

ONE WEST

www.onewest.org | 502.907.5147 | info@onewest.org
2028 West Broadway, Suite 104, Louisville, KY 40203



ONEWEST LAUNCHES NEW WEBSITE, SHOWCASING ACHIEVEMENTS AND MOMENTUM

New platform also offers opportunities to access economic resources and provide input on commercial development in Louisville's West End.

In Mid-July OneWest announced the launch of its new website, providing a comprehensive platform to showcase the organization's achievements and ongoing progress. Visitors can access the site at onewest.org to learn about impactful programs, access resources, share their thoughts on development and growth and get involved. The user-friendly interface and intuitive navigation will ensure a seamless experience for all users.

"We believe that economic development is a collaborative effort, and our new website will enable us to engage with a wider audience and foster meaningful connections," said Evon Smith, CEO and President of OneWest. *"We are excited to share the stories of entrepreneurs, highlight the impact of our programs, and inspire others to join us in our efforts at creating a vibrant and inclusive economy."*

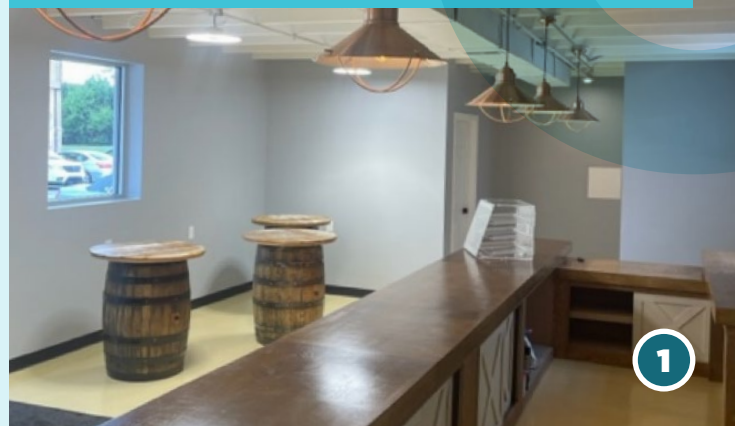
FINISHING TOUCHES ON NEW COFFEE SHOP AT 1821 W. BROADWAY

OneWest's newest project, a coffee shop at 1821 W. Broadway, is close to completion. It's the product of a community-led design process. A multi-day community design charrette took place as a part of the Congress for the New Urbanism (CNU) Legacy Project.

We're proud to have renovated the space with the help of talented contractors like Cory Bailey of Bailey Construction, Kyron Anderson of K-Construction, all skilled, savvy businesspeople and products of The Plan Room, OneWest's construction industry accelerator.

OneWest expects to name a coffee shop operator for the space in the coming weeks.

We want to give a big shout out to the great folks at Brown-Forman Brands who donated bourbon barrels. SM Woodworking was able to create beautiful tables from them that make the space even more inviting.





IMPACT REPORT

We recently shared our Impact Report demonstrating the tangible results from our organization this past year.

» CHECK IT OUT HERE

NEW AD SHOWS HIGHLIGHTS OF 2023 AND THE PEOPLE BEHIND THEM

OneWest shot a :30 television ad featuring some of the people behind some of the organizations biggest wins in 2023. It's part of a broader effort to highlight the immense talent in the West End and to keep the community informed of the progress happening right here.

WATCH HERE



IN EVON'S EYES MS. EVON SMITH ON RESPONSIBLE DEVELOPMENT

Over the next few months, I'll share my thoughts in short form on the hot topic of Responsible Development and OneWest's approach.

Input, Partnering with the Community, Integrating Affordability, Pathways to Ownership

From Nashville, to Cincinnati, to Charlotte, the OneWest team has been very intentional in seeking best practices when it comes to responsible development. I also draw on my 20 years of experience to help guide our work and execute the mission of the OneWest board: generating sustainable economic development and neighborhood revitalization in the West End, in partnership with community residents.

We've done this through a Nielsen study of the priorities of the community, Congress for the New Urbanism Responsible Revitalization Symposium, regular community input sessions, and continued dialogue, surveys, and forums.

The Nielsen study was particularly informative and spurred the Row Houses project. We learned a top priority for the West End was more sit-down food options. I'm proud that we're delivering for the community.

With revitalization in other cities, we have seen

a concerted effort to integrate affordability into housing, but not into commercial/retail. Housing is built, but vibrant small business and commerce is not part of the picture because it is an afterthought.

OneWest believes it is not enough to rent. West End entrepreneurs must have pathways to ownership. We're focused on not only capital, but capacity building, whether it's with our restaurant accelerator or The Plan Room, our construction industry accelerator. We're keeping local business top of mind.

Capital + Capacity is our North Star on our journey to expand wealth and opportunity.

Drop me a line at info@onewest.org and share your thoughts.

I look forward to sharing more on Responsible Development over the next several months.