

GOODWILL INDUSTRIES OF KENTUCKY

Opportunity Campus Fact Sheet

WHO: Goodwill & Norton Healthcare (Big Brothers Big Sisters of Kentuckiana, KentuckianaWorks, Kentucky College of Barbering, Legal Aid Society, Park Community Credit Union, Shawnee Christian Health Center & YMCA)

WHAT: \$100 million investment in a 20-Acre Opportunity Campus that includes a 120,000 square-foot facility with a combination of lifestyle enrichment services and a separate 40,000 – 60,000 square-foot comprehensive healthcare center

WHEN: Break ground in 2022 and open in 2023

WHERE: 28th Street & Broadway the Parkland Neighborhood of West Louisville

WHY: To contribute to the revitalization of a community that has endured years of disinvestment and has left many of its 65,000 mostly African American residents underserved

What is an Opportunity Campus?

Goodwill Industries of Kentucky purchased 20 acres of property at 28th Street and Broadway in West Louisville to be used as an Opportunity Campus. The property will house a 120,000 square foot facility that will serve as a one-stop shop for residents to access a complement of resources to help enhance their lives.

In addition to hosting Goodwill's mission-related career services and programs, the facility will house co-located partners that include KentuckianaWorks, Big Brothers Big Sisters of Kentuckiana, YMCA, Volunteers of America, Park Community Credit Union, Kentucky College of Barbering, Shawnee Christian Health Center and Legal Aid Society.

The Opportunity Campus will give visitors access to physical amenities that include a technology lab, business center, conference rooms, a full-scale resource center and a community cafeteria, which will be one of the few restaurants West Louisville residents can visit for a sit-down meal.

How much will the Opportunity Campus cost?

Goodwill and Norton Healthcare collectively expect to invest \$100 million in the Opportunity Campus in West Louisville.

- Goodwill anticipates an overall investment of \$30 million
- Norton Healthcare anticipates an overall investment of \$70 million

What will be on the Opportunity Campus?

Goodwill Industries of Kentucky will build a 120,000 square-foot facility on the Opportunity Campus that will serve as a one-stop-shop for lifestyle enrichment services. In addition to hosting a rotation of visiting social service agencies in the facility, a collection of permanently co-located partners will operate on the campus with Goodwill. They include KentuckianaWorks, Big Brothers Big Sisters of Kentuckiana, YMCA, Volunteers of America, Park Community Credit Union, Kentucky College of Barbering, Shawnee Christian Health Center and Legal Aid Society.

Norton Healthcare will build a 40,000 – 60,000 square-foot comprehensive healthcare center on the Opportunity Campus. It is the first medical center that will be built in West Louisville in more than 100 years. The center will include adult and pediatric care physician offices, emergency room services and outpatient functions. It will also provide X-rays, CT scans and access to in-patient care along with specialty services for women, cardiology and neurology.

What makes this project important?

AGENCY COLLABORATION – The Opportunity Campus is an unprecedented example in Kentucky of how non-profit organizations can collaborate to provide a more efficient and effective process of serving participants. Through their memorandum of understandings and close proximity to one another, Goodwill and its partners on the Opportunity Campus are providing a collaborative and streamlined approach that makes it much easier for men and women to access a combination of programs and services that help them build self-sufficient lifestyles.

COMMUNITY REVITALIZATION – The 20-acre site where the Opportunity Campus will be constructed is on the former campus of a heavy-industrial manufacturing company that operated on the property for decades. Prior to Goodwill purchasing the campus, the property was identified as a brownfield site that housed a 400,000 square-foot dilapidated building that was an eyesore and safety hazard for the underserved community. Goodwill and Norton Healthcare's \$100 million investment in the property will turn what was a neighborhood eyesore into a beacon of hope that is expected to generate a sense of pride among the mostly African American residents who live in a community that has endured years of disinvestment.

INVESTING IN RESIDENTS – The services on the Opportunity Campus will help enhance the lives of residents in West Louisville, which is a nine-neighborhood community where the median household income is \$21,000. The area has endured years of disinvestment that has left many of its 65,000 mostly African American residents underserved in a community that has limited employment opportunities. The collection of job training programs, second-chance banking, youth mentoring, restorative justice programs, free grooming services, drop-in childcare and legal aid will help West Louisville residents build more self-sufficient lifestyles.

SERVING UNMET HEALTH NEEDS – The Norton Healthcare facility on the Opportunity Campus will be the first comprehensive medical center built in West Louisville in more than 100 years. West Louisville residents suffer from some of the worst health conditions in the city of Louisville. The 40,000 – 60,000 square-foot facility will offer a host of relevant medical services that West Louisville residents often have to leave their communities to access. The 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.

ECONOMIC IMPACT – Collectively, Goodwill and its partners are expected to bring more than 200 jobs to West Louisville at an average annual wage of \$59,000 and will serve approximately 50,000 people every year with their programs, services and campus offerings. The career services programs at the 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 with 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.

Separately, 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.

Why did Goodwill and Norton Healthcare partner on this project?

Goodwill Industries of Kentucky and Norton Healthcare are two well-established organizations that each have long histories of making positive contributions to the communities they serve. Independent of one another, Goodwill Industries of Kentucky and Norton Healthcare have played important roles in improving health conditions and the employment status of thousands of people throughout Kentucky. To make an even greater collective impact, the organizations agreed to join forces in West Louisville where they expect to make great strides in improving the social determinants of health among the people who live in the area. They believe that by working together they can do much more to improve opportunities available to people who call the area home.

How will Goodwill pay for the campus?

Goodwill Industries of Kentucky will leverage a combination of New Markets Tax Credits, the sale of some of its existing properties, resources generated by donors and shoppers at its retail stores and a capital campaign to pay for its \$30 million investment in the Opportunity Campus.

