



# CDFI Certification: Customized Investment Areas

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COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS FUND

[www.cdfifund.gov](http://www.cdfifund.gov)

# Overview of Investment Areas



## CDFI Certification Target Market Requirements

A Certified CDFI must:

- Serve at least **one** eligible CDFI Certification Target Market component through its **financing activity**;
- Demonstrate compliance with Target Market **activity benchmark levels** for its **most recently completed fiscal year**

# Presentation Overview



## Overview of Investment Areas

Investment Area Geographies

Financing Activity Thresholds for Customized Investment Areas

Certification Application Components for Customized Investment Areas

Recap of Relevant Information

CDFI Certification Resources

# Overview of Investment Areas



## Target Market Component Types:

### Investment Areas

- Investment Area – Prequalified
- Investment Area – Customized
- Investment Area – Non-Metro Customized Census Tracts
- Investment – Non-Metro Customized Counties/Parishes

### Targeted Populations

- Low-Income Targeted Population
- Other Targeted Population – African American.
- Other Targeted Population – Hispanic.
- Other Targeted Population – Native American.
- Other Targeted Population – Native Alaskan.
- Other Targeted Population – Native Hawaiian.
- Other Targeted Population – Other Pacific Islander.
- Other Targeted Population – Filipino.
- Other Targeted Population – Vietnamese.
- Other Targeted Population – Persons with Disabilities.
- Other Targeted Population – Certified CDFIs.

# Overview of Investment Areas



## Target Market Component Types:

### Investment Areas

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- Other Targeted Population – Certified CDFIs.

# Overview of Investment Areas



## Investment Area Geographies:

### Economic Distress Criteria

- Poverty Rate > 20%;
- Median Family Income (MFI)  $\leq$  80%;
- Unemployment Rate 1.5 Times the National Average;
- Population Loss; or
- Wholly Located within an Empowerment Zone or Enterprise Community.

# Presentation Overview



Overview of Investment Areas

**Investment Area Geographies**

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# Investment Area Geographies



## Investment Area – Prequalified

Inclusive of Any Qualified Census Tracts within the U.S or Its Territories;

Consists Only of Qualified Census Tracts.



## Customized Investment Area

Contiguous Mix of Qualified and Non-Qualified Census Tracts;

> 85% of Population Resides in Qualified Census Tracts.



## Non-Metro Customized Investment Area

Either Contiguous Census Tracts or Contiguous Counties/Parishes;

> 85% of Population Resides in Qualified Census Tracts or counties;

All units designated as “Non-Metro”.

# Investment Area Geographies - Notes



## Notes on Investment Area Types:

- CDFIs are eligible to serve an IA-Preq, CIA, and Non-Metro CIA at one time.
- Census tracts in one CIA cannot be part of another CIA.
- CIMS Maps must be comprised of census tracts.

# Presentation Overview



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Investment Area Geographies

**Financing Activity Thresholds for Customized Investment Areas**

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# Financing Activity Thresholds



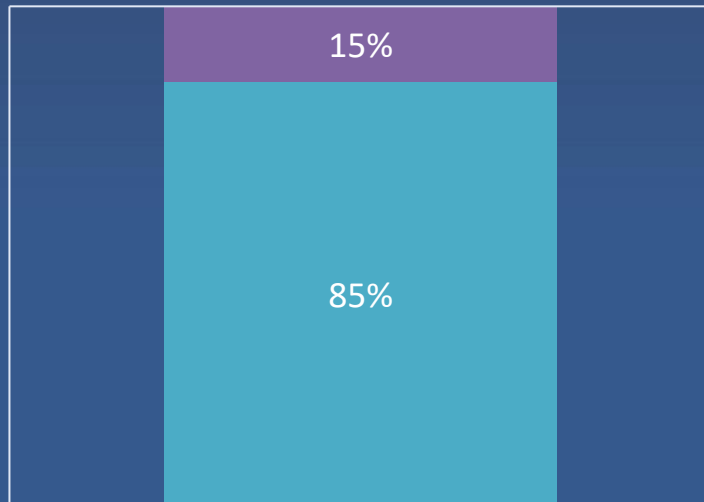
- **Target Market Activity Benchmark:**
  - 60% of the number and dollar volume of financing activity → CDFI Cert Target Market.
- **Investment Area Activity Thresholds**
  - Customized Investment Area
  - Non-Metro Customized Investment Area

# Financing Activity Thresholds – CIA



- Non-Qualified Census Tracts
- Qualified Census Tracts

## CIA-DIRECTED ACTIVITY



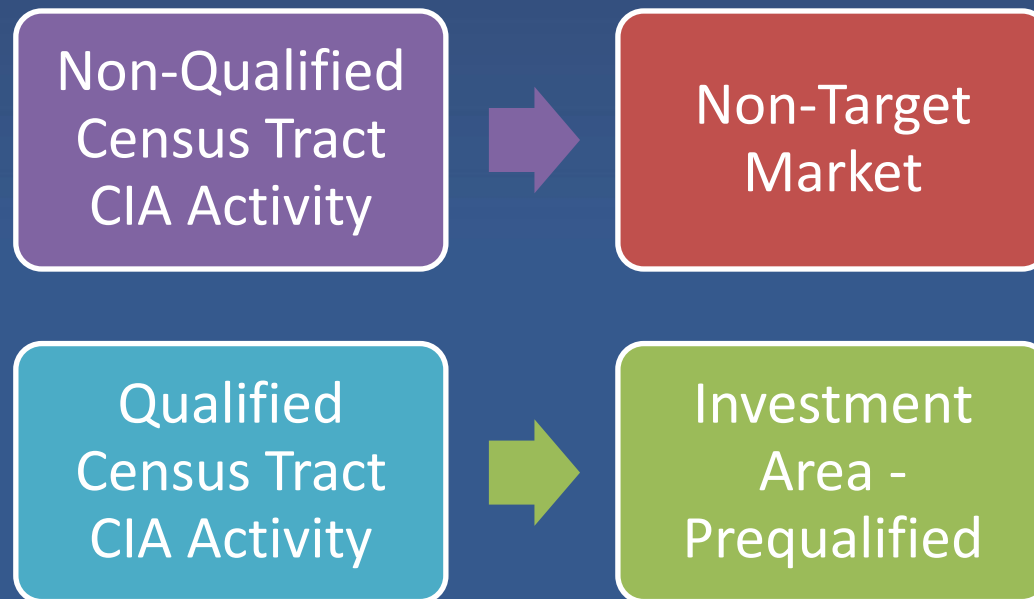
## Customized Investment Area (CIA)

- When 85% of the number and dollar volume of financing activity is **directed** qualified census tracts within the CIA geography;
- Then, all CIA-directed activity **can count** for CDFI Cert Target Market.

# Financing Activity Thresholds – CIA



## What Happens if the CIA Activity Threshold is Not Met?



# Financing Activity Thresholds – NM-CIA



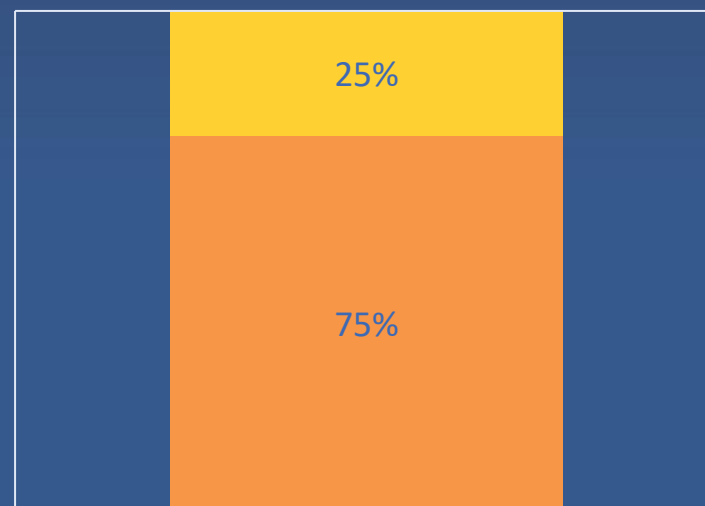
Prior to October 1, 2027...

## Non-Metro Customized Investment Area (NM-CIA)

- When 75% of the number and dollar volume of financing activity is **directed** qualified non-metro census tracts within the NM-CIA geography;
- Then, all NM-CIA-directed activity **can count** as Target Market.

- Non-Qualified NM Census Tracts
- Qualified NM Census Tracts

### NM-CIA-DIRECTED ACTIVITY



# Financing Activity Thresholds – NM-CIA



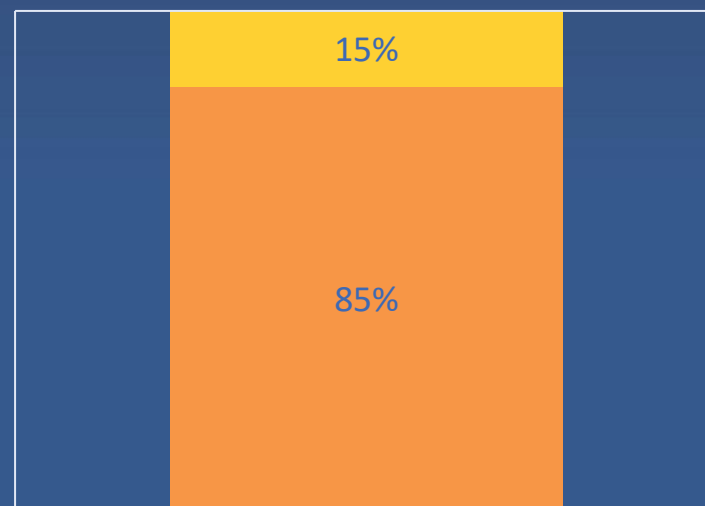
After October 1, 2027...

## Non-Metro Customized Investment Area (NM-CIA)

- When 85% of the number and dollar volume of financing activity → qualified non-metro census tracts within the NM-CIA geography;
- Then, all NM-CIA-directed activity → Target Market.

- Non-Qualified NM Census Tracts
- Qualified NM Census Tracts

### NM-CIA-DIRECTED ACTIVITY



# Financing Activity Thresholds – NM-CIA



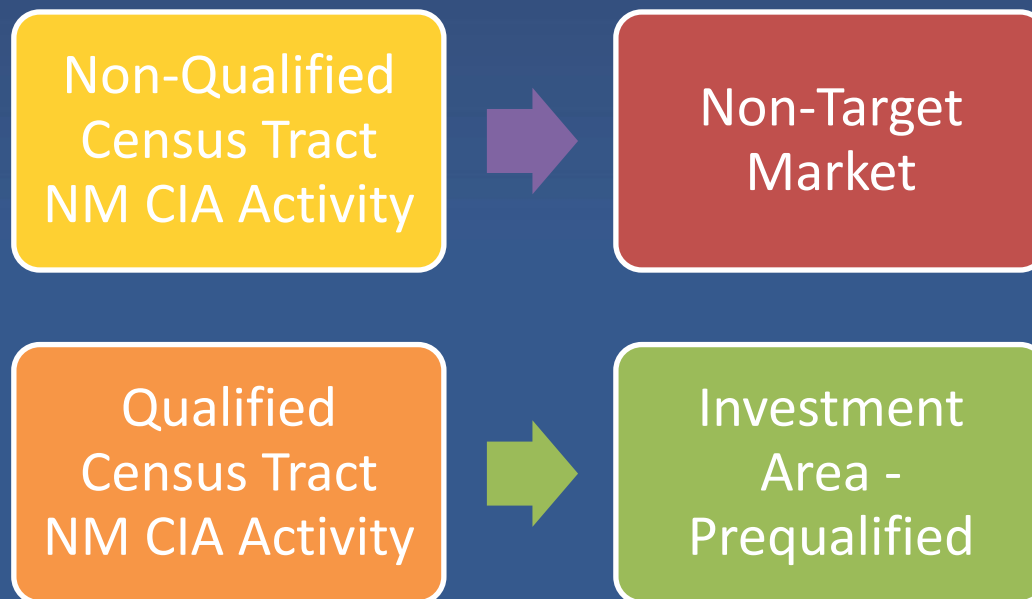
## Non-Metro Customized Investment Area (NM-CIA)

- NM-CIA comprised of counties/parishes are eligible Investment Area geographies;
  - The IA activity threshold is always assessed at the census tract level.
  - Any non-metro county/parish is fully comprised of non-metro census tracts.

# Financing Activity Thresholds – NM-CIA



## What Happens if the NM-CIA Activity Threshold is Not Met?



# Financing Activity Thresholds - Notes



## Investment Area Activity Thresholds

- CDFIs may have multiple CIAs or NM-CIAs:
  - Each CIA or NM-CIA must meet the activity threshold.
- Financial Services Option is eligible for any IA type:
  - Unique Depository Account Holders in CIA or NM-CIA must also meet the activity threshold
- Each transaction count toward only one Target Market:
  - When activity thresholds not met → re-designate.

# Financing Activity Thresholds - Notes



## Investment Area Activity Thresholds

- IA Activity Thresholds  $\neq$  60% Target Market Activity Benchmark

# Presentation Overview



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Financing Activity Thresholds for Customized Investment Areas

**Certification Application Components for Customized Investment Areas**

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CDFI Certification Resources

# Investment Area Application Components



1. CDFI Certification Market Records
2. CDFI Information Mapping System (CIMS) Map
3. Transaction Level Report (TLR) & Target Market Calculator (TMC)

# Investment Area Application Components: AMIS



## CDFI Certification Market Records for Investment Areas

- AMIS; and
- Follow a Naming Convention.

# Investment Area Application Components: AMIS



## CDFI Certification Market Record Naming Convention

- Target Market type
- Number
  - Format: **Target Market type\_#**
  - EX: “NM-CIA\_1”

# Investment Area Application Components: AMIS



## Technical Walkthrough

# Investment Area Application Components: AMIS



Organization  
**Test Applicant Org 03**

Edit

New Note

Change Owner

▼

Type

Phone  
(123) 456-1234

Website

Organization Owner  
 System Administrato...

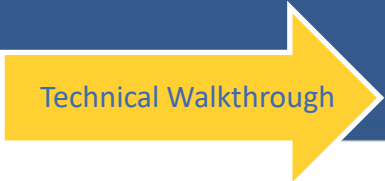
Details

Related

Org Related Attachments (0)

Notes & Attachments (0)

Upload Files



# Investment Area Application Components: AMIS



 CDFI Certification Markets (4)

New

Market Name	Market Type	Status	
<a href="#">Test Blah</a>	Native American CDFI designation - Native C...	In progress	▼
<a href="#">Test - 6-21-24</a>	Other Targeted Population - African American	In progress	▼
<a href="#">Test - 6-21-24</a>	Other Targeted Population - African American	Proposed	▼
<a href="#">TM01</a>	LITP	Approved	▼
<a href="#">View All</a>			



# Investment Area Application Components: AMIS




## New CDFI Certification Market: CDFI Certification

\* = Required Information

### Information

\* Market Name

\* Organization

 Test Applicant Org 01 ×

\* Record Purpose

CDFI Certification - own certification ▼

[View all dependencies](#)

\* Market Type

--None-- ▼

[View all dependencies](#)

Entity subject to Collective Review ⓘ

Search Organizations... 🔍

Cancel

Save & New

Save

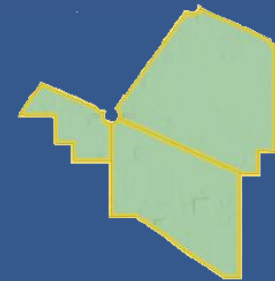
Technical Walkthrough

# Investment Area Application Components: CIMS



## CIMS Maps for Investment Areas

- Requirement for Customized Investment Areas and Non-Metro Customized Investment Areas;
- 2016 – 2020 American Community Survey (ACS) Dataset;
- Qualified Census Tracts - Green; and
- CIMS Validates Contiguity & 85% Resident Levels in Census Tracts



# Investment Area Application Components: CIMS



## CIMS Map Naming Convention

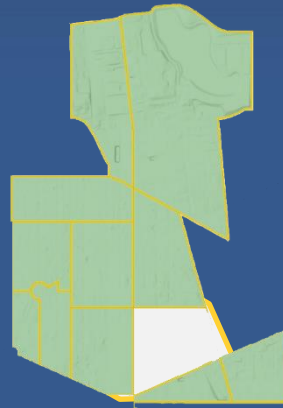
- CIMS Map = CDFI Certification Market Name
  - EX: “NM-CIA\_1” in AMIS → “NM-CIA\_1” in CIMS.

# Investment Area Application Components: CIMS



## Customized Investment Area CIMS Map Guidance

- CIA → Maps Comprised of Census Tracts;



# Investment Area Application Components: CIMS



## Non-Metro Customized Investment Areas CIMS Map Guidance

- NM-CIA of CTs → Maps Comprised of Census Tracts;
- NM-CIA of C/Ps → Maps Comprised of ALL Census Tracts within Counties/Parishes; and
- 2016 – 2020 ACS Dataset to Determine Non-Metro status.

# Investment Area Application Components: CIMS



## Technical Walkthrough

# Investment Area Application Components: CIMS



Organization  
**Test Applicant Org 03**

Edit

New Note

Change Owner

▼

Type

Phone  
(123) 456-1234

Website

Organization Owner  
 System Administrator...

Details

Related

Org Related Attachments (0)

Notes & Attachments (0)

Upload Files



# Investment Area Application Components: CIMS

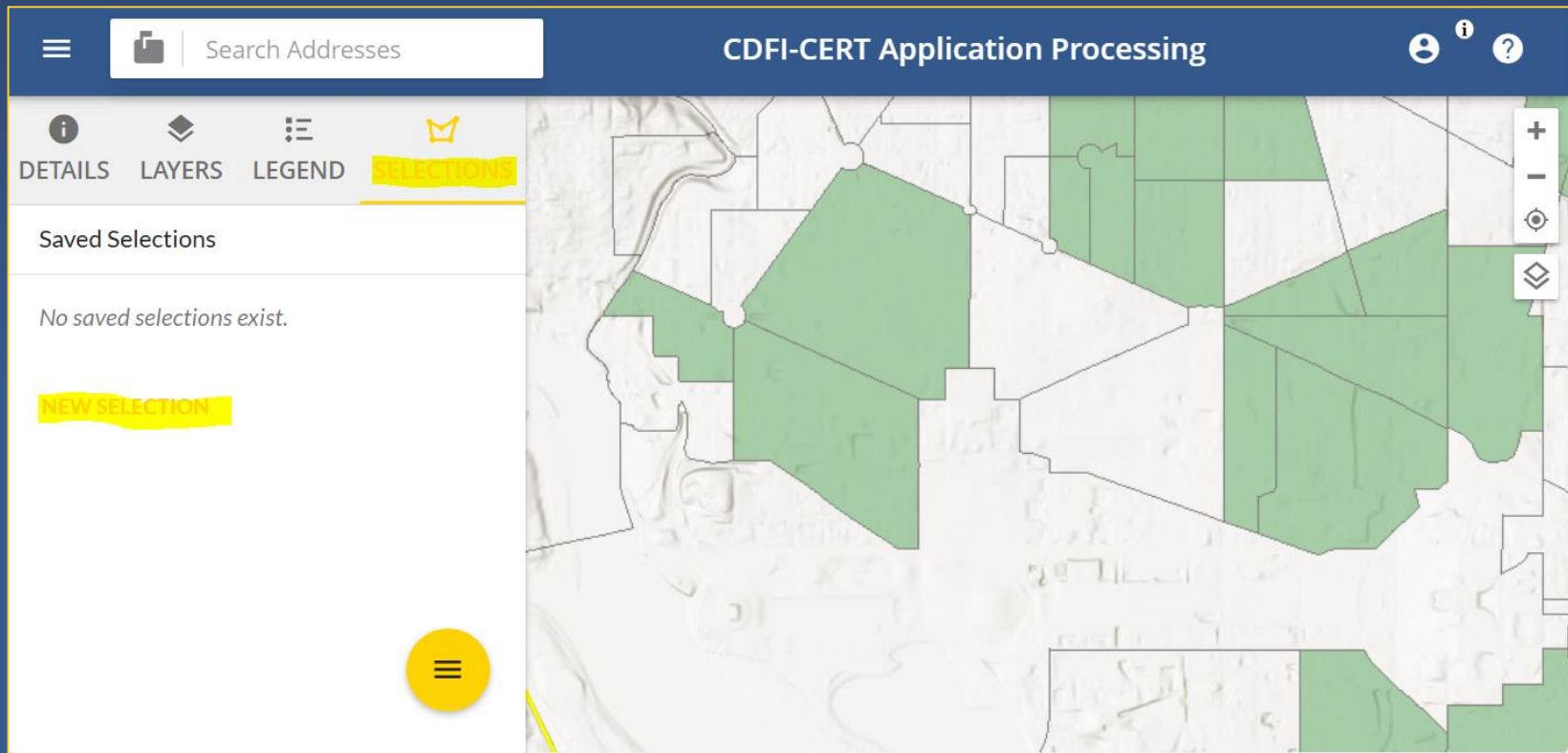


## Program Profiles (6+)

Record Type	Program Profile Name	CIMS Mapping Tool	
ERP	P-181810	CIMS for ERP	▼
CDE-CERT	P-084715	CIMS for CDE-CERT	▼
CDFI-NACA	P-084716	CIMS for CDFI-NACA	▼
CMF	P-084717	CIMS for CMF	▼
BEA	P-084718	CIMS for BEA	▼
CDFI-CERT	P-084719	CIMS for CDFI-CERT	▼
			<a href="#">View All</a>

Technical Walkthrough

# Investment Area Application Components: CIMS



Technical Walkthrough

# Investment Area Application Components: CIMS



**CDFI-CERT Application Processing**

Search Addresses

DETAILS LAYERS LEGEND **SELECTIONS**

← New Selection 7/10/2025, 12:44:45 AM

No entities have been selected.

CANCEL SAVE

Technical Walkthrough

# Investment Area Application Components: CIMS



**CDFI-CERT Application Processing**

Search Addresses

**DETAILS LAYERS LEGEND SELECTIONS**

- ☐ 2010 CDFI Tract - All
- ☐ 2015 CDFI Tract - All
- ☒ 2020 CDFI Tract - Default
- ☐ 2010 IA Eligible Native Area - No ...
- ☐ Congressional District - No Labels
- ☐ 2010 County - No Labels
- ☐ 2015 County - No Labels
- ☒ 2020 County
- ☐ State

Map showing CDFI-CERT Application Processing areas. The map displays various green-shaded regions representing CDFI tracts and counties. The interface includes a search bar, a layer selection panel, and map navigation controls.

Technical Walkthrough

# Investment Area Application Components: CIMS



**CDFI-CERT Application Processing**

Search Addresses

**DETAILS LAYERS LEGEND SELECTIONS**

- ☐ 2010 CDFI Tract - All
- ☐ 2015 CDFI Tract - All
- ☒ 2020 CDFI Tract - Default
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- ☐ Congressional District - No Labels
- ☐ 2010 County - No Labels
- ☐ 2015 County - No Labels
- ☒ 2020 County
- ☐ State

Map interface showing a geographical area with green shaded regions. Map controls include zoom in (+), zoom out (-), full screen, and layer management. A context menu is open over the map with options: Add, Subtract, and Replace.

Technical Walkthrough

# Investment Area Application Components: CIMS



**CDFI-CERT Application Processing**

Search Addresses

DETAILS **LAYERS** LEGEND SELECTIONS

- ☐ 2010 CDFI Tract - All
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- ☒ 2020 County
- ☐ State

Map showing investment areas with green shading and yellow outlines. Map controls include zoom in (+), zoom out (-), full screen, and layer selection.

Technical Walkthrough

# Investment Area Application Components: CIMS



Search Addresses

CDFI-CERT Application Processing

i

?

DETAILS

LAYERS

LEGEND

SELECTIONS

←

New Selection 7/10/2025,  
12:57:10 AM

⋮

2020 CDFI Tract (21)

▼

CANCEL

SAVE

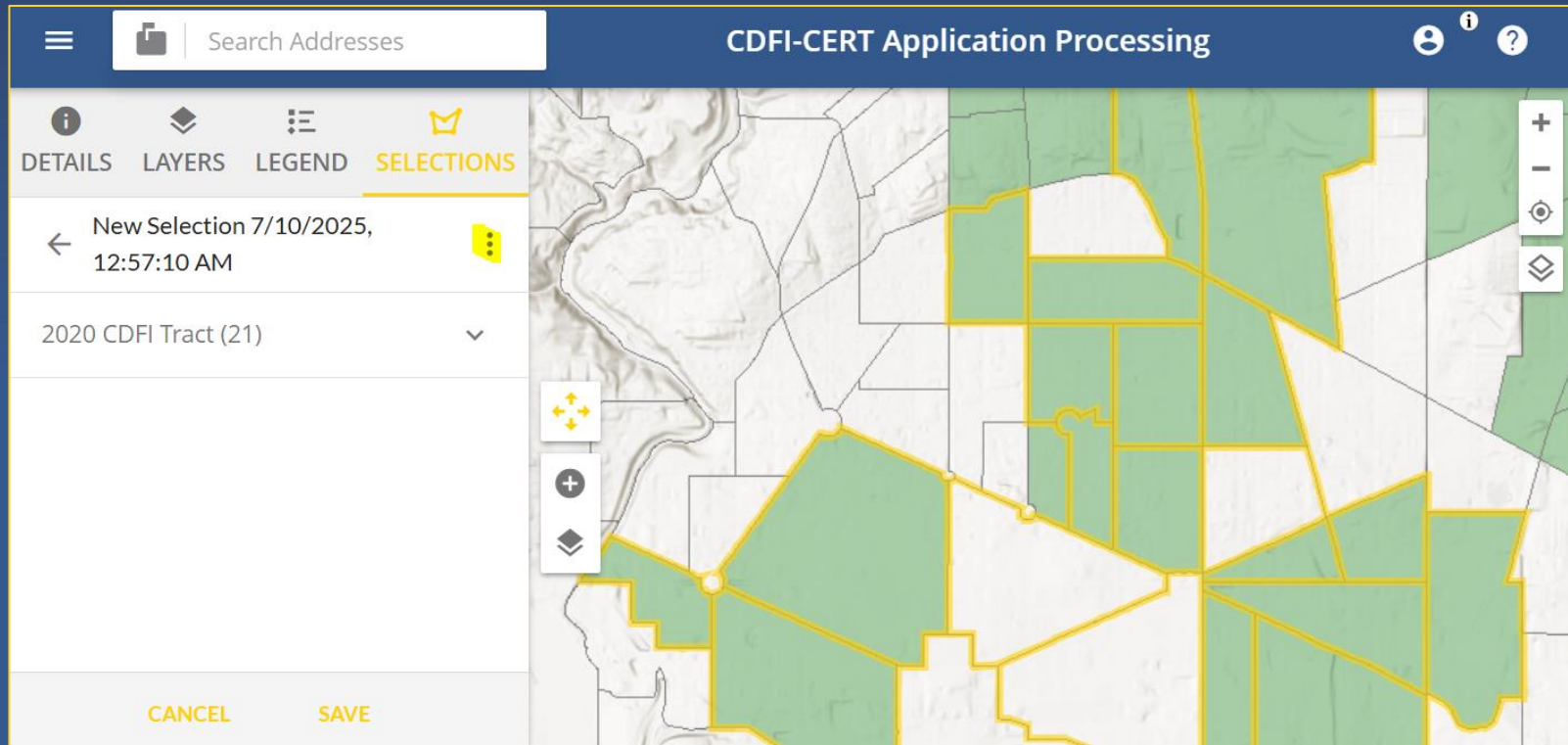
+

+

+

Technical Walkthrough

# Investment Area Application Components: CIMS



Technical Walkthrough

# Investment Area Application Components: CIMS



A screenshot of the CDFI-CERT Application Processing web application. The interface has a dark blue header with the title "CDFI-CERT Application Processing" and user icons. Below the header is a light blue sidebar with tabs for "DETAILS", "LAYERS", "LEGEND", and "SELECTIONS". The "SELECTIONS" tab is active, showing a list of "Saved Selections" and a "NEW SELECTION" section with a yellow highlight on "CIA\_1". The main area is a map with green and white regions. A search bar at the top left contains the text "Search Addresses".

Technical Walkthrough

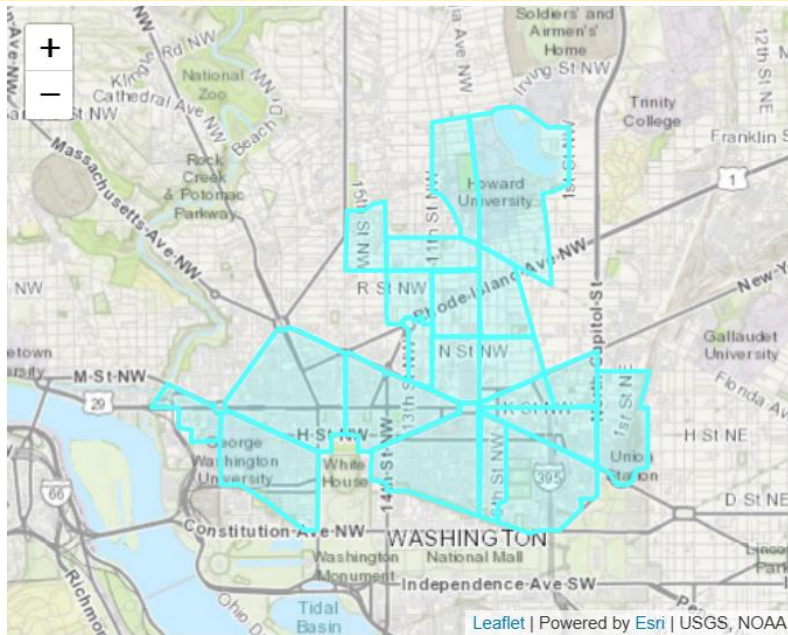
# Investment Area Application Components: CIMS



The screenshot displays the CDFI-CERT Application Processing web application. The interface includes a top navigation bar with a search bar labeled "Search Addresses" and the title "CDFI-CERT Application Processing". Below the navigation bar, there are tabs for "DETAILS", "LAYERS", "LEGEND", and "SELECTIONS". The "SELECTIONS" tab is active, showing a list of "Saved Selections" with a "NEW SELECTION" button and a selection named "CIA\_1". A context menu is open over a green area on the map, listing the following actions: "Validate 2020 Target Market" (highlighted in yellow), "Validate 2015 Target Market", "Validate Native Areas", "Validate 2010 County Eligibility", "Validate 2015 County Eligibility", "Rename", and "Delete". The map itself shows a geographical area with green and white regions, and a yellow circle is visible on the left side of the map.

Technical Walkthrough

# Investment Area Application Components: CIMS



Total Selected Geographies: 21

Results of Target Market Eligibility:

- The tracts are contiguous.
- Population: 66,074
- At least 85% of the total population is in qualified tracts.

**Qualified**

[Print Report](#)

Technical Walkthrough

# Investment Area Application Components: TLR & TMC



## Customized Investment Area TLR/TMC Guidance

- Designated Target Market Type

# Investment Area Application Components: TLR & TMC



## Technical Walkthrough

# Investment Area Application Components: TLR & TMC



## TLR – Manual/User Interface Method

**Organization Information**

Organization Name Test Applicant Org 03TLR Submission Year --None--

**Transaction Profile**

Date Originated [ 7/10/2025 ]Original Loan/Investment Amount

Purpose --None--Climate-Focused Purpose --None--

Transaction Type --None--Loan Status ACTIVE

Originator Transaction IDInterest Rate

PointsOrigination Fees

Equity-Like Features --None--Forgivable Loan --None--

**Impacts-IA, LITP and OTP**

Other Targeted Populations NADesc. of Other Approved OTP - Targeted

LITP End Users NAOPT End Users NA

Desc. of Other Approved OTP-End Users

IA End Users NADesignated Target Market Type --None--


SaveSave and NewCancel



Technical Walkthrough


# Investment Area Application Components: TLR & TMC



## TLR – Bulk Upload Method



 TestUser Org02AR01

[Home](#) [Organizations](#) [Allocations](#) [Contacts](#) [Service Areas](#) [Service Requests](#) [Awards](#) [Reporting Schedule](#) [More](#) 

### Organization

Organization Name: Test Applicant Org 02 [Change Organization](#)

[Certify CDFI TLR](#) Fiscal Year to Certify-CDFI: 2023

[Calculate Target Market Data](#) Fiscal Year to Calculate Target Market Data:

### Import/Export Guidance

[CDFI Import/Export Guidance](#)

### TLR Data Export Template

▼ CDFI CSV

[New\\_CDFI\\_TLR\\_Project\\_August\\_2020.csv](#)[New\\_CDFI\\_TLR\\_Address\\_August\\_2020.csv](#)[New\\_Consumer\\_Loans\\_Investments\\_Originated\\_August\\_2020.csv](#)[New\\_GEOCODING\\_Address.csv](#)[New\\_Financial\\_Service.csv](#)[New\\_Abbreviated\\_TLR.csv](#)

▼ CDFI XML

[CDFI\\_TLR\\_Xml\\_Schema.xsd](#)[Abbreviated\\_TLR\\_Xml\\_Schema.xsd](#)[Consumer\\_Loans\\_Investments\\_Originated.xsd](#)[Financial\\_Service\\_Xml\\_Schema.xsd](#)

Technical Walkthrough

# Investment Area Application Components: TLR & TMC



## Target Market Calculator

A screenshot of the CDFI Fund Target Market Calculator web application. The interface has a dark blue header with the CDFI Fund logo on the left, a search bar, and a user profile "TestUser Org02AR01" on the right. Below the header is a navigation menu with links: Home, Organizations, Allocations, Contacts, Service Areas, Service Requests, Awards, Reporting Schedule, and More. The main content area is titled "Organization" and contains a form. The form has a section for "Organization Name: Test Applicant Org 02" with a "Change Organization" button. Below this is a section for "Calculate CDFI TLR" and "Fiscal Year to Calculate CDFI TLR: 2023". At the bottom of the form, there is a red-bordered box containing a "Calculate Target Market Data" button and a "Fiscal Year to Calculate Target Market Data:" label followed by an empty input field.

Organization

Organization Name: Test Applicant Org 02 [Change Organization](#)

[Calculate CDFI TLR](#) Fiscal Year to Calculate CDFI TLR: 2023

[Calculate Target Market Data](#) Fiscal Year to Calculate Target Market Data:

Technical Walkthrough

# Investment Area Application Components: TLR & TMC



## Target Market Calculator

### Target Market Calculation Results in Fiscal Year 2023 for Test Applicant Org 02

#### ▼ Threshold Results

##### Has the Target Market Threshold been reached? Yes

The Target Market Amount Threshold is: 60.000%

The Target Market Count Threshold is: 60.000%

##### Has the Designated Native Threshold been reached? No

The Designated Native Amount Threshold is: 50.000%

The Designated Native Count Threshold is: 50.000%

#### ▼ Single Fiscal Year Threshold PASS

Target Market Data has been calculated for fiscal year 2023.

Target Market Qualified Amount is: \$12000

The Target Market Qualified Count is: 12

The Target Market Total Amount is: \$13000

The Target Market Total Count is: 13

The Target Market Amount Percentage is: 92.308%

The Target Market Count Percentage is: 92.308%

#### ▶ Rolling Average Threshold PASS

#### ▶ Affiliate Organization Threshold PASS

#### ▶ Non-Metro Threshold PASS

#### ▶ Customized Investment Area Threshold PASS

#### ▶ Designated Native Area Threshold FAIL

Close Window

Technical Walkthrough

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# Investment Area Review



## Investment Area - Prequalified

### Geography Requirements:

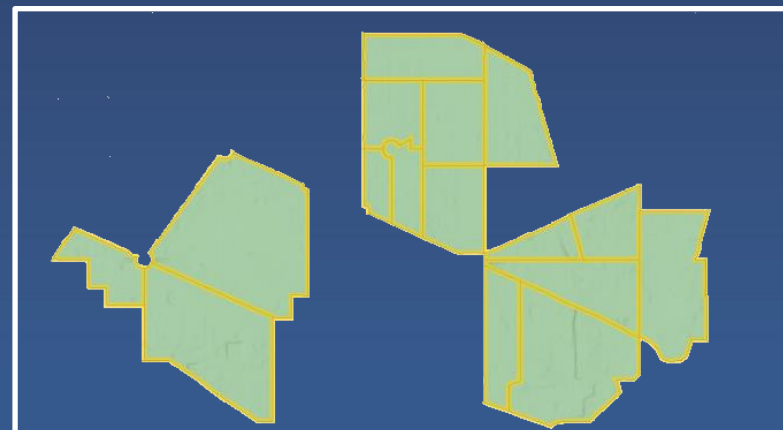
- Any Qualified Census Tract in the U.S & Territories

### Activity Requirements:

- Any Transaction Directed to a Qualified Census Tract

### Application Components:

- CDFI Certification Market Record in AMIS
- Designated Target Market Type in TLR



# Investment Area Review



## Customized Investment Area

### Geography Requirements:

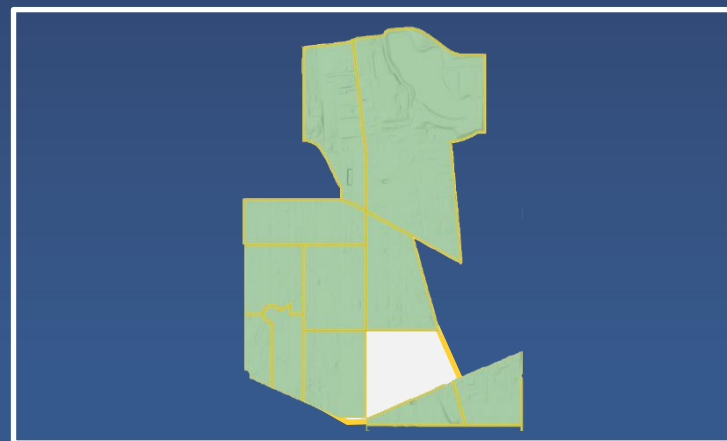
- Contiguous Mix of Qualified and Non-Qualified Census Tracts;
- 85% of Population Resides in Qualified Census Tracts.

### Activity Requirements:

- When Qualified Census Tracts Activity  $\geq 85\%$ , All CIA Activity counts for Target Market Benchmark Assessment.

### Application Components:

- CDFI Certification Market Record in AMIS;
- CIMS Map;
- Designated Target Market Type in TLR.



# Investment Area Review



## Non-Metro Customized Investment Area

### Geography Requirements:

- Contiguous Mix of Qualified and Non-Qualified Non-Metro Census Tracts; or
- Contiguous Non-Metro Counties/Parishes; and
- 85% of Population Resides in Qualified Census Tracts or Counties.

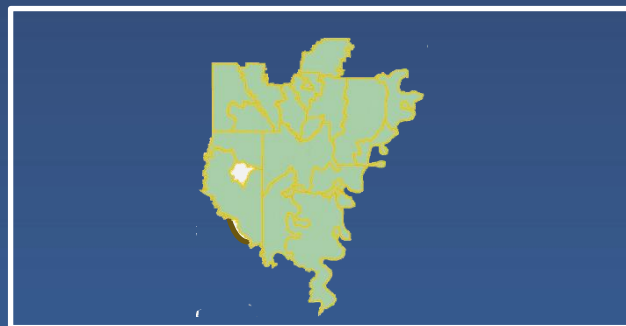
### Activity Requirements:

- (Prior to 2027) When Activity in Qualified Census Tracts  $\geq 75\%$ , All NM-CIA Activity counts for Target Market Benchmark Assessment.

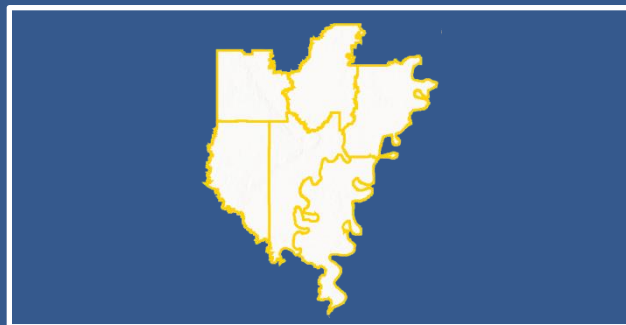
### Application Components:

- CDFI Certification Market Record in AMIS;
- CIMS Map;
- Designated Target Market Type in TLR.

### Non-Metro CIA of Census Tracts



### Non-Metro CIA of Counties/Parishes



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**CDFI Certification Resources**

# CDFI Re-Certification Resources



## *Contact Information*

- CDFI Certification: Send an AMIS Service Request to Office of Certification Policy and Evaluation (OCPE)
- ACR or TLR: Send an email to [cdfi-financialstrategiesandresearch@cdfi.treas.gov](mailto:cdfi-financialstrategiesandresearch@cdfi.treas.gov) or AMIS Service Request to Financial Strategies and Research (FS&R) unit
- Detailed CDFI Certification Guidance Information: Check out <https://www.cdfifund.gov/programs-training/certification/cdfi/apply-step> for regularly updated information.

# CDFI Certification Resources



## *CDFI Certification Webinar Schedule*

Date	Time	Presentation Topic
July 24, 2025	3:00-4:15 PM ET	Affiliates

# CDFI Cert. Additional Information



This concludes the presentation.

Thank you for participating!