



POPLAR BLUFF

Opportunity Zone Prospectus

Greater Poplar Bluff Area Chamber of Commerce
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OPPORTUNITY ZONE OVERVIEW

- Opportunity Zones were established by the Tax Cut and Jobs Act of 2017. Low income areas were identified and designated throughout the country.
- The program allows for the deferral and partial exemption of capital gains invested in designated Opportunity Zones.
- Opportunity Zones are designed to spur development in communities through investment in real property and businesses.

OPPORTUNITY ZONE OVERVIEW

HOW IT WORKS

- Capital gains from ANY investment are placed into an Opportunity Fund within 180 days. Those funds must be deployed within 31 months into real estate, businesses or business equipment in an Opportunity Zone.
- 100% of capital gains are deferred until sold or Dec. 31, 2026
- 5-Year Investment Hold: 10% reduction in capital gains tax liability
- 7-Year Investment Hold: 15% reduction in capital gains tax liability
- 10-Year Investment Hold: In addition to the reduction listed above, NO capital gains taxes are assessed on earnings from the sale of an Opportunity Zone investment



COMMUNITY PROFILE

Welcome to Poplar Bluff, the Gateway to the Ozarks, conveniently located between St. Louis, Memphis, and Little Rock on the future I-57. Our mix of manufacturing, health care, retail and education draws workers and visitors from all across the region.

Enjoy award winning BBQ and the best pink lemonade in the region. Come “kick it on the bricks” in our Downtown district where you can catch a show at the historic Rodgers Theatre or try a number of locally brewed beers at the Bronze Owl. Poplar Bluff is ideally situated near a number of outdoor attractions unmatched in their natural beauty.

Poplar Bluff continues to grow and thrive. Join us as we build a brighter tomorrow!

COMMUNITY PROFILE

- Poplar Bluff City Population: 17,112
- Butler County Population: 42,794
- Trade Area Population: 168,000
- Median Household Income: \$32,819
- Average Home Cost: \$129,400
- Butler County Unemployment: 3.1%
- High School Diploma or Higher: 71.9%
- Bachelor's Degree or Higher: 12.4%
- Average County Property Tax Rate: .67% of assessed value

COMMUNITY PROFILE

DEVELOPMENT HIGHLIGHTS

- The City of Poplar Bluff received nearly \$1M in grant funding from CDBG to construct a road to the new Empire Comfort Systems facility, and replace a bridge on S. 11th Street that will be used for truck traffic to and from the new facility.
- NewWave Communications announced the addition of 40 - 60 new jobs in their call center and new gigabit fiber broadband to their Poplar Bluff service area.
- Briggs & Stratton announced an expansion of their Poplar Bluff facility, with \$15M in capital improvements and the addition of 130 jobs.
- Ozark Vitality and the Greater Poplar Bluff Area Chamber of Commerce were the recipients of a \$286,000 grant from the Economic Development Administration to expand year-round tourism opportunities in the eastern Missouri Ozarks.
- A sales tax expansion measure to pay a portion of the costs to four-lane Highway 67 from Poplar Bluff to the Arkansas state line in preparation for the future I-57 interstate connection between Sikeston, MO and Little Rock, AR was passed by Poplar Bluff residents.

COMMUNITY PROFILE

MAJOR EMPLOYERS – Total Employees

- 1. Poplar Bluff Regional Medical Center – 1,300
- 2. V.A. Medical Center – 751
- 3. Poplar Bluff Schools – 750
- 4. Briggs & Stratton – 550
- 5. Gates Corporation – 470
- 6. Walmart Supercenter – 456
- 7. Mid Continent Steel and Wire – 419
- 8. Three Rivers College – 380
- 9. City of Poplar Bluff – 300
- 10. Starting USA – 180



POPLAR BLUFF
OPPORTUNITY ZONES

Poplar Bluff has large Opportunity Zones that include the downtown area and more than half the population of the City. There are many investment opportunities in these sections of town. In fact downtown redevelopment has already begun with several developers expressing interest in various projects.

Opportunity Zone Data

- Population: 9,036
- Unemployment Rate: 8.9%
- Poverty Rate: 38.1%
- Median Household Income: \$26,220.26

OPPORTUNITY ZONES

The Poplar Bluff Opportunity Zones span all kinds of possible developments. From commercial to residential, we are seeking developers who want to invest in the future of Poplar Bluff. There are two ways to invest:

Current Opportunity Zone Fund

Currently, we have an investor who has created an Opportunity Zone Fund to purchase 3-4 commercial locations on Main Street in downtown Poplar Bluff. He plans to develop a mix of restaurant, retail and loft spaces.

If you want to invest in an Opportunity Zone, but don't want to lead your own project, this developer would entertain additional investors in his fund.

New Opportunity Zone Fund

There are other individuals who have expressed interest in additional properties in the Opportunity Zone. If you have an idea and would like to lead your own project, we can help connect you with available property or other potential investors.



NEXT STEPS & RESOURCES

Investing in our Opportunity Zone provides significant advantages. To make the most of your investment, there may be other economic development incentives and tools available such as the following:

- Enhanced Enterprise Zones
- Historic tax credits
- Tax increment financing
- Property tax abatement
- Chapter 100 industrial bonds

For more information about local investment opportunities, visit poplarbluffchamber.org



NEXT STEPS & RESOURCES



We are seeking investors and developers to help build our community by taking advantage of our Opportunity Zone.

Whether you are seeking a project in which to invest, have your own project idea or just have questions, please contact us:

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