomination Packet:

**Community Engagement** (packet asks for examples such as affordable housing commitments and workforce initiatives)

**Characteristics of a Shovel-Ready Project** (the packet evaluates the following six criteria, check all that apply to your property):

1. **Zoning and Compliance:** Land has been zoned for its intended use and all necessary land-use approvals are in place or can be secured quickly.
2. **Planning and Design:** Preliminary planning, engineering, and design are finished and approved, with plans and specifications ready for bidding.
3. **Permitting:** Permitting processes and probable timelines are understood or completed.
4. **Due Diligence:** Comprehensive due diligence is complete, including soil analysis and environmental impact studies.
5. **Infrastructure:** Engineering and design for public infrastructure (roads, power, water, sewer) is finalized or already in place.
6. **Financial and Legal:** The site has a clear title and a fully developed business case with identified funding sources.

**Type of Project** (the packet asks landowners to identify one of the following):

- Real Estate: specify type (e.g. Residential, Commercial, Mixed-use, Industrial)
- Operating Business: specify type, industry, or sector
- Other: please provide a brief description

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### Why Letters of Support Matter: EDT Scoring Framework

EDT evaluates nominations on four criteria. Two of them are directly strengthened by landowner participation:

- Local Support (up to 4 points): *Formal incentives, community engagement, and demonstrated backing from property owners and businesses.*
- Project Viability (up to 4 points): *Evidence that private capital can realistically deploy within 24 to 48 months. Landowner letters and project commitments are the strongest proof of this.*

*The stronger these two scores, the better our chances in a competitive statewide pool where only 25% of eligible tracts are selected.*

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### Materials to Hand Out or Share

- Official OZ 2.0 FAQ from the Texas Governor's Office
- Texas Opportunity Zone 2.0 Nomination Process document
- QR code or link to the EDT predictive mapping tool to show attendees that Tract 1112.02 is flagged as likely eligible

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Questions? Contact:

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