

2022 Impact Report

#BuildingTogether

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ONE
WEST



Message from Evon J. Smith, President and CEO



“The pandemic and social unrest of the last two years brought this community challenges and we met them - together. For the past six years, OneWest has addressed severe economic disinvestment at the intersection of West Broadway and 18th Street in the West End of Louisville. OneWest has received and re-invested over \$10 million in capital to engage absentee land-owners, rehab long-abandoned and dilapidated buildings, negotiate third-party liens on properties, and has provided direct assistance to small business owners. OneWest has worked to ensure community members have a seat at the table

and that their voices are amplified when decisions are being made about their neighborhoods. We have obtained site control of buildings and are building an aggressive equity and wealth creation program for small businesses. The impact and long-term sustainability of these ventures are notable and based on successful models.”

Investing in Minority-Owned Small Businesses

- **\$1.41 million** re-invested in Minority-Owned Business Enterprises
- **\$620,000** re-invested in Non Minority-Owned Business Enterprises

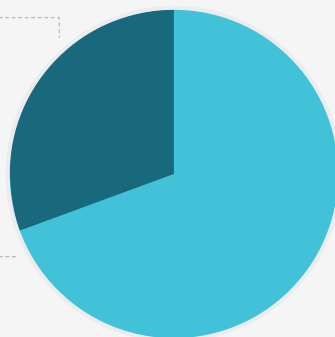
OneWest expense by Company Category (2021)

Company Category

- MBE
- Non MBE

\$0.63M (30.55%)

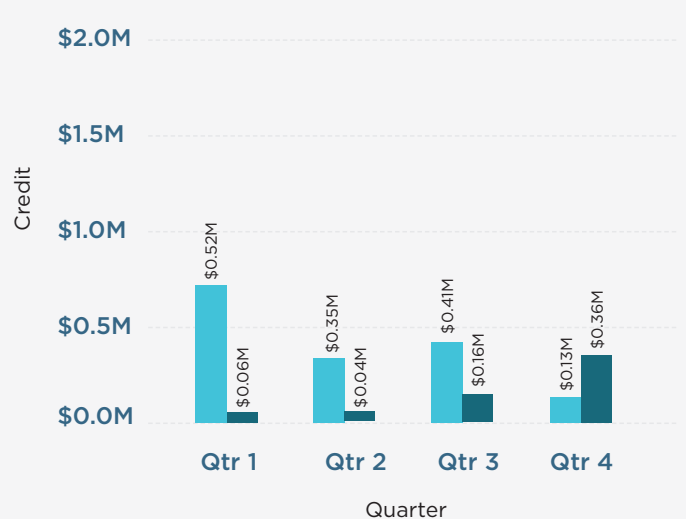
\$1.42M (69.45%)



OneWest expense by Category and Quarter

Company Category

- MBE
- Non MBE





Small Business Success Story



Seeing the Row Houses in use, seeing people enjoying this space that once was a communal eye sore... We are deeply humbled and honored

for the privilege to work with OneWest.

- Cory Bailey,
Founder/CEO of Bailey Construction &
General Contracting, LLC

Before



After



Paul Costel

JP Morgan Chase & Co
Managing Director and Kentucky Region Manager

**Recipient of the Woody Porter Award for
Community Service Excellence**



Message from Board Chair Nikki Lanier, J.D.

Owner, Harper Slade

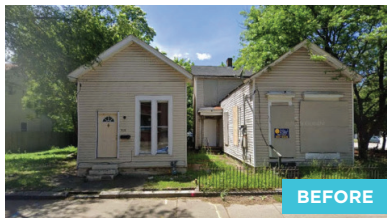
“There are economic implications associated with the continued muting and stunting of this important corner of Louisville. The work will continue... it’s really important that we have nestled in the middle of the west end, an organization that is unapologetically and unwaveringly committed to ensuring that black and brown community, that the stuff and things in black and brown communities are vibrant and thriving and restored.”

Our Strategic Pillars Update:

Commercial Development

Completed the designs on six projects – details on each project are provided below.

- Awarded six construction projects to local contractors
- Awarded three minority contractors from Louisville over \$1.5M in contracts from OneWest



18th Street Row Houses

This project has been completed and is now functional. It reflects a vibrant community operating in tandem with the two structures utilized as restaurant space for an extension of the incubator program coming out of Chef Space, affording the chefs their first opportunity to have a retail location. This retail experience is designed to give the chefs experience with marketing, business operations, rotation of client base, revenue generation, expense reporting, planning for profit and sustainability.

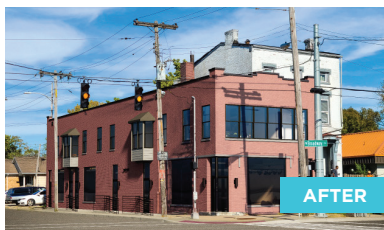
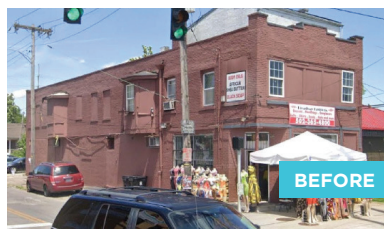
Project Partners:



1821 West Broadway

This project is now under construction. It was one part of a community-led design process conducted together with Urban Design Associates. This multi-day community design charrette took place as a part of a Congress for the New Urbanism (CNU) Legacy Project, prior to their 2019 conference held in Louisville. A more detailed design process will be predicated upon funding.

Project Partners:



1731 West Broadway

1731 W Broadway is a part of the Royal Theater property, but requires some further renovations which will likely be conducted separately from the main property. There is currently a retailer operating in the front portion of the store, but we also have the potential to increase the usage of this building by activating the full building space.

Project Partners:





Project Partners:



526 South 18th Street

This building is currently in the pre-development process. Initially, the project will undergo an architectural assessment and rendering to have estimates done on construction pricing. These steps will afford OneWest the ability to create a comprehensive redevelopment plan. Funding will be sought to either subsidize and/or finance the property. Historic aspects of the site will be investigated to determine if development can happen and in the most cost-effective manner, while also not limiting resources that could further additional revitalization in the corridor.



Project Partners:



504/508 South 18th Street

OneWest purchased this building as a wealth-creation model that OneWest would like to continue to perpetuate. It affords an existing business a collaborative partner with which to help them expand and grow. OneWest acquired the space and is currently renting it back, setting aside part of the rent for the eventual upfit of the interior to expand to a full-service bakery and a sit-down restaurant at 1800 West Muhammad Ali Boulevard. The sit-down restaurant will be a part of what is quickly becoming a “restaurant row” of options to complement area theaters.



Royal Theater

This site is being improved with six contiguous one, two and three story buildings — and two detached. The Plan Room, a business accelerator, Good Brothers Pharmacy, a barbershop, a clothing store and a pawn shop. Rental rates are able to be subsidized due to donor support.



The Plan Room is a business accelerator program of OneWest, Corp., providing business development services and resources targeting Black, minority, women, and other diverse businesses in the architecture, engineering, and construction (AEC) industry. The Plan Room is a physical space offering education, training, mentoring, networking, professional services, and co-working space for clients and collaborators.

Client Services

- » Business Center & Co-Working Space
- » MBE/Business Certification Resources
- » Training & Networking Sessions
- ... AND MUCH MORE!

Clients & Contractor Network

- » No. of Clients: 33
- » No. of New Clients: 18
- » No. in Contractor Network: 142

Business & Technical Assistance

- » No. of new bid portal registrations: 22
- » No. connected to new contract opportunities: 8
 - Avg. value of new contract opportunity: \$50,000.00
- » No. of Information/Training Sessions: 16
 - No. of In-Person Businesses Engaged: 47
 - No. of On-Line Businesses Engaged: 243
- » No. referred for MBE and/or other certifications: 18





Building Information Modeling (B.I.M.) Program

The Building Information Modeling (B.I.M.) training program assists individuals with an interest in the Architectural, Engineering, and Construction (A/E/C) industry by teaching the foundational skills necessary to transition into an entry-level design and engineering career or internship. The 14-week in-person and virtual learning program begins with a 4-week computer technology refresher followed by a 10-week immersive course in B.I.M. technology. Participants gain an overview of Building Information Modeling preparing them for the Autodesk Certified User (ACU) exam.

Contractor Highlights

K. Construction, LLC



K. Construction, LLC is owned and operated by Kyron Anderson, a West End resident and native. Mr. Anderson is a union member and journeyman carpenter with over 20 years of experience. As the first client of The Plan Room, K. Construction, LLC underwent financial coaching, professional services, and collaborations that resulted in new business involving commercial projects consisting of site/earth work and several government projects.

Our Strategic Pillars Update Cont.



Capacity Building

- Increased staff by 3 people
- Reached our \$10 million capital campaign goal and are working towards our \$40 million public campaign goal
- Collaborated with state senators and representatives to create the West End Tax Incremental Financing funding (TIF)
- Successfully graduated 6 students from the program Building Information Modeling (BIM) Training Program, the Minority-Owned Business Enterprise Training Series, and Business and Construction Technical Assistance for minority contractors and entrepreneurs and currently preparing the second cohort with multiple collaborative partners
- Referred numerous businesses to incubators
- Continuing business development with local partners to assist small businesses in locating in the West End
- The Plan Room hosted many events that sought to teach and inform minority contractors and small businesses.

Community Engagement

- 70 children tailgated to the Lynn Family Stadium to watch LouCity soccer
- Hundreds attended community meetings and speaking engagements
- Hosted Winter Wonderland- a drive through event that was made in an effort to lift the spirits of residents in the West End
- Hosted numerous meetings for TIF discussions

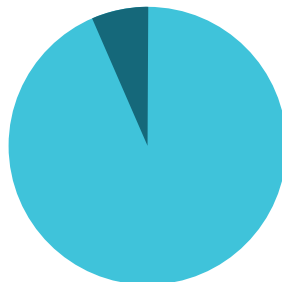
Advocacy & Environment

- Average of 100 hours per week of paid trash pickup by the OneWest Special Improvement Initiative Team
- Conducted internship program for local college students
- Establishing collaborations with for-profit construction firms and Minority Contractors Association of Kentuckianna
- Helped raise 30 million dollars for the West End



Investment Partners

2022 Total Donations
\$1,692,347.62



● **Individuals:**
\$113,231.95

● **Organizations/Businesses:**
\$1,579,115.67

SPECIAL THANKS TO OUR BOARD OF DIRECTORS!

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