

APRIL, 2023



BUILDING GOODWILL



TAKE IT TO THE TOP

On Tuesday, April 4, Goodwill Industries of Kentucky and the project team overseeing construction of the Norton Healthcare Goodwill Opportunity Campus in West Louisville held a Topping Out Ceremony at the project site at 28th Street and Broadway.

Topping Out is a construction tradition and occurs when the final structural beam is raised into place, completing the building's frame. The ceremony serves as an introduction of the building to the public.

At the ceremony in West Louisville, the final beam was painted and the project team, construction teams, designers, owners, board members and other dignitaries, including Goodwill employees in

attendance, had the opportunity to sign the beam for posterity before it was placed.

[Watch the event recap video linked here to get a glimpse of what happened at the event. Click here for a full gallery of event photos.](#)



OPPORTUNITY IS KNOCKING

Do you hear that? It's opportunity knocking! Help support this one-of-a-kind community revitalization project by making a gift to the Opportunity is Knocking campaign. Here's how you can donate:

- Visit GoodwillWestLouisville.com
- Text GoodwillKY to 801801
- Mail a check to the current Goodwill headquarters located at 1325 S. 4th Street, Louisville, KY 40208

LIVE PHOTO FEED OF SITE

Individuals invested in Goodwill's move to West Louisville can see the progress for themselves! A live photo feed, which updates every two hours, is now available at GoodwillWestLouisville.com.

RECENT COMMUNITY EVENTS

Kentucky Derby Festival Block Party

On Saturday, April 15, Goodwill and Norton Healthcare had a table at the KDF Block Party at the Norton Healthcare Sports & Learning Center at 3029 W Muhammad Ali Blvd., Louisville, KY 40212. The event featured community partners and welcomed West Louisville residents to learn more about Goodwill's services.

INTRODUCING THE WEST LOUISVILLE ADVISORY COUNCIL

Also at the Topping Out Ceremony, Goodwill introduced its newly established West Louisville Advisory Council.

The advisory council includes 11 members who live or work in West Louisville and represent a diverse combination of businesses, nonprofits organizations, religious establishments, Metro Council districts and professional expertise.

Each member has committed to serve a one- or two-year term on the advisory council, where they will help Goodwill understand many of the deep-rooted needs, challenges and priorities of those who live in West Louisville. The advisory council is committed to gaining an in-depth knowledge of Goodwill's programs and social services and share those details in their respective networks to ensure the community is fully aware of the resources that will be made available in the 125,000-square-foot resource center.



[Click here to meet the committee members.](#)

PROJECT TEAM SPOTLIGHT – SECURITY PROS



You might wonder what goes into protecting the project site of the Norton Healthcare Goodwill Opportunity Campus after working hours. That's something Mike Ashley takes very personally.

Ashley is the founder and owner of Security Pros LLC, which monitors the project site from 6 p.m. to 6 a.m. every day. The 12-year-old locally and minority owned company is made up of 20-or-so employees, according to Ashley, which gives a personal touch to the work they do to protect the project site.

“What makes us good for this is we are a smaller company, so we take this project personally,” he said. “I’m very involved with this project. I don’t just send someone out there. ... I make sure to be hands-on.”

Ashley said the work isn’t always what you think.

“A lot of things people don’t think about,” he said. “On a project like that, we have people

trying to take materials – copper, wire, things like that. We’re there to make sure that doesn’t happen. But, also, the kids or anyone else that try to get on the lot and play, we keep them out of there to keep them safe.”

Ashley and Security Pros worked with Calhoun Construction Services and Mathis & Sons on the Muhammad Ali Center in downtown Louisville. Ashley said Security Pros takes pride in being a part of a build that will help the community.

“I just think it’s awesome to be a part of,” he said. “What’s cool for me is getting to see something from the ground up. ... I really enjoy helping people myself, and I know that’s what’s going to be available when it’s completed. Everybody isn’t dealt the best of hand, but if you can go somewhere to get the resources you need, that’s (huge). Sometimes people just need a little boost.”

PROJECT UPDATES:

Following the steel erection, the project teams have started framing exterior walls. Concrete work, mechanical, electrical and plumbing work is ongoing.



Drone Shot Facing South (from Broadway)



Drone Shot Facing West (from 28th St.)

Norton Healthcare
Goodwill Opportunity Campus
CALHOUN
MATHIS & SONS
STODOLKA
kpff
KLH ENGINEERS
rowne
bdc
DETAILS
L&D
UNIVERSITY OF LOUISVILLE SCHOOL OF DENTISTRY
Park Community Credit Union
YMCA of Greater Louisville
Volunteers of America
Legal Aid Society
Big Brothers Big Sisters of Kentuckiana
Shawnee Christian Healthcare
KY College of Barbering
KentuckianaWorks
Creative Spirits



2nd Floor Deck facing west



Overhead MEP rough-in