

LOUISVILLE BUSINESS FIRST

How CEOc will deploy \$40M in ARP funding in Louisville

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A health care workforce coalition has announced how it is distributing some of its \$40 million in American Rescue Plan funding.

The project is a health care workforce initiative spearheaded by CEOc, a council of 15 companies. The \$40 million earmarked for the initiative is from the American Rescue Plan (ARP), a federal \$1.9 trillion economic stimulus bill passed in response to the Covid-19 pandemic.

The money will form a Health Career Lab, which was previously announced as the [Center for Healthcare Workforce Innovation \(CHeWI\)](#). The lab will receive \$19.4 million of the funding. The effort is meant to help recruit, train and fill about 1,500 entry-level jobs; train and educate those in developing 10 health care pathways; and more.

Other sub-recipients of this allocation include Metro United Way, Louisville Urban League and the University of Louisville.

“This is one of, I believe, the best examples of what a public-private partnership should look like,” Tammy York Day, CEO of CEOc, said in an interview with Business First. “It was a year and

a half in the making with our coalition partnerships and members, and we are absolutely thrilled about it what it means for Louisville's future.”

Also led by CEOc, the Venture Studio and Data Hub will receive \$11.2 million.

The Russell Station Tech and Learning Center, led by AMPED, will receive \$9.3 million. AMPED is Academy of Music Production Education and Development, founded and led by Dave Christopher Sr.

The Tech and Learning Center will train up to 400 adults in technology, primarily those of underrepresented communities, Christopher said. This will open up opportunities to solve some of the shortages in medical technology jobs.

“What I've always said is, those jobs are out there because there's a whole community of people that nobody's considered for those jobs,” Christopher said. “That's because of the criteria that you put in front of them. We can solve that with what we're doing.

“We can lift people out of poverty, and we can begin supporting communities that are typically left out and put them in position to take care of their families. We can also provide quality, well qualified workers for companies. We also put them in a position to have a more diverse workforce which is clearly more of has been proven to be a more profitable workforce.”

Beyond CEOc, AMPED, Greater Louisville Inc. (GLI), KIPDA, Louisville Metro Government, Louisville Urban League, Metro United Way and the University of Louisville helped in forming the project.

The coalition officially signed the agreement last week.

“We are doing everything we can to ensure compliance in all aspects of the grant agreement and how the money is ultimately spent by our collaboration of organizations,” Day said in a news release. “We have engaged outside compliance experts and have consulted on a regular basis with Louisville Metro Government’s Office of Management and Budget. The great responsibility that comes with this grant is not lost on the Coalition. It is our number one priority to make sure Louisville reaps the benefits of our coalition’s success.”

In total, the Louisville Metro Government received \$388 million in ARP money. Part of that was earmarked for workforce development, as well as public safety, healthy neighborhoods and affordable housing.

Link: <https://www.bizjournals.com/louisville/news/2023/03/31/ceoc-arp-funding-louisville.html>