



## Our Demands

**Demand 1: Stop the West End Tax Increment Financing district (TIF) from activating.**

Metro officials have the authority & capacity to stop the West End TIF. Therefore,

## **West End Residents & Supporters insist Metro officials:**

- a. **REJECT** any ordinance activating the West End TIF. (*Metro Council has the authority and capacity to do this.*)
- b. **REFUSE** to enter any local partnership agreement with the West End Opportunity Partnership (WEOP). (*The Mayor, Jefferson County Attorney, and co-chiefs of Louisville Forward have the authority and capacity to do this.*)
- c. **RESCIND** Metro's pledge to donate \$10 Million of taxpayer funds to the West End TIF and the West End Opportunity Partnership (WEOP) Board that will be in control of TIF funds.

### **WHY?**

*Among many other things, the West End needs affordable housing to rent or buy for households living on \$35,000 or less a year. It also needs affordable commercial space for local businesses. Instead, the privileged and powerful have used and abused the community for profit, property acquisition and political gain, while the many significant community needs go unmet.*

- The West End TIF and the West End Opportunity Partnership (WEOP) Board appointed by Governor Beshear, empower the very same players that have, using the taxpayers' dime, failed the West End for years.
- The WEOP Board is dominated by former and current city officials, organizations and institutions that have controlled the lion's share of the [billions of dollars poured into the West End since 2014.](#)
- Using lip service to concerns about redlining and race equity issues, these players have actually extended racial inequity through displacement, gentrification and the insular and self-interested use of public funds.
- Tax Incremental Financing is actually a subsidy or "welfare" for large developers, corporations, etc. to build what THEY envision for communities, not what the community wants and needs to be sustainable.
- Across the country, taxpayers now see letting wealthy and privileged developers go tax-free for 20-30 years has had a negative impact on basic services including local schools, libraries, sidewalk repair, pools and more.
- In other words, citizens continue to get less for their taxes and are constantly asked to pay more to make up for what the TIF subsidy takes from the public.

## **Demand 2: Stop The Government Sanctioned Exploitation of the West End & Invest in GENUINE Resident-led Initiatives**

### **West End Residents & Supporters insist Metro officials:**

- a. Stop empowering the same "gatekeeper" network used to control public funds and ignore public needs. The West End Opportunity Partnership (WEOP) is a guise for

**business as usual. WHY?**

*The WEOP Board represents the very organizations that have, collectively, consumed more than a billion in public funds and property in the name of “racial equity” for years. All the while, they’ve consistently ignored the public’s needs in favor of organizational agendas. They are far too often given first access to public and charitable funding, as well as West End properties through the city’s land bank and abandoned properties divisions.*

- b. Prioritize the Historically Black Neighborhood Assembly’s Community Land Trust proposal over outside developers and self-interested institutions that have failed the community for years. WHY?**

*West End residents will not only do a better job at addressing their community’s actual needs, but they will also set a new standard for stabilizing and empowering urban Louisville. A detailed proposal for the Historically Black Neighborhood Community Land Trust is available online at [www.hbnassembly.org/hbnclt](http://www.hbnassembly.org/hbnclt).*

### **Demand 3: Stop WEOP Representatives from Miseducating, Misrepresenting, and Manipulating West End Residents**

#### **West End Residents & Supporters insist WEOP:**

- a. Stop promoting “gentrification” as acceptable and inevitable. WHY?**

*Gentrification is a systemic, multifaceted process that begins with profiteers destroying communities through aggressive property acquisition and willful neglect, leading to decline, “redevelopment” and displacement. The West End TIF is simply another device in the profiteers’ toolbox. Gentrification is not inevitable, it is aided and abetted by the powerful through political maneuvers and public manipulation.*

- b. Stop misrepresenting self-serving institutional leadership as the community’s “experts” to manage the proposed TIF. WHY?**

*Louisville Forward and the institutions that dominate the WEOP Board have repeatedly demonstrated they ‘take the money and run’ away from community needs and expectations. Mythologizing their leadership is an insult to the West neighborhoods that have suffered the devastating impact of institutional exploitation, greed, bullying and repeated failures West of 9th.*

- c. Stop shaming, dismissing, and attempting to delegitimize the community’s concerns and disagreement. WHY?**

*WEOP representatives have been evasive and sometimes hostile to residents asking questions or disagreeing with WEOP's false narratives. The objective is to give the appearance of robust community participation and consent. However, using shaming, personal attacks, and other forms of aggression to manipulate residents and/or to silence opposition is NOT public service or productive for the West End. Sadly, these methods are about the only thing about WEOP and the West End TIF that are transparent and consistent. WEOP protagonists also attempt to mute opposition with paternalistic lectures on "positive engagement" and "forgetting the past". All are attempts to mislead the public to perpetuate more of the same under a shiny new umbrella. All are forms of bullying the public.*

#### **Demand 4: The West End Deserves an Apology**

**West End Residents & supporters DEMAND the WEOP protagonists apologize for using the same tactics and players to execute the latest version of abuse and disservice that has devastated the West End. (see the list below) We also require an apology from the KY legislators who voted to approve the TIF shortly before midnight on the last day of the KY legislative session in March.**

- [Greg Fischer](#), Mayor of Louisville
  - Office Address: [527 W. Jefferson Street, Louisville, KY 40202](#)
  - Office Number: (502) 574-2003
  - Office Hours: 8:00 AM- 5:00 PM
- [Mike O'Connell](#), Jefferson County Attorney
  - Office Address: Jefferson Hall of Justice, Louisville, KY 40202
  - Office Number: (502) 574-6336
  - Office Hours: 8:00 AM- 5:00 PM
- [Rebecca Fleischaker](#), Co-Chief of Louisville Forward and Director of the Department of Economic Development
  - Office Address: Economic Development, [444. S. 5th St. Louisville, KY 40202](#)
  - Office Number: (502) 574-2974
  - Office Hours: 8:00 AM- 5:00 PM
- [Jeff O'Brien](#), Co-Chief of Louisville Forward and Director of Develop Louisville
  - Office Address: Economic Development, [444. S. 5th St. Louisville, KY 40202](#)
  - Office Number: (502) 574-1354
  - Office Hours: 8:00 AM- 5:00 PM
- [Metro Council](#)
  - David James also serves as co-chair on the WEOP board.
- [WEOP Board](#)
  - [Mark Watkins](#), vice president and chief operating officer of University of Louisville
  - Sadiqa Reynolds, Louisville Urban League President, and CEO
  - David James, Metro Council President
  - Steve Trager, Republic Bank CEO

- J. Michael Brown, Governor's Executive Cabinet secretary
  - Jeana Dunlap, urbanist and strategic advisor representing the NAACP
  - DeVone Holt, vice president of external affairs at Goodwill of Kentucky, representing One West
  - Christina Shadle, director of investment at the Louisville Urban League
  - Jennifer Hancock, CEO of Volunteers of America
  - David Kaplan, attorney at Kaplan Johnson Abate & Bird LLP
  - Dr. Dawn Wade, chief strategy officer at NIMBUS, president and CEO of EOS Strategic Solutions
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- Dr. Frank M. Smith, Jr., executive vice president of Simmons College of Kentucky