



WEST END

OPPORTUNITY PARTNERSHIP

Investing in West Louisville communities

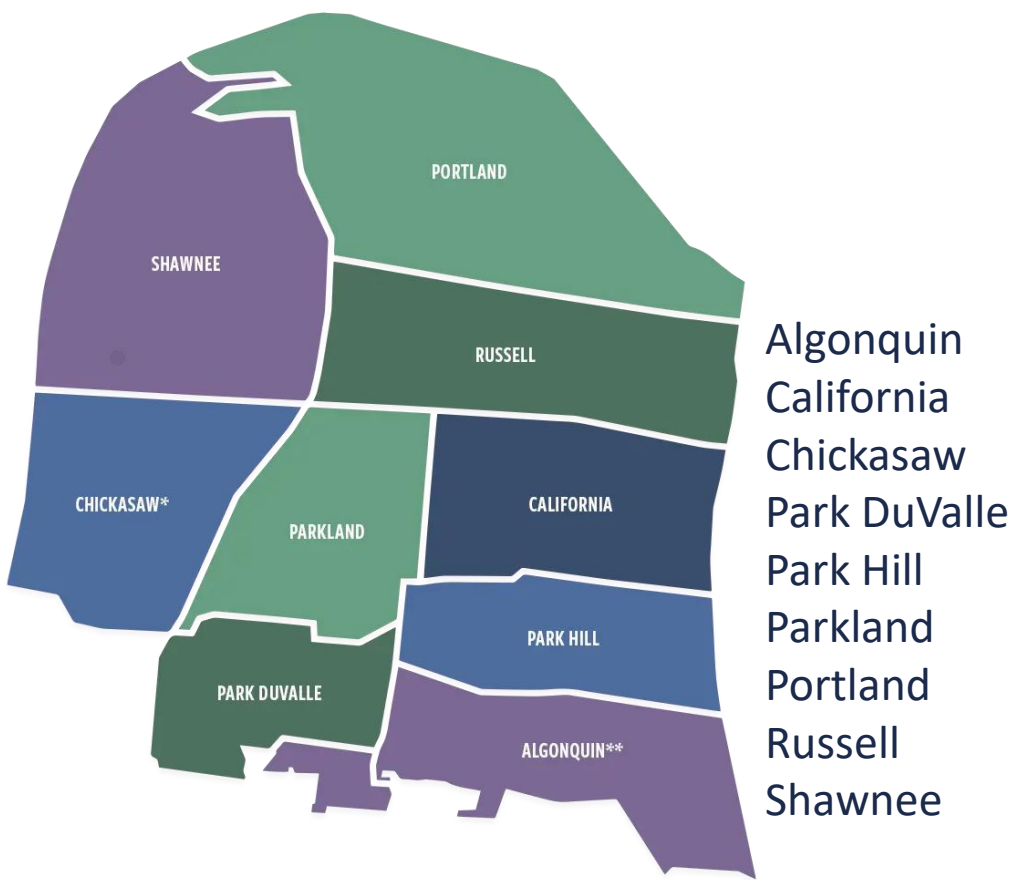
Establishment

2021

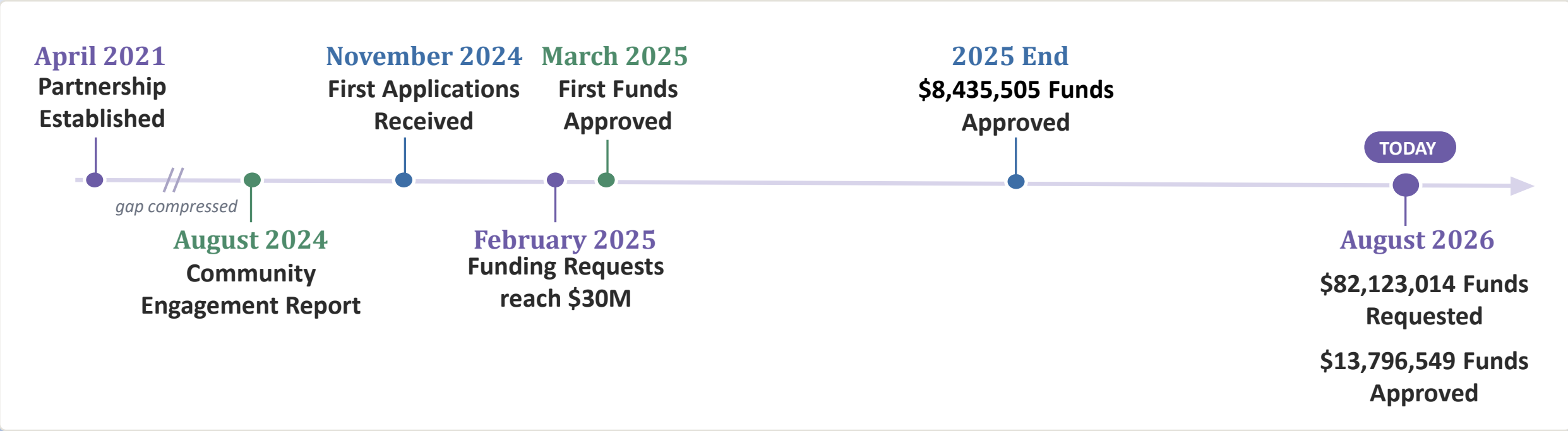
Kentucky General Assembly
House Bill 321
TIF District

The West End Opportunity Partnership is a significant economic investment initiative launching in the West End to overcome challenges stemming from the intergenerational effects of racial prejudice and segregation, which have hindered progress for African Americans in Louisville.

\$30M = \$10M State + \$10M City + \$10M Donor



Timeline



Community Engagement Survey

Findings from resident focus-group meetings across the West Louisville — 2024 Community Engagement Report



Awardees: First 18 Months

17

Awardees to date

\$13,796,549

Total Funds Awarded

\$14.49

Leveraged per \$1 awarded

Activating \$199,855,925 in total project impact.



Impact

Direct Impact: Project primarily relates to this Community Engagement Category

Secondary Impact: Project has a significant impact on this Community Engagement Category

Impact Area	Funds Awarded <i>of \$13,796,549</i>	Total Initiative Budget <i>of \$199,855,925</i>	Neighborhood	Secondary Impact	Output/Outcomes
 HOUSING	\$7,952,505	\$153,772,739	Algonquin Russell	Employment & Economic Development Resource Centers & Facilities	166 affordable senior units 233 affordable units 25 single family homes
 EMPLOYMENT AND ECONOMIC DEVELOPMENT	\$3,259,044	\$8,576,463	Algonquin Parkland Portland	Resource Centers & Facilities Youth Initiatives	Career certification scholarships Building purchase & renovations Blighted land purchase Business support Community hubs & resources
 YOUTH INITIATIVES	\$485,000	\$560,000	California Chickasaw Parkland Russell Shawnee	Employment & Economic Development Resource Centers & Facilities	Youth facility renovations Job creation Nonprofit support Education programming Mentorship programming
 RESOURCE CENTERS & FACILITIES	\$1,750,000	\$35,899,920	Chickasaw Portland Russell	Employment & Economic Development Youth Initiatives	Community resource preservation, renovation, and expansion Job creation Post-secondary education
 HEALTH & WELLNESS	\$350,000	\$1,046,803	Russell	Employment & Economic Development Resource Centers & Facilities	Pharmacy establishment with delivery services Senior health programming

Benchmark Indicator Development

Impact Area	West Louisville Data Point(s)	Key Findings
 HOUSING	• Total Housing Units • Vacant Housing Units Sources: 2024 American Community Survey (ACS)	2020-2024 Total Housing Units: Mostly flat/declining in West Louisville (40212 down 6.7%); 40208 grew 5.6%; county grew 3.6% 2020-2024 Vacant Housing Units: Mostly declined (40212 -20.0%, 40208 -16.0%); 40211 rose 19.9% against county trend (-8.5%)
 EMPLOYMENT AND ECONOMIC DEVELOPMENT	• Employment Rate • % Unemployed, of Employable Civilian Labor Force • Median Household Income • Median Earning for Full Time, Year-Round Workers • Poverty Rate • Total Business Establishments Sources: US Census Bureau: ACS 5-Year Estimates Data Profiles; 2023 Economic Survey Business Patterns	2020-2024 Employment Rate: 40208 rose sharply to 63.8%, near county parity (61.9%); 40212 lowest at 45.5%; 40211, 40210 declined 2020-2024 % Unemployed: Fell in most zips, led by 40212 (4.2%); 40211 rose to 9.0%; all zips well above county (3.4%) 2020-2024 Median Household Income: Rose in all zips, led by 40210 (+43.8%); still only 44-57% of county median (\$69,866) 2020-2024 Median Earnings for FT Workers: Rose in all zips, led by 40212 (+35.8%); closer to county at 68-80%, vs. household income gap 2020-2024 Poverty Rate: Far above county rate (14.3%); declines in 40212, 40208, 40210 offset by increases in 40203 (43.3%), 40211 (38.0%) 2019-2023 Total Business Establishments: Relatively steady 2019-2023; 40212 grew 12.7%; 40211, 40208, 40210 down 2-6%
 HEALTH & WELLNESS	• Percent Population without Health Care Coverage • Life Expectancy • Food Insecurity Rate Sources: US Census Bureau: 2024 ACS 5-Year Estimates, 2010-2024 Kentucky Vital Statistics, age adjusted; 2024 Feeding America	2020-2024 % Uninsured: Mixed — 40212 rose sharply to 8.6% (above county's 5.7%); other four zips declined to 3.9-6.7% 2010-2024 Life Expectancy: Fell sharply since 2010-2014 — Northwest Core down 7.87 yrs (11.3%), West Core down 5.93 yrs (8.4%), vs. county -2.4 yrs (3.2%); decline accelerating 2020-2004 Food Insecurity Rate (Jefferson County): Rose sharply after 2021 low (10.0%) to 16.1% in 2024, up 6.1 points