

Year-End Update on Build Back Better, Together Work

This document identifies top priorities for each focus area team and actions being taken to meet those goals, as well as action items currently in the works or planned.

Economy

1. STABILIZE AND GROW OUR ECONOMY

- Louisville Forward completed the \$27.1 million Small Business COVID-19 Relief Grant program, helping 824 businesses with grants averaging \$32,888. Of the grant dollars awarded, 28% percent went to minority-owned businesses, and 33.8 % percent went to women-owned businesses.
- Louisville Metro waived annual ABC license renewal fees and fees for extended hours licenses for restaurants and bars.
- Louisville Forward awarded loans to small businesses through the \$2.9 million Small Business COVID-19 Relief program. To date, 51 loans, totaling \$2.1 million, have been approved.
- Louisville Metro has distributed roughly \$12.5 million through multiple Eviction Prevention programs, helping 9,626 residents as of the end of October.
- Louisville Metro, in partnership with Cities for Financial Empowerment Fund and LHOME, launched a free Financial Navigators program to help residents navigate critical financial issues related to the COVID-19 pandemic.

2. EXPAND OPPORTUNITIES AND ECONOMIC MOBILITY FOR MARGINALIZED POPULATIONS

- METCO Board approved \$500,000 toward the Black Community Fund, which will provide a mix of grants and low-interest or forgivable loans to Black entrepreneurs.
- Louisville Forward is working with Buy Black Lou on the development of a supplier diversity portal for Black-owned businesses/contractors, where consumers and corporations can choose vendors and buy goods and services.
- Louisville Metro issued a Request for Information (RFI) for a Minority Business Enterprise incubator.
- GLI Business Council to End Racism is leading the creation of the Black Community Equity Pledge/Agreement, a challenge document for businesses to set goals related to Black employment and leadership.
- Through an Executive Order, Mayor Greg Fischer established an Equity in Contracting and Procurement Task Force charged with working to close the community's wealth gap by supporting Black-owned and Minority-, Female- and Disabled-owned Business Enterprises (MFDDBE) through supplier diversity initiatives, particularly related to public capital projects from the city, MSD, LG&E and others.

3. REEVALUATE HOW WE LOOK AT EQUITY

- Louisville Forward is seeking a grant for a community-led process to establish inclusive economic indicators because traditional indicators are not providing a complete picture of economic reality and mobility.

Health and Safety

1. IMPROVING KEY DRIVERS OF GOOD HEALTH

- Advocate for policies and programs at the local, state and federal levels to prevent evictions, to help prevent the spread of COVID and to avoid mass homelessness during the pandemic.
- Facilitate the opening of food stores in West Louisville that provide the basic groceries needed by local families at prices they can afford. RFP released by Metro for funding for a community grocery; responses due in January.
- Louisville Metro granted \$80,000 to Feed The West to continue emergency food services in West Louisville.
- Metro Council approved Mayor's proposal to provide an additional \$10 million in the current fiscal year to the Office of Resilience and Community Services to help thousands of Louisville customers struggling to pay their utility bills because of a COVID-19 related financial hardship.
- Improve green space, parks, recreational facilities, and youth programs through collaboration with Metro Parks on the following:
 - (1) Provide for more green spaces, additional tree canopy, and reduce the health impacts of the Urban Heat Island effect.
 - (2) Seek funding allocated through a partnership to update and renovate Algonquin Pool, creating a community-based Health and Wellness Center for West-Southwest Louisville. This type of community-based development, which is a public facility and community amenity, will reinvigorate and stimulate the fulfilment of the goals of the original HOPE VI Grant. Seek community input and the possibility of the YMCA, or other experienced entity, taking over pool operations, new facility operations, and all related Health and Wellness Center programs.
 - (3) Ensure that every public park in Louisville Metro has adequate provisions for residents, including such amenities as lighting, restrooms, accessibility, and possibly Wi-Fi, and provide for a citywide assessment with upgrade proposals.
 - (4) Metro Parks provides some summer activities for youth, e.g., the Louisville is Engaging Children Outdoors initiative; however, Metro Park Summer Camps and healthy outside programming should be reinstated in parks located in disadvantaged areas of the city, if these activities are administered in accordance with CDC guidelines.

2. INCREASING ACCESS TO/OPPORTUNITY FOR ADEQUATE HEALTHCARE

- Encourage more mobile medical, dental, and other professional practices. Contact known medical, dental, and other professional mobile practice units to see what they need to increase services and encourage University of Louisville and University of

Kentucky dental schools to create programs for graduate students to provide supervised services to patients in disadvantaged areas of the city.

- Continue discussions with local providers concerning ways to expand telemedicine and telehealth in the community.

3. IMPROVING SAFETY IN THE COMMUNITY

- Consider activation of GPS on mobile data terminals on all computers or cell phones used by Louisville Metro Police Department (LMPD) officers as a method of increasing accountability while on official duty. Work with Public Safety Chief Amy Hess and LMPD Chief Yvette Gentry on this and related transparency and accountability measures.
- Address public perception that there is a lack of appropriate supervision at too many crime scenes. LMPD has taken steps over the past 45 days to increase supervision for officers and add support during peak hours, as lieutenants have transitioned back to shift work and night commanders are now required to generally patrol the city and respond to major incidents to provide additional supervision and leadership.
- Acknowledge that trauma has been normalized for people of color. LMPD officers receive training on Trauma Informed Care, as well as Crisis Intervention Training, and LMPD is in the process of finding the best avenue to add social workers to the Public Safety team.
- There is a need to reduce the in-jail population, and a need for bail relief/reform, re-entry support, re-entry assistance, and housing support. Organizations like New Legacy Reentry Corporation, a faith-based community organization committed to breaking the cycle of chronic recidivism for male ex-offenders, should be supported. Bail Relief/Reform may be accomplished by implementing some of the recommendations in the Pegasus Institute's Reform Opportunities in Kentucky's Bail System.
- Reimagine public safety, through an equity lens, by working with the community and LMPD on reform, so that every Louisvillian feels safe and secure in every corner of Louisville and police are community-oriented, accountable, and transparent guardians. This will help insure appropriate equitable outcomes, provide for safety and security, and promote overall health, throughout the community regardless of race.

Education and Talent Development

1. REDOUBLE OUR COMMITMENT TO EFFORTS THAT ARE ALREADY PRODUCING RESULTS

- Support the work of Evolve502 and the "promise scholarship," which now assures JCPS graduates in the Classes of 2021-24 can attend any Kentucky Community & Technical College or Simmons College of Kentucky for free for two years.
- Salute the Academies of Louisville effort, which is transforming teaching, learning and academic outcomes at 15 JCPS high schools.
- Support the vision of JCPS Superintendent Marty Pollio and the JCPS School Board for increasing teacher pay and training, recruiting more minority teachers, building/upgrading school facilities, and executing on their racial equity plan.

- Salute Jefferson Community and Technical College's Rise Together initiative, which is focusing on additional student support resources for Black students.
- JCPS purchased and distributed 17,000 Chromebooks in the spring and continue work to ensure every student who needs a computer or Wi-Fi access has it and can succeed at Non-Traditional Instruction.
- Support similar efforts at other higher education institutions, including the University of Louisville, that also have worked to provide technology hardware and access to their students when needed.
- The Future of Work initiative, a partnership between Louisville Metro and tech giant Microsoft around artificial intelligence, the Internet of Things and data science, launched the COVID-19 Reskilling Initiative, with residents earning 739 badges to signify the skills they've learned.
- Louisville Metro, through Future of Work and partnerships with major companies including Humana, Microsoft and General Assembly, awarded \$100,000 each to AMPED and LCCC for tech training programs that will target groups that are underrepresented in the tech sector, including Black residents, women and low-income individuals.
- Support creation of a data analytics pathway at JCPS with leadership from the Future of Work initiative.

2. KEY PRIORITIES WHERE MORE WORK IS NEEDED

- Find ways to expand the availability of computers, software, and Wi-Fi to all students who need them.
- Make it easy for residents to contribute to funds that allow our leading higher education institutions to help their students meet immediate financial needs that may not be covered by traditional aid sources.
- Encourage local employers to create more paid internships for the region's college students, so that we help connect them to the growing companies and careers in our area while also helping them earn additional money while in college.
- Encourage additional investments in early childhood education opportunities.
- Emphasize the importance of affordable, quality childcare as a workforce and economic development issue.

Built and Natural Environment

1. INCORPORATE EQUITY AND INCLUSION IN DEVELOPMENT

- Louisville Metro Government is working on Land Development Code reform; currently in the public feedback/suggestion phase.
- Louisville Metro is updating the Neighborhood Plan Ordinance to ensure an inclusive and accessible neighborhood planning process. Metro Council is reviewing the updated ordinance, which is expected to be considered for adoption in early 2021.
- Landbank Authority Board completing a Racial Equity analysis of its policies and programs. Public discussions were held in October 2020. Regulations are being drafted

based on public comments and will be presented to the Planning Commission for review in early 2021.

- Metro is working on recommendations for new boarding house regulations.
- Landbank Authority Board approved a preferred developer pilot project with REBOUND, Inc., the nonprofit housing development arm of the Louisville Urban League, to develop 100 vacant lots in west Louisville neighborhoods.
- Metro is creating a loan loss guarantee pool for West Louisville neighborhoods to ensure equitable access to capital for residents and businesses; RFI complete, with RFP forthcoming.
- Metro is working with nonprofit and/or other partners to establish a Community Land Trust to ensure neighborhood investment does not displace residents; RFP issued with announcement forthcoming.

2. RECONSIDERING LONGSTANDING POLICIES

- Metro has supported local businesses impacted by COVID-19 through relaxation of traditional policies, including the expansion of restaurant space outside into parking lanes, parking lots and sidewalks.
- Metro Parks closed roads in Iroquois and Cherokee parks and is considering sustained closure.
- Metro is looking at how to leverage existing work to create more access to Beargrass Creek, building on the work of Congress New Urbanism study completed in 2019.

Arts & Culture

1. INCREASE AND REDIRECT FUNDING FOR ARTISTS AND ARTS & CULTURE ORGANIZATIONS

- Louisville Metro extended and redirected FY20 and FY21 External Agency Fund Grants to support adapted and/or virtual art programs such as StageOne's Theatre for Everywhere program.
- Through Louisville Forward's Small Business COVID-19 Relief Grant program, 35 for-profit arts businesses received nearly \$828,000 in grants.
- Fund for the Arts launched Cultural Lou Recovery Grants to provide mission-based operating support to organizations to support recovery from the impact of COVID-19 and to rebuild a thriving, vibrant, inclusive, and equitable community.
- One Louisville: COVID-19 Response Fund provided \$509,260 in grants to 24 arts and culture organizations.
- Propose changing use of FY22 External Agency Fund Grants to support operations versus programming as artists and organizations will still be recovering from the pandemic's impacts.
- A two-year Public Art Investment Plan will launch in 2021 to provide public art workshops and funded opportunities.

2. REINFORCE COMMITMENT TO RACIAL EQUITY

- Conduct a review of city art initiatives' policies, guidelines, calls for artists and applications and will encourage nonprofits to follow.
- Analyze representation at venues, programs, and public spaces.
- Consider eliminating fines to increase access to library services.
- Support arts organizations impacted by COVID-19 through relaxation of traditional policies for programming in public spaces similar to the expansion of restaurant space outside.
- Identify ways to improve live/work policies that allow artists to set up a workspace in their homes to make it more accessible.

3. PROMOTE CHANGE THROUGH ARTS & CULTURE EXPERIENCES

- Fund for the Arts is leading an update of its Imagine Greater Louisville document.
- Map public art city-wide to identify gaps and opportunities for new public art.

Sports, Hospitality and Bourbonism

1. INCREASE DIVERSITY AND INCLUSION IN THE HOSPITALITY INDUSTRY

- Louisville Tourism conducted a full third-party review of the organizational culture by conducting a thorough assessment of practices regarding diversity in hiring, employee education, as well as developing ways to work with a more inclusive variety of vendors.
- The KDA Diversity, Equity and Inclusion Advisory Panel presented recommendations involving marketing and brand development, education and workforce development, and economic empowerment and entrepreneurship to the KDA Board of Directors in November. The KDA Board will work to prioritize the recommendations from a strategic planning and budgetary approach.
- Louisville Tourism will scrutinize diversity representation in both printed and digital destination marketing assets.
- Louisville Tourism has hosted industry-wide workshops bringing in various local partners to lead discussions and facilitate training sessions focused on diversity, equity and inclusion. The goal is to increase cultural awareness and knowledge centered around diversity and sensitivity. To date, nearly 700 community partners have attended the workshops.
- Louisville Tourism launched the Black Tourism Advisory Council in September 2020. Representatives from all major local hospitality industry sectors are included to address systemic racism to improve Louisville's hospitality organizations and overall destination experience for visitors and residents.

2. ADJUST BUSINESS MODELS TO THE "NEW NORMAL"

- Louisville has been able to host a variety of sporting events safely in partnership with state and local health officials. Hosted events have represented professional and youth soccer, BMX racing, cross country, collegiate basketball, youth baseball and youth hockey.
- Work with bourbon companies to create virtual experiences for consumers.

- Kentucky International Convention Center and Kentucky Exposition Center became the first centers in Kentucky to have received the internationally recognized Global Biorisk Advisory Council (GBAC) STAR accreditation, the gold standard on outbreak prevention, response and recovery.

3. INCREASE SUPPORT FOR THE COMMUNITY

- Louisville Tourism specially designed Bourbon and fleur de lis face masks that are being sold at the Louisville Visitor Center. Masks can be purchased in-person or online, and all proceeds support One Louisville: COVID-19 Response Fund and the Fund for the Arts Black Artists Fund.
- In partnership with the University of Louisville, the University of Kentucky and soon Kentucky State University, Kentucky Distillers' Association launched scholarships that will be given to students preparing for careers in business operations of the distilled spirits industry, with preference given to Black students, women, people of color, LGBTQIA+ and other underrepresented groups.
- Kentucky Distillers' Association held two unique bottle auctions in the summer – raising \$10,000 for the Team Kentucky fund and \$15,000 for the Breonna Taylor Scholarship Fund.

Social Infrastructure & Impact

1. STRENGTHEN THE SOCIAL IMPACT ECOSYSTEM

- The One Louisville COVID-19 Response Fund was launched in partnership with the Community Foundation of Louisville, the Center for Non-Profit Excellence, LG&E KU Foundation, James Graham Brown Foundation, Fund for the Arts, Metro United Way and the city to help more than 180 nonprofits through the distribution of more than \$11 million. One Louisville prioritized equity in the grant decision-making process. Funding was also distributed by other key partners including Metro United Way, Fund for the Arts, foundations, and corporations on an ongoing basis.
- A collective group of funders launched an investor dashboard to track investments, community needs and gaps in service delivery.
- A sector-wide survey was conducted to assess community challenges, gaps, and needs. The survey also helped to bring more voices to the table, which generated community feedback that recognized the need to:
 - remove barriers to access community resources.
 - prioritize diversity, equity and inclusion in internal and external decision making.
 - collaborate more across the sector.
 - identify sustainable funding models for organizations.
- Assess the historical and current state of equity in philanthropy. Identify and address systemic barriers related to racism, poverty, and lack of access to resources.
- In partnership with the Center for Nonprofit Excellence, Cities United, LMG and other sector leaders, the Community Activation Network was formed to create and nurture a

thriving nonprofit/social impact ecosystem of inclusion, co-creation and interdependence.

- Partner with nonprofits, the city and philanthropy to determine sector priorities and use activation teams to create change.

2. FURTHER SUPPORT FOR COMMUNITY EFFORTS

- Identify how the social impact sector can support key community action plans to address systemic racism. This includes a close review of A Path Forward, Equity in Philanthropy, Black LOVE Philanthropy and other critical initiatives to invest in Black and Brown communities.