

Transforming Western



About Transforming Western

The Western Heights neighborhood is strategically located 1.5 miles from downtown Knoxville. Due to disinvestment, physical barriers, residential and commercial vacancies, and concentrated poverty, this low-income, predominately minority neighborhood has become blighted and is no longer offering its residents a safe community with support services that provide them a hand up and out of generational poverty.

Through the leadership of City agencies and the residents and partners of Western Heights, a comprehensive plan was developed – Transforming Western – to renovate and rejuvenate the community and create a lasting-platform of affordable housing. In addition, the plan creates new goods and services that will help residents secure living wage jobs and develop career paths, improve education outcomes, boost health and wellness, establish enrichment opportunities for youth and adults, and offer access to affordable, healthy, and fresh foods.

Each component of the plan has quantified measures documenting where the community stands today, target metrics to be achieved, and identified stakeholders who will participate in the successful implementation of the plan.

Transforming Western is located in Census Tract 14 and serves a diverse population. The census tract is an Empowerment Zone and classified as Severely Distressed.

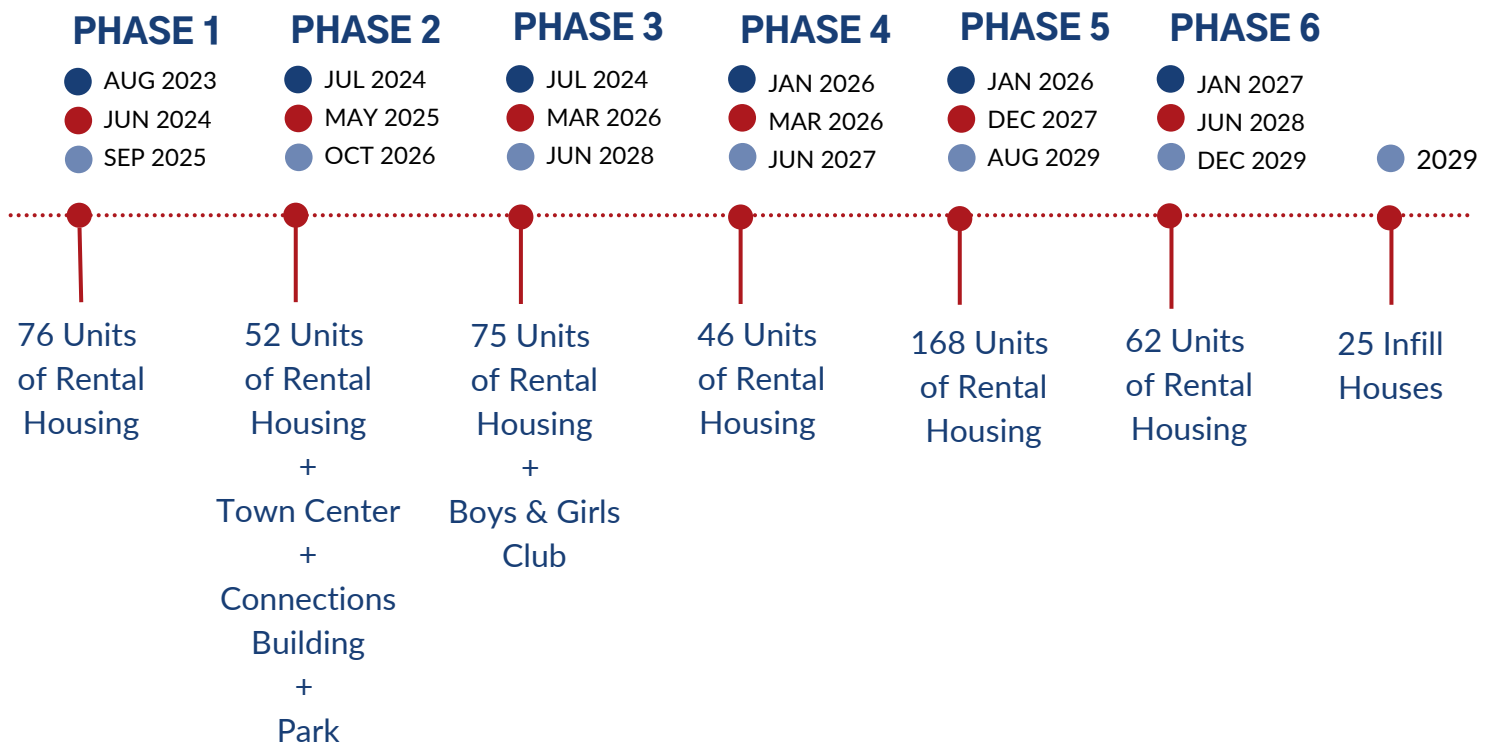


Proposed Timeline

● Infrastructure

● Vertical

● Completion



Transforming Western encompasses the construction of 479 new rental housing units to include 196 subsidized units, 184 tax credit units, and 99 market rate units.

In addition, several neighborhood elements will be constructed or renovated to bring services to the neighborhood.



Phase 1 Rendering

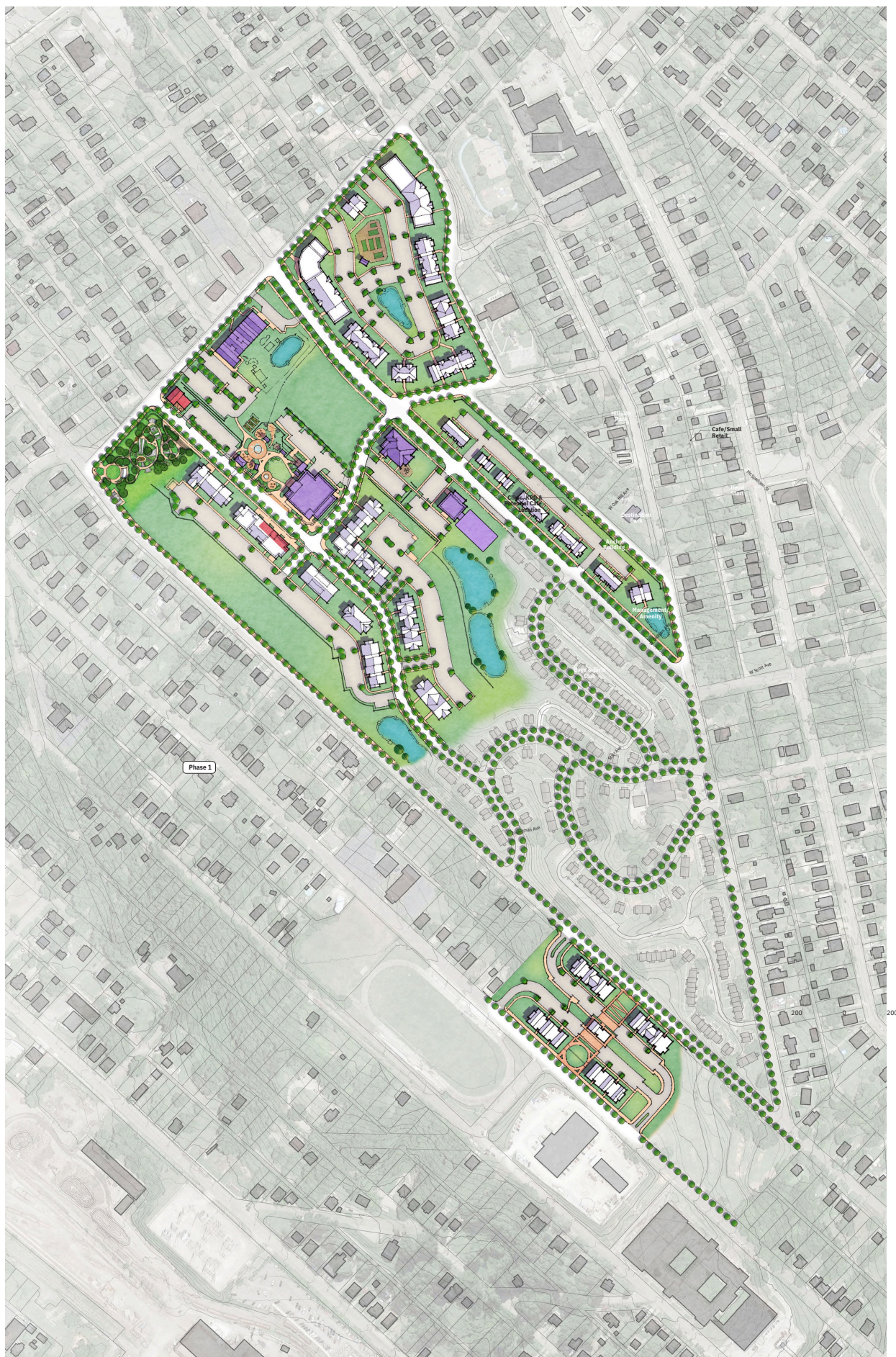
Neighborhood Plan

Project and Initiative	Non-Housing Space	Partners
Town Center Building	17,000 sq. ft.	<ul style="list-style-type: none"> • Medical Clinic • Knoxville Arts Center • KPD
Connections Building	est. 23,000 sq. ft.	<ul style="list-style-type: none"> • Junior Achievement • Real Good Kitchen
Boys & Girls Club	est. 11,000 sq. ft.	<ul style="list-style-type: none"> • Boys & Girls Club • KICKO • Scouts
Park Space	3 acres	<ul style="list-style-type: none"> • City of Knoxville
Facade Enhancement	n/a	<ul style="list-style-type: none"> • City of Knoxville
Artist Live/Work Space	est. 25,000 sq. ft.	<ul style="list-style-type: none"> • TBA

These neighborhood projects are part of a comprehensive Transforming Western plan developed by Knoxville's Community Development Corporation's (KCDC) Choice Neighborhood Initiative and the City of Knoxville to revitalize and transform 70 acres in the Western Heights community into a thriving neighborhood campus providing public housing, economic and job development opportunities, arts & culture, youth services, medical care, and increased access to healthy foods.



Western Heights and Beaumont Neighborhood



Town Center Building

Town Center Community Space and Programming

Knoxville Arts Center – Part of the City of Knoxville’s Parks and Recreation Department for over 50 years, Knoxville Arts Center supports the creation and dissemination of art as both a career and a hobby, and will feature fully equipped spaces for fiber, textile, clay work, drawing, graphic arts, and dance. Residents and neighbors will be able to explore their talents and increase their earning potential through these resources and training opportunities.

Programming will be directed to all age groups, with enrollment priority given to neighborhood residents. Scholarship funding has been secured to remove an essential barrier to resident participation. In addition, area schools and social service providers will co-sponsor on-site educational enrichment classes.

9,000 Visits Est. Annually by Year 5 | 5,000 Unique Individuals Served Est. Annually

NAMING OPPORTUNITIES

\$2.5 Million
-Entire Building

\$1 Million
-Medical Clinic

\$500,000
-Knoxville Art Center Space

Knoxville Police Department - New, manned police substation to disrupt currently high community crime and violence in Western Heights and create a safe neighborhood for all.

The new facility will bring increased foot and bike patrols and a base of operations for park and community events.

350 Encounters Est. Annually | 250 Unique Individuals Served Est. Annually

** These naming opportunities are examples and will be tailored in discussions with KCDC staff to align with the donor's philanthropic goals. Donations of \$25,000+ to Transforming Western will be recognized on a donor wall in the Connections Building lobby or another prominent community location.*

Medical Clinic – Our clinic provider has a rich history in the East Tennessee community of providing patient-centered care and remaining at the forefront of research, technology and treatments. In this new building, our provider will add to its 20-location network of stand-alone Primary Care centers with a 2,651 sq. ft. office providing enhanced access to routine health care, preventative care, treatment for acute and chronic illnesses, obstetrical care, and prevention and wellness programming.

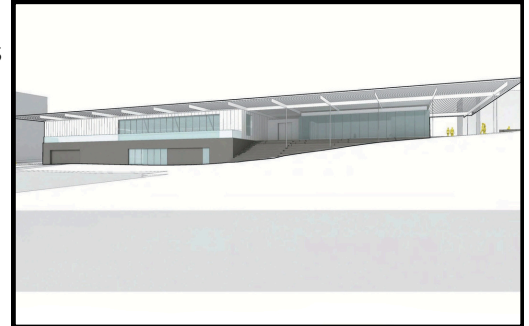


8,050 Patient Encounters Est. Annually by Year 5 | 1,700 Unique Patients Treated Est. Annually | 85% LIP/LIC Residents | 75%-80% Minority

Connections Building

Connections Building Space and Programming

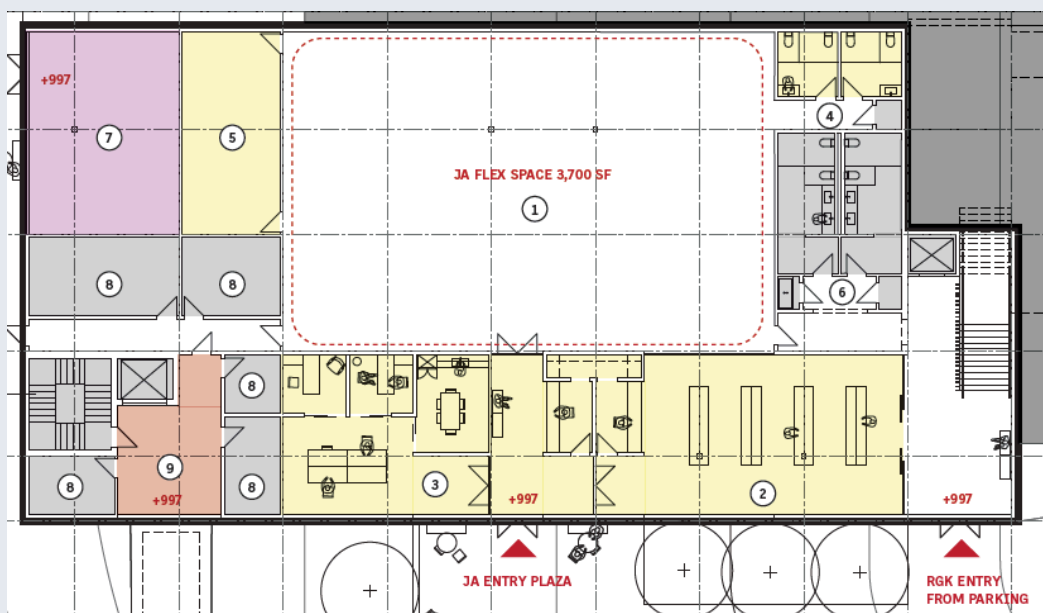
Junior Achievement – The nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices. JA's programs – in the core content areas of work readiness, entrepreneurship and financial literacy – ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21st century. In the Connections Building, JA will operate a youth entrepreneurship center with on-site programming for all 8th grade classes in Knox County. The location will also coordinate and serve as an education access point for entrepreneurship clubs from two inner-city high schools. In partnership with Knox Entrepreneur Center, the space will offer programs for high school students and adults who want to start a new business, including a micro-business incubator for home-based business startups and small retail startups.



A commercial storefront will be available for entrepreneurs and startups to sell their wares.

2,650 Unique Youths Est. Served Annually (+571%) | 4200 Est. Annual Visits to the Commercial Storefront

Junior Achievement Floor Plan



Real Good Kitchen - Combining a food business incubator with a commercial kitchen, RGK breaks down barriers to entrepreneurship and makes it easier to start and grow food businesses in Knoxville. Western Heights will be RGK's second location and will bring comprehensive programming for culinary entrepreneurship, culinary job training to prepare individuals for employment in commercial kitchens, and access to healthy food. Specifically, RGK will develop a space featuring a licensed commercial kitchen, work stations and commercial equipment, dry, cold & frozen storage, a strong network of sales opportunities, mentoring and business development support, manufacturing and CPG expertise, group learning and business resources, and technical assistance.

With a strong ethnic community in and around Western Heights, RGK will focus a part of their food entrepreneurship training on new women and ethnic food business startups. RGK will also provide goods and services to the broader community to improve health and wellness through increased healthy food access, including an affordable restaurant and a Grab-and-Go Market for visitors to the campus' Destination Park and Plaza. Finally, RGK will sponsor health and nutrition cooking classes and other events in their commercial kitchen to improve eating habits among the community at large.

Job Training for an Est. 600 Unique Individuals Annually | 308 Unique Individuals Est. Annually Micro- and Food-Business Startup | 1,150 Unique Individuals Est. Annual Participation in Nutritious Cooking Classes, Accessing Affordable Healthy Food

NAMING OPPORTUNITIES

\$8 MILLION

- The entire building

\$1 MILLION

- Entrepreneurial kitchen space

- Junior Achievement space

\$500,000

- Dining Hall

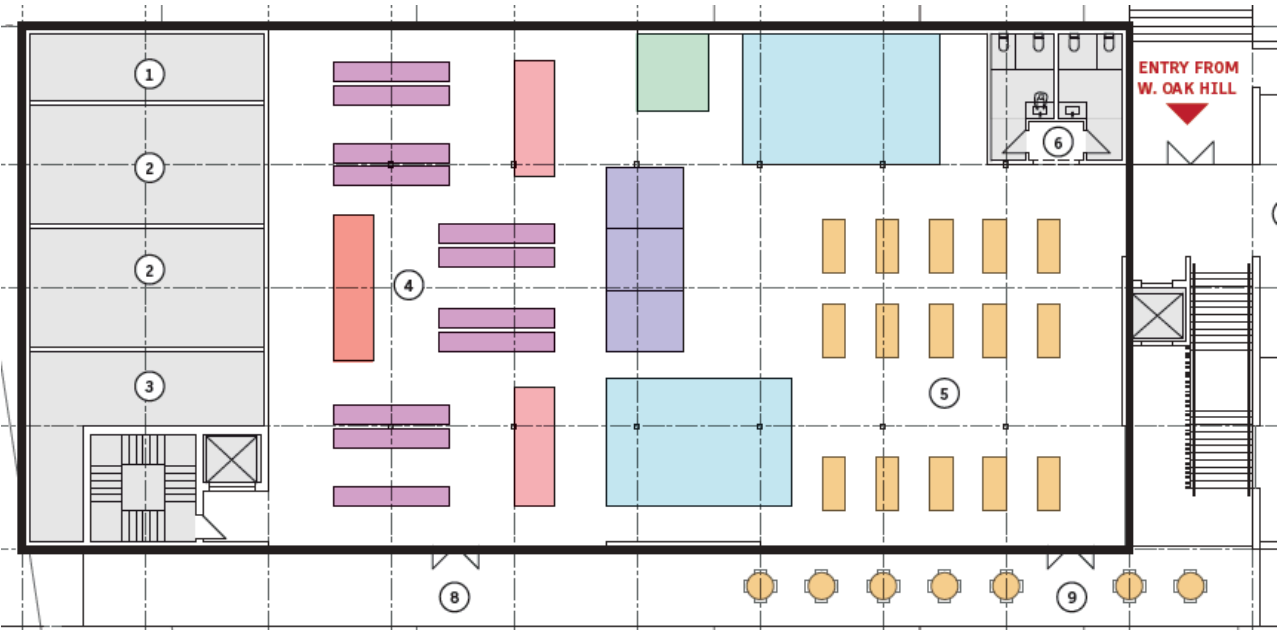
\$100,000

- Classroom

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Real Good Kitchen Floor Plan



****Preliminary designs are subject to change**

Boys & Girls Club Building

Boys & Girls Club Space and Programming

Boys & Girls Club – Currently, the Boys & Girls Club at Western Heights serves 40 youth on-site daily through a gym and two-room facility. The expansion of the current building will include a new building addition and renovation of existing space. This will allow the Club to serve over 100 youths per day, provide a new teen place, offer space to complementary youth development partners (Scouts, etc.), and create an outdoor playground. Specifically, the additional space will support and expand proven programming, enrichment, and support for Western Heights' youth, including Academic Enrichment (Tutoring, Homework Help), Arts & Crafts, DUDE & Diva Science, N.E.A.T., Smart Moves, Summer Brain Gain, Technology Lab, and Youth Arts Initiative.

Additional partners: KICKO, Scouts BSA, Girl Scouts

400 Unique Youths Served Est. Annually | More than
31,000 Youth Encounters Est. Annually



NAMING OPPORTUNITIES

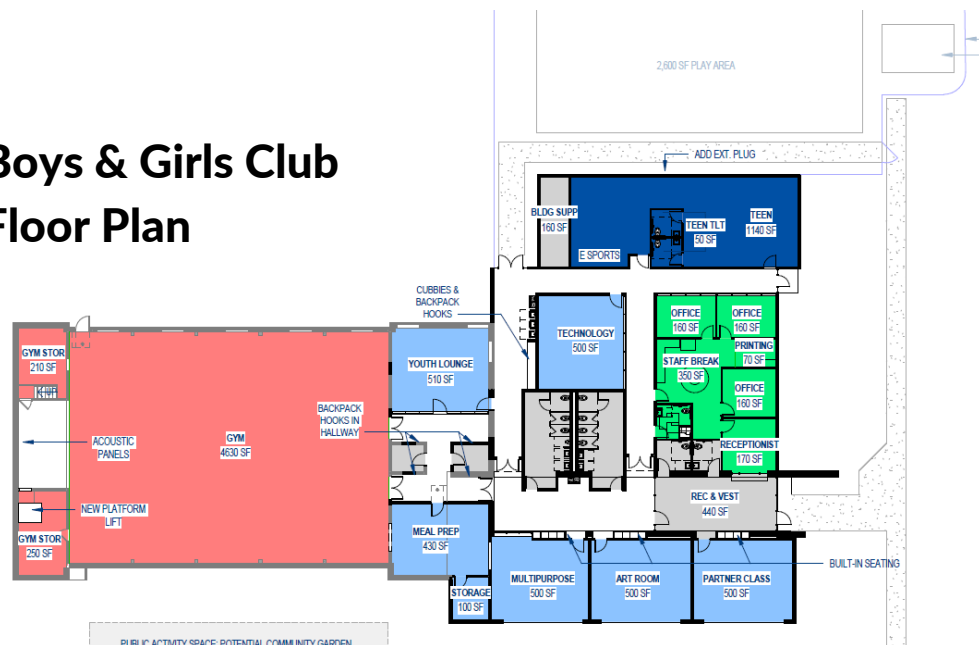
\$3 MILLION
- The entire building

\$1 MILLION
- Teen Center

\$250,000
- Gymnasium

\$100,000
- Community Room
- Classrooms

Boys & Girls Club Floor Plan



Public Park

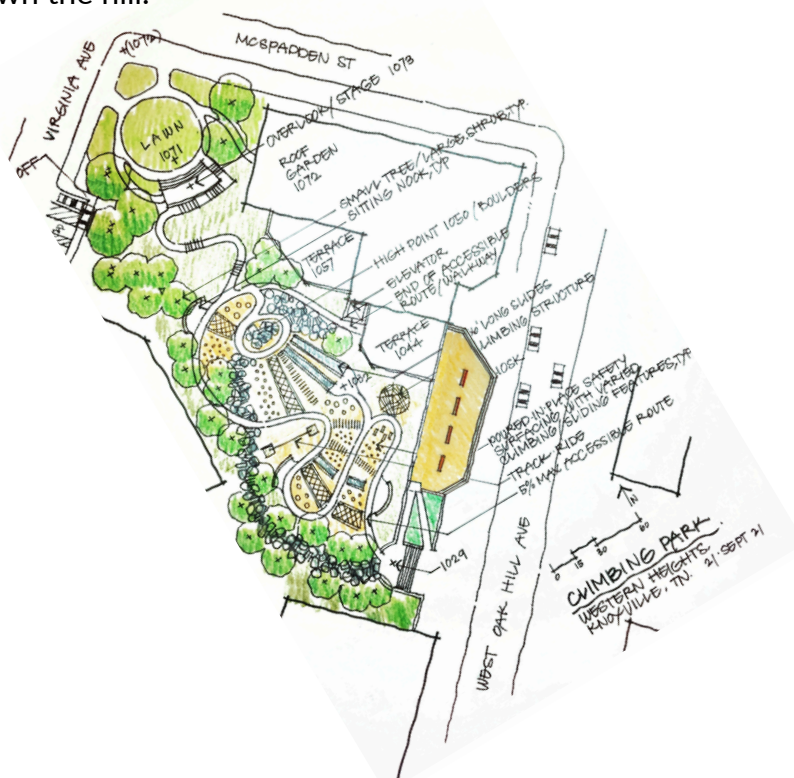
Public Park Space and Programming

In a neighborhood with no public playground, 84% of children living in poverty, and over 300 children in subsidized housing, these two designs will come together to create Knoxville's first regional destination park

Lower Park – The lower park contains pavilions, play structures, lawn, and a large splash pad. Once complete, the park will become a City of Knoxville maintained park.



Hillside Park - The Hillside Park will follow the natural topography and include different modalities for climbing up and down the hill.



NAMING OPPORTUNITIES

\$2.5 MILLION

- Destination or Hillside Park

\$1 MILLION

- Splash pad

\$750,000

- Playground or other play structures

\$500,000

- Pavilion or other prominent gathering space

\$250,000

- Pavilion stage

\$100,000

- Outdoor plantings / community garden

\$50,000

- Park benches and water fountains

\$25,000

- General park donation

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THANK YOU

We are very grateful to our generous donors who are supporting
Transforming Western.



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FOUNDATION



East Tennessee Foundation Opportunity Endowment Fund
Marilyn L. Frank Opportunity Fund
Paul O. Dore, Jr. and Betty B. Dore Unrestricted Fund

JOIN US

Please join us in our effort to revitalizing the Western Heights / Beaumont community! Visit www.transformingwestern.com/support or scan the QR code below to make your tax-deductible contribution to the Family Investment Foundation, KCDC's 501(c)3 component unit:



Thank you!

Questions, contact us.

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transformingwestern.com

