

WELCOME TO THE

# **Transform Westside** Summit



## Opening Statement

# Rodney Bullard

Vice President of Community Affairs for Chick-fil-A, Inc. & Executive Director of the Chick-fil-A Foundation



***<sup>27</sup> The people dedicated the wall of Jerusalem. They brought all the Levites to Jerusalem. The Levites came from the towns they lived in. They came to Jerusalem to celebrate the dedication of the wall of Jerusalem. They came to sing songs of praise and thanks to God. They played their cymbals, harps, and lyres.***

***<sup>28-29</sup> And all the singers also came to Jerusalem. They came from the towns all around Jerusalem. They came from the town of Netophah, from Beth Gilgal, Geba, and Azmaveth. Because they had built small towns for themselves in the area around Jerusalem.***



Plant seeds -  
that will grow  
trees - whose  
shade we may  
never sit under.



*What was the month and year of the first Transform Westside Summit?*

---

- A. February 2014
- B. June 2016
- C. October 2015
- D. March 2015



*Did you know the Westside Future Fund was the organization behind the Summits?*

A. Of course!

B. No clue!





*How much would you say you know  
about the Westside Future Fund?*

---

- A. A lot!
- B. A fair amount...just enough to be dangerous!
- C. Not too much, but I'd love to learn more!



Westside  
Future Fund

Three large, overlapping yellow diagonal stripes that sweep across the page from the bottom left towards the top right, creating a sense of movement and energy.

# Restoring Strength

A VITAL MOMENT FOR ATLANTA



For all of Atlanta to thrive,  
The Westside is  
vital.



# The Westside has fallen behind



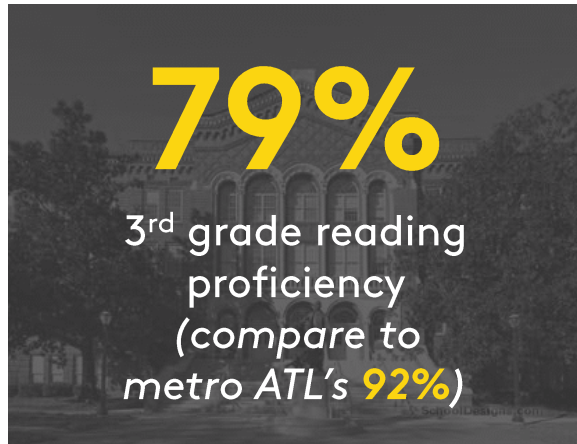
CONCENTRATED POVERTY



BLIGHTED HOUSING



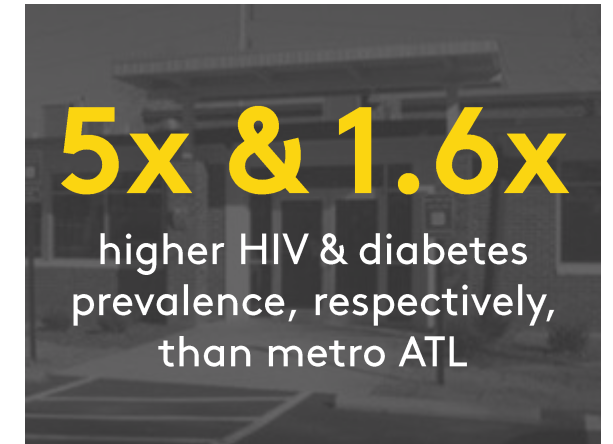
VAST UNEMPLOYMENT



FAILING EDUCATION



HIGH CRIME



POOR HEALTH & WELLNESS



# This Westside focus began in 2013.

The Blank Foundation and Invest Atlanta each committed \$15M to support change efforts.

As philanthropic investment continued, Westside neighborhoods also received federal funds—\$18M from TIGER and \$67M from Choice

Neighborhoods – but a piece was still missing.



# Westside Future Fund: A new leader.

In December 2014, Mayor Kasim Reed and the Atlanta Committee for Progress established the Westside Future Fund to function as a coordinator – an essential step to ensure the Westside's long-term success.



The **mission** of the Westside  
Future Fund is to

**Reinvigorate** community growth  
by **coordinating** and **accelerating**  
efforts to elevate the quality of  
life in Atlanta's Westside  
neighborhoods



*How do we get it done?*

# ***Building Trust***

**Building:** “the process or business of constructing something”

**Trust:** “assured reliance on the character, ability, strength or trust of someone or something”

# We believe. We're committed.

WFF is a not-for-profit organization of Atlanta community leaders from business, government, philanthropy and neighborhoods on the Westside.



**Richard Dugas**  
*Board Chair*



**Beverly Tatum**  
*Board Vice-Chair*



**Lee Adrean**



**Liz Blake**



**Michael Bond**



**Rodney Bullard**



**Mark Chancy**



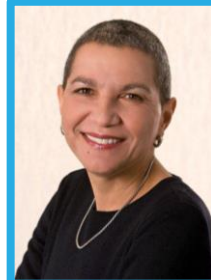
**Dan Halpern**



**Tommy Holder**



**Penny McPhee**



**Sylvia Russell**



**William Taggart**



**Ivory Lee Young, Jr.**



**John Ahmann**  
*Exec. Director*



**Catherine Buell**  
*Atlanta Housing Authority*



**Kristin Canavan Wilson**  
*City of Atlanta*



**Duriya Farooqui**  
*Atlanta Committee for Progress*



**Frank Fernandez**  
*The Arthur M. Blank Family Foundation*

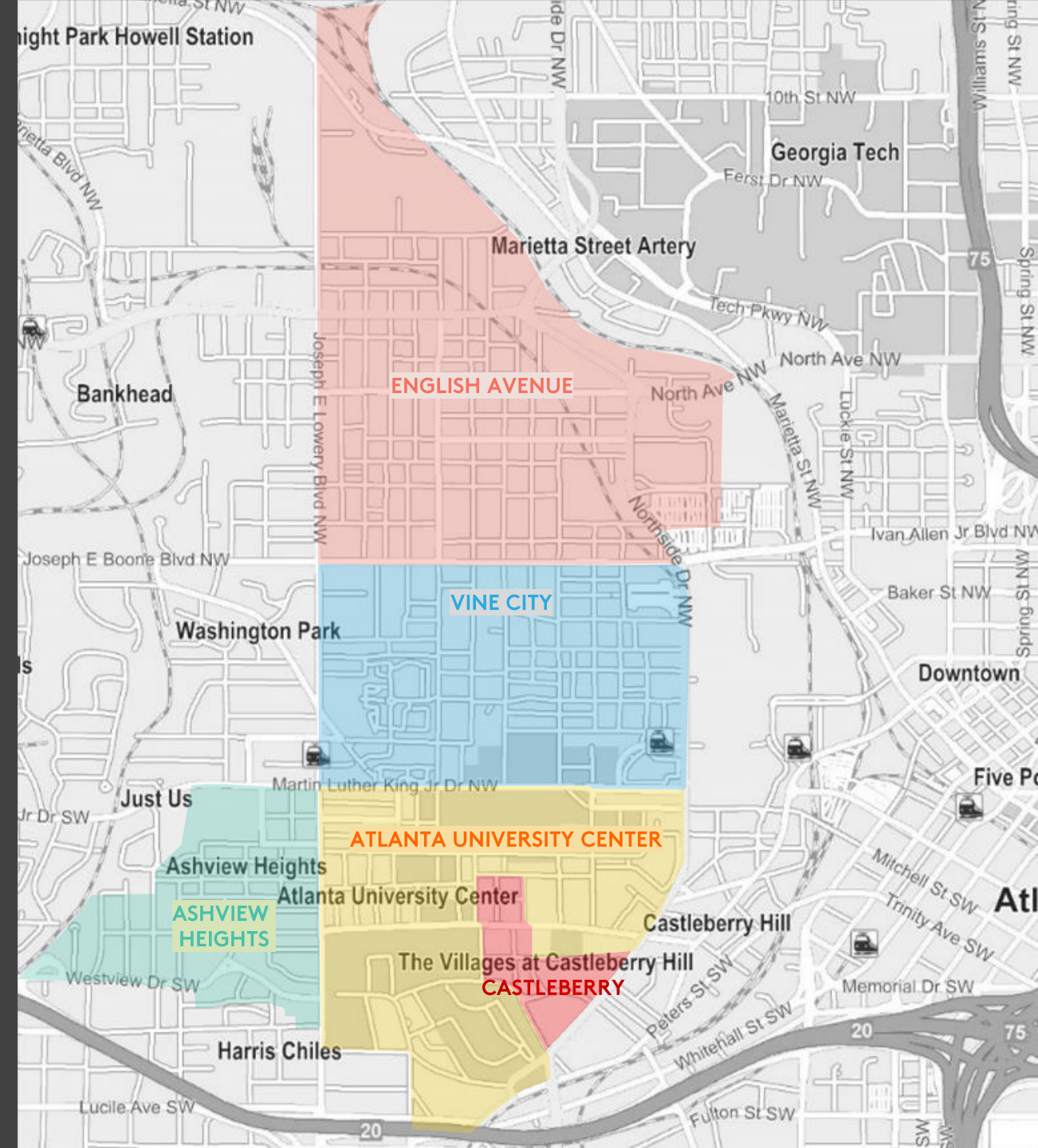


**Eloisa Klementich**  
*Invest Atlanta*

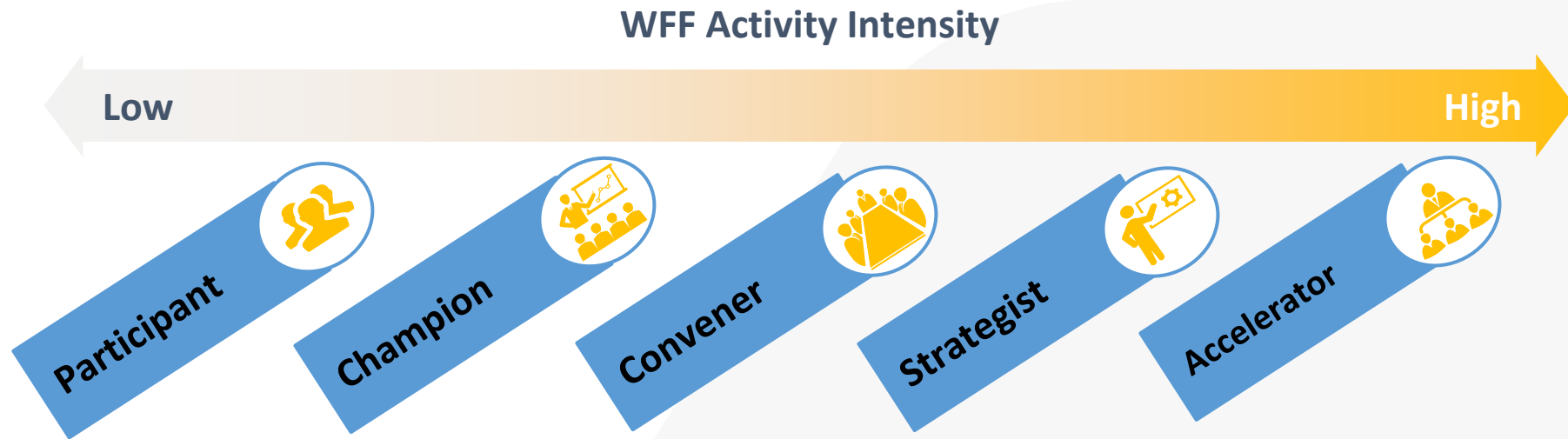
# Geographic Scope

WFF focus areas were established as a combination of two major investments.

**English Ave. + Vine City:** Invest Atlanta investment set aside by Mayor Reed from Westside Tax Allocation District (TAD)  
**Ashview Heights, ATL University Center, Villages at Castleberry Hill:** Within the boundaries of U.S. Department of Housing and Urban Development's Choice Grant



# Roles of the Westside Future Fund





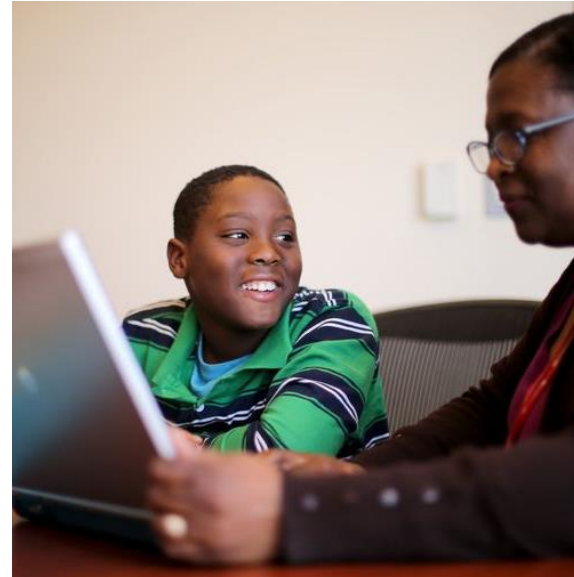
# Where to Focus for Positive Change



SAFETY &  
SECURITY



MIXED-INCOME  
HOUSING



CRADLE-TO-CAREER  
EDUCATION



COMMUNITY  
HEALTH & WELLNESS



*Execution Partner:*

➤ *Atlanta Police Foundation*

- Housing for 25 police officers
- Installation of 100 security cameras
- Westside Blue patrol
- New youth center

IMPACT STRATEGIES:  
SAFETY & SECURITY





## Execution Partners:

- YMCA
  - Develop best-in-class 0-4 Early Childhood Education facility with YMCA
- Atlanta Public Schools
  - Support high quality Pre-K through 8<sup>th</sup> Grade with Hollis Innovation Academy
- Westside Works.
  - Job training programs & administration
    - Westside Beautification Program



IMPACT STRATEGIES:  
CRADLE-TO-CAREER  
EDUCATION

## *Execution Partners:*

- *Healing Community Center*
  - Expand services offered by local health clinic + increase resident access
- *City of Atlanta/Trust for Public Lands/National Monument Foundation*
  - Support development of Rodney Cook, Sr. Park in Historic Vine City

A woman in a bright green t-shirt and black athletic shorts is captured in a dynamic pose, stretching her arms upwards. She is holding a small white card or piece of paper in her right hand. The background is a vibrant wall covered in colorful graffiti, including the word 'Stretch' in large yellow letters and a green heart shape. The overall scene conveys a sense of community health and wellness.

## IMPACT STRATEGIES: COMMUNITY HEALTH & WELLNESS



## *Execution Partners:*

- *Atlanta Habitat for Humanity*
  - Mattie Freeland District
- *Atlanta Housing Authority*
  - Scholars Landing; Herndon Homes; College Town; Magnolia Park; Villages at Castleberry Hill
- *Invest Atlanta*
  - Blight reduction; Owner Occupied Rehab
- *Quest Communities*
  - Quest Commons West development



IMPACT STRATEGIES:  
MIXED-INCOME  
HOUSING/MIXED USE  
DEVELOPMENT



A group of four police officers in dark blue uniforms are standing in front of a two-story house with light yellow siding and white trim. They are all smiling and have their hands stacked on top of each other in a gesture of unity. The officer on the far left is a Black man, the one next to him is a Black man wearing a police cap, the one next to him is a Black woman, and the one on the far right is a white man with glasses. They are all wearing patches that say "CITY OF ATLANTA POLICE". In the background, other people are visible near the entrance of the house, and another house with green siding is partially visible to the right. The sky is blue with some clouds.

## Development of Five Police Officer Houses



# Groundbreaking of the At-Promise Youth Center





## Announcement of the YMCA Leadership and Learning Center in Vine City





# 6 HABITS OF HOLLIS

COLLABORATION

COMMUNICATION

CREATIVITY

EMPATHY

SELF-DISCIPLINE

PERSEVERANCE

Opening of the  
Hollis Innovation Academy

Westside Works is creating job training and employment opportunities for Westside residents, having already placed more than **300** individuals in living-wage jobs, with a **73%** job retention rate.







Launch of the Westside  
Neighborhoods Beautification Project



The Atlanta Beltline is constructing the 3-mile **Westside Trail**, which flanks the western boundaries of our target neighborhoods.







# Groundbreaking of Rodney Cook, Sr. Park



THE TRUST



In partnership with the City of Atlanta Department of Planning, the Westside Future Fund sponsored the development of the **Land Use Action Plan**. Led by Thadani Architects + Urbanists, it engaged more than 1,300 residents both to consider the neighborhoods as a whole and to determine the highest and best use of each parcel – all as a means to reduce blight, incorporate sustainable practices and balance affordable and market-rate housing.























Opening of  
On the Rise Financial Center





# Anti-Displacement

Restoring the Westside's strength means not displacing its current residents. That's why we formed a **Community Retention Task Force** that, in collaboration with Neighborhood Associations and Planning Units, developed policy solutions in response to the Westside's unique conditions.

SUBSIDIZED RENTAL UNITS  
*in mixed-income housing*

ALTERNATIVE LENDING  
*programs to support home ownership*

TAX ABATEMENTS  
& GAP COVERAGE  
*+ home / business  
rehabilitation programs*

EDUCATIONAL PROGRAMS  
*to combat predatory lending & leasing*







Launch of the  
Anti-Displacement Tax Fund



# Community Engagement

- Our bi-monthly “Transform Westside Summits” have provided a consistent platform to engage. We’ve brought together **1,417 individuals** representing **405 organizations** over the last 12 months
- Ashview Heights Community Asset Survey in Partnership with Habitat for Humanity International







ATLANTA

GEORGIA

**WESTSIDE**

— VOLUNTEER —

— CORPS —



The **Westside** is an  
**integral** part of  
Atlanta's **rich history**.





"Whatever affects one directly, affects all indirectly.  
I can never be what I ought to be

until you are what  
**you ought to be."**

*Rev. Dr. Martin Luther King, Jr.*



# Contact Us!



@WFFAtlanta



WestsideFutureFund



[www.westsidefuturefund.com](http://www.westsidefuturefund.com)

#TransformWestsideSummit

#WestsideOnTheRise





THE ATLANTA HOUSING AUTHORITY  
HUNT COMPANIES  
OAKWOOD DEVELOPMENT

in conjunction with



Government  
Community Relations

cordially invite you to

## **HERNDON HOMES**

STAKEHOLDER PLANNING SESSION

**11:30am-1:30pm**

*"What's New at Herndon Homes"*

moderator Ron Roberts

Torti Gallas Architects

LUNCH SERVED

**2pm-4pm**

*"Smart Housing in a Smart Corridor"*

moderator Professor Carl DiSalvo

Georgia Institute of Technology

**4pm-5pm**

*"People, Planet & Profit"*

moderator Marcus Allen

Broccoli City

**MONDAY, JUNE 5TH**

*(please respond by June 1)*

THE GATHERING SPOT

384 Northyards

# Contact Us!



@WFFAtlanta



WestsideFutureFund



[www.westsidefuturefund.com](http://www.westsidefuturefund.com)

#TransformWestsideSummit

#WestsideOnTheRise

