

# BOLD

BUILDING OPPORTUNITIES FOR LASTING DEVELOPMENT (BOLD)  
FUNDING PROGRAM

Killough Springs  
Roebuck Springs-South Roebuck  
Rising-West Princeton Acipco-Finley  
Garden Highlands Pine Knoll Vista  
Germania Fairmont South Titusville  
Park Central Pratt  
**Smithfield**  
Powderly Woodland  
Industrial Park  
Center Apple  
Collegeville Valley  
Spring Lake  
**Fountain Heights**  
Brown Springs Woodlawn  
Belview Heights  
Sun Valley Hillman Park Oak Ridge  
Park  
**Airport Highlands**  
Wahouma  
Dolomite East  
Norwood Thomas  
West Goldwire  
Central Park  
North Redmont Park  
Pratt Bridlewood  
**Maple Grove**  
East Avondale  
Tarpley City  
Glen  
Iris  
**Brownsville Heights**  
**East Birmingham**  
Hooper City

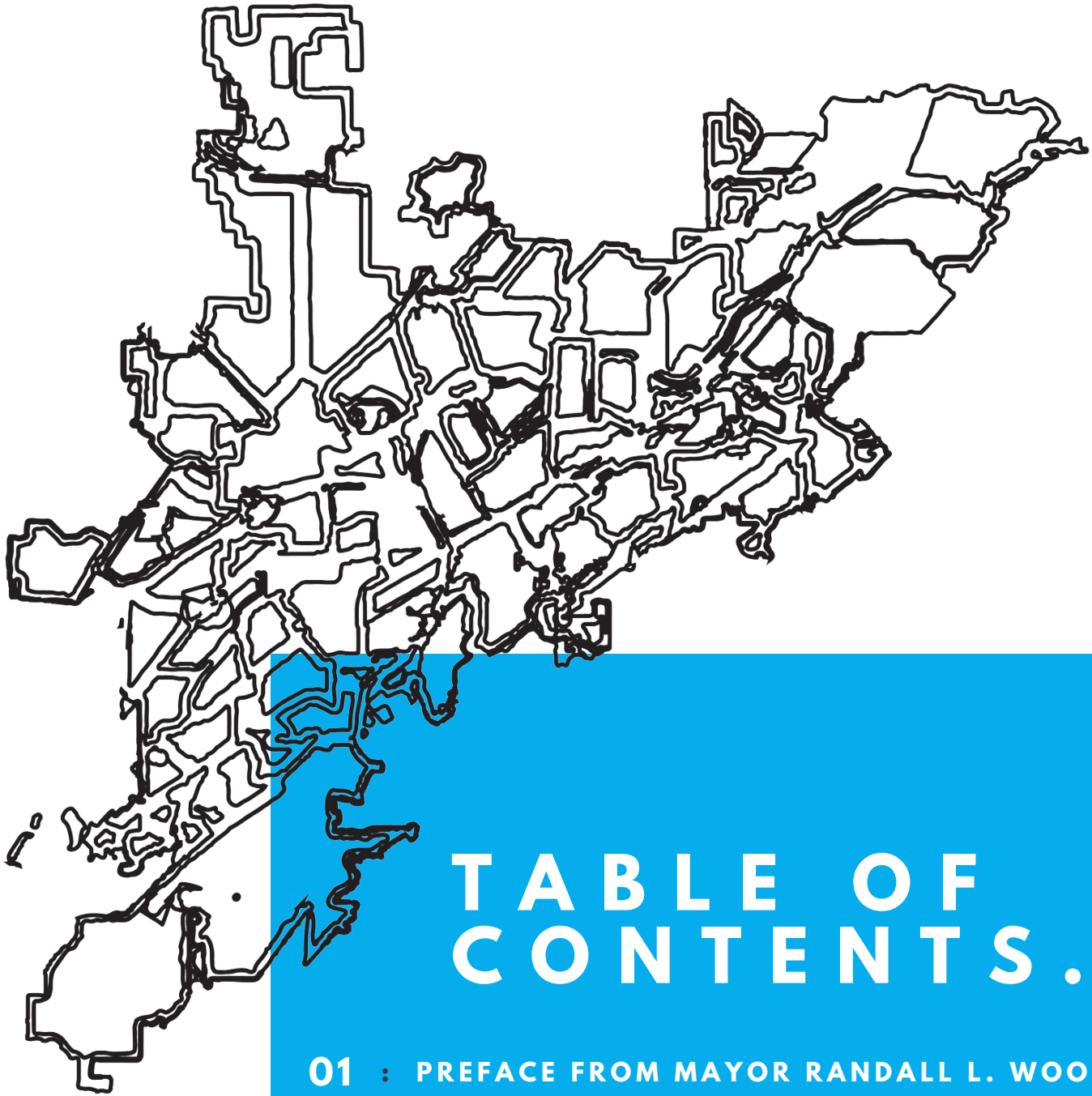
Arlington-West End  
**Brummitt Heights**  
Gate City  
**Crestwood North**  
North  
Enon Ridge  
**Avondale**  
Echo Highlands  
Green Hillman  
Acres Liberty  
Sand Highlands  
Ridge Southside  
College Hills  
Mason City  
West End Manor  
Roebuck  
**East Brownville**  
Jones Valley  
Crestline  
South  
East Lake  
Graymont  
Zion City  
Harriman Park  
Penfield Park  
**West Brownville**  
Enslley  
Inglenook

Enslley Highland  
Highlands Park  
North Titusville  
Riley-Travellick  
Forest Park  
South Avondale  
Sandusky Evergreen  
**Overton**  
North East Lake  
Sherman Heights  
Tuxedo  
**Eastwood**  
Smithfield Estates  
Druid Grasselli  
Hills Heights  
South Woodlawn  
**Roosevelt**  
Huffman Kingston  
Oak Ridge  
**Fairview**  
East Lake Thomas  
North Birmingham



## IMPACT REPORT (2018-2023)

THE DEPARTMENT OF INNOVATION AND ECONOMIC OPPORTUNITY (IEO)  
CITY OF BIRMINGHAM, AL



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## PREFACE -

The spirit of the BOLD funding program comes from the same place that gives Birmingham its magic: its people. BOLD was built by people, in service of people, to help advance economic mobility and equitable development across Birmingham's 99 neighborhoods. It was started in 2018 by my administration with the conviction that economic and community development serves people best when conducted in a transparent and competitive process. That same dedication to serving people has grown BOLD through five cohorts of awardees and years of program improvements to become what it is today: an equitable, inclusive, and innovative program to support Birmingham's communities that have been historically undervalued.

An investment in BOLD awardees is an investment in the future of Birmingham, and the advancements described within this report are among those of which I am most proud. As we celebrate the impact of the program, we also continue working to improve BOLD to provide Birmingham residents the service they deserve – which makes me all the more dedicated to the next five years of the BOLD funding program. When I think of all BOLD has done, alongside all the growth to come, I know that there are bright days ahead for Birmingham – as we put people first.

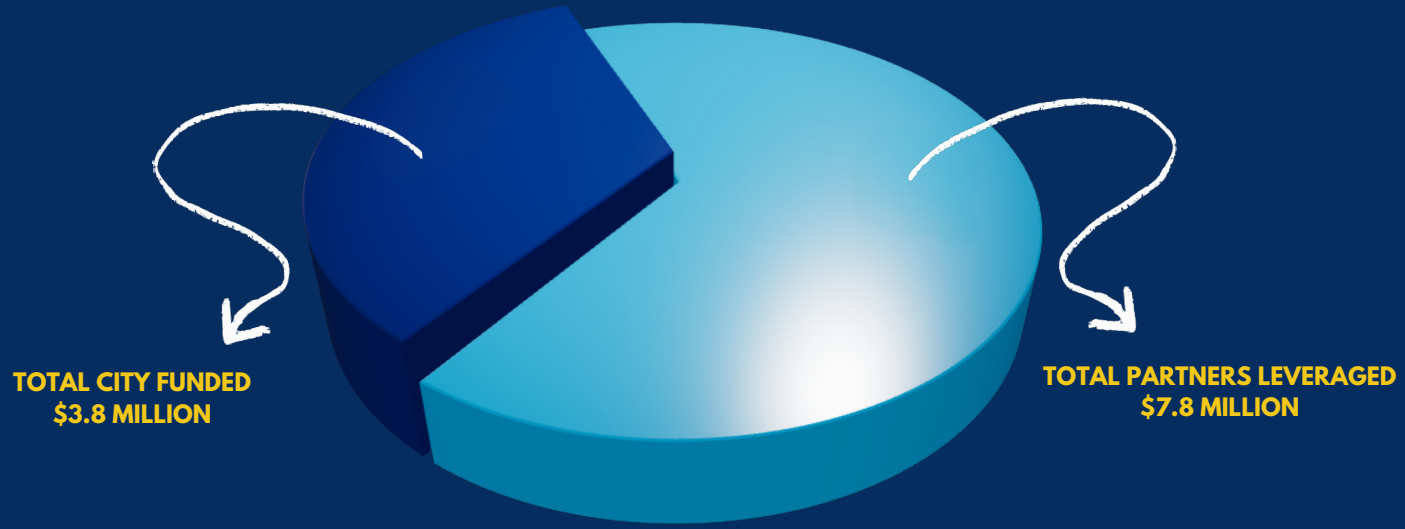
**Randall L. Woodfin, Mayor  
City of Birmingham, AL**



# PROGRAM IMPROVEMENTS.

*BOLD is a request for proposals (RFP) process implemented in 2018 by the Woodfin Administration to transform the City's funding efforts for community and economic development into a competitive and transparent process.*

# FUNDED 43 PARTNERS IN 5 YEARS FOR A TOTAL CAPITAL INVESTMENT OF \$11.6 MILLION INTO BIRMINGHAM, INCLUDING COVID YEARS.



## ALIGNED PARTNER GOALS WITH CITY VISION

- Utilized BOLD objectives to channel funding toward City priorities, including supporting small business; minority- and women-led organizations (MWDBEs); workforce development; barrier reduction; and data-driven innovation
- In 2022, implemented geographic priority areas aligned to support place-based development and economic mobility

# BY THE NUMBERS.

# .03

BOLD FUNDING PROGRAM

*From 2019-2022 only; 2023 data yet to be finalized.*

**5,552**  
BIRMINGHAM  
RESIDENTS  
SERVED

**5,221**  
DIRECT  
SERVICES  
PROVIDED TO  
BIRMINGHAM  
RESIDENTS

**\$314,642**  
PROVIDED TO  
BIRMINGHAM  
RESIDENTS IN  
WRAP-AROUND  
SERVICES

**95**  
JOBS  
OBTAINED

**111**  
CREDENTIALS  
ATTAINED

**122**  
RESIDENTS  
CONNECTED  
WITH  
EDUCATIONAL  
OPPORTUNITIES

**2,176**  
BUSINESSES  
SERVED

**\$2,462,137**  
FUNDING  
ACCESSED BY  
BUSINESSES

**334**  
JOBS  
CREATED

  
NEW CAPITAL  
INVESTMENT INTO  
BIRMINGHAM

**\$255,000,000**

## SUPPORTING MWDBES

Rebirth Community Corporation supports small, minority-, women-led, and disadvantaged business enterprises (MWDBEs) with business development, mental health support, and direct services such as stipends and grants. One of Rebirth's participants is Mr. John Sardin who owns BJ's Transportation Services, which provides courier and private transportation services to anyone in need.

Mr. Sardin says that he was initially skeptical about Rebirth's programming, but that it helped him understand how to operate his business and grew his client base to over 30 clients. He says, "I went from making only a few thousand dollars a month; now I'm making about \$60,000 and still growing." With Rebirth's support, Mr. Sardin's company is now creating new jobs as he hires his first employees. Mr. Sardin says: "I really recommend this program to anyone. Give it a try. You won't regret it!"



MR. JOHN SARDIN HEADSHOT

Objective:

Supporting Minority-, women- and disadvantaged business enterprises (MWDBEs): identify and address barriers for women-, minority-, and disadvantaged business enterprises within the City of Birmingham.

# ASSISTING SMALL BUSINESSES

## Objective:

Assisting small businesses: identify, organize and deliver resources for Birmingham small business owners to grow and sustain their businesses.

East Lake Initiative (ELI) provides holistic community development through housing, economic development, health, nutrition, and education. ELI was supported by BOLD to provide “Hustle micro-grants” of up to \$1,000 to prospective small business owners to start in-home businesses. One of ELI’s grant recipients is Kelsey\* who leads STREAMnasium, which is an education company for grades K-12 to increase talent in science, technology, engineering, and math (STEM) fields.

ELI’s Hustle Program helped Kelsey understand more about owning and operating a business, and the grant funds helped them rebrand their business at a critical time in its operations. Kelsey believes that ELI’s program was key to helping identify their business model and as they expand their reach in the Birmingham community.

\*the grant recipient preferred to keep their name private, so the name ‘Kelsey’ was used as a pseudonym.



STUDENTS FROM THE STREAM CAMP WITH i3 ACADEMY

A photograph of Ms. Sharon Davis and Mayor Randall L. Woodfin. Ms. Davis is on the left, wearing a purple headscarf, glasses, and a green jacket. Mayor Woodfin is on the right, wearing a blue suit, a red tie, and glasses. They are both smiling and looking towards the camera against a dark blue background.

# ADVANCING WORKFORCE DEVELOPMENT

MS. SHARON DAVIS PICTURED WITH MAYOR RANDALL L. WOODFIN

Jefferson State Community College (JSCC) is a leading local two-year college and was one of BOLD's first recipients to help establish their Women in Welding Program. The goal went beyond just providing students with new technical skills. "In addition to the welding training, the BOLD program took a holistic approach in supporting the women," said Christine McLain, a career/success coach for Jefferson State's Center for Workforce Education.

"The program provided wrap-around support services through a career/success coach with collaboration from community agencies that offer child care and other services." Most participants were single moms and/or going through a life transition, like Ms. Sharon Davis. When Ms. Davis finished the fast-track BOLD welding program, she liked it enough to enroll in the school's regular welding program, gained her associate's degree, and put her newfound skills to work in her own local business providing welding and construction-related jobs.

*Objective:*

Advancing workforce development: develop and implement a reskilling strategy for Birmingham workers to gain upward mobility and to close the gap between employer needs and the skills our institutions produce.





# OVERCOMING BARRIERS

MS. MONA RAE LEWIS PICTURED WITH LEADER OF THE IS-ABLE CENTER, MR. LORENZO BROWN

The Is-Able Center provides employment and job-readiness services for individuals with disabilities. The BOLD program supports Is-Able’s employment services, which help people like Mona Rae Lewis overcome barriers like cognitive and psychological impairments, as well as a history of incarceration. Ms. Lewis began job-readiness training with Is-Able, including workplace skills, conflict resolution, approaches to stress, strategies for job searches, and proper interviewing techniques. With these skills, Ms. Lewis’ positive attitude, glowing personality, and heart-warming smile gained her a job at Stacy Williams, a warehouse company that distributes vendor products. Ms. Lewis takes great pride in turning her life around with the help of Is-Able Ministries and acknowledges the importance of a support system. Ms. Lewis says: “Stay prayerful, stay determined, and you can’t lose.”

## Objective:

Overcoming barriers: improve access to education, training, or employment opportunities for Birmingham residents through innovations in transportation, childcare, and the elimination of other critical barriers.



## Objective:

Revitalizing Birmingham's neighborhoods: advance economic resilience, mobility, and inclusive growth in Birmingham's neighborhoods.

MS. YORI DAVIS ON GRADUATION DAY

# REVITALIZING BIRMINGHAM'S NEIGHBORHOODS

The Surge Project provides workforce development for adults ages 18-35 to aid in the reduction of gun violence in West Birmingham neighborhoods. BOLD supports the Surge Project's Work Well Initiative, which includes a partnership with the National Training Institute for Healthcare Technicians and provides opportunities for individuals from West Birmingham to become certified healthcare professionals.

Ms. Yori Davis is one resident from Ensley who completed the Work Well career development program and is now qualified to receive her professional health certification. Ms. Davis says: "Working in these classes has given me the ability to improve my professionalism in the work environment. My change in moving toward my life's progression is a discovery in supporting my future. I am looking forward to not only improving my life but also the life of others around me."

# FOSTERING DATA-DRIVEN INNOVATION

.09

BOLD OBJECTIVE 6

Education Farm provides IT workforce training for underemployed adults and youth to address Black and Brown underrepresentation in the tech industry. The BOLD funding supports the Pathways to Technology program, which provides information technology training and the tools needed for individuals to be successful in the industry – like Ms. Ashley McGhee. Ms. McGhee worked at Shipt then started learning coding through Ed Farm’s 10-week Pathways course. The program is an intense bootcamp that uses Apple’s “Develop in Swift” curriculum and introduces students to what is considered one of the most accessible computer programming languages.

With BOLD’s support, Ed Farm also helps students overcome barriers to participating in the course, like the cost of the program, stipends to students, childcare assistance, transportation, and technology devices. Ms. McGhee says: “This is definitely a growing field, and I want to move my career in that direction. ... No matter how old you are, it’s never too late to try something new and gain additional knowledge.”



MS. ASHLEY MCGHEE

Objective:

Fostering data-driven Innovation: use data-driven insights and innovative approaches to advance inclusive growth potential in Birmingham.

# BOLD AWARDEES.

## BUILDING OPPORTUNITIES FOR LASTING DEVELOPMENT (BOLD) FUNDING PROGRAM

WE THANK OUR BOLD PARTNERS OVER THE LAST FIVE YEARS FOR THEIR REMARKABLE SERVICE TO BIRMINGHAM RESIDENTS.



adah



birmingham  
businessalliance

**BirminghamBusiness**  
Resource Center  
Your One-Stop Center for Small Business Finance



**BirthWell Partners**  
Community Doula Project

**BRONZE VALLEY**  
Innovation. Diversity. Growth.



**burningglass**  
TECHNOLOGIES



**BUSH HILLS**  
— CONNECTIONS —

Community Care



Development Network

**CREATE**  
**BIRMINGHAM**  
IMAGINATION + INVENTION + OPPORTUNITY

Diane's Heart



Ed Farm



**ELI**

**IMG**  
EXPOSURE. EDUCATION. EXECUTION.



The Is-Able Center

*Jefferson State*  
Community College

**JONES VALLEY**  
teaching farm

**LiftFund**

DREAM IT. FUND IT.

**PACK HEALTH**

A Quest Diagnostics Company

**REBIRTH COMMUNITY CORPORATION**

**REV**



**TruFund**  
FINANCIAL SERVICES  
More than a loan. An opportunity.



BIRMINGHAM

**WE**  
INC

Workshops  
Empowerment  
Inc.



**WOMEN'S FOUNDATION OF ALABAMA**