

Goodwill Industries of Kentucky is requesting a \$5 million investment in appropriation funds to support the development of the West Louisville Opportunity Campus at the corner of 28th and Broadway in West Louisville. This funding will substantially boost Goodwill's current investment in the nine-neighborhood area, create hundreds of full-time jobs paying livable wages, and provide critical services to thousands of West Louisville residents each year.

Organizational Overview

Goodwill Industries of Kentucky has a mission of helping Kentucky residents with disabilities or other disadvantages achieve and maintain employment to gain a better quality of life. Goodwill's **vision** is a progression from its mission and includes: Providing sustained workforce development programs and associated counseling services for vocationally challenged adults; Aiding economic development by providing adults with jobs and educational training; Supporting businesses and communities with well-trained employees; providing services to adults with disabilities or other disadvantages through employment and training centers.

Goodwill's **workforce development services** help Kentuckians overcome barriers to employment by providing soft skills, life skills, digital skills and job skills training; barrier identification and removal through facilitation of services with agency partners; and case management. Goodwill services are holistic, designed to help participants with justice-involved backgrounds, limited work experience, chronic poverty, limited education, substance use disorder, as well as mental, developmental emotional, and physical disabilities. An important aspect of Goodwill's service delivery is facilitating connections among participants with partners delivering these resources.

Need for Community and Economic Development in West Louisville

Consisting of nine neighborhoods, West Louisville and its 65,000 residents who are primarily African American (80 percent) have long endured the detrimental of disinvestment, intergenerational poverty and limited access to resources. These challenges, complemented by limited employment opportunities, contribute to West Louisville's median household income of \$21,000 which is less than half of the \$54,929 reported for Louisville Metro. Further, West Louisville has been afflicted with a food desert designation, high violent crime rate, and limited access to resources.

Prior to developing detailed plans for the **West Louisville Opportunity Campus**, Goodwill engaged in a six-month community engagement campaign to learn what West Louisville residents, business owners and advocates believed to be the greatest needs in the area. Despite challenges presented by Covid-19, Goodwill solicited more than 2,000 meaningful responses from October 2020 to March 2021. Of these responses collected via an online survey, 15 virtual group meetings, direct mail postcards, a Goodwill-staffed booth at a local grocery store and other means, job services (72 percent) were identified as the support service needed most in West Louisville. The next most popular service need responses were youth mentoring (69 percent); senior citizen activities (66 percent); mental health (65 percent); education/tutoring (62 percent); computer/internet access (60 percent); legal services (57 percent) financial services (57 percent); meals/food assistance (54 percent); outpatient addiction counseling (52 percent); and second chance banking (47 percent). (A digital version of the report is accessible at www.GoodwillWestLouisville.com)

West Louisville Opportunity Campus - Development Plan

Goodwill Industries of Kentucky is relocating its headquarters to the **West Louisville Opportunity Campus** in the Parkland neighborhood. Goodwill anticipates 70 full-time staff members will occupy 10,000 square feet of office space on the campus where they will manage the organization's finance, marketing, human resources, IT and other administrative operations.

More importantly, the 124,150 square-foot facility on the **West Louisville Opportunity Campus** will feature an Opportunity Center serving as a one-stop location for equitable, accessible life-enhancing service needs based largely from community feedback. Specifically, the **West Louisville Opportunity Campus** will feature a larger version of Goodwill’s initial Opportunity Center at 909 East Broadway which is proving to meet the needs of Louisville residents facing barriers to self-sufficiency.

Since its opening in February 2021 amid a pandemic, the East Broadway Opportunity Center has enrolled 3,600 members, established partnerships with 45 service-providing agencies and employers, and hosted events ranging from a Second Chance Conference and Medicaid Eligibility Learning Sessions to weekly Women of Intent Empowerment Sessions and Narcan Training. Of importance, participants attending Goodwill’s workforce skills and life skills training programs at the East Broadway Opportunity Center are benefiting from barrier removal and other services from providing partners. In this vein, the **West Louisville Opportunity Campus** is providing at least nine agency partners space to provide a full range of crucial services. These partners and their services are detailed below.

On-Site Partners	Support Type	Description
Big Brothers Big Sisters of Kentuckiana	Youth/Young Adult Mentoring	Actively mentoring children of participants for at least 12 months per child.
KentuckianaWorks	Job and career counseling	Job training, resume building and direct referral to employers.
Kentucky College of Barbering	Job Training / Professional grooming	Credentialed training and placement in barbering field. Provide free haircuts to West Louisville Opportunity Campus program participants.
Legal Aid Society	Legal Counseling	Free on-site civil legal help on issues related to income, family, housing, safety and health provided by attorneys located full-time at the West Louisville Opportunity Campus .
Norton Healthcare	Health & Wellness	Operate a wellness clinic for all residents
Park Community Credit Union	Banking	Second-chance banking opportunities complemented by full-service financial products
Shawnee Christian Healthcare; Martin & Muir	Mental and Behavioral Health Counseling	One-on-one mental, behavioral health and trauma counseling.
Volunteers of America	Restorative Justice / Veterans Services	Intervention helping to prevent justice-involved youth from reoffending. / Senior-specific day programming, referrals, and case management support
YMCA of Greater Louisville	Child-care	Free drop-in childcare for children of West Louisville Opportunity Campus program participants.
Service Provider	Support Type	Description
Goodwill and Coalition for the Homeless members	Housing	Emergency and transitional housing; supportive housing; homeownership financial coaching

Additional features of Goodwill’s West Louisville Opportunity Campus facility include:

- ❖ **Community Cafeteria** – Louisville has been designated as an unofficial “food desert” due to the lack of convenient access to healthy food or dining options for its residents. To help, Goodwill is allocating **West Louisville Opportunity Campus** space and equipment for a restaurant vendor to operate a community cafeteria serving hot breakfast, lunch and dinner meals to staff members, program participants, local residents, workers in the area and the general public.

- ❖ **Technology Center** – West Louisville residents have one of the lowest rates of internet and computer access of any community in the city. To address digital inequity, Goodwill will operate a technology resource center on the **West Louisville Opportunity Campus** offering access to internet-connected computers and other technological amenities to help bridge the digital divide.
- ❖ **Community Room** - To help accommodate the need many community members and local organizations have for space to host large meetings, retreats, receptions and other gatherings. The community room will be equipped with modern technological amenities including monitors, televisions, computer projectors, conference tables and art.
- ❖ **Dental Access** – Access to dental care can be challenging for West Louisville residents lacking reliable or convenient transportation. To help, Goodwill is making space available for an independent vendor to operate a dental clinic on the **West Louisville Opportunity Campus**.
- ❖ **Bus Stop** – As the **West Louisville Opportunity Campus** is located on a busy transportation route, Goodwill is incorporating a sheltered bus stop on its campus allowing bus riders and ride sharers a safe, comfortable location to wait.

Goodwill's commitment is already serving as a catalyst for West Louisville. In February, Norton Healthcare announced a \$70 million investment to build a separate 40,000 – 60,000 square foot building on the **West Louisville Opportunity Campus** which will serve as the first new West Louisville hospital in more than 100 years. Norton's facility will offer a host of relevant medical services that West Louisville residents often have to leave their communities to access. Emergency room services, outpatient functions, cardiology, neurology and endocrinology services at the facility will provide a level of healthcare convenience that most West Louisville residents have never experienced.

Current Goodwill Investment and Project Status - Goodwill purchased a 21.4-acre brownfield site that previously served as the long-term home to an industrial manufacturing company. Goodwill is investing \$9 million of its own money largely through property sales which will be complemented by revenue generated by a capital campaign and New Markets Tax Credits. In addition, \$7 million in funding from Norton Healthcare and \$1 million from philanthropist MacKenzie Scott is supporting this project.

Goodwill completed full demolition of the 400,000 square-foot dilapidated facility on the property in fall 2021. The project is now in the design phase with an anticipated construction completion date of fourth quarter 2023. Goodwill is confident it will open its new headquarters at the West Louisville Opportunity Campus in the fall of 2023 with community partners beginning operations concurrently.

Proposed Use of Louisville Metro Council Funds and Return on Investment – Goodwill's \$5 million funding request of Louisville Metro Council is in support of organization's \$42,547,368 million **West Louisville Opportunity Campus** economic and community development project. Supply chain shortages have driven prices for key materials significantly resulting in a \$10 million increase in the Opportunity Campus construction budget. To this end, allocated funds will help subsidize \$7,423,484 in the Opportunity Campus project's steel, concrete and masonry expenses.

Return on Investment – Collectively, Goodwill and its partners are expected to bring more than 200 jobs to West Louisville at an average wage of \$59,000 and serve 50,000 people annually through programs, services, and campus offerings. The career services programs at the West Louisville Opportunity Campus are expected to have a cumulative annual impact of \$18.7 million by helping to place more than 600 job seekers into full-time employment and businesses throughout the region that pay a minimum of \$13 per hour. Another 200 construction jobs are expected to be created to help build the facility. As well, the new Norton Healthcare medical facility on the Opportunity Campus will create 100 new jobs in West Louisville with an average salary of \$60,000.