

October, 2023



BUILDING GOODWILL



Project Team Spotlight – Pointer Painting

Growing up on the corner of 37th Street and Broadway in West Louisville, Ray Pointer saw his fair share of disinvestment in the community. For decades, the area's predominantly Black neighborhoods were left underdeveloped as a result of a lack of resources, false promises and neglect.

Today, Ray's story has come full circle. Recently, West Louisville has welcomed an increase in economic investment and redevelopment – and Ray has had a hand in helping rebuild the community. A painter who now owns his own company, Pointer Painting LLC, Ray has worked on several projects in West Louisville.

And now, his team is being contracted to work on the Norton Healthcare Goodwill Opportunity Campus at the corner of 28th Street and Broadway, which will positively impact more than 50,000 individuals each year.

"It's very neat to work down in the West End," he said. "This is where I come from. I have family down here. Just to be in the area – the good and the bad. I know this area well. It's really neat to be in this area, see the growth and see it going somewhere."

Ray said another minority-owned company, Ridge Painting, helped him start his business. As an employee of Ridge Painting, he helped paint the Norton Healthcare Sports & Learning Center at 3029 West Muhammad Ali Boulevard.

"They helped me get my foot in the door as far as getting an opportunity as a minority-owned business," he said. "We're just trying to stay with it and build something. Ridge Painting – I watched him build his company up to what it is now. We're trying to take a page out of his book and start building something that can last for the city. And hopefully give back to the city and to West Louisville."

Ray's team is giving back in a big way by contributing to the construction of the Opportunity Campus, which is expected to bring an annual economic impact of \$18.7 million.

"I just talked to a lady when I was walking out to the car for lunch. She was asking what this place is going to be. I told her, 'This is going to give the community – definitely the young people – an opportunity to be somebody and go somewhere.' That's major. It's what these young people need."

Ray said it's also important to have minority-owned businesses be a part of the project. Goodwill plans to spend no less than 27 percent of its total construction costs with minority businesses for the Opportunity Center. It also established a goal that 25 percent of the construction workforce would be made up of minorities.

"It's also a blessing to walk around the campus and see the other minorities working on the job," he said. "We've also been a part of the Churchill Downs Paddock project. It means a lot. It's hard to explain."

To view past project team features, visit GoodwillWestLouisville.com and click on "Project Updates".

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

Recap Video of West Louisville Tour

Recently, Goodwill executives hosted a tour of the project site for the Norton Healthcare Goodwill Opportunity Campus for its **Board of Directors** and **West Louisville Advisory Council**.

This tour was the first of its kind during the project's construction. To watch a video recap of the tour, click [here](#) or the image below.



Norton Hospital Topping Out

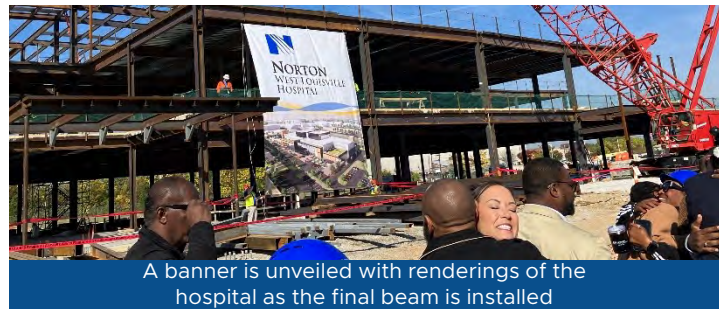
On Wednesday, October 18, Norton Healthcare held a topping out ceremony for its hospital being constructed on the Opportunity Campus – the first hospital west of Ninth Street in more than 150 years. Goodwill joined in on the celebration, which included installation of the final steel beam.



Governor Andy Beshear speaks at the topping out ceremony



The final steel beam is installed at the construction site of Norton's West Louisville Hospital



A banner is unveiled with renderings of the hospital as the final beam is installed

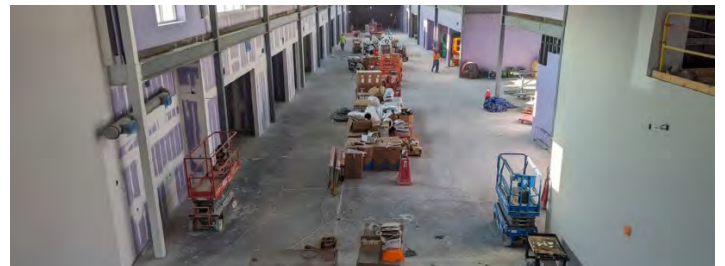
PROJECT UPDATE IMAGES

- Exterior
 - Installation of windows and exterior brick is near completion
 - Installation of exterior metal panels has begun at the Broadway entrance
 - Paving has begun in the parking lot and outdoor plaza hardscape is ongoing



Drone shot of the main Broadway entrance

- Interior
 - Drywall finishing is nearing completion
 - Painting is ongoing
 - MEP overhead rough-in ongoing in the single-story section of the building
 - Construction of our eight partner spaces is ongoing



Drywall wrapping up in atrium space



Exterior finish install working around the building

