

O-272-21 - American Rescue Plan – Project Descriptions

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LAT-0001 Covid-19 Response and Vaccination Activities

Since March 2020, LMPHW has been at the forefront of Louisville Metro Government’s COVID-19 response. The department has been crucial in preventing the spread of the COVID-19 virus in many capacities. Additionally, LMPHW records positive cases of COVID-19 and captures and publishes numerous data metrics to help monitor and stop the spread. LMPHW will continue its COVID-19 response and vaccination efforts into fiscal year 2022 and proposes utilizing \$10million of American Rescue Plan funding July through November 2021. This allocation will fund operation planning and infrastructure, contact tracing and essential needs, community testing, vaccination efforts, and community support.

Louisville Metro Department of Public Health and Wellness

American Rescue Plan: COVID-19 Response Project – July through November 2021

Since March 2020, LMPHW has been at the forefront of Louisville Metro Government’s COVID-19 response. The department has been crucial in preventing the spread of the COVID-19 virus in the community through its work with contact tracing, essential needs provision, community testing, community outreach & support, vaccination activities, and compliance. LMPHW also monitors and records positive cases of COVID-19 in our community and is responsible for capturing and publishing numerous data metrics to help monitor and stop the spread.

LMPHW will continue its COVID-19 response and vaccination efforts into fiscal year 2022 and proposes utilizing \$10million of American Rescue Plan funding July through November 2021. This allocation will fund operation planning and infrastructure, contact tracing and essential needs, community testing, community support, and vaccination efforts.

Operation Planning and Infrastructure - \$89,500

- Planning staffing contractors
- Language services
- Miscellaneous response supplies

Contact Tracing and Essential Needs - \$3,242,250

- Contact tracing call center - Lacuna Health contract
- COVID-19 care kits - Kan Heritage contract – 300 per month
- Essential needs for isolation including food, durable goods, medication delivery and housing
- Skiptracing software for contact tracing efforts

Community Testing - \$759,000

- Community testing – subaward to Family Health Center
- Testing evet supplies
- COVID-19 wastewater variant testing – subaward to UofL Research Foundation
- LMPHW laboratory testing equipment and supplies

Community Support - \$2,965,250

- COVID-19 research
- Financial assistance to multicultural groups - subawards to various recipients
- Naloxone for community partner distribution
- Overdose prevention outreach

- Immigrant and refugee community support through the Office for Globalization
- Childcare financial assistance – subaward to Metro United Way
- Community learning hubs financial assistance – subaward to Evolve502

Vaccination Efforts - \$2,944,000

- Equipment and supplies - \$102,000
 - Miscellaneous equipment and supplies
 - Eastmore facility rent
- Infrastructure - \$405,000
 - Language services
 - Transportation to vaccination sites
 - Communications
- Outreach - \$645,000
 - Outreach for youth
 - Access outreach contracts
 - Access solutions
- Staffing - \$1,792,000
 - Call center staffing from Lacuna Health
 - IT staffing (troubleshooting, onsite technical support)
 - Mobile missions staffing from Kentucky Nurses Association and temporary staffing agencies

AMERICAN RESCUE PLAN FUNDING REQUEST CHILD CARE EMERGENCY & SAFETY SUPPLIES



Metro United Way

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Additional Proposal Info

- **Types of Supplies:** PPE, cleaning supplies, and safety equipment
 - The list of items previously requested by and provided to child care providers with Jefferson County emergency relief funds included: shoe covers, gloves, disposable masks, paper towels, bleach, hand sanitizer, spray bottles and triggers, and liquid soap. These items as well as facility safety equipment remain in high demand that providers are unable to meet without funding and procurement support.
- **Eligibility and geographic reach:**
 - **All open, licensed and certified child care providers in Jefferson County are eligible** to receive health and safety supplies and equipment. Each provider who completes an application will receive as much of their requested order as their licensed capacity, available funding, and supply inventory allow.
 - If this request is fully funded, no additional eligibility requirements will be necessary.
 - Subcontractor Community Coordinated Child Care (4-C) will conduct outreach and communicate application instructions to all operating providers
- **Continuation of prior successful COVID-19 emergency response support for centers:**
 - Metro United Way contracted with Louisville Metro Government to provide two previous rounds of health and safety supplies to Jefferson County child care providers with emergency relief funds. These efforts **reached child care providers in every Metro Council district** (see attached list)
 - We supported more than 200 child care providers representing 262 sites across Jefferson County.
 - Process: All centers submitted online applications, requesting the supplies needed for their facility. The amount of supplies given to each provider was based on a center's licensed capacity, availability funding, and supply inventory. All orders were delivered directly to providers. Subcontracting with 4-C allowed for outreach to centers and technical support in completing applications. We would replicate the same process with this funding if granted.

Directly Related to COVID

- 262 child care providers in Jefferson County (2/3 of providers) have experienced a positive COVID in their facility case since onset of pandemic, causing many to close a room or the entire center.
- The latest data shows that **Jefferson County has already lost 15% of its child care capacity** since the pandemic began
- **Most children in child care are too young for masks and too young to be vaccinated.**
 - Children under the age 12 cannot receive vaccines.
 - The CDC recommends that children under age 2 not wear a mask.
 - Kentucky mandates that only children in 1st grade or above wear masks.
- **PPE, safety equipment, and cleaning supplies are the primary preventative supports for child care workers and are essential to keeping centers open.** Even as emergency regulations are lifting, many child care providers are leaving robust health & safety procedures in place to prevent any chance of a positive case closing a classroom or a full center. Providers cannot survive another closure.
- Child care providers received far fewer resources to respond to COVID health risks than k-12 schools and were already far less equipped with health & safety supplies and equipment
- Child care providers have continued to operate in person since state-mandated closure ended a year ago.

AMERICAN RESCUE PLAN FUNDING REQUEST CHILD CARE EMERGENCY & SAFETY SUPPLIES



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Equitable Approach

- Support is open to **all licensed and certified child care providers in every Metro Council district.** (See attached list of child care providers previously supported with emergency relief funds.)
- Every child care provider that completed a PPE request form received as much of their requested order as funding and inventory allowed with quantity based on licensed capacity of the provider.
- Subcontractor 4-C will assist in communicating the opportunity for support to all operating child care centers through already-established methods.

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Program Name	Street Address	City	State	Zip
Sproutlings Pediatric Daycare	3800 tom larimore lane	louisville	KY	40041
First Kids Early Childhood and School	6902 Wolf Pen Branch Rd.	Prospect	KY	40059
La Petite Academy	9505 US Hwy 42	Prospect	KY	40059
Saint Mary Academy Preschool	11311 Saint Mary Lane	Louisville	KY	40059
Honey Bee's Day Care II	10512 national turnpike	fairdale	KY	40118
Amazing Child Development	1148 South 6th Street	Louisville	KY	40203
Amazing Childcare Learning Center 1	517 West Breckinridge Street	Louisville	KY	40203
Amazing Childcare Learning Center 2	517 West Breckinridge Street	louisville	KY	40203
Chestnut Street YMCA Child Care	930 West Chestnut Street	Louisville	KY	40203
Doodlebug	1607 W. Muhammad Ali Blvd.	Louisville	KY	40203
Lil Angels Enrichment	1803 w roadway	louisville	KY	40203
Lil' Genius Child Care	1121 W. Broadway	Louisville	KY	40203
Love and Prayer Childcare	1933 W. Madison Street	Louisville	KY	40203
Skillz 4 Life: Young Learners Academy	204 East Jacob Street	Louisville	KY	40203
Southside Christian Day Care, #5	817 S 2nd Street	Louisville	KY	40203
The Wright Place Day Care	600 S 18TH STREET	LOUISVILLE	KY	40203
Highland Presbyterian Church Nursery	2114 Highland Ave	Louisville	KY	40204
Highlands Community Ministries	917 Eastern Star Court	Louisville	KY	40204
Highlands Community Ministries Day Care	917 Eastern Star Court	LOUISVILLE	KY	40204
Lively Children Childcare Center	1140 Cherokee Road	Louisville	KY	40204
Monsignor Horrigan - St. James	1818 Edenside Ave	Louisville	KY	40204
Adath Jeshurun Preschool	2401 Woodbourne Avenue	Louisville	KY	40205
Highlands Community Ministries	2000 Douglass Blvd	Louisville	KY	40205
It's A Small World	2539 Doup Ave	Louisville	KY	40205
Jewish Community of Louisville - Early Learning Center	3600 Dutchmans Lane	Louisville	KY	40205
Keneseth Israel Preschool	2531 Taylorsville Road	Louisville	KY	40205
Kinder Care Learning Center #424	3804 Klondike Lane	Louisville	KY	40205
Kinder Care Learning Center #418	2990 Newburg Rd	Louisville	KY	40205
Ready Set Grow Childcare	2520 Wallace Avenue	Louisville	KY	40205
St. Francis of Assisi Pre-Kindergarten	1934 Alfresco Pl	Louisville	KY	40205
St. Raphael the Archangel School	144 Fenley Ave	Louisville	KY	40205
Strathmoor Preschool Education Center	2201 Hawthorne Ave	Louisville	KY	40205
Sacred Heart Preschool	3105 Lexington Road Building 8	Louisville	KY	40206
St. Joseph Child Development Center	2823 Frankfort Ave	Louisville	KY	40206
Cornerstone Child Development Center	211 Browns Lane	Louisville	KY	40207
Friends School	901 Breckenridge Lane	Louisville	KY	40207
Harvey Browne Preschool	311 Browns Lane	Louisville	KY	40207
Holy Trinity Parish School	423 Cherrywood Rd.	Louisville	KY	40207
St. Matthews Child Development Center	229 Breckenridge Lane	Louisville	KY	40207
Westport Road Bible Preschool	4500 Westport Road	Louisville	KY	40207
Early Learning Campus - University of Louisville	409 Reg Smith Circle	Louisville	KY	40208
Heavenly Mothers Child Development Center	2438 Lindbergh Drive	Louisville	KY	40208
When I Grow Up Child Care Center	502 Winkler Avenue	Louisville	KY	40208
When I Grow Up Child Care Center	502 Winkler Avenue	Louisville	KY	40208
Developing Leaders Preschool Child Development	2141 Dixie Highway	Louisville	KY	40210

Program Name	Street Address	City	State	Zip
Good Spirit Development Center	1837 Hale Ave.	Louisville	KY	40210
Gwennie Pooh's 2	1300 South 26th Street	Louisville	KY	40210
Keystone Learning Academy	1705 South 13th Street	Louisville	KY	40210
Kiddie City Academy	1706 Dixie Highway	Louisville	KY	40210
Kiddie City Academy 3	918 Dixie Highway #2	Louisville	KY	40210
Southside Christian Day Care, #4	2220 Dixie Highway	Louisville	KY	40210
St. Benedict Center for Early Childhood	946 s 25th	louisville	KY	40210
Theresa's Terrific Kids	1757 West Lee St	Louisville	KY	40210
Ashlea Gantt	4502 Hale Ave	Louisville	KY	40211
Blessed Are Our Children	2621 Greenwood Ave	Louisville	KY	40211
Cuddles 2 Cuddles Child Learning	3400 River Park Drive	Louisville	KY	40211
Cutie Pie Academy	2412 W MADISON ST	LOUISVILLE	KY	40211
Gifted Minds Academy Learning Center	3050 West Broadway	Louisville	KY	40211
Heaven's Playhouse	624 S 36th St	Louisville	KY	40211
Jackson & Jackson Loving Hands	3754 penway ave	Louisville	KY	40211
Katie's Kiddie Kastle	3216 Virginia Ave	Louisville	KY	40211
Kiddie College of Louisville	3201 West broadway	Louisville	KY	40211
Kidz World Daycare	1215 s 28th street	Louisville	KY	40211
Kreative Kidz Childcare	2600 W. Broadway Suite 206	Louisville	KY	40211
Majestic Scholars Childcare Center	3149 Commerce Center	louisville	KY	40211
Munchkin Manor Child Enrichment Center	3400 Vermont Ave	Louisville	KY	40211
Nina's Academy	687 south 38th street	Louisville	KY	40211
Our Angels Childcare Center	4141 West Broadway	Louisville	KY	40211
Peanut Butter & Jelly Kinder College	2730 DUMESNIL ST Suite B	Louisville	KY	40211
Perfect Angels Daycare	3845 cane run road	Louisville	KY	40211
Small Footprints Childcare	4022 W Broadway	Louisville	KY	40211
Smiling Faces Child Development Center	3719 West Broadway	Louisville	KY	40211
Temple Academy Daycare and Learning	723 south 45th	Louisville	KY	40211
The Learning Tree Child Development	3131 West Broadway Street	Louisville	KY	40211
Timothy's Angels	1351 Catalpa Street	Louisville	KY	40211
Tots of Wisdom	3616 W KENTUCKY ST	LOUISVILLE	KY	40211
Trinity House Christian Childcare	4106 Greenwood Ave	Louisville	KY	40211
Little Star's Child Care Center	3509 w. Market st.	Louisville	KY	40212
Neighborhood House Preschool	201 North 25th Street	Louisville	KY	40212
NaNa's House	5116 Alba way	Louisville	KY	40213
Next Generation Child Development Center	1231 Gilmore Lane	Louisville	KY	40213
Precious Moments PreSchool Academy	4810 Poplar Place Drive Suite 200	Louisville	KY	40213
The Future Childs	3603 Nelinda May Drive	Louisville	KY	40213
WesKids Child Development Center	5114 Preston HWY	Louisville	KY	40213
Alegres Campanitas	208 ALGER AVE	Louisville	KY	40214
Buttons and Giggles Childcare Learning	8096 National Turnpike	Louisville	KY	40214
Future Stars	116 Alger Avenue	Louisville	KY	40214
Happy Children Family Home	524 Gheens Ave	Louisville	KY	40214
Johnson's Day Care	5533 Bruce Ave.	Louisville	KY	40214
Kribs2Kids Academy Fairdale	8104 Tolls Lane	Louisville	KY	40214
Latham's Top Learn & Play	7315 St. Andrews Church Road	louisville	KY	40214

Program Name	Street Address	City	State	Zip
Los Princesitos	5707south 3 rd street	Louisville	KY	40214
Main Street Kids Academy Southwest	1520 Gagel Ave	Louisville	KY	40214
Our Angels Childcare RISE Christian	7839 Saint Andrew Church	LOUISVILLE	KY	40214
Southside Christian Child Care #10	7149 Southside Drive	Louisville	KY	40214
Southside Christian Day Care #1	5804 Southside Drive	Louisville	KY	40214
Southside Christian Day Ca#3	7419 St. Andrews Church Road	Louisville	KY	40214
Southwest YMCA Child Care Center	2800 Fordhaven Rd	Louisville	KY	40214
St. Nicholas Preschool	5501 New Cut Rd	Louisville	KY	40214
The ABC Garden Family Childcare	118 alger ave	Louisville	KY	40214
The Jordan's Academy of Success 2	4003 South Fifth St	Louisville	KY	40214
Fresh Anointing Child Development	1563 Clara Avenue	Louisville	KY	40215
In Good Hands Enrichment Center	828 Brookline ave	louisville	KY	40215
Little Jewels and Gems Child Care	4144 Taylor Blvd	Louisville	KY	40215
Peace of Mind Preschool	3730 Manslick Road	Louisville	KY	40215
Southside Christian Day Care #2	4016 Taylor Blvd.	Louisville	KY	40215
Touch By An Angel	1509 Berry Blvd	Louisville	KY	40215
Alisha's Little Blessings	1945 lower hunter trace	Louisville	KY	40216
Bella A.N.D.s Learning Center	4443 cane run rd ste 106	Louisville	KY	40216
Bright Beginnings Learning Center	2603 DIXIE HIGHWAY	Louisville	KY	40216
Cyn-Tee's Childcare	1814 nobel place	louisville	KY	40216
Rising Stars Academy	1909 Auburn Drive	LOUISVILLE	KY	40216
Future Pioneers Learning Center	2814 Crums Lane	Shively	KY	40216
Ketrina Thompson	5602 NALLY COURT	louisville	KY	40216
Kids First Academy	4805 dixie	Louisville	KY	40216
Kids R Us Enrichment and Development	2718 Crums lane	Louisville	KY	40216
Laugh and Learn Child Development Center	4314 Cane Run Rd	Louisville	KY	40216
Lena's In Home Day Care	3211 Rose Wedge Way	Louisville	KY	40216
Lil Prophets Child Development Center	3957 PARK DR	Louisville	KY	40216
MaryAnita Nursery & Preschool	2301 Lower Hunters Trace	Louisville	KY	40216
MiMi's Family Learning Center	4007 Cane Run Rd	Louisville	KY	40216
Posh Posh Club Child & Family	1512 Crums lane Suite 100	Louisville	KY	40216
Precious Jewel Academy	4408 Leeds Road	Louisville	KY	40216
Shively Baptist Church Child's Day Out	1599 Sadie Lane	Louisville	KY	40216
Smiley Babies Daycare	1413 Rhonda Way	Louisville	KY	40216
Southside Christian Child Care #17	3815 Dixie Highway	Louisville	KY	40216
Talk Childcare To Me L.L.C.	5108 Terry Rd	Louisville	KY	40216
Audubon Elementary Childcare Enrichment	2411 Bowman Ave	Louisville	KY	40217
Bloom Elem Childcare Enrichment Program	2411 Bowman Ave	Louisville	KY	40217
Brandeis Elementary Childcare	2411 Bowman Ave	Louisville	KY	40217
Brown School Childcare Enrichment	2411 Bowman Ave	Louisville	KY	40217
Cane Run Elementary Childcare	2411 Bowman Ave	Louisville	KY	40217
CEP - Smyrna Elementary	2411 Bowman Ave	Louisville	KY	40217
Dunn Elementary Childcare Enrichment	2411 Bowman Ave	Louisville	KY	40217
Field Elementary Childcare Enrichment	2411 Bowman Ave	Louisville	KY	40217
McFerran Elementary Childcare	2411 Bowman Ave	Louisville	KY	40217
Mister Robert's Home Education	1711 BACHMAN DR	louisville	KY	40217

Program Name	Street Address	City	State	Zip
Olmsted South Middle Childcare	2411 Bowman Ave	Louisville	KY	40217
Ready To Learn	1037 EAST BURNETT AVE	LOUISVILLE	KY	40217
St. Stephen Martyr Out of School Program	3015 Greenup Rd	Louisville	KY	40217
Stopher Elementary Childcare Enrichment	2411 Bowman Ave	Louisville	KY	40217
Trunnell Elementary Child Care	2411 Bowman Ave	Louisville	KY	40217
Tully Elementary Childcare Enrichment	2411 Bowman Ave	Louisville	KY	40217
Watterson Elementary Childcare	2411 Bowman Ave	Louisville	KY	40217
Zion Christian Preschool	1310 E Burnett Ave	Louisville	KY	40217
Amanda Fletcher	4925 applegrove ln	Louisville	KY	40218
And Over the Moon and Back Childcare	5907 six mile lane	Louisville	KY	40218
Discovering Imaginations Childcare	2710 Hikes Lane	Louisville	KY	40218
Discovreing Imagination Child Care II	2710 Hikes Lane	Louisville	KY	40218
Les Petites Academies	4000 bardstown rd	Louisville	KY	40218
Little People Academy	4312 bishop ln	Louisville	KY	40218
Logan's Treehouse	4528 Bardstown Road	louisville	KY	40218
Nur Islamic School of Louisville Early	6500 Six Mile Lane	Louisville	KY	40218
Rushem On In - COVID Relief	5405 REGENT WAY	LOUISVILLE	KY	40218
Southside Christian Child Care #11	3620 Klondike Lane	Louisville	KY	40218
Visually Impaired Preschool Services	1906 Goldsmith Lane	Louisville	KY	40218
Vivid Imaginations Child Care Center	5925 Six Mile Lane	Louisville	KY	40218
Young Leaders Academy	3809 Bardstown RD	Louisville	KY	40218
Allison Day Care	6204 GAYLE DR	Louisville	KY	40219
Beautiful Faces Childcare Development	8512 Preston Hwy	Louisville	KY	40219
Bright Beginnings Child Development	5057 Poplar Level Road Suite 3	Louisville	KY	40219
Crown of Jewels Academy II	4930 Poplar Level Rd.	Louisville	KY	40219
Kids Academy I	5121 mile of sunshine	louisville	KY	40219
Maple Grove Baptist Day Care Center	5911 East Manslick Road	Louisville	KY	40219
Maria Home Daycare	7312 shepherdsville rd	louisville	KY	40219
Miss Kat's Daycare	4517 Norene Lane	Louisville	KY	40219
MooMoo's Child Enrichment Center	6915 Rock Hollow Drive	Louisville	KY	40219
Nannie's Play World	4015 Serene Way	Louisville	KY	40219
Outer Loop Child Care	7612 Shepherdsville Rd.	Louisville	KY	40219
Robbin's Preschool Playhouse and ELC	7201-B Preston Highway	LOUISVILLE	KY	40219
Small Imaginations Childcare	4306 Shady Villa Drive	Louisville	KY	40219
Sonshine House Christian Day Care	6105 Outer Loop	Louisville	KY	40219
Southside Christian Child Care #9	8101 Blue Lick Road	Louisville	KY	40219
St. Rita School	8709 Preston Hwy	Louisville	KY	40219
Story Time Learning Academy	8310 Preston Hwy	Louisville	KY	40219
Talk Childcare 2 Me	5057 Poplar Level Rd. Ste 8	Louisville	KY	40219
Teresa Stallings	3401 Pineland Dr	Louisville	KY	40219
Bright Expectations Child Development	9903 Hurstbourne Park Blvd	Louisville	KY	40220
Elf Childcare & Preschool	2930 Breckenridge Lane	Louisville	KY	40220
Kayfield Academy I	2930 Six mile Ln	Louiville	KY	40220
Meriday Preschool	3728 Taylorsville Road	Louisville	KY	40220
St. Paul's Preschool	4700 Lowe Rd.	Louisville	KY	40220
Young Kids Academy II	8915 stone green way suite 200	louisville	KY	40220

Program Name	Street Address	City	State	Zip
Young Nonprofit Foundation, Inc.	8915 stone green way suite 200	Louisville	KY	40220
Kentucky Day Academy	8040 New Lagrange Rd	Louisville	KY	40222
Kinder Care Learning Center #417	2013 Herr Lane	Louisville	KY	40222
St. Albert the Great Play Café	1395 Girard Drive	Louisville	KY	40222
St. Albert the Great Preschool	1395 Girard Drive	Louisville	KY	40222
St. Matthews Area Ministries Child	8025 New LaGrange Road	Louisville	KY	40222
Waldorf School of Louisville	8005 New LaGrange Road	Louisville	KY	40222
Carriage House Preschool	13101 Eastpoint Park Blvd	Louisville	KY	40223
Cherished Children Christian Childcare	12710 Old Henry Rd	Louisville	KY	40223
Kayfield Academy II	2050 Nelson Miller Pkwy	Louisville	KY	40223
Northeast Family YMCA Child Development	9400 Mill Brooke Rd	Louisville	KY	40223
Primrose School of East Louisville	11901 Creel Lodge Drive	Louisville	KY	40223
The Gardner School	9401 Mill Brook Drive	Louisville	KY	40223
Trinity Presbyterian Preschool	10200 SHELBYVILLE RD.	LOUISVILLE	KY	40223
Linda's Day Care	6706 Concord Hill Road	Louisville	KY	40228
Playworld Child Development Center	7200 Peppermill lane	Louisville	KY	40228
Small Steps Child Care	7406 fegenbush lane	louisville	KY	40228
St. Bernard Preschool & After School	7501 Tangelo Dr	Louisville	KY	40228
Whitefield Academy Preschool	7711 Fegenbush Lane	Louisville	KY	40228
Blue Lick Child Care	9216 Bluelick Road	Louisville	KY	40229
Leap Frog Academy	9419 Smyrna Pkwy	Louisville	KY	40229
Shell's World Childcare Center	4906 Mud Lane	Louisville	KY	40229
First Priority Child Care	4008 riveroaks circle	Louisville	KY	40241
Home Touch Child Care	3900 Old Brownsboro Hills Road	Louisville	KY	40241
Little Hands Academy	4140 Accomack Dr	Louisville	KY	40241
Mukyland's Child Care	2906 GOOSE CREEK RD	Louisville	KY	40241
Temple Trager Early Childhood Education	5101 US Hwy 42	Louisville	KY	40241
TLC Childcare	11200 Kendalton Pl	Louisville	KY	40241
Sister Dog, Inc.	9204 Trentham Lane	Louisville	KY	40242
White Academy	8903 Duxbury Rd	Louisville	KY	40242
Middletown United Methodist Child	11902 Old Shelbyville Road	Louisville	KY	40243
Middletown United Methodist Preschool	11902 Old Shelbyville Road	Louisville	KY	40243
The Oak School	138 evergreen rd Suite 209	Louisville	KY	40243
Building Kidz School	2415 Bush Ridge Drive	Louisville	KY	40245
Kayfield Academy III	3800 Northumberland dr	Louisville	KY	40245
Kids Academy IV	13905 shelbyville rd	louisville	KY	40245
Primrose School at Old Henry Crossing	11901 Creel Lodge Drive	Louisville	KY	40245
St. Patrick Catholic Preschool	1000 North Beckley Station Road	Louisville	KY	40245
Sunnyside Child Care	3514 colonial springs rd	louisville	KY	40245
Whitefield Academy Preschool East Campus	15201 Shelbyville Rd	Louisville	KY	40245
Allen's Playhouse Daycare	7601 Teargrass court APT 2	Louisville	KY	40258
Children's Academy Childcare & Preschool	8021 Dixie Hwy, Suite 108	Louisville	KY	40258
Francisca Estrada	5815 Hornbeam LN	Louisville	KY	40258
Judith Kaelin FCCH	6710 Lower Hunters Trace	Louisville	KY	40258
Kidz of the Future Child Development	6424 HUNTERS CREEK BLVD	LOUISVILLE	KY	40258
Logan's Treehouse	7113 LOWER HUNTERS TRACE	Louisville	KY	40258

Program Name	Street Address	City	State	Zip
Mosaic United Methodist Church Child	8008 St. Andrews Church Road	Louisville	KY	40258
Mrs. Von's Learning Academy	8409 Terry Road	Louisville	KY	40258
Our Angels Childcare Center	6300 West Pages Lane	Louisville	KY	40258
Ridgewood Child Development Center	6209 Greenwood Rd	Louisville	KY	40258
Saint Andrew Academy Preschool	7724 Columbine Drive	Louisville	KY	40258
Southside Christian Child Care #12	6301 Lower Hunters Trace	Louisville	KY	40258
Beth Haven Child Development Center	5515 Johnsontown Road	Louisville	KY	40272
Patches Playmates	10414 Millers Lane	Louisville	KY	40272
Southside Christian Child Care Center #13	5118 Euclid Avenue	Louisville	KY	40272
Southside Christian Day Care, #6	10315 Deering Road	Louisville	KY	40272
Yusimi's Daycare	2011 Patricia Dr	Louisville	KY	40272
A Step Ahead Childcare	8019 Beulah Church Rd	Louisville	KY	40291
Alphabet Kids	4809 bards town road	Louisville	KY	40291
Cadence Academy Preschool	8106 Old Bardstown Road	Louisville	KY	40291
Fern Creek Baptist Child Development	5920 Bardstown Road	Louisville	KY	40291
Joy-Ti Child Care Center	8600 Beulah Church Road	Louisville	KY	40291
Kidz Korner Learning Academy	9615 Newbridge Rd	Louisville	KY	40291
Laughter and Lullabies Childcare	5313, Hames Trace	Louisville	KY	40291
Little Blessings Christian Childcare	6222 Hines Mill Way	Louisville	KY	40291
A to Z Learning Center and Child Care	6100 Billtown Rd	Louisville	KY	40299
Almost Home Infant Day Care	4313 Billtown Rd	Louisville	KY	40299
Bluegrass Academy Childcare Center	3830 Ruckriegel Parkway Suite 124	Louisville	KY	40299
Bright Start Childcare	9810 Taylorsville Rd	Louisville	KY	40299
Jeffersontown United Methodist Child	10219 Taylorsville Rd	Louisville	KY	40299
JTown Academy	10411 Watterson Trail	Louisville	KY	40299
Leaps and Bounds Child Development	4610 South Hurstbourne	Louisville	KY	40299
Les Petites Academies	9908 taylorsville rd	Louisville	KY	40299
Little Smiles Learning Academy	13926 Fancy Gap Drive	Louisville	KY	40299
Little Smiles Learning Academy Dumesnil	13926 Fancy Gap Drive	Louisville	KY	40299
Providence Childcare & Preschool	11850 Commonwealth Dr	Louisville	KY	40299
Puzzle's Academy Child Development	11530 Bluegrass Parkway	Louisville	KY	40299
St. Edward PreSchool/JRK/After School	9610 Sue Helen Dr	Louisville	KY	40299
Whiz Kidz Academy	10634 Watterson Trail	Louisville	KY	40299

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LAT-0003 Suicide Prevention

COVID-19 has caused an unprecedented level of disruption to the normal fabric of life. Since March 2020, Louisville residents have faced uncertainty, social isolation, financial instability, and loss of family and friends. A study from the CDC documented an increase in mental health disorders and substance use over the course of the pandemic. [Research](#) shows that most mental health impacts from disasters peak about a year after the disaster, and that having supportive [treatments](#) available can decrease the amount of negative mental health impacts post-disaster. It is imperative for us to start building a more supportive suicide prevention infrastructure now to prevent any further premature death in our community.

Louisville Metro Department of Public Health and Wellness

American Rescue Plan: Suicide Prevention Project

COVID-19 has caused an unprecedented level of disruption to the normal fabric of life. Since March 2020, Louisville residents have faced uncertainty, loss of employment and financial instability, social isolation and disruption of social connections, and loss of family and friends. A study from the CDC documented an increase in negative mental health impacts such as anxiety/depressive disorder, trauma-related disorder and increase in substance use over the course of the pandemic. [Research](#) shows that most mental health impacts from disasters peak about a year after the disaster, and that having supportive [treatments](#) available can decrease the amount of negative mental health impacts post-disaster. It is imperative for us to start building a more supportive suicide prevention infrastructure now to prevent any further premature death in our community.

Background Research:

- Suicide and the precipitating individual and environmental risk factors are complex. An individual's risk factors interact dynamically with evolving experiences of isolation, depression, anxiety, economic stress, suicidal ideation, and access to lethal means. Normal risk factors combined with the communal experience and unprecedented community impacts of the pandemic may lead to periods of increased risk for our residents.
- We know that overall mental health has been worsened in the pandemic:
 - According to a [Centers for Disease Control](#) survey study approximately 40.9% of respondents reported at least one adverse mental or behavioral health condition, including symptoms of anxiety disorder or depressive disorder (30.9%), symptoms of a trauma- and stressor-related disorder (TSRD) related to the pandemic[†] (26.3%), and started or increased substance use to cope with stress or emotions related to COVID-19 (13.3%).
 - In [Kentucky](#), the number of calls to suicide hotlines and prevention services have increased by an estimated 20%.
- We also know that our community has experienced [unprecedented levels of financial and housing insecurity](#), particularly among residents already experiencing poverty and low wages.

Suicide Trends: Small piece of the puzzle

- Suicide data for 2020 is still emerging and data may not be fully understood for at least another year. The [American Association of Suicidology](#) developed a press release related to urging caution when examining suicide data.
- [Multiple studies](#) from previous epidemics suggest that a short-term decrease in suicide is expected in earlier stages of an epidemic but suicide is likely to increase over time.

- Another reason for caution when examining suicide data is overall trends can sometimes mask trends across other demographics. For example, African American residents were disproportionately affected by COVID-19. According to data from the Kentucky Injury Prevention Research Center, **African American Kentuckians experienced an increase in Emergency Department self-harm visits and suicide deaths by 18% and 28%, respectively during the pandemic compared to historical averages.**

Program goal and design:

The goal of the Louisville Metro Suicide Prevention project is to reduce the number of residents who die by suicide. The project will focus on populations which the [Centers for Disease Control](#) has identified as being at particular risk for negative mental health outcomes including elderly, youth, people of color, LGBTQ people, people dealing with substance abuse and people experiencing homelessness.

Like most public health problems, suicide is preventable.

- Just as suicide is not caused by a single factor, research suggests that reductions in suicide will not be prevented by any single strategy or approach. Rather, suicide prevention is best achieved by a focus across the individual, relationship, family, community, and societal-levels and across all sectors, private and public.
- The [Centers for Disease Control](#) Prevention and Suicide Prevention Resource Center recommend suicide prevention should not adopt a “one size fits all” approach. Services and programs should be designed to “effectively meet the needs of individuals of all ages and from diverse racial, ethnic, cultural, and linguistic backgrounds.”
- Community engagement will be an essential strategy, alongside a root cause analysis, prioritization of equity in programs, services, and messaging, and systems-level intervention in behavioral health Infrastructure.
- **To build a program that effectively meets community needs will take time; to prevent future deaths, we need to start now.**

Proposed Budget

- I. Comprehensive Suicide Prevention Plan *\$100,000.00*
 - A comprehensive needs assessment will be conducted to evaluate our current suicide prevention infrastructure including available programs and services, messaging, and community capacity.
 - This process will involve stakeholders from high risk groups and behavioral health providers. A community coalition for suicide prevention will be developed to help inform comprehensive suicide prevention strategies
- II. Suicide Fatality Review Board *\$200,000.00*
 - The review board will investigate and collect data on every local death by suicide to inform efforts and strategies.
 - The board will also help improve the data infrastructure related to suicide at the local level.
- III. Community communication campaign *\$50,000.00*
 - A multi- media communications campaign will be developed to increase awareness and education about suicide and promote specific actions for suicide prevention.
 - This campaign will be integrated into the citywide comprehensive plan, along with other insights gained from stakeholder engagement and fatality review analysis.

- With this campaign we aim to change local narratives around suicide and suicide prevention to ones that promote, hope, connectedness, social support, resilience, treatment, and recovery.
- IV. Online mental health service locator *\$50,000.00*
- Develop database for community residents to identify mental and behavioral resources that align with their cultural needs

LAT-0004 Residential Services for Substance Abuse and Addiction

Louisville lost 603 residents to fatal drug overdoses in 2020, a 60% increase over 2019. The COVID-19 pandemic contributed to many root causes of addiction including unemployment, stress, anxiety and social isolation combined with a reduction in access to behavioral health services. A decline in travel and international trade contributed to an increasingly deadly local drug supply tainted by fentanyl. LMPHW has been at the forefront of Louisville Metro Government’s response to the substance use epidemic and proposes utilizing \$1.2 million of American Rescue Plan funding to fund additional overdose prevention, expanded treatment support, residential treatment services, and recovery housing.

Louisville Metro Department of Public Health and Wellness

American Rescue Plan: Residential Services for Substance Use Disorder

Residents who inject drugs are at highest risk of dying from overdose. Unfortunately, these residents are not always willing or able to access treatment services and as such require immediate access to barrier-free harm reduction interventions such as naloxone distribution and overdose prevention education. For residents who are seeking treatment for a substance use disorder, barriers such as lack of insurance, transportation, or knowledge of their treatment options often prevent them from receiving services. These residents would benefit from expanded treatment support to reduce barriers and successfully link them to appropriate treatment services. There is a need for greater residential treatment services for people requiring longer-term interventions and a place to live while in treatment. Housing is essential to a healthy life, and Louisville lacks adequate affordable housing. Funding is also required to increase housing opportunities for people in recovery from substance use disorder, particularly those exiting residential treatment.

Overdose Prevention - \$300,000

- Naloxone (NARCAN) training and distribution to people who use drugs
- Supply naloxone to community partners
- Community Education and NARCAN distribution
- Harm Reduction Education (overdose prevention, fentanyl test strips, “Never Use Alone” hotline)
- Linkage to supportive services

Treatment Support - \$200,000

- Community outreach
- Medicaid Navigation
- Linkage to appropriate treatment services
- Transportation to treatment
- Linkage to other supportive services

Residential Services - \$300,000

- Provide residential treatment services for people with substance use disorders

Recovery Housing - \$400,000

- Provide affordable housing for people in early recovery

Office of Housing Eviction Prevention Programs - Court Eviction Diversion Program

Project Requested Amount: \$10,000,000

Throughout the COVID-19 Pandemic, Louisville Metro has been addressing housing stability through a number of rental assistance programs. The Court Eviction Diversion Program (CEDP) is the last line of support for tenants facing eviction in court. This program is an innovative partnership with the Jefferson County Circuit Court. This program was started in July 2020 using Louisville’s original allocation of federal CARES funds. The program continues using a portion of the federal Emergency Rental Assistance Program (ERAP) funding dedicated to Louisville. The program is administered by Develop Louisville’s Office of Housing. The program serves households at/or below 80% of area median income (AMI) and facing eviction due to non-payment of rent related to COVID-19. In this program year, the vast majority of households we have assisted have incomes at or below 30% AMI (72.7%), with only 10.66% being between 60 and 80% of AMI, while the remaining 16.64% are between 30 and 50% of AMI.

In 2020, the Office of Housing provided \$6.95 million of rental assistance to more than 3,000 households using the federal CARES funds. As of May 25, 2021, the Office of Housing provided \$6.4 million in rental assistance to 1,050 households using the federal ERAP funds. The current funding from treasury required detailed income certification of the tenants. This process takes a long period of time, and many tenants are unable to obtain the necessary documents to fully comply with the requirement (60 days of paycheck stubs or award letters from the Social Security Administration/Unemployment Insurance). This requirement is also burdensome for Landlords, as many tenants refuse to give Landlords their detailed income information, thus it prohibits us from opening up the Landlord Program with the current ERAP funds.

In 2020 the average time for payment to resolve the CEDP case (from submission to payment) was approximately 30 days (funded with CARES funds) and the average amount of assistance was \$3,084. The current program, (currently funded with ERAP), is taking between 90 and 100 days days to process, due to the income certification requirements from Federal Treasury. That period of time to resolve, means the cases are continued in court 3 or 4 times, further bogging down the already over-burdened court system. Landlords are getting frustrated, and in some cases have stopped accepting payments and are choosing to evict for lease termination as opposed to non-payment of rent, as they consider the time to be paid as excessive.

The Office of Housing proposes to use American Rescue Plan funds to continue the CEDP program and reopen the Landlord. The change in funding source will allow for for more efficient processing of funds. The Office of Housing has the infrastructure set up to continue the CEDP program through the remainder of the calendar year. With these funds we would do a self-attestation of income for tenants in eviction court to expedite payment. This program will continue to require landlords waive all fees, fines penalties associated with late payment of rent and require they guarantee housing for a future period of time without instituting eviction for non-payment or lease termination.

The Landlord Program will reopen as soon as possible, and landlords would be permitted to submit signed self-attestation of income for tenants in their properties will continue to require landlords waive all fees, fines penalties associated with late payment of rent and require they guarantee housing for a future period of time without instituting eviction for non-payment or lease termination.

LG&E Request

Through to the Louisville Metro special funding for customers impacted by the COVID pandemic, over 9,800 Jefferson County households have received approximately \$5.57 million in utility bill assistance.

In addition to Mayor's press conference to announce special Metro Grant Relief Program funding, LG&E promoted awareness of the funds through press releases, website, social media, bill messaging and direct mail/emails.

While the Metro Relief funding was successful in assisting more than 9,800 households, this utility bill assistance has not relieved the arrearage burden for all LG&E customers in Jefferson County. Currently, nearly 53,000 LG&E customers in Jefferson County have a past due balance totaling over \$23.5 million. When compared to 2020, customer arrearage it has more than doubled in 2021.

A breakdown of the outstanding balances for residential customers is displayed below:

As of 6/9/2021	% Of Delinquent Customers
Owes Less Than \$250	59.00%
Owes Greater than \$250 but less than \$500	14.61%
Owes Greater than \$500 but less than \$1000	13.28%
Owes Greater than \$1000	13.10%
Grand Total	100.00%

In June 2021, LG&E will resume residential disconnections of service for nonpayment. LG&E has used the normal communication channels to encourage customers to pay the past due balances or setup payment arrangements. If payments are not received or payment plans made, the customer will be subject to disconnection.

In addition to LIHEAP, Community Winterhelp, LG&E Ministry Grant and other assistance programs, the utility bill assistance need for Jefferson County customers far outweighs all available funding, so we request in partnership with Louisville Metro Office of Resilience and Community Services that ARP funds be allocated for additional utility bill assistance.

The Louisville Water Company

Louisville Water Company kicked off the Metro Grant Relief program on January 25, 2020 and by March 25 exhausted all the \$4Million dollars. In just 60 days LWC was able to extend relief to 11,765 customers.

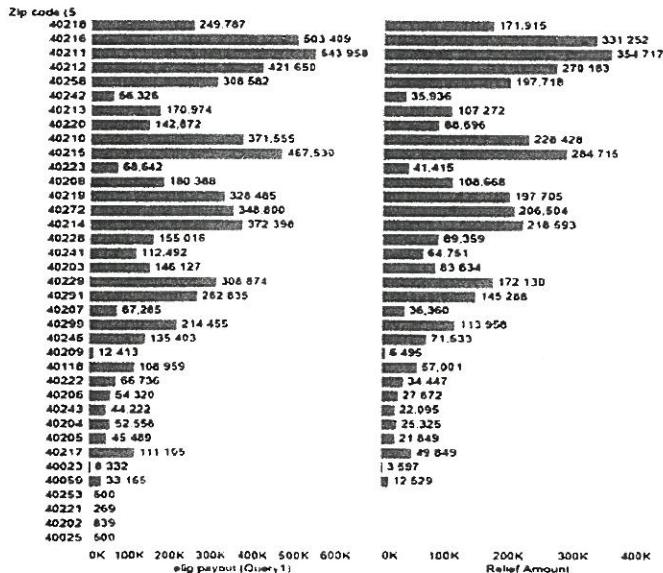
To support the distribution of funds LWC deployed several marketing communication strategies to ensure we were reaching every eligible person. After the news conference and television appearances and social media outlets lit up with shares and likes. Newsletter and online articles were distributed to schools, healthcare facilities, churches, and other organizations to spread the word. We tested texting eligible customers and received an overwhelming response through that medium which drove persons to apply via their mobile device. 82% applied via a mobile device while 1% used a tablet and 17% a PC.

To date we have 11,870 customers that are in jeopardy of disconnection, totaling outstanding balances equivalent to \$7.4M. The average outstanding debt is currently \$626.80, down from 2020 by an estimated \$100. We have put 1674 customers on a default payment plan and plan to extend this to another 4,646 if they do not make arrangements on their own beforehand. 5,550 customers are currently on a Promise Pay payment plan.

A breakdown of the outstanding balances for residential customers is displayed below:

Residential Accounts Outstanding Balances	
Owes less than \$250	26%
Owes greater than \$250 but less than \$500	33%
Owes greater than \$500 but less than \$1000	25%
Owes greater than \$1000	17%

Zip Code chart is ranked by the highest penetration. Left are eligible dollars and right dollars distributed.



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Security Deposit and Rental Assistance Program

Project Requested Amount: \$1,000,000

Throughout the COVID-19 Pandemic, Louisville Metro has been addressing housing stability through a number of rental assistance programs. The Security Deposit and Rental Assistance program is specifically target to individuals and families who have experienced homelessness. This program was started using Louisville's original allocation of federal CARES funds and was concluded in December 2020. The program is administered by Develop Louisville's Office of Housing in partnership with the Coalition for the Homeless (COH).

Many people are unable to find adequate housing due to being unable to afford the required Security Deposit and first month's rent many complexes require. This program provides security deposits and first month's rent for tenants who are evicted or self-evict in an effort to prevent homelessness. This program will serve households at or below 80-% of area median income (AMI). However, most participants' income is less than 30% AMI. In some instances, COH may pay the utility deposits or past due utility bills for tenants who are unable to have their utilities turned on due to not having the funds for the deposit or past due bill.

The goal of the program is to rehouse up to 500 households by the end of December 2021 in decent safe affordable housing. Rehousing families and individuals who have experienced homelessness can be very difficult. This program creates a pathway to rehousing through assisting with the security deposit and first months rent or utility deposits.

The Office of Housing and the Coalition for the Homeless have the infrastructure and trained staff set up to continue the current program through the remainder of 2021. The program would permit self-attestation of income for tenants, to ensure they are income qualified and expedite payment to landlords.

Tenants will continue to access these funds through the Single Point of Entry into the Homeless network.



Proposal Prepared for Louisville Metro Government

Temporary Staff for Increased Food Distribution resulting from COVID-19

Dare to Care Food Bank seeks \$250,000 through Louisville Metro Government's American Rescue Plan funding to provide temporary staff for increased food distribution.

Over the past 13 months, Dare to Care distributed 13% more food than during the same period the previous year. Feeding America, a national hunger relief organization of which Dare to Care is a member, projects that Dare to Care's service area will experience a 5.1% increase in food insecure individuals, including a 9.2% increase in food insecure children, because of the pandemic. As such, Dare to Care plans to distribute significantly increased levels of healthy food in the next 12 months as our community recovers. Our aim is to distribute 15.8 million pounds in Jefferson County in the next year, which would account for 86% of the meal gap as stated by Feeding America. To accomplish this sustained increase in distribution, we need temporary staff support in our food warehouse.

Center for Employment Opportunities (CEO group), a transitional workforce of individuals who were formerly incarcerated, began providing temporary support at Dare to Care during the pandemic. Two crews of 5-7 individuals along with one supervisor per crew performed critical tasks, such as pulling food orders, providing support at our loading docks, and janitorial and maintenance support. With reduced volunteer labor and increased food distribution, this partnership proved essential. The partnership allowed for adequate staff support in our food warehouse, without increasing Dare to Care's labor costs.

The partnership we share with CEO group is a win-win-win; Dare to Care and our clients benefit from additional, staff to assist with increased food distribution; participants in the CEO program gain valuable job skills and job placement assistance; and the local economy benefits from an expanded, trained workforce. CEO group cites an evidence-based program to reduce recidivism by providing job-readiness training, transitional employment, and placement services.

We plan to retain one crew of 5-7 individuals with one supervisor to support our work in the year ahead if we receive funding through Louisville Metro Government. We appreciate your consideration of this request.

2021/2022 Leisure Travel Recovery Advertising Plan

By focusing paid leisure advertising efforts on a multi-tiered strategy, we intend reach potential travelers at every stage of the purchase funnel in an effort to position Louisville as an ideal destination for all travelers looking for a long weekend. With this, we aim to get on and stay on top of their consideration sets when they are planning travel.



AWARENESS

Strategy:

Utilize high reach platforms to continue to build awareness of Louisville as an ideal weekend getaway destination through brand-centric messaging.

Tactics:

Digital Awareness – Multicultural Travelers

- *Strategy:*
 - Use targeted digital media to specifically reach minority audiences for additional support of the boarder awareness campaign efforts.
 - Black Americans spent an estimated \$109.4 billion on leisure travel in 2019, representing roughly 13.1 percent of the U.S. leisure travel market
 - LGBTQ+ travels make up an estimated 7-10 percent of the U.S. leisure travel market.
 - Separate campaigns will be targeting African Americans and LGBTQ+ populations
 - Messaging and imagery will be tailor to specific audiences
- *Target Geography:*
 - Top key regional feeder markets, based on past visitation data
 - Atlanta, Chicago, Cleveland, Cincinnati, Columbus, Detroit, Indianapolis, Nashville and Saint Louis
- *Budget:*
 - \$500,000

Inbound Direct Flight Support Digital

- *Strategy:*
 - Build additional awareness of Louisville as a travel destination in direct flight markets as travelers become more comfortable to fly since the beginning of the pandemic
 - Collaborate with the Louisville Muhammad Ali International Airport to support efforts in new and other seasonal direct flights in key markets (LA)
- *Target Geography:*
 - Direct flight markets including new Spirit Airline markets
- *Budget:*
 - \$400,000



Digital Awareness – General Traveler

- **Strategy:**
 - Engage high reach digital platforms to cast a wider net in key markets through a variety of tactics
 - Channels could include Connect Television, Streaming Audio, Programmatic Display, Digital Video, Paid Social, Search, Native Digital
- **Target Geography:**
 - Top Key Regional Feeder Markets, based on past visitation data
 - Atlanta, Chicago, Cleveland, Cincinnati, Columbus, Detroit, Indianapolis, Nashville and Saint Louis
- **Budget:**
 - \$1,500,000



High Impact Out of Home

- **Strategy:**
 - Utilize high impact placements in highly trafficked areas within key feeder markets
 - Placements to run concurrently with the digital media campaigns to extend both the reach and frequency of the message
- **Target Geography:**
 - Key Regional Feeder Markets
 - Atlanta, Chicago, Cincinnati, Columbus, Indianapolis, Nashville, LA
- **Budget:**
 - \$1,250,000



Print Advertising

- **Strategy:**
 - Partner with national and regional publications to reach niche audiences within our broader leisure travel target
 - Engage with both traditional print advertising as well as content marketing opportunities in magazine and online
- **Target Geography:**
 - National & Regional
- **Budget:**
 - \$897,500



INTEREST

Strategy:

Target individuals, behaviorally and contextually, who have expressed interest in Louisville, have expressed interest in traveling in general and/or are looking for travel recommendations.

Tactics:

Online Travel Agencies (OTA)

- *Strategy:*
 - Grow annual partnerships with the top OTA websites to get in front of consumers further down in the consideration process
 - As of 2019, OTA's represented 41% of all travel bookings
 - Focus efforts on leisure trips & utilizing past search activity for targeting
- *Target Geographies:*
 - Top Regional Feeder Markets
 - Atlanta, Chicago, Cleveland, Cincinnati, Columbus, Detroit, Indianapolis, Nashville and Saint Louis
 - Secondary Markets
 - Direct Flight Markets
- *Budget:*
 - \$375,000



Strategic Travel Site Partnerships

- *Strategy:*
 - Initiate annual partnerships with top travel and customer review platforms (i.e. TripAdvisor, Yelp!) to connect with travelers fully immersed in the planning phase
 - Utilize partnerships as content distribution hubs as well as platforms for direct interaction with potential travelers in the planning process
- *Target Geography:*
 - Five-Six hour drive radius inclusive of top feeder markets
- *Budget:*
 - \$335,000



DESIRE

Strategy

Continue the conversation travelers who are looking for reasons to make it back to Louisville.

Come Back Campaign

- *Strategy:*
 - Utilize media partners to target individuals who have visited Louisville in the past based on credit card information and spending patterns.
 - Over 96% of Louisville's visitors said they would make a return trip and over 75% of visitors in 2019 were repeat visitors according to the 2019/2020 Visitor Profile Study
- *Target Geography:*
 - Five-Six hour drive radius inclusive of top feeder markets
- *Budget:*
 - \$425,000

TOTAL: \$5,682,500

LAT-0010 (ARP Funding Request)
Downtown Events and Activation

Project Owner: Louisville Downtown Partnership
Primary Contact: Logan Gatti, Economic Development Project Manager
Contact Email: lgatti@louisvilledowntown.org
Contact Phone: (502) 584-6000

Amount of Funding Requested: \$500,000

Rationale for Funding:

Events are a primary driver of Downtown foot traffic and business, but a consistent series of events throughout the entirety of the CBD are needed to improve the marketability of Downtown areas that typically have limited events, retail, and general activity. Managing events in public spaces, especially in Downtown, is an expensive and complicated task that requires extensive oversight and, in many instances, financial support. Marketing, promotion, operations, and technical assistance will be needed not only for the events, but for the event calendars, wayfinding efforts, app/website development, and other support services for these events.

Use of Proposed Funding:

With the \$500,000 that has been requested in support of Downtown Events and Activation, we are budgeting for the following:

- **\$330,000 (66% of total budget)** for direct financial support of events. Expanding on a program that the Louisville Downtown Partnership recently began, we will provide funding for a significant portion of the total event cost to recruit events and activations to Downtown. Additionally, this will provide financial support to events that were included in the Action Plan of the Louisville Downtown Revitalization Team. This funding will only be provided in support of free events so that we can attract a diverse range of events that all people are able to take part in.
- **\$40,000 (8% of total budget)** for the support and expansion of Louisville Downtown Partnership events and activations. These events include the Downtown Living Tour, Bourbon District, Day of the Dead Celebration, Old Fashioned Fortnight, and a proposed Monthly Marketplace within the Repurposed event space.
- **\$9,000 (1.8% of total budget)** for the development and maintenance of Downtown events website. This site would serve as a hub for all things related to Downtown events, including scheduling, calendars, event recruitment, wayfinding, applications for event financial support, and host information/guides. These funds would also pay for certain licensing fees and for system automation.
- **\$36,000 (7.2% of total budget)** to expand and enhance the existing contracts with our web design vendor. This vendor would provide extensive social media management, event marketing and support, maintaining contacts and scheduling of vendors, artists, photographers, graphic design work, and event coverage, and serve as an auxiliary recruiter of events.
- **\$10,000 (2% of total budget)** for general event marketing and promotions, which would include both print and digital advertisements.
- **\$30,000 (6% of total budget)** for hiring artists, musicians, event ambassadors, and other specialty personnel that can provide streetscape enhancements and engagements.

- **\$10,000 (2% of total budget)** to expand and enhance the existing contracts with our marketing vendor for branding and media support.
- **\$35,000 (7% of total budget)** for capital improvements in event spaces, focusing on Repurposed and Music Alley. This funding could also be utilized to create parklets, small-scale activations, and transferrable seating.

These figures are estimates of expenditures and any additional funds will be used for direct financial support of events and activations.

At the end of the funding period, the Louisville Downtown Partnership will continue to support events and activations in Downtown utilizing the infrastructure created during the program and the successes of previous events in the area.

DRAFT

LAT-0011 (ARP Funding Request)
**Enhanced Ambassador and Security Programs for
Downtown and Waterfront Park**

Project Owner: Downtown Development Corporation (dba Louisville Downtown Partnership)
Primary Contact: Frank Kalmbach, Director of Finance & Operations
Contact Email: fkalmbach@louisvilledowntown.org
Contact Phone: (502) 584-6000

Amount of Funding Requested: \$3,450,000

Rationale for Funding:

One of the key concerns of Downtown stakeholders, because employees have been working remotely and business and tourist traffic had diminished due to the COVID-shutdown, is the perception among their workers and Downtown guests/visitors that Downtown is not a safe environment. Funding for an enhanced safety and security presence on the streets of Downtown will help reassure workers and visitors that it is safe to return Downtown, helping to reenergize Downtown and provide more people to support existing and new restaurants, retail spaces and attractions. This proposal is derived from the recommendations of the Downtown Revitalization Task Force.

Use of Proposed Funding:

1) Enhanced Safety Ambassador Program - \$300,000

This portion of the requested funding would be used by the Louisville Downtown Partnership to significantly increase the number of dedicated "Ambassadors" on the streets of Downtown within the Business Improvement District (BID). In addition to circulating through Downtown's major pedestrian corridors throughout the day, seven days per week, the five new Ambassadors also would be deployed during major cultural, convention and community events to provide a friendly, uniformed presence on the streets.

The Ambassadors would be hired under an existing contract with Block by Block. At the end of the funding period, the additional Ambassadors would be absorbed into the current Ambassador program to replace team members lost through attrition.

As has always been standard practice with BID hiring, the composition of the enhanced Safety team would reflect the diversity of Louisville. A diverse team helps us better understand and interact with the workers, visitors and residents of Downtown.

2) Waterfront Ambassador Program - \$150,000

Funds will be used to provide a Waterfront Park Ambassador Program seven days a week for 16 weeks from July through October of 2021. This program will provide

supplemental labor for cleaning, litter pickup and a hospitality safety patrol with a consistent presence in the park's most visited areas, including the Big Four Bridge, playgrounds, and water features. Ambassadors will communicate park safety rules and encourage compliance, which will help mitigate recurring problems and ensure the park continues to be a welcoming safe and clean destination for every member of our community.

The Ambassadors would be hired through Block by Block, and the program will be managed by Gary Pepper, the Director of Facilities/Park Manager for Waterfront Park.

3) Hiring of Off-Duty, Sworn Officers for Security Patrols - \$3,000,000

The remaining funds would be used to contract off-duty, sworn law enforcement officers to provide additional security on the streets of the greater Central Business District (including the CBD, Waterfront Park, NuLu, the Medical District, and Broadway between 12th & Jackson). The emphasis would be on providing a reassuring, uniformed presence to workers, visitors and residents focusing on positive interactions with all members of the community.

LDP would contract with an experience professional who is familiar with Downtown and with sourcing available off-duty officers for event work (preferable a retired or former LMPD officer). Understanding the current staffing levels at LMPD, this program would need to also utilize sworn officers outside of LMPD, possibly including the Jefferson County Sheriff, independent cities in Jefferson County, and those from surrounding counties. The contractor would be required to obtain insurance that meet the requirements of Louisville Metro as defined by Risk Management.

In addition to funding for hiring the off-duty officers, LDP would purchase two All-Terrain Light Vehicles (ATLV) to allow for mounted patrols within the area of the program (in addition to traditional "beat" foot patrols). Estimated cost would be \$20,000 per vehicle. The ATLV's would provide visibility to the officers and take them out of patrol cars and make them more accessible to the people and businesses on the streets of Downtown. This would help reinforce that the officers would be operating under a community policing model vs. an enforcement model. At the end of the funded project, the ALTVs would be absorbed into BID operations to provide additional assets to allow greater mobility to our Ambassador Safety team.