

GOING LOCAL:

BRINGING THE MESSAGE OF EB-5 TO THE PEOPLE IT IMPACTS THE MOST



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Over the last two and a half years, most of the conversations within the EB-5 Regional Center industry have centered around advocacy for reform and reauthorization, in one form or another, of the EB-5 Program. This has largely been big picture conversations on Capitol Hill, at EB-5 industry conferences, and in the national media, discussing the Program's impact on the country and ways to reform it to make it stronger and more sustainable for the future. What is sometimes lost in these important interactions, however, are the many economic development success stories at the regional and local levels and that go beyond the headlines.

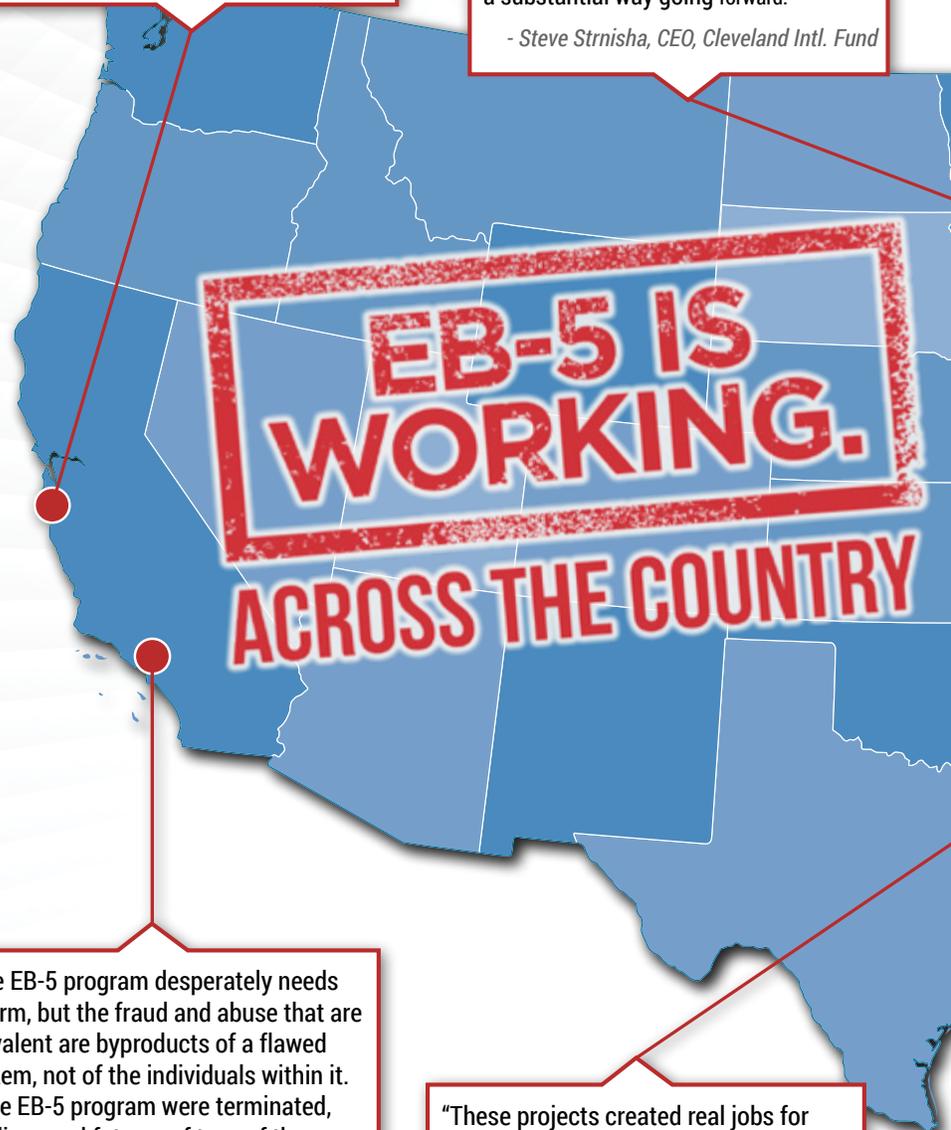
IIUSA set out to improve the perception of the EB-5 program through a comprehensive public relations strategy that targets local and regional audiences. The strategy seeks to reach the communities that are positively affected by EB-5 economic development through opinions pieces, op-eds, and letters to the editor. This approach allows the author to cut through the noise surrounding the larger conversations around EB-5, and get down to the facts: EB-5 is creating jobs, driving development, and

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- Michael Halloran, Founder & CEO, NES Financial

"EB-5 has created jobs and helped to finance major projects in Cleveland without costing taxpayers. Such a program has a legitimate place in U.S immigration and economic development policy, and it can continue to help Cleveland in a substantial way going forward."

- Steve Strnisha, CEO, Cleveland Intl. Fund



"The EB-5 program desperately needs reform, but the fraud and abuse that are prevalent are byproducts of a flawed system, not of the individuals within it. If the EB-5 program were terminated, the lives and futures of tens of thousands of innocent immigrants would be jeopardized."

- Wilson Ye, Student in Los Angeles

"These projects created real jobs for real people, in the heart of Dallas. And given the near-total lack of liquidity that prevailed immediately after the financial crisis, the projects would have been difficult – to put it mildly – absent low-cost EB-5 capital."

- Dan Healy, Founder & CEO, Civitas Capital

“Congress must act quickly to save the EB-5 program, the golden goose that has encouraged foreign investors to plow hundreds of millions into major development projects in Cleveland, such as the Flats East Bank housing, retail and entertainment district. Altogether, it’s meant an estimated \$225 million in Cleveland investments. That’s a program worth preserving.”

- Editorial Board - Cleveland Plain Dealer

“Without things like EB-5 money, a lot of the projects don’t get done. So, some will say, so be it, so a developer does not make a lot of money. Just remember: Every project that’s built, think of the jobs that come with it. That’s what you have to relate: Jobs is what it’s all about.”

- Jon Hanson, Chairman, Hampshire Cos.

“Through EB-5, my company has helped end “food deserts” in Washington, D.C., financed hotels to support a growing international airport, and invested in new retail, residential and senior living facilities that have helped restore abandoned historic properties and revitalize long-neglected neighborhoods.”

- Angel Brunner, Founder & President, EB5 Capital

“These investments drive economic growth and job creation in the U.S. at no cost to taxpayers. This kind of smart government policy should be preserved and unless Congress renews the program before it expires at the end of this month, this successful job creation tool could be damaged—or disappear altogether.”

- Thomas J. Donahue, President & CEO, U.S. Chamber of Commerce

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- Leon Rodriguez, Partner, Seyfarth Shaw – Washington Examiner (Washington, DC)

boosting local economies – all at no cost to the taxpayer. And most importantly, this message is reaching the people who see the success of EB-5 in their everyday lives and may not even know the Program exists to serve their communities.

To amplify this messaging, IIUSA leverages its social media and digital communications to further spread the content through engagement on these platforms with our members, other EB-5 stakeholders, and the general public. Additionally, IIUSA closely monitors all media coverage of EB-5 and gives this same treatment to others who felt compelled to spread the positive message of the Program through their own opinion pieces and op-eds. Most importantly, these articles help correct the unfair characterizations of the Program and illustrate how it continues to provide economic assistance to the communities that need it most.

Below is a map that highlights some of these opinion articles and op-eds. They span the country both geographically and in size of the community they were targeted at, just like EB-5 projects. Some of these were inspired by the help of IIUSA and its public relations consultants, while others were self-driven and not affiliated with IIUSA. They include an opinion piece about the transformative work EB-5 has done in downtown Dallas, a letter to the editor about the past and potential development EB-5 brings to Cleveland, an opinion from a New Jersey developer calling for reform but highlighting the indispensable job creation of the Program, and a California college student coming to the defense of the Program and its investors, just to name a few.

Our work is not finished: With another sunset date approaching on September 30th, there is still time and reason to continue to spread our message. If you are interested in authoring an op-ed in your local media publications, contact Associate Director of Advocacy, Ashley Sanislo Casey, at ashley.casey@iiousa.org. IIUSA staff and consultants can assist in drafting and placing a piece that will help you do your part to advocate in your community.

To follow the many EB-5 success stories, op-eds, and opinion articles highlighted by IIUSA, follow us on Twitter @EB5IIUSA or on LinkedIn at www.linkedin.com/company/association-to-invest-in-the-usa-iiusa ■