Goal C - Create strong retail / service centers and expand economic opportunity for all. (*Draft 07.15.2016- Still Under Developmen* t)

Strategies	Metrics	Lead Agency and Partners	Timeframe*	Leverage Resources
C.1: Russell residents are financially secure.				
Objective C.1.a: Residents possess the knowledge necessary to grow their wealth and protect their assets.				
Increase LMHA resident enrollment in Housing Authority's Family Self-Sufficiency and IDA programs.	- Number of Beecher Terrace households enrolled in FSS and IDA programs - Number of Russell households enrolled in FSS and IDA programs	- LMHA (Lead)	ST	Committed HUD funds for FSS Program
Pursue community benefits agreements that provide economic benefits for Russell residents (community ownership options, local hiring commitments, 2nd chance hiring commitments, etc.).	- Number of community benefits agreements in place	- Louisville Forward (Lead) - Seed Capital KY (West Louisville Food Port)	MT	
Explore strategies for building renter equity, initially targeting affordable housing providers (Potential model: Cornerstone Corporation for Shared Equity's *Renter Equity* initiative).	-Number of households participating in renter equity program	- Louisville Forward - Affordable Housing Providers	LT	
Provide financial literacy programs for adults and teens, with special emphasis on the unbanked.	- Number of residents completing financial literacy programs - Number of unbanked residents completing financial literacy programs	- Molo Village CDC - LHOME - Louisville Urban League - Bank On Louisville	ST	
Provide programs that teach methods to build, rebuild, and repair credit.	-Number of residents completing credit-focused programs	- Molo Village CDC	ST	
Objective C.1.b: Russell residents are prepared for careers that pay a living wage, and possess the skills necessary to benefit from new jobs created in Russell				
Increase enrollment of Russell residents in instructional programs that prepare them for jobs in the construction sector.	-Number of residents graduating from construction skills programs - Number of residents obtaining employment in the construction sector after graduation	- Louisville Urban League (Re-establish Building and Construction Trade Council Construction Pipeline Project) - YouthBuild - Samuel Plato Academy - JCTC	ST	
Maximize use of local resources for job search assistance.		- KentuckianaWorks (Nia Center) - Louisville Free Public Library (Job Shop) - LMHA (Section 3 Program)	ST	
Increase enrollment of Russell residents in instructional programs that prepare them for jobs in the information technology sector.	- Number of residents graduating from information technology instructional programs - Number of residents obtaining employment in the information technology sector after graduation	- Code Louisville / Code Beech - Kentuckiana Works - JCTC	MT	
Increase enrollment of Russell residents in instructional programs that prepare them for jobs in the manufacturing sector, especially training that leads to in-demand certifications like Certified Production Technician.	- Number of residents graduating from manufacturing training programs - Number of residets obtaining employment in the manufacturing sector after graduation	- KentuckianaWorks - JCTC	MT	

	Strategies	Metrics	Lead Agency and Partners	Timeframe*	Leverage Resources
	Expand and enhance existing programs that work with youth in the court system to help them set and meet personal and career goals (Right Turn, Right Turn 2.0, REImage).	- Number of youth participating in Right Turn, Right Turn 2.0, and REImage	- KentuckianaWorks	MT	
	Expand and enhance existing programs that work with the formerly incarcerated and those in recovery to help them set and meet personal and career goals (The Restored Village, The Healing Place).	- Number of residents participating in The Restored Village and Healing Place programming	- MoloVillage CDC - The Healing Place	MT	Recent Molo Village CDC grant award
	Partner with the West Louisville Food Port to establish an employer-led jobs project to train and place residents in health/food related jobs.	- Number of residents graduating from Food Port job training program - Number of Russell resident Food Port job training program graduates hired for health/food related jobs	- West Louisville Food Port (Lead) - KentuckianaWorks - Louisville Forward	LT	
Goal C.2: Existing Russell businesses are encouraged to stay and grow, and new commercial activities are drawn to the area to further stimulate growth.					
Objective C.2.a: Encourage existing commercial and non-profit enterprises to stay and grow.					
	Establish an active business organization of local business owners and Metro / regional economic development professionals to coordinate strategic efforts and advocate for local business.	- Number of member businesses	- Louisville Forward - Louisville Downtown Partnership?	ST	
	Market existing programs. Help promote programming, activities and use of the KY Center for African American Heritage through Vision Russell outreach efforts (newsletter, NOWs, Vision Russell meetings, website, etc.)	- Number of visitors to KY Center for African American Heritage -Number of events/exhibits at KCAAH	- KY Center for African American Heritage	ST	
	Offer financial incentives, such as tax moratoriums, revolving loan funds, use of VAPs, to encourage business expansion and physical improvements to existing commercial structures. Encourage food entrepreneurs "graduating" from Chef Space's kitchen incubator to their own premises to remain in Russell, providing micro or small business loans to eligible businesses.	- Number of businesses using financial incentives. - Number of VAPS that are put into use for business purposes. -Number of businesses leaving Chef Space that remain in Russell	- Louisville Forward - Community Ventures Corporation - Louisville Metro Community Services	MT/LT	$100,000 in Program Year 2017 CDBG Funds for microbusiness loans
Objective C.2.b: Foster new commercial and non-profit enterprises.					
	Develop and promote a business recruitment strategy for Russell that targets services that are most desired by residents. Consider expedited review, waived fees, matching façade improvement grants, reduced parking requirements, use of VAPs, etc.	-Number of new businesses opening in Russell	- Louisville Forward	ST	$200,000 in Program Year 2017 CDBG Funds for small business attraction loans
	Identify appropriate spaces for targeted businesses; prioritize LLLC/Old Walnut Street Development as an existing location with potential to create 125-215 new jobs.				
	Design public spaces with infrastructure that supports pop-up events like mobile fresh food markets or craft fairs.		- LMHA and/or its Developer	ST	CDBG Funds for new Beecher site infrastructure
	Integrate neighborhood-serving, ground-floor use opportunities into Beecher Terrace site plan (retail, office, social service providers, co-working spaces, etc.).	- Square feet occupied commercial space	- LMHA and/or its Developer - Louisville Forward	MT	
	Support the development of a cultural arts district on Muhammad Ali Blvd. between 6th to 18th Streets.		-LCCC, KY Center for African American Arts, University of Louisville		
	Create a medical services and research district in north east Russell (roughly bounded by 11th, 13th, Muhammad Ali, Jefferson) by attracting high quality medical providers to complement Park DuValle Health Center, Integrated Medical Solutions and the University of Louisville's Department of Public Health	- Square feet occupied by medical services or researchers.	- AM Development Group (MOLO Village) - Louisville Forward - LMHA and/or its Developer - Louisville Central Community Centers	LT	$200,000 in Program Year 2017 CDBG Funds for small business attraction loans

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Strategies	Metrics	Lead Agency and Partners	Timeframe*	Leverage Resources
Utilize low-cost "tactical urbanism" approaches per SDAT recommendations (food trucks, farmers markets, flea markets, and other pop-up events) to help kick-start commercial activity and supplement existing brick-and-mortar establishments.	-Number of pop-up events Number of people attending pop-up events	- Louisville Forward	ST	

* ST = Now thru 2017; MT = 2018-2023; LT = 2024+