Governing.com: How Communities Can Benefit from Amazon’s Great Data Caper

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Rob Lalka, professor of practice and executive director of the Freeman School's Lepage Center for Entrepreneurship and Innovation, contributed an op-ed to Governing.com about how cities can use data originally prepared for Amazon as part of the retailer's 2018 headquarters sweepstakes to support and promote the development of Opportunity Zones.

> Think about what the $3.5 billion that Cleveland offered to Amazon could have meant for small businesses and other local priorities. For that sum, the city could have made equity investments, provided low-interest loans or even given straight-up grants of over $6,500 to every single new business in the *entire state of Ohio* on a yearly basis for the next quarter

century.

To read the article in its entirety, visit governing.com:

https://www.governing.com/finance/How-Communities-Can-Benefit-from-Amazons-Great-Data-Caper-opinion.html