

## Transform Westside Summit Convene | Communicate | Collaborate

Westside Future Fund Friday, October 15, 2021

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#### **VISION**

A community Dr. King would be proud to call home.

#### **MISSION**

To advance a compassionate approach to neighborhood revitalization that creates a diverse, mixed-income community, improves the quality of life for current and future residents and elevates the Historic Westside's unique history and culture.

#### **VALUES**

Do with the Community, not to the Community We know that residents are the real experts on the challenges in their community. Therefore, we learn from residents and involve them in all we do.

#### Be Compassionate

We meet residents where they are in a spirit of empathy and respect.

#### Have Integrity in Everything

We stand behind all we say and do. We are open, honest, and courageous.

#### **Be Creative**

We bring high energy and fresh ideas to tackling the long-standing challenges on the Westside. We're dedicated to trying different approaches to get different results.

#### **Deliver Results**

We're committed to driving transformation in the long term, with a focus on measurable outcomes today.



@westsidefuturefund



@WFFAtlanta



@westsidefuturefund



westsidefuturefund.org

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Nicole Yesbik Principal Pricewaterhouse**Coopers** 



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Philip Gilman Deputy Chief of Staff City of Atlanta



Eugene Jones, Jr. President & CEO, Atlanta Housing



Dr. Eloisa Klementich President & CEO, Invest Atlanta

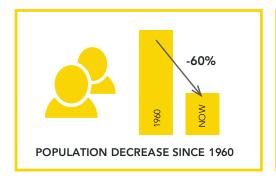


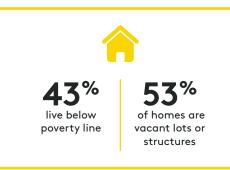
#### Westside Future Fund

#### **CREATING A NEW WESTSIDE FUTURE**

Westside Future Fund (WFF) is a nonprofit formed by Atlanta's public, private and philanthropic partners who believe in the future of Atlanta's Westside and are committed to helping Historic Westside neighborhoods revitalize and develop into a community Dr. King would be proud to call home.

Engish Avenue • Vine City • Ashview Heights\* • Atlanta University Center







#### Role of the Westside Future Fund

With an emphasis on community retention and a compassionate approach to revitalization, Westside Future Fund is focused on creating a diverse mixed-income community, improving quality of life, and elevating and celebrating the Historic Westside's unique history and culture.

#### **Impact Areas**

Westside Future Fund's holistic, partner-driven model is proving successful. Through our roles as participator, amplifier, convener, strategist and accelerator, WFF is delivering results in our four impact strategies.



SAFETY & SECURITY



COMMUNITY HEALTH
& WELLNESS



MIXED-INCOME COMMUNITIES



CRADLE-TO-CAREER EDUCATION

<sup>\*</sup> Includes Just Us and Historic Booker T. Washington





#### Investing in a New Westside Future

- Westside Future Fund is deeply committed to community retention
- We created Home on the Westside as a signature initiative in partnership with Mayor Bottoms to drive equitable and inclusive redevelopment in the Historic Westside neighborhoods
- WFF's community retention guidelines prioritize individuals and families with ties to WFF's historic neighborhoods to be first in line for housing opportunities and do not discriminate based on income

## Using these guidelines, Home on the Westside prioritizes Westside legacy residents by providing high quality, permanently affordable housing opportunities

- Providing renters housing they can afford as area rents continue to rise
  - $_{\circ}$  Renters should not have to pay more than 30% of their gross income on rent
- Enabling homeownership with financial coaching and counseling
- Constructing and renovating new single-family homes, available for purchase and for lease-to-purchase, supported by down payment assistance
- Covering increases in property taxes for qualified legacy homeowners

If you are interested in housing opportunities through Home on the Westside, start by completing an interest form.

**REGISTER NOW** 

















John Ahmann President and CEO



Jaren Abedania VP of Real Estate



Rachel Carey
VP of Project
Financing



**Sonia Dawson** Special Assistant to the President & CEO



Charles Forde
Director of Project
Financing

## A Dedicated Team



**Lee Harrop**VP of Real Estate
Development



Raquel Hudson
Director of
Volunteer Programs +
Property Assets



Marni Pittman Controller



Deidre Strickland
Development
Manager



Jaaren Strickland Accounting Manager



Joan Vernon
Director of
Neighborhood
Engagement



Christal Walker Staff Accountant



Robyn Washington
Development
Coordinator



Cristel Williams
Chief
Development
Officer

#### Agenda

7:45AM – 8:00AM Welcome + Updates

John Ahmann

President & CEO, Westside Future Fund

Benjamin Earley

Westside Correspondent, Redclay-Hill

**Ebony Ford** 

English Avenue Resident

8:00AM – 8:05AM Opening Devotion

**Zachary Wallace** 

Founder & CEO, Local Green Atlanta

8:05AM – 8:55AM "PNC and Its Program-Related Investment on the Westside" moderated By John Ahmann

Courtney I. Smith

SVP of Community Development Market, PNC Bank

**Keitra Bates** 

Founder of Marddy's Shared Kitchen and Marketplace

Paul Wilson, Jr.

VP of Innovation and Entrepreneurship, The H.J. Russell

Innovation Center for Entrepreneurs

8:55AM

Raffle Drawings + Closing Remarks

**Ebony Ford** 

English Avenue Resident

John Ahmann

President & CEO, Westside Future Fund

9:00AM

**Summit Adjourns** 

#### John Ahmann

President & CEO, Wetsside Future Fund

For more than 25 years, John Ahmann has been driven by the determination to improve the way communities and institutions function in Atlanta. From his early days working in Washington, D.C. to his positions with private, governmental, and organizational entities in the Atlanta area — including his eight years as an elected school board official in Decatur — he has focused his energy on solving the big problems whose resolutions can ultimately change Atlanta's trajectory and contribution to racial equity.

He has worked primarily behind the scenes, bringing together diverse stakeholders, and managing initiatives through to fruition, and has had a hand in some of the region's most important public policy initiatives and cross-sector collaborations. Along the way, John has built a vast network of individuals who are impacting Atlanta and its future.

A native son of Atlanta, John is currently the President & CEO of the Westside Future Fund (WFF). WFF was launched by the Atlanta Committee for Progress (ACP) in December 2014, with the strong leadership support of former Atlanta Mayor Kasim Reed. The nonprofit organization's mission is to advance a compassionate approach to neighborhood revitalization that creates a diverse, mixed-income community, improves the quality of life for current and future residents, and elevates the Historic Westside's unique history and culture. Through its flagship program, *Home on the Westside*, WFF helps neighbors live in the place they love through access to high-quality housing and educational support, strengthening the city we call home.

John has been recognized for his work by receiving the following awards: 2020 and 2021 *Atlanta Magazine's* Atlanta's 500 Most Powerful Leaders; 2020 and 2021 *Atlanta Business Chronicle's* 100 Most Influential Atlantans; 2019 Michael R. Hollis Innovation Academy Partnership Award; 2019 Christian City's Community Champion Nonprofit Honoree Award; Atlanta Business League's Visions of Excellence Award in 2019; Antioch Urban Ministries Anchor Award in 2018; and 2018 *Atlanta Business Chronicle's* Best Overall Deal in Atlanta Real Estate Awards.

John has two adult daughters and lives in Atlanta's historic neighborhood of Vine City.

#### Benjamin Earley

Senior Consultant, Redclay-Hill

Benjamin Earley is a web developer, creative writer, and musician born and raised in Atlanta, GA, where he continues to call the Westside home. He holds two certificates from Berklee College of Music for Music Business and General Music Studies. In addition to pursuing his passion for songwriting and music production, Benjamin also builds websites and web-based solutions for clients as an independent contractor with Redclay-Hill.

#### **Ebony Ford**

Westside Resident, English Avenue

Ebony Ford is a Westside Atlanta community advocate with affiliation of several civic and philanthropic organizations. She is passionate about legacy resident retention in this climate of rapid gentrification in the city of Atlanta, particularly in the neighborhoods of English Avenue and Vine City, and she spends her free time mentoring residents who want to become homeowners through her organization English Avenue Tea. She is an Atlanta Public Schools elected official as she serves as secretary for her neighborhood school's GO Team. Professionally, Ebony works in IT for the State of Georgia.

#### **Zachary Wallace**

Owner, Local Green Atlanta

A legend in the Atlanta music scene, Zachary "Big Zak" Wallace has penned chart-topping hits for some of the industry's biggest names. Born in Southwest Atlanta, Wallace grew up in a food desert, where he experienced an environment plagued with empty calories, high fats and sky-high sodium levels. Wallace saw first-hand the effects of food insecurity and how poor eating habits frustrated the health and wellbeing of his community. In 2017, he sought out to make a difference. Starting with a Local Green Atlanta food truck, Wallace wanted to spread an awareness for tasty, fulfilling plant-based cuisine in these Atlanta communities. Now, his Vine City and West Midtown restaurant, Local Green Atlanta, continues to spread that message, serving not just health—but hope.

#### **Keitra Bates**

Founder, Marddy's Shared Kitchen and Marketplace

Keitra Bates is a food justice activist and social entrepreneur. In 2014 she ran a small neighborhood pizza shop in a rapidly gentrifying Atlanta community. The rising rents spurred her to purchase and renovate a boarded-up building nearby and create Marddy's Shared Kitchen. She was inspired to create Marddy's because of her love of traditional foods and belief in entrepreneurship. Marddy's provides an affordable permanent home for local food entrepreneurs, business development and new market opportunities.

#### Courtney I. Smith

SVP of Community Development Market Manager, PNC Bank

Courtney I. Smith has an impressive background as a community development professional with experience in expanding nonprofit capabilities, addressing housing affordability, leading diversity, equity, and inclusion initiatives, cultivating small business and microlending activities, and managing retail and commercial banking activities.

Mr. Smith joined PNC Financial in 2013 and leads the bank's Community Development efforts for the Georgia and Alabama markets. Mr. Smith has served in similar roles at other large, regional banks in the metro Atlanta area.

He is passionate about small business development, neighborhood revitalization and enjoys promoting financial education activities. Courtney regularly teaches financial literacy courses throughout the community. He is experienced in designing, implementing, and monitoring Individual Development Account (IDA) programs, including Youth, Small Business and First-Time Homebuyers programs.

Actively involved in the community, Mr. Smith currently serves on the Access to Capital for Entrepreneurs (ACE), Board of Directors; the Atlanta Neighborhood Development Partnership One Home Makes a Difference Advisory Committee; Focused Community Strategies (FCS), Board of Directors; Habitat For Humanity Georgia, Board of Directors; Habitat For Humanity International CDFI Advisory Board; and the United Way of Greater Atlanta's Community Investment Committee. Additionally, he volunteers with numerous community organizations throughout Georgia and Alabama. Mr. Smith is a Life Member of Kappa Alpha Psi Fraternity, Inc. and serves in the Decatur Alumni Chapter.

Mr. Smith graduated from University of Tennessee in Knoxville, TN, where he received a bachelor's degree in business administration. He received a master's degree in city and regional planning from the University of Memphis. Courtney and his wife, Angela, are the proud parents of two children.

#### Paul Wilson, Jr.

VP of Innovation and Entrepreneurship, The H. J. Russell Innovation Center for Entrepreneurs (RICE)

Paul Wilson, Jr., VP of Innovation and Entrepreneurship with The H. J. Russell Innovation Center for Entrepreneurs (RICE), is an innovative and effective entrepreneurial leader with nearly 20 years of experience creating and delivering high caliber consulting and training solutions to small businesses, corporations, non-profits, and professionals at all levels. He has extensive industry experience that spans leadership roles in small business development, supply chain management, procurement, and supplier diversity. His expertise includes strategic planning, operational planning, leadership development, digital media, government and corporate contracting, and curriculum design and development.

Most recently Paul served as the Area Director of the UGA Small Business Development Center at Georgia State University. In that position he successfully led a dynamic team that provided consulting services, business solutions, educational training, and market research to startup, growing, and established small businesses that helped them achieve their short and long-term goals.

Previously Paul has leveraged his Master of Science in Organizational Management and Bachelor of Business in Supply Chain Management to impact several industries and companies across the United States. Some of his previous client engagements include

Southern Company, Georgia Minority Supplier Development Council (GMSDC), Nevada Energy, Vectren, Louisville Gas & Electric, AEP, Edison Electric Institute, Indiana Utility Association, Utility Purchasing Management Group, San Diego Chargers (NFL), Carolina Panthers (NFL), Minnesota Vikings (NFL), and multiple other organizations.

He is a passionate champion for minority business development, expansion, and retention in the metro Atlanta region, and has built strong partnerships and collaborations with several small business development organizations. In addition to being a published author, he enjoys using his multi-media talents and skills to create digital content that informs, inspires, and challenges entrepreneurs to pursue their maximum potential.

## **COVID-19 VACCINE SITES**



GA Department of Health of Public Health Fulton County Mercedes Benz Stadium 9 Mangum Street Atlanta, GA 30303 COVID Vaccine Line: (404) 613-8150

Morehouse Healthcare 455 Lee Street Suite 200 Atlanta, GA 30310 COVID Vaccine Line: (404) 752-1000 Good Samaritan Health Center 1015 Donald Lee Hollowell Parkway Atlanta, GA 30318 COVID Vaccine Line: (404) 523-6571

Family Centers of Georgia at West End 868 York Avenue, SW Atlanta, GA 30310 COVID Vaccine Line: (800) 935-6721

#### For more information on vaccination sites

myvaccinegeorgia.com
vaccinefinder.org
dph.georgia.gov/covid-vaccine
fultoncounty.ga.gov/covidvaccine



Good Samaritan Health Center and CVSHealth are offering free rapid
COVID-19 testing or vaccination
BY APPOINTMENT ONLY

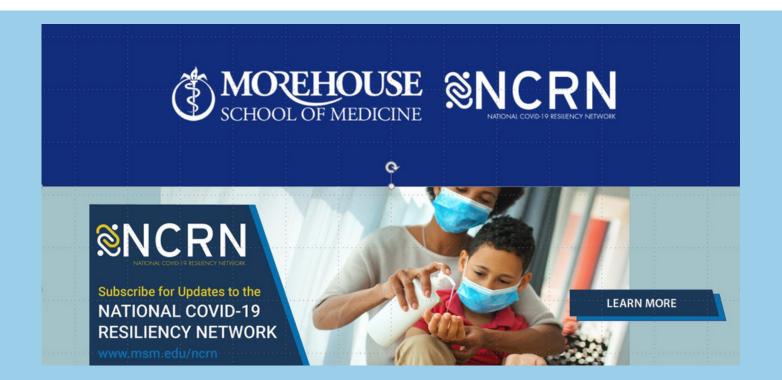
Call 404-523-6571, ext. 4928 to schedule.

Good Sam is located at

1015 Donald Lee Hollowell Pkwy, NW

Atlanta, GA 30318

Visit goodsamatlanta.org/COVID-19 for more info.







Free Senior Dental
Care Services for
Fulton County
Residents!

DOCTOR

## **DANIELLE GREENE**

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**EXTRACTIONS** 

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Fabulous Smiles of Atlanta

1188 Ralph David Abernathy Blvd, Atlanta, GA 30310







Only one number to get the help you need: food, housing, counseling, employment, education, healthcare, COVID-19 testing. Feeling lonely, lost, stressed, anxious or down? Need help managing your health condition?

Call 404-430-8180 today!

Westside Connect Help Line

NEED A DOCTOR?

TEXT: WESTSIDE TO 51555





## JOB FLASH REPORT

IF INTERESTED IN EMPLOYMENT, PLEASE CALL 404-853-1780 OR VISIT <u>INTEGRITYCDC.ORG</u>. WHEN YOU FILL OUT YOUR APPLICATION, MAKE SURE TO CLICK "DIRECT EMPLOYMENT."

## **ATTENTION**

WOULD YOU LIKE YOUR OWN AD SPACE?

Westside Future Fund is now offering you a chance to promote your business in our Summit bulletins!

If interested, please email sonia@westsidefuturefund.org
for more details!



# Connectivity for the Common Good.

Making broadband more affordable for communities impacted by COVID-19



As part of our commitment to bridging the digital divide, AT&T is participating in the FCC's Emergency Broadband Benefit (EBB) Program to help eligible households with connectivity costs during the pandemic.



The monthly cost of broadband – after applying the EBB – can temporarily fall to as low as \$0 a month.1

In these difficult economic times, the EBB will help qualifying households reduce wireless service costs for activities like job searches, telehealth, remote work, and distance learning. EBB enrollment is now open, and the benefit can be applied to select plans for both new and existing AT&T and Cricket Wireless customers.

Households interested in using the benefit with AT&T should: Determine EBB Program eligibility by applying <a href="https://example.com/here">here</a>.



Atlanta Housing, Invest Atlanta and the City of Atlanta have launched a deferred forgivable loan program that provides up to \$70,000 in federal funds to eligible Ashview Heights and Atlanta University Center homeowners for exterior health and safety repairs on their home. Funds will be provided in the form of a forgivable loan at a 0% interest rate with payments deferred and forgiven until the earlier of loan maturity, sale, transfer of ownership, or failure to maintain the property as the primary residence during the loan term.

The maximum loan amount per home is \$70,000, inclusive of all construction related costs and closing costs. Loan term willbe determined by loan amount, not to exceed 10 years.

#### **ELIGIBILITY GUIDELINES**

- Homeowner must reside within the Choice Neighborhoods of Ashview Heights or Atlanta University Center.
- Must be a primary homeowner and existing resident as of September 30, 2015.
- Homeowners with 1st Mortgage Liens are permitted. Second mortgages from Habitat for Humanity on a Habitat home, and Invest Atlanta will be treated as one mortgage for purposes of this program. Homes with other liens (tax liens, recorded Fi Fas, etc. are ineligible. Homes with water liens must have a payment arrangement to be eligible).

#### FOR MORE INFORMATION OR TO APPLY

Contact the Choice Neighborhoods Exterior Owner-Occupied Rehab Program Manager Meals On Wheels Atlanta at info@mowatl.org or 404-351-3889

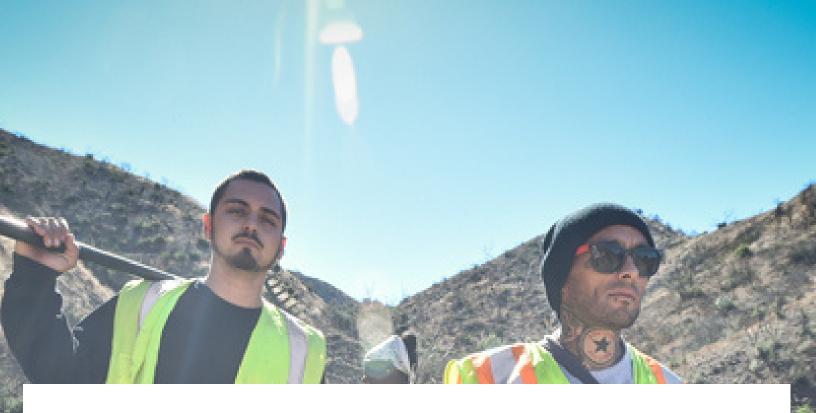










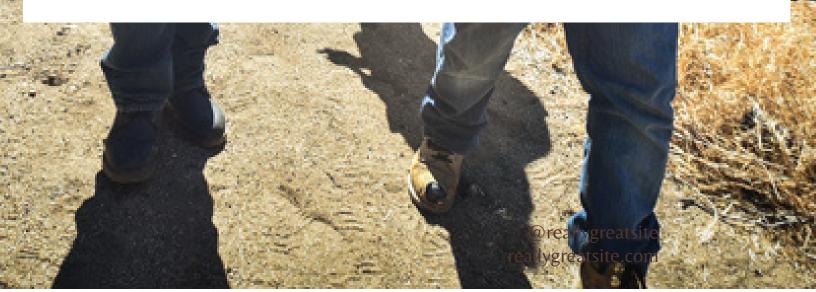




### Center for Employment Opportunities

938 Peachtree Street Atlanta Ga, 30309 404-689-6579 www.ceoworks.org Mon-Friday 9am-5pm

We provide immediate, effective, and comprehensive employment services exclusively to individuals who have recently returned home from incarceration.







#### **Bringing Goodwill to the Southside:**

## New Store & Career Center Coming to Metropolitan Parkway

Located at 2160 Metropolitan Parkway, our new store and career center will bring jobs and skills training to the local community. To start, this project is generating 30-40 new construction jobs for local residents. When we open, we will create an additional 50 jobs in the store, as well as in the career center.

Our focus will continue to be on not just helping our neighbors to find work, but helping them move into successful careers. All of our career centers provide free access to job search resources like computers, résumé writing tools, job listings, employment seminars, software training and more.

#### Great finds at great prices.

Our new store is bringing great deals to your community. From clothing to accessories, housewares, and shoes; shopping at Goodwill will save you money and help your neighbors find jobs.



Goodwill offers a number of skills training programs to prepare residents for careers in fields like technology, healthcare, construction, logistics and more.





Donate. Shop. Support Job Seekers. That's #Goodwilling.



#### Be the first to know.

Visit **goodwillng.org/metro** and sign up to recieve updates on job opportunities, hiring events, construction updates and more at our new location.

# THE WESTSIDE: Your home now... and for years to come





Introducing Home on the Westside, an initiative from Westside Future Fund to help drive inclusive community retention for Atlanta's Historic Westside neighborhoods.

We're taking steps to deliver safe, quality housing on the Westside with:

- Affordable 1-, 2-, and
   3-bedroom rentals
- Newly constructed and renovated homes for purchase and lease-to-purchase
- Down payment assistance
- Anti-Displacement Tax Fund for legacy homeowners
- Financial coaching and counseling in partnership with On the Rise
   Financial Center

## Are you interested in Home on the Westside?

Go online and complete a simple form to let us know which of our housing opportunities interest you:

westsidefuturefund.org/homeonthewestside

Contact WFF with any questions.

Call: 470.377.1696

Email: home@westsidefuturefund.org



# Progress to Date Westside Development Activity

WFF Residential Units as of September 1, 2021

	Units Acquired/ Under Contract	Units Awarded Invest Atlanta/AH	Total Residential Units	Units In Service	Units Under Development	Deeply Affordable Units (<60% AMI)
Multi-Family	246	42	288	181	37	175
Single Family	108	15	123	8	57	48
Total	354	57	411	189	94	223

#### **Major Third Party Developments** as of September 1, 2021

	Total Planned Units	Units in Service	Units Under Development	Deeply Affordable Units (<60% AMI)
Quest Commons West*	53		53	47
Herndon Square*	700	97	200	347
OaksATL*	32	32	TBD	32
Quest Simpson and Springfield projects	309		309	228
Legacy at Vine City	105	105	-	105
Atlanta Housing (CHOICE)	481	195	72	253
The Proctor	132		132	32
Total	1,812	429	766	1,044

<sup>\*</sup> Financing provided by Westside Future Fund







#### **Creating the Beloved Community**



The end is reconciliation; the end is redemption; the end is the creation of the Beloved Community. It is this type of spirit and this type of love that can transform opponents into friends. It is this type of understanding goodwill that will transform the deep gloom of the old age into the exuberant gladness of the new age. It is this love which will bring about miracles in the hearts of men.

Martin Luther King, Jr. from "Facing the Challenge of a New Age," 1956

The coining of the term, "beloved community" is credited to Josiah Royce (1855–1916), a Harvard professor, theologian, and philosopher, who taught at Harvard from the 1880s to 1910s.

Josiah Royce deemed the beloved community the "principle of all principles" and spoke of the beloved community as an ideal, separate from ordinary life, a spiritual community where all those "fully dedicated to the cause of loyalty, truth, and reality itself" were joined. Speaking from a distinctly Christian perspective, he stated that religious communities at their core should embody "the mystery of loving membership in a community." This participation was enacted through deep loyalty to a personal cause that one serves with "all [one's] might and soul and strength."

Royce wrote, "Find your own cause, your interesting, fascinating, personally engrossing cause; serve it with all [one's] might and soul and strength; but so choose your cause and so serve it, that thereby you show forth your loyalty to loyalty, so that because of your choice and service to your cause, there is a maximum of increase of loyalty among your fellow [human beings]."

Since you cannot find the universal and beloved community, create it.

Josiah Royce (1913)

One of Royce's students in the 1890s was W.E.B. Du Bois, who arrived in Atlanta in 1897 to establish a sociology program at Atlanta University and develop the university's curriculum. It is possible W.E.B. Du Bois and others could have discussed the idea of the "beloved community" and its embodiment in the Atlanta University Center and Vine City neighborhoods as early as Du Bois' arrival in Atlanta. Since the late 1860s, white and black educators, black students, and working class white and black residents had been living in the historic Westside.

Dr. King's mentor, Howard Thurman, was also a student of Royce and colleague of W.E.B. Du Bois. He used the term "beloved community" as an inspirational lens "to perceive [in the world] a harmony that transcends all diversities and in which diversity finds its richness and significance." He broadened the concept from Royce's specifically Christian orientation and emphasized the importance of truly integrated communities beyond legal integration and emphasized the importance of a radically nonexclusionary community.

During Thurman's lifetime, the historic Westside served as a nerve center of civil rights activism even as the effects of legal segregation remained in the community.

Community cannot for long feed on itself.

It can only flourish with the coming of others from beyond, their unknown and undiscovered brothers and sisters.

Howard Thurman 1971

Dr. King takes the thinking of Royce and Thurman forward with his belief that we can "actualize the Beloved Community." Walter Fluker writes that the "beloved community" is Dr. King's "single, organizing principle of [his] life and thought."

Our goal is to create a beloved community, and this will require a qualitative change in our souls as well as a quantitative change in our lives.

Martin Luther King, Jr., 1966



Transform Westside Summits are made possible through the generosity of the Chick-fil-A Foundation and The Gathering Spot

## THANK YOU FOR YOUR INVALUABLE SUPPORT IN MAKING THESE SUMMITS POSSIBLE:











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For bulletin ideas and comments, contact Sonia Dawson at sonia@westsidefuturefund.org.