



Russell: A Place of Promise

Madison Street Project Overview

Who is RPOP? Russell: A Place of Promise (RPOP) is a justice-based initiative focused on generating investments in the people and places that make Louisville's Russell neighborhood special. RPOP is incubated within Cities United and Louisville Metro Government and is a fiscally sponsored project of the Community Foundation of Louisville. By the end of 2023, the project will become its own incorporated entity designed and led by Russell residents.

What is RPOP's vision for Russell? RPOP's vision is to build Black wealth through investment without displacement. Our vision of building Black wealth through investment without displacement includes sharing decision-making and leadership with residents through an innovative stakeholder agreement written in partnership with Russell residents, connecting individuals and families to resources leading to homeownership and traditional and nontraditional business ownership; building pathways and opportunities to strengthen existing Black-owned businesses; creating innovative connections to career-track jobs; and community ownership of neighborhood assets.

RPOP's Timeline. RPOP plans to incorporate as a nonprofit by the end of 2023. In early 2023, RPOP will develop and launch a resident leadership training program aimed at identifying and training Russell residents and others with strong connection to the neighborhood who are interested in being considered for leadership positions within the new organization. In the meantime, RPOP will prepare incorporation paperwork with residents and seek 501c3 status. By October 2023, two new co-leads will be hired and a formal transition process will commence. In 2024, these new leaders will be transitioned into their new roles and able to move forward with the Madison Street project.

30th and Madison Street. The first project to offer community ownership will be located at 30th and Madison Street on a 5-acre property currently owned by Louisville Metro Government. RPOP has been working since 2018 to gather input from Russell residents about what this development should include. Residents have prioritized retail, restaurants, recreational and green spaces, educational and youth-focused opportunities, and "third places," such as coffee shops and co-working spaces where they can spend time in their neighborhood, meet neighbors and relax in a comfortable, safe environment. The development will represent a minimum investment of \$20M and will generate tax income through the sales, jobs and property taxes that will result from the businesses and organizations that locate there.

Resident Involvement and Ownership. RPOP's Partnership Pledge, a living document co-written with Russell residents, guides RPOP's approach to including residents in decision-making, and offers a resident power-sharing model that RPOP uses to make important decisions about Madison Street and other aspects of its work. RPOP is committed to creating a resident ownership structure that offers opportunities for all Russell residents to be part of the long term decision-making process for Madison Street, and opportunities for Russell residents and other supporters to purchase shares of the development that offer an annual dividend. Russell residents are involved in the design of this structure, and it is modeled after organizations doing similar work around the country.



How will RPOP select tenants for the Madison Street Project? RPOP has hosted two community pitch sessions and polls to identify businesses and organizations that offer these kinds of opportunities and a community design session to plan what the development will look like. Organizations and businesses that have pitched to be part of the Madison Street development to date include JCPS, AMPED, the Jamon Brown Foundation, 9:25 Sports, Play Cousins Collective, SeQuel Scents, Global Lofts, Garden Girl Foods and Kentucky Greens. RPOP’s next steps in tenant development will be to convene monthly working sessions to allow Russell residents to continue discussions with each of these organizations to decide which of them will be included in the first phase of the development. Additional pitch sessions and polls will take place in early 2023.



Pre-development work and next steps. After the property is declared surplus, RPOP will take over a portion of the site management responsibilities, including installing a fence and a sign to announce the future development, and will work to meet a set of milestones demonstrating readiness to own the land after its incorporation in 2023. RPOP already has completed most of the environmental assessment work required to move forward with development thanks to Louisville Metro Government’s Brownfields Assessment Grant Program, has completed title work and is in the process of having the property surveyed. Conversations with Norfolk Southern Railroad are underway to negotiate the purchase of a small sliver of land to round out the site.



What support has RPOP secured for the development and its incorporation? RPOP has secured Perkins + Will as the project architect and has received pro bono engineering support from Arcadis. Title work was facilitated by Duncan Galloway Greenwold, PLLC. RPOP is part of Louisville LISC’s Cap Map program through which it will receive funding and capacity building for real estate development, financial management and board development as it incorporates as a nonprofit. RPOP will continue engaging with resident workgroup members at least monthly to ensure resident voice and choice are represented in the design and implementation of the development.



How much money has RPOP raised for Madison Street to date? RPOP has raised over \$30M to support its work and the work of its partners since 2018. Most of these funds have gone to operations or exist in the form of loans that can be accessed for neighborhood projects. However, some grant dollars have been earmarked for the Madison Street project, and some loan dollars exist specifically to support this community project. RPOP is in conversation with current and potential funders to outline the scope of the grant and loan dollars available now and dollars that can be made available over the next two years. We also are exploring equity placements from at least two organizations that invest in community-focused real estate projects, and New Market Tax Credits from at least two organizations that receive regular state and federal allocations and that have expressed an interest in this project. RPOP will create and launch a capital campaign committee in 2023 to focus specifically on fundraising for Madison Street.





Russell Partnership Pledge

SEPTEMBER 2021

Russell: A Place of Promise (RPOP) is a justice based initiative focused on generating investments in the people and places that make Russell special. RPOP is a fiscally-sponsored project of the Community Foundation of Louisville (CFL), a 501(c)(3) public charity. By 2024, RPOP will launch into a stand-alone community based organization in a form that is designed by Russell residents .

Since 2018, we have been working with Russell residents to do investment differently with people first. This pledge is a culmination of what we have envisioned with Russell residents.

In the incubation phase for Russell: A Place of Promise, we are aware of the fluidity of this living document and initiative. The principles, organization, and implementation of this effort are subject to change as additional Russell voices are considered.

We = Russell residents, R4R Coalition, RPOP team, and signers of this commitment.

We are a community that is making a promise to thrive.

Louisville's Russell neighborhood is valued.

Historically rooted, Black, communal with creative value.

An unspoken, felt, and connected value.

For generations, the people, churches, businesses, and community organizations of Russell have striven for its growth and stability.

We pledge to honor and value the contributions of the past as we work for a just and equitable future.

Despite the attempts of systemized displacement of Black people- urban renewal and gentrification- removing thriving businesses from Walnut Street, redlining residential neighborhoods while preventing Black wealth development, and years of neglecting the social and political needs of the community-- Russell collectively stands on its history and future possibilities.

And while we are still here, we are moving in numbers.

Hand in hand. Step by step.

We are redefining wealth.

We are moving from **owing** to **owning**.

We, the people of Russell, are the promise of the community.

Russell: A Place of Promise (RPOP), the Russell community and partners agree to move in momentum with residents and their expectations of how people-informed neighborhood development should operate and stay true to the Russell community.

This Partnership Pledge is a guide for RPOP, residents and partners to use in creating future decision making processes around investments, strategies, policy and advocacy, and our future organizational form from now until our launch. In partnership with RPOP and residents, we are making investments differently.

We are committed to stabilizing, creating, and growing Black wealth through investment without displacement. We are driven to think critically and consciously with Russell residents at the center.

We = Russell residents, R4R Coalition, RPOP team, and signers of this commitment.

"Self-determination is a pathway to Black wealth.
RPOP is determined to build Black wealth in Russell."

Black wealth is economic wellness and the ability for Black people to thrive for self, family and community. In order to achieve Black wealth - access, power and freedom for Black people must be grounded in political, spiritual, social, and mental and physical health.

Black wealth is worth beyond debt and income.

Black wealth is a sense of security that allows Black inheritors to be self-sufficient and abundant.

Black wealth exists in the stories we tell our children, the landscape of our homes, and in the values we share within our families. Black wealth is protecting our property, values, and roots.

Black wealth is the fruit of our labor and the effort to provide stable and thriving lifestyles for future generations.

We = Russell residents, R4R Coalition, RPOP team, and signers of this commitment.



**Our pledge to Russell and one another
embodies principles to stabilize, create,
and grow Black wealth in the Russell
community.**

We = Russell residents, R4R Coalition, RPOP team, and signers of this commitment.

Our Principles & Values

Together, we stabilize opportunities for Black wealth building by supporting investment within these principles

- Being transparent and accountable to Russell residents.
 - We listen to community without a filter and share clear intentions with the community
- Creating opportunities for resident ownership of assets
 - We create choices for residents to have ownership in the experiences happening in their community.
- Generating more value for residents than what's extracted from them
 - We co-create and present projects that substantially support the residents, and their stake of ownership in Russell. Creating fair and evenly balanced risks and returns among all partners
- Protecting resident wealth, property, labor, and talent from exploitation
 - We preserve the history and culture of the Russell community, guarding them with care, quality, and intention. We do not use it for personal gain that would be harmful to Russell's dignity and people. We will work towards the common good for the Russell community and neighborhood.

Together, we create new opportunities for the Russell community to build Black wealth within these principles

- Prioritizing Russell residents voice and leadership in the decision-making of Russell related activity
 - We center residents' voices and values in the decision-making process.
- Relying on the inherent talent, creativity and capacity of Russell residents
 - We acknowledge and lean on the creativity of Russell, while compensating the creative resources from and of Russell.
- Dismantling barriers that have historically and currently stymied Black entrepreneurship and self-determination
 - We make opportunities to co-create with Black entrepreneurs with open-mindedness and support.
- Making space for innovative thinking and shared learning
 - We learn with the community about topics that are beneficial, familiar and/or new, yet have great potential to build health, wealth and community power.

Together, we grow opportunities for Black wealth building within these principles

- Honoring the pace and process of reinforcing trust
 - We are patient with each other and the process of community building. We know that trust is a process that requires relationship building, which takes a long time.
- Practicing mutual respect and accountability with one another.
 - We are responsible for each other and our land/community/neighborhood. All of us have a role.
- Upholding our commitments with the Russell community and neighborhood
 - We are accountable for our actions, words and movements in the Russell community.
- Nurturing ourselves, our neighbors, our homes, our streets, our businesses, our community, and our future.
 - We preserve the wealth of our lives and connect with one another with grace, compassion and care. When we invest in our care, we are creating safe, happy and hopeful futures.

We = Russell residents, R4R Coalition, RPOP team, and signers of this commitment.

Our Power Sharing Model

As a community, we work together through collective decision making. We make decisions with the inclusion of community voices, values, skills, and resources from a body of Russell representatives to reach a resident-informed outcome.

We are guided by Russell residents in each step of the process to make decisions in...

Investments

Investments are opportunities that utilize money, energy, and other resources to create positive outcomes.

What do we say?

Russell neighborhood investments require connection and accountability and must add more value than they take away. Investments should also fairly balance risks and rewards among all partners including residents (renters and homeowners) and give options for multiple types of resident ownership to guard against displacement.

How to do it

- Partners seek input, counsel, and approval from residents when acquiring funds for development projects in Russell.
- Partners prioritize the voices and decisions of the Russell community when advancing development projects.
- Partners adopt the collective vision of the Russell community in investment planning.

Future Strategies

Future Strategies are organized ideas, approaches, and actions that will develop opportunities to achieve the vision that supports the mission.

What do we say?

Relationships are central and critical and should come first in community development work. Russell residents are true partners and able to participate in decision-making and ownership that leads to long-term relationships and sustainability of investments.

How to do it

- Partners organize with the RPOP housing workgroup to identify, decide, and create housing models that will lead to opportunities for collective ownership and housing security in Russell.
- Partners organize with the RPOP business workgroup to identify, decide, and create business models that will lead to opportunities for income and wealth building in Russell.
- Partners organize with RPOP to expand collective ownership of neighborhood asset strategies into the fabric of Russell.

We = Russell residents, R4R Coalition, RPOP team, and signers of this commitment.

Policy & Advocacy

Policy and advocacy is the work of evaluating procedures and practices of institutions to address disparities in policies and advocate for a better quality of life for individuals and the community.

What do we say?

Russell residents can design the solutions to challenges created by inequitable policies, and address disparities so residents and the collective community can build holistic wealth- financial, cultural, mental, physical, spiritual and community health.

How to do it

- Partners advocate for holistic approaches that address the social determinants of health when negotiating policies in the Russell community and neighborhood.
- Partners identify and confront root causes in policies that impact the well-being of Russell community and neighborhood.

Community Involvement

Community involvement is people of the community actively participating in the planning and execution of community work through collaboration, decision-making, and organizing.

What do we say?

The people of Russell are the foundation of their community and are creative, capable, and whole partners who deserve and are ready for new and equitable investments that build increased levels of Black ownership and wealth.

How to do it

- Partners build a relationship with Russell residents to create connected and informed community decisions.
- Partners are involved in the well-being and growth of the Russell community and neighborhood with accountability.

Glossary

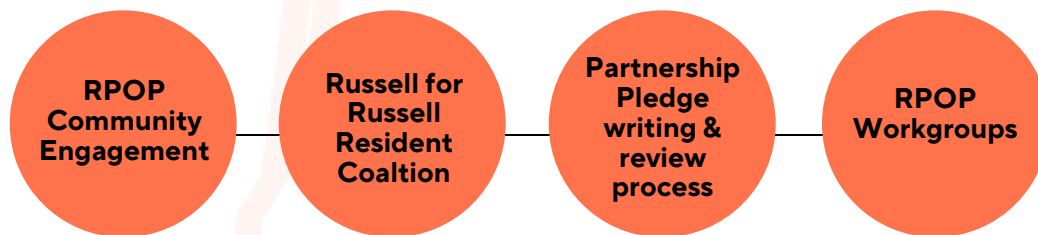
Advisory Board is a qualified body of Russell residents and technical specialists that guide RPOP staff in organizing practices and implementation strategies to sustain the incubation structure of RPOP. The board's body comprises 60% current and former Russell residents and 40% technical specialists. Current and former Russell residents represent those who are investing their time, livelihood, and assets in the Russell community. The advisory board has 15 members and meets quarterly.

Community involvement is people of the community actively participating in the planning and execution of community work through collaboration, decision-making, and organizing.

Future Strategies are organized ideas, approaches, and actions that will develop opportunities to achieve the vision that supports the mission.

Incubation is a process in which one or more funding companies or institutions provide financial and other resources to a non-profit or business to support foundational developmental measures.

Russell: A Place of Promise Incubation Phase



Investments are opportunities that utilize money, energy, and other resources on the front end to create positive outcomes.

Russell: A Place of Promise is a justice-based initiative focused on generating investments in the people and places that make Russell special. RPOP's vision is to build Black wealth through investment without displacement.

Russell: A Place of Promise staff are the organizers, gap fillers, connectors, and accelerators guided by the advisory board's technical expertise and residents' visions of Russell.

- **As Connectors** we connect residents, faith leaders, community-based organizations, and small businesses to resources for stability and growth.
- **As Organizers** we navigate the existing resources to best support residents, faith leaders, community-based organizations, and business owners' individual and community wealth building goals.
- **As Gap Fillers** we work towards filling in the gaps identified by residents, faith leaders, community-based organizations, and small business owners as needed to reach the collective vision of Black wealth for Russell.
- **As Accelerators** we support efforts led by residents, faith leaders, community-based organizations, and small business owners to learn, build, lead, and grow Black wealth in Russell.

Russell for Russell Resident Coalition is a resident-centered community group guided by Russell residents reflective of the neighborhood's race, gender, income, and age demographics based on the 2017 American Community Survey. The development of the coalition membership is dependent upon participation in meetings, engagements, and active interest in the Russell neighborhood wealth-building strategies and tools.

Russell residents include current and former homeowners and renters.

Russell business owners are future and existing entrepreneurs investing in the economic development and productivity in the Russell community.

Russell community-based organizations are representatives of the community that are typically offering a service or advocacy work on behalf of the community. Examples of community-based organizations that are in Russell and/or serve Russell are Louisville Urban League, Play Cousins Collective, Ag in the City.

Russell places of faith are spaces in Russell designed for spiritual and communal connection.

Russell community includes all the groups; Russell residents, business owners, community-based organizations, places of faith combined in one descriptor.

Russell neighborhood is a predominantly Black historic neighborhood located in Louisville's West End, known to hold nine neighborhoods west of the city's central business district. The Russell neighborhood parameters are west of Ninth Street, north of Broadway, east of 32nd Street, and south of Market Street.

The Partnership Pledge is a guide for decision making processes around investments, future strategies, policy & advocacy, and future organizational form from now until 2023 for RPOP partners and Russell residents. The pledge is a tool to distinguish parameters RPOP staff, advisory board, and partners should follow to ensure alignment with residents' vision.

Policy & Advocacy is the work of evaluating procedures and practices of institutions to address disparities in policies and advocate for a better quality of life for individuals and the community.

Self-determination, according to the national Black / African-American cultural celebration Kwanzaa, is a liberty to define ourselves, name ourselves, create for ourselves, and speak for ourselves.

Technical specialists are individuals that have the knowledgeable education and professional experience in their field of expertise to advise on specific field interests in relation to projects, programs, and activities. Technical specialists offer support and advice on the fields that RPOP will experience in its lifetime including, housing, workforce, business, faith leadership, community building, economic development, etc.

Wealth building is actively constructing financial assets and opportunities to build a structure of financial, cultural, and personal stability for the future.

Workgroups RPOP Workgroups are members that consist of Russell residents, business owners, faith leaders, and technical specialists in the specific field that meet to review, strategize, and implement future strategies for Black wealth building in Russell. The workgroups hold up to 20 members, with 60% or more capacity being held by Russell residents. The work groups are Housing, Business and Workforce, and Community Ownership of Neighborhood Assets. Each work group is led by a program manager, RPOP outreach staff, and one Russell resident.

August 8, 2022

Open Letter to the Louisville Metro Council Supporting the Disposition of Land to Russell: A Place of Promise (RPOP)

Dear Members of the Metro Council,

This letter is to express support for a resolution declaring a Metro-owned parcel of land bounded by the CSX Rail Line, West Muhammad Ali Boulevard, South 30th Street, and West Madison Street in Louisville's Russell Neighborhood (the Madison Street Property) surplus and transferring ownership of said property to the organization Russell: A Place of Promise (RPOP). It is RPOP's intention to develop the approximately 5-acre parcel for a use that will provide immediate and long-term economic and social benefit to Louisville's historically Black Russell neighborhood. The ultimate use of the property will be decided through RPOP's on-going process of grassroots community involvement and self-determination and represents a model that is rare, if not unique, in Louisville Metro.

Initiated in 2018 as the result of a collaborative effort between Louisville Metro Government and Cities United, RPOP has deliberately followed a path of resident involvement, citizen participation, open and transparent communication, and democratic decision making to reach the point that it is now prepared to request the transfer of the Madison Street Property. Already, several parties, including some with millions of dollars at their disposal, have expressed interest in partnering with RPOP in developing the site.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street Property is unlike any other effort undertaken in Louisville. It represents a commitment to citizen control, community ownership, and investment without displacement. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components in ensuring the success of efforts in developing the Madison Street Property. RPOP intends to create something at Madison Street that will benefit Russell and West Louisville by offering affordable space for business and community uses to address the community's dearth of goods and services, that will create jobs for neighborhood residents, that will generate significant economic impact for the city, and that will become a destination and serve as a model for how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring it to RPOP will help move this very important project forward. This letter is presented to the Louisville Metro Council by persons who support RPOP and its development of the Madison Street Property. We are a representative sample of those with ties to Russell,

whether as residents, businesspersons, institutional representatives, workers, or other persons interested in the continuing revitalization of the neighborhood. Thank you for your consideration and support.

Sincerely,

Frank McNeil (Russell Resident)
3008 River Park Drive

Markham French (Russell Resident)
401 South 20th Street

[Name] Patricia A Swift Clay
[Address] 2201 W. Moh Ali Blvd

[Name] Anthony Williams
[Address] 515 S. 18th St

[Name] Mango Bryant
[Address] 650 South 24th St #215

[Name] Sunshine Hughes
[Address] 515 So 18th #258

[Name] Jesten Slaw
[Address] 6912 Colrain Circle, Louisville, Ky

[Name] Rashika Bigham
[Address] 208 Shawnee Tr

[Name] Jwanda Reddick
[Address] 315 55th St Apt 371

[Name] Sharon Willis
[Address] 400 S. 10th St

[Name] Sandra Polk
[Address] 515 South 18th #113

[Name] Sheena Pittman
[Address] 407 S. 11th St.

[Name] Schnite Meely
[Address] 675 S 17th St

[Name] Veneta Darnley
[Address] 1824 Magazine St 40203

[Name] Kenneth Edwards
[Address] 224 N. 17th

[Name] Shena Mark
[Address] 432 S 18th St #1
Louisville, Ky 40203

[Name] Paula Howie
[Address] 1814 N. Madison St

[Name] Jackie Lloyd
[Address] 1517 W. Chestnut

[Name] Tina Downey
[Address] 910 E Madison St

[Name] Camara Douglas
[Address] 123 N. 4th St

[Name] Angelina Cannon
[Address] Zutter Ln

[Name] Jasmine Todd
[Address] 214 Heritage Hills

[Name] Kylon Crawford
[Address]

[Name]
[Address] 515 So 18th #112

[Name] Tina D. Sowell
[Address] 910 E Madison St #A1

[Name] Lisa Thomas
[Address] 3203 Melody Acres Ln

[Name] LATAWYA SUTHER
[Address] 1635 Plymouth Ct #9

[Name] Chonna Marsh
[Address] 2329 W. Oak St 40210

[Name] Shirley Mann
[Address] 1707 W. Oak St 40210

[Name] Cheryl Johnson
[Address] 3801 Stratton Ave 40211

[Name] Shaquonia Johnson
[Address] 1000 Wilberforce St

[Name] Shelis Martin
[Address] 103 Saunders Ct

[Name] Tierra Fearrington
[Address] 4916 Ranchland Dr 46216

[Name] Georgina Carter
[Address] 515 So. 1st St. #244

[Name] Lisa Taylor
[Address] 515 So. 1st St #344

[Name] Harold MCEWERS
[Address] 2638 Greenwood Ave 40211

[Name] Shantell Pitter
[Address] 921 Algonquin Parkway

[Name] Manja Ferman
[Address] 5304 Halsey Ct.

[Name] Debrae Barker
[Address] 2301 W Burnett

[Name] JOE BUNZLY
[Address] 5052 Terry Road

[Name] Tiger King
[Address] 1215 Moore Ct 40210

[Name] Lindsey Collins
[Address] 600 N. 33rd St LOU, KY 40212

[Name] Tiara Gragh
[Address] 1814 Magazine Street 40203

[Name] Tiara Austin
[Address] 6323 22nd

[Name] Ausha Hilliman
[Address] 2332 W. ~~Bran~~ Kentucky

[Name] Jewell Howell
[Address] 308 South 10th St

[Name] Ashlee E. Phillips
[Address] 407 Reg Smith Cr. #307

[Name] Ruth Daniels
[Address] 3120 Elliott Ave

[Name] Heather Boyd
[Address] 10617 Sparrow Circle #7

[Name] Delores Butler
[Address] 322 GRAVES End Drive



**Louisville
Urban League**

***Empowering People.
Changing Lives.***

1535 W Broadway
Louisville, KY 40203
(502) 585-4622
information@lul.org

www.lul.org

August 11, 2022

Dear Members of the Metro Council,

Please vote **yes** to pass a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) surplus, and to transfer that property to Russell: A Place of Promise (RPOP).

I am in favor of RPOP's plans to develop the Madison Street property for a mixed commercial space that includes businesses and organizations that support Russell residents and visitors to the neighborhood. I am especially excited about RPOP's pitch sessions planned to help identify business owners and organizations that will be part of the Madison Street project.

RPOP is an Urban League partner engaged with our Center for Entrepreneurship and Center for Housing and Financial Empowerment to accelerate resident business start-ups home ownership, and affordable housing, critical economic development strategies that increase stakeholder equity in a neighborhood that is on the move. LUL's housing development affiliate, REBOUND, is building quality homes in central Russell.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street development is unlike what any other community development organization in Louisville is doing. It is a formula for investment without displacement. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components that will make the Madison Street project succeed. RPOP has plans to build something at Madison Street that will be beloved by the community, that will build Black wealth while offering opportunities for affordable space for business and community uses, that will generate significant economic impact for the city, that will create jobs, that will offer missing goods and services, and that will become a destination and a model for others to learn how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important project forward. I thank you for your support.

Sincerely,

Sadiqa N. Reynolds, Esq.
President & CEO



Our mission is to improve lives and our community by engaging people to give, advocate and volunteer.

August 12, 2022

Metro United Way
334 East Broadway
PO Box 4488
Louisville KY 40204
ph: 502 583-2821
fx: 502 583-0330

Dear Louisville Metro Council Members,

We at Metro United Way remain grateful for your leadership as you confront the challenges our community faces today and make decisions that will shape our tomorrow.

Oldham County
PO Box 431
LaGrange KY 40031
ph: 502 222-7172
fx: 502 633-1406

It is with the past, present, and future in mind that **we write to ask for your support of a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) surplus and transferring it to Russell: A Place of Promise (RPOP).**

Shelby County
179 Alpine Drive
Shelbyville KY 40065
ph: 502 633-4484
fx: 502 633-1406

A valued Metro United Way partner, RPOP empowers resident-driven efforts to overcome historical policies and practices like urban renewal, redlining, and ongoing discrimination in financial practices that have harmed the economic vibrancy of the neighborhood and Black wealth building. The strategic, vision-aligned, and just opportunity to allow RPOP and Russell residents to implement their thorough plans for the Madison Street Property provides a critical opportunity to advance the goals set forward in Plan 2040 and demonstrate Metro Council's commitment to a more equitable future for all residents.

Clark, Floyd and Harrison Counties
ph: 812 282-7587

Through RPOP's proven and uniquely effective community ownership model, they've developed plans for a mixed-commercial space that will include businesses and organizations identified by residents as the greatest supports and assets to their neighborhood. This is a formula for investment without displacement. This will build Black wealth while offering opportunities for affordable space for business and community uses. This will generate significant economic impact for the city, creating jobs providing missing goods and services. This will become a destination and beacon of innovation, community empowerment, and hope. This is a choice that changes futures.

The transfer of the Madison Street Property will also propel progress toward Plan 2040 Economic Mobility and Livability objectives including

- Providing an economic climate that improves growth, innovation, investment and opportunity for all.
- Increasing equitable economic opportunities.
- Cultivating small business and entrepreneurship.
- Ensuing community engagement gives citizens the opportunity to be involved in efforts to create safe and healthy neighborhoods.

Achieving these new outcomes requires new and nimble pathways through processes that have left too many opportunities for improving equity behind. As a nonprofit grantee and grantor, Metro United Way knows well the imperative of asset commitment prior to securing and maximizing private investments. RPOP is powerfully positioned to bring in transformative private resources for the development of Madison Street when Metro Council contributes the property transfer. These are dollars our community cannot afford to lose to bureaucracy. Metro United Way urges you to use the most efficient available avenue to consider and pass this mutually beneficial resolution.

As Metro United Way fights to close education and wealth gaps in our community and our Black LOVE Philanthropic Partnership invests in equitable access to strong neighborhoods, public safety, and economic development, **we ask for your approval of the Madison Street property transfer resolution** today and look forward to continuing to work with you for a stronger tomorrow.

Sincerely,

A handwritten signature in black ink, appearing to read 'Adria Johnson', with a long, sweeping horizontal line extending to the right.

Adria Johnson
President & CEO



August 10, 2022

Dear Members of the Metro Council,

Please vote **yes** to pass a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) surplus, and to transfer that property to Russell: A Place of Promise (RPOP).

The Community Foundation of Louisville (CFL) invests in a Louisville where everyone can prosper. Our collaboration with RPOP over the past 4 years, leads us to enthusiastically share our support for RPOP plans to develop the Madison Street property. CFL has served as the fiscal sponsor for RPOP during its incubation phase, enabling Metro Government and the residents of Russell to birth new ways of investing in the people and places that make the Russell neighborhood special without displacement. The development of the Madison Street property by RPOP is both the realization of promises made by Metro Government and, we believe, it will be a model for community ownership that Louisville will be proud of for a generation to come.

RPOP's plans for the Madison Street property include a mixed commercial space for businesses and organizations that support Russell residents and visitors to the neighborhood. Current and former Russell residents have been part of the development plan and will eventually be part of its ownership. RPOP has received significant support from architects Perkins + Will and engineering firm Arcadis, has completed substantial environmental assessment work, and has raised initial funds and built partnerships to support the development. RPOP will soon launch into its own organization and is well-positioned to advance the Madison Street development as a result.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street development is unlike what any other community development organization in Louisville is doing. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components that will make the Madison Street project succeed. RPOP has plans to build something at Madison Street that will be beloved by the community, that will build Black wealth while offering opportunities for affordable space for business and community uses, that will generate significant economic impact for the city, that will create jobs, that will offer missing goods and services, and that will become a destination and a model for others to learn how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important project forward. I thank you for your support.

Sincerely,

A handwritten signature in blue ink that reads "Ronald V. Gallo".

Ronald V. Gallo, Ed.D

President & CEO

Community Foundation of Louisville



FIFTH THIRD BANK

August 5, 2022

Dear Members of the Metro Council,

Please vote **yes** to pass a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) surplus, and to transfer that property to Russell: A Place of Promise (RPOP).

I am in favor of RPOP's plans to develop the Madison Street property for a mixed commercial space that includes businesses and organizations that support Russell residents and visitors to the neighborhood. I am especially excited about RPOP's pitch sessions planned to help identify business owners and organizations that will be part of the Madison Street project.

In October of 2020, Fifth Third Bank announced the Empowering Black Futures Neighborhood Program (EBFNP), a three-year \$20 million commitment to the Russell Neighborhood focusing on increasing Black homeownership, Black small business ownership, and increasing access to affordable housing. Additionally, the Bank is continuing to support initiatives to improve educational attainment and workforce readiness, reduce food insecurity and increase access to mainstream financial services. RPOP is a critical partner in helping us to achieve our EBFNP goals including helping residents with entrepreneurial ideas incubate those ideas and grow them into small businesses which would be located at the Madison Street Property. As we look out past the three-year commitment, Fifth Third is committed to helping Black families and individuals create intergenerational wealth to strengthen African American communities.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street development is unlike what any other community development organization in Louisville is doing. It is a formula for investment without displacement. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components that will make the Madison Street project succeed. RPOP has plans to build something at Madison Street that will be beloved by the community, that will build Black wealth while offering opportunities for affordable space for business and community uses, that will generate significant economic impact for the city, that will create jobs, that will offer missing goods and services, and that will become a destination and a model for others to learn how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important project forward. I thank you for your support.

Sincerely,

A handwritten signature in blue ink that reads "Kimberly Halbauer".

Kimberly Halbauer
Regional President
Fifth Third Bank, Kentucky

401 S Fourth Street
Louisville, KY 40202
☎ (502)562-5584

✉ kimberly.halbauer@53.com
www.53.com



August 5, 2022

Dear Members of the Metro Council,

Please vote **yes** to pass a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) surplus, and to transfer that property to Russell: A Place of Promise (RPOP).

I am in favor of RPOP's plans to develop the Madison Street property for a mixed commercial space that includes businesses and organizations that support Russell residents and visitors to the neighborhood. I am especially excited about RPOP's pitch sessions planned to help identify business owners and organizations that will be part of the Madison Street project.

To me, Russell has always seemed like the bridge from downtown to West Louisville. As a part of the 2014 Leadership Louisville Center's Bingham Fellows, myself and several other members of the class began the conversation about a re-imagined Beecher Terrace. This working group led to the Vision Russell collaborative which in turn led to Louisville being awarded a CHOICE Neighborhood Grant. That grant is fueling the redevelopment of Beecher Terrace into a mixed income housing community.

When Fifth Third announced the Empowering Black Futures Neighborhood Program, local leadership contemplated if we would compete and if we did where would we focus. Because there is so much investment in Russell already, we believed that Russell would be the best fit and could serve as a model for redevelopment of other West Louisville neighborhoods which have been subjected to Redlining, Urban Renewal and disinvestment.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street development is unlike what any other community development organization in Louisville is doing. It is a formula for investment without displacement. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components that will make the Madison Street project succeed. RPOP has plans to build something at Madison Street that will be beloved by the community, that will build Black wealth while offering opportunities for affordable space for business and community uses, that will generate significant economic impact for the city, that will create jobs, that will offer missing goods and services, and that will become a destination and a model for others to learn how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important project forward. I thank you for your support.

Sincerely,

A handwritten signature in blue ink that reads 'Adam Hall'.

Adam Hall
Vice President, Community and Economic Development
Fifth Third Bank, Kentucky

401 S Fourth Street
Louisville, KY 40202
☎ (502)562-5584
✉ adam.hall@53.com
www.53.com



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

August 8, 2022

Dear Members of the Metro Council:

Please vote **yes** to pass a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) as surplus, and to transfer that property to Russell: A Place of Promise (RPOP).

I am in favor of RPOP's plans to develop the Madison Street property for a mixed commercial space that includes businesses and organizations that support Russell residents and visitors to the neighborhood. I am especially excited about RPOP's "pitch sessions" planned to help identify business owners and organizations that will be part of the Madison Street project.

The YMCA has had a presence in this area since the late 1800s and recognizes the rich history of the area. The opportunity to leverage this asset into a grass roots driven development in the midst of other dynamic changes in the area is timely and valuable. Recent upgrades to the historic Chestnut Street YMCA and the addition of the Republic Bank Foundation YMCA community integrated health facility reflect the investments in and commitment to the area. The potential for continued investment is great.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street development is unlike what any other community development organization in Louisville is doing. It is a formula for investment without displacement. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components that will make the Madison Street project succeed. RPOP has plans to build something at Madison Street that will be beloved by the community, will build Black wealth while offering opportunities for affordable space for business and community uses, will generate significant economic impact for the city, will create jobs, will offer missing goods and services, and will become a destination and a model for others to learn how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important vision forward. Thank you for your support.

Sincerely,

R. Stephen Tarver
President/CEO

RST/cln

YMCA of Greater Louisville
ASSOCIATION SERVICES OFFICE
545 South Second Street
Louisville, KY 40202
P 502 587 9622
YMCALOUISVILLE.ORG





**INSTITUTE FOR
HEALTH EQUITY**
A Part of Norton Healthcare

The Village @ West Jefferson, Suite 203
1219 W. Jefferson St. • Louisville, KY 40203
(502) 861-4550 Phone • (502) 861-4559 Fax
InstituteHealthEquity@nortonhealthcare.org
NortonHealthcare.com/HealthEquity

August 9, 2022

Dear Metro Council Members,

On behalf the Norton Healthcare Institute for Health Equity, I am writing in support of the Russell Place of Promise's effort to acquire the Madison Street surplus property located at 30th & Muhammad Ali. The Institute was established by Norton Healthcare to address health and racial inequities in our community and we work closely in the Russell neighborhood on health outreach and have a strong partnership with the Russell Place of Promise.

Under the Institute's leadership, our team seeks to improve health equity by:

- investing in access to primary care
- providing prevention and wellness outreach
- offering support for chronic diseases
- expanding mental health and substance abuse resources
- advocating for affordable care
- empowering individuals to make health decisions and
- engaging our community and faith partners

The Institute's main office is at The Village @ West Jefferson in the Russell neighborhood. It houses a community meeting space, a telehealth consultation room for mental health providers and access to prevention and wellness resources. A key part of the Institute for Health Equity's dedication to addressing health needs in our community's underserved areas is dedicating community medical directors to provide direct outreach and participate in neighborhood educational health programs. Our community medical directors are Crystal Narcisse, M.D., Maria F. Nota, M.D., and Steven Patton, D.O.

We hope you can support the Russell Place of Promises request for revitalizing the neighborhood, focusing on its economic success while the Norton Healthcare Institute for Health Equity works on bettering the health outcomes of our community.

Sincerely,

Kelly McCants, M.D.
Executive Director
Norton Healthcare Institute for Health Equity

August 5, 2022

Dear Members of the Metro Council,

Please vote **yes** to pass a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) surplus, and to transfer that property to Russell: A Place of Promise (RPOP).

I am in favor of RPOP's plans to develop the Madison Street property for a mixed commercial space that includes businesses and organizations that support Russell residents and visitors to the neighborhood. I am especially excited about RPOP's pitch sessions planned to help identify business owners and organizations that will be part of the Madison Street project.

Russell a Place of Promise has served as a critical partner for Play Cousins Collective. During the pandemic we were able to support our members living in Russell with food, education, play and protective items. Together we have honored the legacy of people in West Louisville with special attention to Russell through our creation of the Ujamaa Workbook highlighting Black business and communal care. They have supported our engagement of families through special events and programs such as our mental health and parenting circles. We believe that their development of this location will benefit the residence of the Russell neighborhood and all of West Louisville. We hope to aid them in their development of the space and their service to residents of the Russell neighborhood. The innovation and collective power featured in this project is incredible and sets the bar high for development with the community.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street development is unlike what any other community development organization in Louisville is doing. It is a formula for investment without displacement. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components that will make the Madison Street project succeed. RPOP has plans to build something at Madison Street that will be beloved by the community, that will build Black wealth while offering opportunities for affordable space for business and community uses, that will generate significant economic impact for the city, that will create jobs, that will offer missing goods and services, and that will become a destination and a model for others to learn how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important project forward. I thank you for your support.

Sincerely,

Kristen Williams

Executive Director
Play Cousins Collective

August 5, 2022

Dear Members of the Metro Council,

Please vote **yes** to pass a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) surplus, and to transfer that property to Russell: A Place of Promise (RPOP).

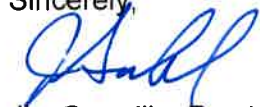
I am in favor of RPOP's plans to develop the Madison Street property for a mixed commercial space that includes businesses and organizations that support Russell residents and visitors to the neighborhood. I am especially excited about RPOP's pitch sessions planned to help identify business owners and organizations that will be part of the Madison Street project.

Park Community has considered RPOP a valuable partner for several years now. One of our executives has been a board member during that period. We have participated in several events with RPOP and engaged in multiple discussions about ways to improve the Russell community. Their support over the years was a major consideration in our decision to open a full service retail branch in Russell in 2021.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street development is unlike what any other community development organization in Louisville is doing. It is a formula for investment without displacement. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components that will make the Madison Street project succeed. RPOP has plans to build something at Madison Street that will be beloved by the community, that will build Black wealth while offering opportunities for affordable space for business and community uses, that will generate significant economic impact for the city, that will create jobs, that will offer missing goods and services, and that will become a destination and a model for others to learn how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important project forward. I thank you for your support.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jim Spradlin", is written over a light blue circular graphic element.

Jim Spradlin, President & CEO
Park Community Credit Union

August 5, 2022

Dear Members of the Metro Council,

Please vote **yes** to pass a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) surplus, and to transfer that property to Russell: A Place of Promise (RPOP).


I am a member of RPOP's Advisory Board, and I am in favor of RPOP's plans to develop the Madison Street property for a mixed commercial space that includes businesses and organizations that support Russell residents and visitors to the neighborhood. I am very excited that current and former Russell residents have a chance to help plan the development and eventually be part of its ownership. RPOP has received significant support from architects Perkins + Will and engineering firm Arcadis, has completed substantial environmental assessment work, and has raised initial funds and built partnerships to support the development. RPOP will soon launch into its own organization and is well-positioned to advance the Madison Street development as a result.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street development is unlike what any other community development organization in Louisville is doing. It is a formula for investment without displacement. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components that will make the Madison Street project succeed. RPOP has plans to build something at Madison Street that will be beloved by the community, that will build Black wealth while offering opportunities for affordable space for business and community uses, that will generate significant economic impact for the city, that will create jobs, that will offer missing goods and services, and that will become a destination and a model for others to learn how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important project forward. I thank you for your support.

Sincerely,

Signature



Printed Name

DAVID L. SHAOBURN

My Home Address

1044 STARBUCK WAY
LAWRENCEBURG KY 40312



August 5, 2022

Dear Members of the Metro Council,

Please vote **yes** to pass a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) surplus, and to transfer that property to Russell: A Place of Promise (RPOP).

I am in favor of RPOP's plans to develop the Madison Street property for a mixed commercial space that includes businesses and organizations that support Russell residents and visitors to the neighborhood. I am especially excited about RPOP's pitch sessions planned to help identify business owners and organizations that will be part of the Madison Street project.

Amped has closely worked with RPOP in both the workforce development and entrepreneurship arena. Our shared mission is to lift up our community to a financially and environmentally equitable community. Amped has provided technology training and technical assistance for west Louisville residents. RPOP's business accelerator program has been a great pipeline for suitable candidates for acceptance into the Amped Russell Technology Business Incubator. Amped has also had the great pleasure of being a coalition partner with RPOP on the Chase Advancing Cities project.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street development is unlike what any other community development organization in Louisville is doing. It is a formula for investment without displacement. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components that will make the Madison Street project succeed. RPOP has plans to build something at Madison Street that will be beloved by the community, that will build Black wealth while offering opportunities for affordable space for business and community uses, that will generate significant economic impact for the city, that will create jobs, that will offer missing goods and services, and that will become a destination and a model for others to learn how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important project forward. I thank you for your support.

Sincerely,

Executive Director, AMPED



August 5, 2022

Dear Members of the Metro Council,

Please vote **yes** to pass a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) surplus, and to transfer that property to Russell: A Place of Promise (RPOP).

I am in favor of RPOP's plans to develop the Madison Street property for a mixed commercial space that includes businesses and organizations that support Russell residents and visitors to the neighborhood. I am especially excited about RPOP's pitch sessions planned to help identify business owners and organizations that will be part of the Madison Street project.

The Coalition Supporting Young Adults, or CSYA is an advocacy organization for opportunity youth; young people 16-24 who are either at risk of or currently are disconnected from school or work. We have worked with RPOP to do neighborhood canvassing in Russell to make residents aware of resources and also collaborated with RPOP to offer a youth leadership program.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street development is unlike what any other community development organization in Louisville is doing. It is a formula for investment without displacement. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components that will make the Madison Street project succeed. RPOP has plans to build something at Madison Street that will be beloved by the community, that will build Black wealth while offering opportunities for affordable space for business and community uses, that will generate significant economic impact for the city, that will create jobs, that will offer missing goods and services, and that will become a destination and a model for others to learn how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important project forward. I thank you for your support. CSYA is in full support of RPOP and it is our hope that you grant this request.



Sincerely,

Darryl Young Jr
Executive Director
Coalition Supporting Young Adults



Louisville
Urban League

*Empowering People.
Changing Lives.*

1535 W Broadway
Louisville, KY 40203
(502) 585-4622
information@lul.org

lul.org

August 5, 2022

Dear Members of the Metro Council,

Please vote **yes** to pass a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) surplus, and to transfer that property to Russell: A Place of Promise (RPOP).

I am a member of RPOP's Advisory Board, and I am in favor of RPOP's plans to develop the Madison Street property for a mixed commercial space that includes businesses and organizations that support Russell residents and visitors to the neighborhood. I am very excited that current and former Russell residents have a chance to help plan the development and eventually be part of its ownership. RPOP has received significant support from architects Perkins + Will and engineering firm Arcadis, has completed substantial environmental assessment work, and has raised initial funds and built partnerships to support the development. RPOP will soon launch into its own organization and is well-positioned to advance the Madison Street development as a result.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street development is unlike what any other community development organization in Louisville is doing. It is a formula for investment without displacement. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components that will make the Madison Street project succeed. RPOP has plans to build something at Madison Street that will be beloved by the community, that will build Black wealth while offering opportunities for affordable space for business and community uses, that will generate significant economic impact for the city, that will create jobs, that will offer missing goods and services, and that will become a destination and a model for others to learn how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important project forward. I thank you for your support.

Sincerely,

Lyndon E. Pryor
Chief Engagement Officer

Center for Neighborhoods



August 5, 2022

Dear Members of the Metro Council,

Please vote **yes** to pass a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) surplus, and to transfer that property to Russell: A Place of Promise (RPOP).

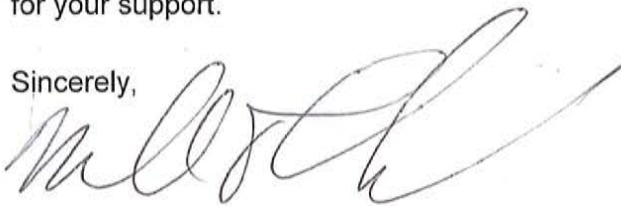
I am in favor of RPOP's plans to develop the Madison Street property for a mixed commercial space that includes businesses and organizations that support Russell residents and visitors to the neighborhood. I am especially excited about RPOP's pitch sessions planned to help identify business owners and organizations that will be part of the Madison Street project.

RPOP has been an invaluable partner in our work with the residents of the Russell Neighborhood. Their consistent engagement with residents has shown to be equitable and allowed for our work to thrive in that community.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street development is unlike what any other community development organization in Louisville is doing. It is a formula for investment without displacement. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components that will make the Madison Street project succeed. RPOP has plans to build something at Madison Street that will be beloved by the community, that will build Black wealth while offering opportunities for affordable space for business and community uses, that will generate significant economic impact for the city, that will create jobs, that will offer missing goods and services, and that will become a destination and a model for others to learn how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important project forward. I thank you for your support.

Sincerely,



Mikal Forbush
Education & Engagement Director
Center for Neighborhoods



August 5, 2022

Dear Members of the Metro Council,

Please vote **yes** to pass a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) surplus, and to transfer that property to Russell: A Place of Promise (RPOP).

I am a member of RPOP's Advisory Board, and I am in favor of RPOP's plans to develop the Madison Street property for a mixed commercial space that includes businesses and organizations that support Russell residents and visitors to the neighborhood. I am very excited that current and former Russell residents have a chance to help plan the development and eventually be part of its ownership. RPOP has received significant support from architects Perkins + Will and engineering firm Arcadis, has completed substantial environmental assessment work, and has raised initial funds and built partnerships to support the development. RPOP will soon launch into its own organization and is well-positioned to advance the Madison Street development as a result.

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Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important project forward. I thank you for your support. Sincerely,

Alice K. Houston
9811 Covered Bridge Road
Prospect, Ky 40059

August 12, 2022



Dear Members of the Metro Council,

Please vote yes to pass a resolution declaring property located at 30th and Muhammad Ali/Madison Street (the Madison Street Property) surplus, and to transfer that property to Russell: A Place of Promise (RPOP).

We at New Directions are in favor of RPOP's plans to develop the Madison Street property as a mixed commercial space that includes businesses and organizations that support Russell residents and visitors to the neighborhood. We are especially excited about RPOP's pitch sessions that are planned to help identify business owners and organizations that will be part of the Madison Street project.

New Directions has worked closely with RPOP over the last year assisting Russell homeowners with free home repairs. The tireless efforts of RPOP to support the revitalization of Russell are evident, and it shows in their relationships with Russell resident leaders.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street development is unlike what any other community development organization in Louisville is doing. It is a formula for investment without displacement. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components that will make the Madison Street project succeed.

RPOP has plans to build something at Madison Street that will be beloved by the community, that will build Black wealth while offering opportunities for affordable space for business and community uses, that will generate significant economic impact for the city, that will create jobs, that will offer missing goods and services, and that will become a destination and a model for others to learn how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important project forward. I thank you for your support.

Sincerely,

A handwritten signature in black ink that reads "Lori H. Flanery". The signature is written in a cursive, flowing style.

Lori H. Flanery
President & CEO

LHF/jak

August 8, 2022

Dear Members of the Louisville Metro Council,

Please vote **yes** to pass a resolution that will declare Metro-owned property located at South 30th Street and Muhammad Ali Boulevard/West Madison Street (the Madison Street Property) as surplus and transfer said property to Russell: A Place of Promise (RPOP).

I am in favor of RPOP's plans to develop the Madison Street Property for mixed uses that will include businesses and organizations that support residents of and visitors to Louisville's historically Black Russell Neighborhood, and I am very excited that Russell residents will have the opportunity to help plan the development and eventually be part of its ownership.

RPOP's commitment to engaging residents, including Black business owners, in the planning, development and future ownership of the Madison Street development is unlike what any other community development organization in Louisville is doing. It is a formula for investment without displacement. RPOP's relationships with residents, its Russell Partnership Pledge, and its commitment to building Black wealth are key components that ensure the success of its efforts at the Madison Street Property. RPOP has plans to build something on the site that will be beloved by the community, that will bolster community resources while offering opportunities for affordable space for business and other uses, that will generate significant economic impact for the city, that will create jobs, that will offer heretofore lacking goods and services, and that will become a destination and model for others to learn how to authentically engage with residents to create Black wealth.

Your vote to approve the resolution declaring the Madison Street Property surplus and transferring that property to RPOP will help move this very important project forward. I thank you for your support.

Sincerely,



Frank McNeil
3008 River Park Drive