



# A PATH **FORWARD**





**Louisville**  
Urban League

# THE MOVEMENT

The National Urban League has more than 100 Urban League Affiliates providing direct services that impact and improve the lives of millions of people nationwide.

# THE MISSION

The Louisville Urban League assists Black people and other marginalized populations in attaining social and economic equality through direct services and advocacy.

# THE WORK

Jobs | Justice | Education | Health | Housing



Louisville  
Urban League

**A PATH FORWARD**

**June 1, 2020**

*For the group of Black leaders struggling with how to address the stress of the pandemic and outrage over the death of Breonna Taylor, everything changed on June 1. That was the day after David McAtee was killed.*

*We knew things went wrong in the killing of Breonna, but months later we were still fighting for information, trying to put all the pieces together. David McAtee was different. We knew instantly there was no reason for him not to be here. His death felt like a kick in the teeth to a community already on our knees.*

*That day, our rage and frustration became laser focused and 18 days later, A Path Forward for Louisville was delivered.*

Learn more about the Path at [apathforward4lou.org](https://apathforward4lou.org)



Louisville  
Urban League

A PATH **FORWARD**

# JUSTICE

- Wrote 11 Suggestions for JCPS' ARP Funding including retired teachers returning which has been enacted.
- Advocated for stipends for CHOICE school staff.
- Working with organizations across the city and state to work on policy initiatives important to the community being served by the PATH like collaborating on the Amnesty Day initiatives being led by ACLU, BLM, Bail Project and others.
- Hosting forums to engage community like Mayoral Forum and JCPS Student Assignment Plan Kick-Off Meeting
- Worked with community partners to improve the eviction court process making it more equitable for renters



Louisville  
Urban League

**A PATH FORWARD**

# **JUSTICE**



- Created a policy office to conduct policy research and analyze local, state, and national policies
- In the last General Assembly, advocated for and received Governor's veto on SB163 which would have banned formerly incarcerated citizens from ever receiving state educational funding



Louisville  
Urban League

**A PATH FORWARD**

# ***EDUCATION***

- Funded 10 education organizations with practices in place to close the achievement gap.
- Focusing support on Simmons College of KY and Evolve502
- Held first education retreat. Invited Evolve 502 and other education leaders across Louisville and special guest Geoffrey Canada.
- LUL is preparing to scale a model of combining local, culturally competent social-emotional programming with intensive tutoring provided through existing, proven national models.
- Funding raised will be used to fund PATH OST providers engaging in this intensive tutoring service with socioemotional support model.
- Currently piloting the approach of math and reading intensive tutoring while also accessing college tours, photojournalism, martial arts training, and more.



Louisville  
Urban League

**A PATH FORWARD**

# **HEALTH**

- A Path Forward has partnered with Begin To Talk, LLC to focus on mental health to form an advisory board, led by Elishia Durrett Johnson, of professionals in the area tasked with planning reoccurring community-wide mental health events.
- The Mental Health Advisory Board includes: Elishia Durrett Johnson, MEd; Steven Kniffley, PhD; Darlene Davis Goodwine, PhD, LP, LCADC; Felicia Smith, PhD; Anita Barbee, PhD; Cassandra Gray, LMFC, LCADC; Chauweda Smith, LCSW; Lauren Muir, LPCC-S
- Hosted multiple community mental health events targeted to various communities (youth, parents, LGBTQ, etc) and focused on healing from trauma



Elishia Durrett  
Johnson, MEd



Felicia Smith, PhD



Steven Kniffley, PhD



Darlene Davis Goodwine,  
PhD, LP, LCADC



Cassandra Gray,  
LMFC, LCADC



Anita Barbee, PhD



Chauweda Smith, LCSW



Lauren Muir, LPCC-S



Louisville  
Urban League

A PATH **FORWARD**

# HOUSING

- We have partnered with organizations focused on building and renovating affordable housing. These organizations are providing affordable rentals and a pathway to homeownership.
- These properties are rented to households with incomes at or below 50% of Area Median Income (AMI), as determined annually by HUD. Rent for these properties is limited to 30% of the income of the tenant living in the property.
- We have partnered to purchase 12 apartments that will become affordable rentals.
- LUL has provided 156 families with housing stabilization funding
- LUL continues to provide financial coaching, credit repair, and homeownership counseling.



Louisville  
Urban League

A PATH **FORWARD**

# HOUSING

<b>Single Family Homes</b>	16 Homes acquired or created* <i>*12 homes are currently under construction</i>
<b>Rental Properties</b>	15 Properties Acquired 7 families with a total of 12 children have rented affordable housing units, while 4 units are currently being renovated.
<b>Tenant Information</b>	12 Children 1 Man 6 Women 5 Previously facing homelessness 2 Facing eviction



Louisville  
Urban League

A PATH **FORWARD**

# **BLACK BUSINESS**

## **CURRENT STATE**

- Pre-pandemic, just **2.4% of Louisville employer businesses were Black-owned**, compared to a population that is 24% Black.
- Nationally, **41% of Black-owned businesses closed** in the first 3 months of the pandemic.
- Pre-pandemic in Louisville, **average revenues for white-owned employer businesses were 300% higher** than they were for Black-owned employer businesses.
- **80% of non-employer Black businesses have revenues less than \$25,000** (and 80% of all businesses in Jefferson County are non-employer businesses)
- Seven months into the pandemic, **Black-owned businesses received 1.9% of PPP loans** while white-owned businesses received 83%.



# Ecosystem Pillars & Early Partners

<b>Incubator</b>	<ul style="list-style-type: none"><li>○ <b>AMPED Russell Tech Business Incubator (RTBI): Year long, in-depth incubator program creating legacy businesses. Ecosystem Anchor.</b></li></ul>
<b>1-1 Technical Assistance</b>	<ul style="list-style-type: none"><li>○ Louisville Urban League Center for Entrepreneurship: Level 1   Front door to ecosystem with focus on business fundamentals</li><li>○ Louisville Small Business Development Center: Level 2   1-1 coaching with a focus on securing debt financing</li></ul>
<b>Accelerator</b>	<ul style="list-style-type: none"><li>○ Russell: A Place of Promise: 9-week peer networking/educational cohort focused on Russell resident businesses &amp; west end Black businesses</li></ul>
<b>Access to Capital</b>	<ul style="list-style-type: none"><li>○ LHOME: Flexible loan funds and 1-1 coaching through underwriting and servicing</li></ul>
<b>Marketing/Revenue Generation</b>	<ul style="list-style-type: none"><li>○ Buy Black Lou: Online platform for Black businesses &amp; consumers</li><li>○ MELANnaire Marketplace: Retail marketplace and scaling support for Black vendors</li><li>○ Louisville Independent Business Alliance: 800 member independent business alliance with specific efforts focused on west end and south end businesses</li></ul>



A PATH **FORWARD**



# Examples of Collaboration

- Graduates of the R:POP 9-week accelerator and ready clients from the Center for Entrepreneurship are encouraged to apply to RTBI for year-long incubator
- RTBI refers walk-ins and applicants not accepted in their cohort to Center for Entrepreneurship
- MELANnaire Marketplace sends vendors in need of business fundamentals to Center for Entrepreneurship
- Center for Entrepreneurship refers clients to SBDC for loan packaging and financing preparation
- SBDC provides ready referrals to LHOME for financing



Louisville  
Urban League

Learn more | [lul.org/blackbusiness](https://lul.org/blackbusiness)



# Building Capacity

- AMPED Russell Technology Business Incubator
  - Incubator Manager
- Louisville Urban League Center for Entrepreneurship:
  - Director
  - Two business coaches
  - Small business financial coach
  - Back office coordinator
  - Credit Repair Specialist
- Small Business Development Center
  - Business Coach



# Collective Success Is:



**MORE  
BLACK-  
OWNED  
START-UPS**

(incorporated, registered and earning revenue)



**MORE  
STABLE  
BUSINESSES**

(regular access professional services, banking relationships, clear business strategies, etc.)



**BETTER  
FUNDAMENTALS  
MORE  
KNOWLEDGE**



**BETTER  
CREDIT  
SCORES**



**MORE  
FUNDING  
MORE  
REVENUE**



**MORE  
JOBS  
CREATED &  
SUSTAINED**





Louisville  
Urban League

# Center for Entrepreneurship

**A PATH FORWARD**

Learn more | [lul.org/blackbusiness](https://lul.org/blackbusiness)

# Front Door to the Ecosystem

167 clients enrolled in the Center for Entrepreneurship to date and receiving:

- 1-1 coaching with LUL staff with a focus on business fundamentals - business plan development, LLC establishment, business registration, business banking, etc.
- 1-1 financial coaching with assistance in preparing revenue and expenses assumptions, establishing budgets, identifying total capital needs, etc.
- 1-1 credit repair counseling for those whose personal financial situations impede their ability to access business financing
- Free professional services (accounting, legal, marketing, etc.) coordinated by LUL

# Early Successes



**Sow Journey, LLC** - Screen printing and sublimation printing. Received free equipment and ongoing mentorship from RTBI along with point-of-sale and business banking support from Urban League. Located in the Sports & Learning Campus. Revenues have grown 150% since opening there.



**JoBé Products** - Patent-pending invention of a backpack/desk (Besk). Seed capital provided. Product is nearing fabrication and pre-sale retail and wholesale orders are growing.

# Early Successes



**Black Mental Health Providers** - Capacity building effort to help mental health firms accept health insurance thereby growing their businesses and serving more community members in need of services. Two insurance credentialing workshops, led by Black professionals, were created and offered covering 10 hours of training. 78 individuals attended and four are already actively applying for insurance credentials.



**Julee's Mocha Coffee Shop** - Grand opening of coffee shop, delivery, and catering service located in the west end. Accessed several organizations to prepare her business including the Small Business Development Center, Chef Space, and the Urban League. Has also benefited from League housing & education services to strengthen her family.



# Thank You



[lul.org](http://lul.org)



[louisvilleul](https://twitter.com/louisvilleul)



[louisville\\_ul](https://www.instagram.com/louisville_ul)



Louisville  
Urban League