

TO: Business owners & stakeholders in NuLu business district; NuLu Business Association
RE: Reparations & Representation in NuLu Market District

Dear NuLu Business Owners, Stakeholders in the NuLu Market District, and NuLu Business Association Board Leaders,

The residents of Louisville, Kentucky are standing strong, educated, and together to express the destruction your business has caused to low-income communities, specifically those with majority Black residents. We therefore demand representation and reparations in the NuLu business district of Louisville for the gentrification that has taken place. The policies and processes of the revitalization of NuLu has displaced marginalized people from homes their families have often resided for generations, single-handedly progressing the gentrification of Black neighborhoods.

This process has been happening to black, indigenous, and persons of color at the hands of white, heterosexual patriarchy since the inception of this nation we call home. Black folx can't "have their own space" when wealthy white folks see an opportunity to make more money.

Gentrification is a palatable term that sugar coats *one more aspect of an oppressive system targeted at Black Folx for 400 Years*. We are here today to demand representation over tokenism.

Assist the collective in achieving equity & inclusion by signing the attached [contract](#) agreeing to meet the following demands enlisted below.

For Business Owners & Non-Profits in NuLu, our Demands are as follows:

1. Businesses will adequately represent the Black population of Louisville by having a minimum of 23% Black staff (including management) in Front of House Positions, and maintain commitment and accountability to increasing that number (accountability roundtable information below).
2. Retail locations will include a minimum of 23% inventory of Black retailers OR make a recurring monthly donation of 1.5% of net sales to [Local Black Organizations](#).
3. Business owners will require Diversity, Equity & Inclusion Training for their staffs', to be conducted by any one of the [Black women leaders](#) on the attached list. Training will be conducted thereafter on a bi-annual basis.
4. Customize your own OR Display one of the attached [written statements](#) in a visible location within your business to increase awareness and show support for the reparations movement.
5. Non-profits in the NuLu district will submit to a voluntary, external audit of their Board of Trustees and take necessary steps towards 23% representation on those boards.

6. Business owners & non-profit leaders will participate in quarterly roundtable discussions to be held accountable for their commitments to these demands, and work together towards increased equity.
7. Maintain adequate Black representation in any entertainment and performances booked at your business.
8. Dress code policies inherently discriminate against Black folks, women, and the transgender community. You must eliminate dress code policies that promote profiling towards patrons and employees, including hair requirements or stipulations, which can disproportionately target Black folks.
9. 23% Black representation on the board of the NuLu Business Association.

By signing the attached contract, you are committing to taking steps towards meeting these demands by **August 17th, 2020**. To discuss this further, sign the commitment and digitally return through the email included below. To enroll your business in the quarterly accountability round tables, please email bosslouisville@gmail.com

NULU BUSINESS OWNER'S 2020 REPRESENTATION CONTRACT

I, a business owner in the gentrified NuLu Business District, understand that gentrification targets poor and disadvantaged communities of color, and as such:

I acknowledge that the original residents of Louisville's Clarksdale community, which was demolished to make way for NuLu, have been harmed by displacement and the resulting loss of community connection, representation, and support.

I acknowledge that my business has played a part in the harm done to Clarksdale's original residents, who have received no economic benefit from our occupation. Displaced Clarksdale residents are denied the employment opportunities promised by the gentrifiers who destroyed their community. Instead, they have been effectively banned, through economic disparity and intentional policies, from the communities they built and the neighborhoods where they grew up.

I acknowledge that Clarksdale's original community members were replaced by business owners and clientele uneducated about the history of the space they now occupy.

I acknowledge that many of Clarksdale's original residents were repatriated into communities where their presence and identity have not been validated, but rather, have been actively rejected.

I am, therefore, committed to participating in remediation for the harm that gentrification has caused to the original residents of the Clarksdale community, in terms of representation, education, and validation.

Representation

Black Representation, in the civic structure of the NuLu Business District in positions of ownership, leadership, and employment is essential to demonstrate the district's support for, and value of diversity in its establishments and development. Currently, over 90% of the establishments in the NuLu business district are white-owned; the staff and vendors of those businesses are also overwhelmingly white.

To correct this lack of representation, I commit to increasing Black representation in my business operations, and this shall include:

- 23% Black employees (staff and management) and sales accounts.
- 23% Black vendors whose products are offered on my shelves.
 - If my business does not have access to a sufficient pool of Black vendors for our products, I will donate 1.5% of our monthly profits to financially empower the Black Lives Matter Organization and Movement.
- 23% Black business and board membership in the NuLu Business Association.

This initial level of representation shall be achieved by August 17, 2020, with incremental increases of 5% in each 6 month period.

Education

Knowledge is crucial to efforts to correct the systems of racial oppression upheld by white-owned businesses. I, therefore, commit to the following educational activities to guarantee that Black representation is achieved and maintained in the NuLu Business District:

- Attendance, by myself and ALL my staff, at an initial diversity, equity, and inclusion training that will be:
 - Conducted in person.
 - Inclusive and intersectional, addressing numerous characteristics, including, but not limited to race, class, gender, sexual orientation, and gender identity.
- Attendance at quarterly Roundtable discussions, facilitated by Black womxn leaders, that include:
 - Accountability reviews to ensure adherence to representation goals and the establishment of Business and Social Equity.
 - Trainings that allow business owners and non-profit leaders to provide more support to Black members of the business community (including staff, vendors, and clientele).

Additionally, I accept responsibility for the cost of the initial and quarterly trainings.

Validation

Increased representation among the staff and clientele of the NuLu Business District will allow Black folx to feel more welcomed, but current policies that discourage their presence must first be corrected.

I commit to increasing the validation of Black people in my establishment through the following policy changes/additions:

- Eliminate dress codes for clients, customers, and staff.
- Display the attached written statement in a visible location within my business to increase awareness and show support for the reparations movement.

REPERCUSSIONS of NON-COMPLIANCE

Failure to accept and adhere to this contract will result in the following measures:

- Reduction in Racial Index Score/bias report to the Better Business Bureau.
- Social Media Blast: Notification, via all social media platforms, of non-compliance.
- Boycott: Public boycott, coordinated through social media and mail announcements, of your NuLu establishment AND any other business ventures owned by you.
- Protest: Visible, media-covered demonstration/sit-in outside your establishment.
- Invasive Reclamation: Placement of booths/tables outside your establishment where competing Black proprietors will offer items comparable to those offered by you.

I, _____, see and support the Black community both personally and as a business owner, and dedicate my time and attention to uplifting Black voices and life experiences within my business community. I pledge, therefore, to meet all of the above demands by the deadline of August 17, 2020.

Name of business: _____

Physical address: _____

Signature

Printed Name

Witness

Date

Diversity/Implicit Bias Trainers

Name	Organization	Number	Email	Website
Demetria Miles McDonald (CEO)	Decide Diversity			https://www.decidediversity.com
Marian R. Vasser (Director)	Diversity Education and Inclusive Excellence at UofL	502-852-2252	marian.vasser@louisville.edu	https://louisville.edu/diversity/diveduc
Tammy Bennett (Partner)	Dinsmore	513-832-5371	tammy.bennett@dinsmore.com	https://www.dinsmore.com/tammy-r-bennett/
Edward L. Palmer	The Messenger	270-351-3550	pastorelpalmer@hotmail.com	https://www.elpalmer.com
Shashray McCormack	JCPS	502-313-2081	shashray.mccormack2@jefferson.ky.schools.us	

502 Organizations

Organization	Number	Email	Website +
Kentucky Coalition Youth Justice	502-573-2738	sarae.redfield@ky.gov	CJJ is a nationwide coalition of State Advisory Groups (SAGs) and allies dedicated to preventing children and youth from becoming involved in the courts and upholding the highest standards of care when youth are charged with wrongdoing and enter the justice system. www.djj.ky.gov
Kentucky Youth Advocates	502-895-8167	info@kyyouth.org	Kentucky Youth Advocates will bring our advocacy toolkit and policy knowledge to you! Advocates like you are vital to the success of policies that are good for kids, and we want to equip you with everything you need to become a more effective advocate. If your group—including staff, volunteers, college classroom, or beyond—would benefit from an in-person presentation or online webinar, please contact Jessie Whitish at jwhitish@kyyouth.org
NOIR Black Chamber of Commerce Inc.	502-777-6307	Info@noirbcc.org	The Purpose Of NOIR BLACK CHAMBER OF COMMERCE INC. Is To Assist Black Entrepreneurs And Black Business Owners Across America Thrive, Through Innovative Business Approaches That Assist, Support, And Expand Black Business Owners' Knowledge Of Best Business Practices As Well As Connecting Them To Resources Needed To Grow And

			Sustain Their Businesses. NOIRBCC INC. Is A National Nonprofit, Nonpartisan And Nonsectarian 501(c)3 Organization Specifically Focused On Growing BLACK AMERICA! https://www.noirbcc.org
Department of Juvenile Justice	502-573-2044	CynthiaY.Harris@ky.gov	The Kentucky Department of Juvenile Justice provides a range of services to sentenced, committed, probated, and detained youth and their families, creating opportunities for those youth to develop into productive, responsible citizens while enhancing public safety. https://djj.ky.gov/Pages/index.aspx
Anne Braden Institute for Social Justice Research	502-778-7885	cylist@insightbb.com	The Institute's mission is to bridge the gap between academic research and social justice community advocates who might apply that research. The Institute sponsors, stimulates, and disseminates interdisciplinary research relevant to the Louisville community and the U.S. South on social movements, citizen participation, public policy reforms, and social, racial, gender and economic justice. www.comm.louisville.edu/abi
Carl Braden Memorial Center	502-778-8130	carlbradencenter@gmail.com	Since 1969, the Carl Braden Memorial Center has hosted meetings of the Kentucky Alliance Against Racist and Political Repression, progressive lawyers' law offices, the original Black Panther Party, anti-war activists and GI's opposing the war in Vietnam, tenants unions, Occupy Louisville, and many, many more. The building that currently houses the Braden Center was donated in order to sustain Carl and Anne Braden's work of promoting justice in Louisville and the world at large. www.carlbradencenter.org
Citizens of Louisville Organized and United Together (CLOUT)	502-583-1267	clout@bellsouth.net	CLOUT is an organization of religious congregations and groups whose mission is to build the power of religious congregations to solve community problems by holding systems accountable. It is a grassroots, direct action, multi-issue organization that represents a diverse mix of races and ethnicities, as well as different religious traditions. www.cloutky.org
Justice Resource Center of Louisville	502-931-8525		The Justice Resource Center of Louisville is an active participant in the battle for civil rights and for justice for all people. The Center's work includes advocating for job opportunities for minorities, organizing against unfair utility increases, and pushing Kentucky's representatives in the US Congress towards economic justice. https://louisvillejrc.org

Transparency Statements

WE **STAND AGAINST**
THE WIDESPREAD
DISENFRANCHISEMENT
AND **OVERALL HARM**
OF THE
BLACK COMMUNITY
WHOSE **VOICES**
HAVE BEEN
SILENCED.

WE STAND IN **UNITY**
TO **SUPPORT** THE
ADVANCEMENT,
GROWTH,
AND **PROGRESS**
OF
BLACK LED BUSINESSES
IN THIS **DISTRICT.**

WE SUPPORT
LIBERTY
AND
EQUALITY.
WE STAND IN
SOLIDARITY WITH THE
BLACK COMMUNITY, AND OUR
TEAM MEMBERS,
AGAINST
DISCRIMINATION,
EXCLUSION,
AND **PREJUDICE.**