

BRINGING OPPORTUNITY BACK

▶ 38TH AND SHERIDAN PROJECT
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On the front cover

Markus Williams and Michael McFarland stand outside the newly built **Indy Fresh Market**. They will be the owners and operators of the store.



▲ Marckus Williams (left) and Michael McFarland (right) unload boxes inside the Indy Fresh Market in preparation for its launch later this year.

A talented team

Michael McFarland and Marckus Williams prepare to manage Indy Fresh Market

As Michael McFarland and Marckus Williams get ready for their management roles as owners and operators of **Indy Fresh Market**, lessons are being learned through a variety of ways, including hands-on, real-life work experience; college study; and degree certifications. In learning the scope of managing Indy Fresh Market, both Michael and Marckus have been on a journey of self-discovery as their individual talents unfold, and they discern the specific responsibilities each will have in making the grocery store successful.

Detail-oriented and administrative-minded, Michael will be focused on the inner workings of managing Indy Fresh Market from paperwork to greeting customers and keeping things running smoothly.

"The grocery store is about the people in the community," he said. "I'm already witnessing the genuineness of the people, and how much they appreciate what we are doing."

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**Indy
Fresh
Market**

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Marckus describes himself as a “boots-on-the-ground people person.” His charisma and love of meeting new people will help him connect with customers and employees.

“I’m more of a hands-on guy, so I’m going to be out there on the floor making sure the shelves are stocked right and deliveries are coming in, signing off on paperwork, greeting customers, and making sure they are happy,” he said.

Together, they make a talented management team full of hope and promise.

Life lessons

Both of these young entrepreneurs are seeking business degrees through Martin University. Each of them are on different paths to the same goal, achieving an education and honing their leadership and management skills.

For Marckus, pursuing a master’s degree in business has been a unique learning experience with many life lessons being learned along the way. He’s taken about 40% of his classes in an accelerated plan, taking six per semester. He predicts he’ll graduate in about two years. One of the valuable lessons he has incorporated into his life

has been to slow down. At first, he recalled, he was rushing through the classes, feeling an urgent sense to get everything done at once. He remembers forgetting important things and cramming for tests. He learned that when he stayed calm and thought through his decisions, he became a better student.

He also learned the benefits of networking, meeting students and educators from all walks of life.

“I’ve met students in my classes that need jobs, and I can tell them about the possibility of working at Indy Fresh Market. I like to network,” he explained. “Just talking to new people and going to the seminars to hear what people have to say is a great learning experience and a way to build social skills. It’s a good, cultural experience going to Martin University.”

Finding balance between working, going to school, and his home life has been an important lesson for Michael as he pursues a bachelor’s degree in business. He’s scheduled to graduate in January.

“This semester was easier because I just took one class, but at times, it can be difficult. I have worked 12-hour days on top of finishing schoolwork. It feels like I’m in the military again,” he said.

Hands-on learning

Opportunities for hands-on learning have been some of the hallmarks of Michael and Marckus’ education as they learn the nuances of managing Indy Fresh Market. Martin University will offer a grocery store management certification imbedded inside the Business Administration Bachelor of Science degree. Joe Welsh, also known as “Joe the Grocer,” developed the learning outcomes and course design. Both Michael and Marckus are enrolled in the certification program.

“I’m going to tell you in movie form,” Marckus said. “Joe the Grocer is like Mr. Miyagi from Karate Kid to me. He’s taught me a whole lot. I didn’t know too much about grocery. Now I can tell you pretty much anything as far as how the grocery system works, how the shelf life works, you name it. I’m starting to become a professional just like Joe.”

Joe also arranged for an apprenticeship at a grocery store in Chicago last year where Michael and Marckus spent five months learning every aspect of grocery store work and management from cashiering, stocking, and maintaining inventory to food prepping and floor supervision.

“Just talking to new people and going to the seminars to hear what people have to say is a great learning experience and a way to build social skills. It’s a good cultural experience going to Martin University.”

– Marckus Williams, owner and operator of Indy Fresh Market



▲ The nearly completed Indy Fresh Market building.

"We learned customer service skills and how customers appreciate good service," Michael said. "It's amazing how much people appreciate it when you really care."

The future is bright

The sky's the limit, said Marckus, in terms of how far he will pursue his education.

"Maybe if time allows me, I'll pursue a doctorate," he added with a smile.

He defined his future goal as "conquering the food deserts in Indianapolis." Indy Fresh Market is just the corner stone, he added.

"There's a lot more people that need food in Indianapolis," he said. "It's sad to say that, and it's sad to see that. There are some low-income neighborhoods, and there's nowhere

to get food. There's Dollar General, Family Dollar, and gas stations. That's not healthy. Sometimes good food helps you think better, and what's served in some communities is just getting you by. I would like to provide healthy options to low-income neighborhoods."

The soft launch of the Indy Fresh Market is scheduled for the first week of September with a grand opening to the public in October.

"We are excited. We are ready to serve the community, and try our best to make it a success," said Michael.

Now hiring!



COMMERCIAL
SERVICES

Goodwill Commercial Services

Currently hiring for jobs in manufacturing. For more information and to apply for an open position, visit [goodwillindy.org / careers](http://goodwillindy.org/careers).



▲ Mayor **Joe Hogsett** named the East 38th Street Corridor as the next Lift Indy neighborhood in November. Pictured are, from left: **Keith Graves** (City Councilor for District 13), Mayor **Joe Hogsett**, **Ashley Gurvitz** (chief executive officer at United Northeast CDC), **Gina Miller** (President and CEO of INHP), **Marshawn Wolley** (representative for Equity1821), **Scarlett Andrews** (deputy mayor of Economic Development), and **Pete Yonkman** (President of Cook Group and Cook Medical Holdings).

Creating an energy and an excitement

A collaboration between **INHP** and **UNEC** results in Lift Indy designation for the East 38th Street community

The Indianapolis Neighborhood Housing Partnership (INHP), wants to make Indianapolis a place it's residents are proud to call home.

The organization has been serving the community for 35 years to increase opportunities for affordable and sustainable housing for individuals and families of low to moderate income. They aim to act as a catalyst for the development and revitalization of neighborhoods in the Indianapolis community. With this in mind, their involvement with the **East 38th Street Corridor coalition** only makes sense.

"There is a whole lot of energy around East 38th Street, and that energy is infectious in a way that is really exciting for me and my position," **Jeff Hasser**, a project manager for strategic initiatives at INHP, said. "I can be just a small part of this effort and this progress that the neighborhood has seen."

In November 2022, Indianapolis Mayor **Joe Hogsett** named the East 38th Street Corridor as the next **Lift Indy** neighborhood, giving it access to \$3.5 million in funds to create positive changes for its residents.

"Sometimes it's just luck," Jeff said. "I say luck, but it's really a lot of efforts coming together that just happened to coordinate at the same time. I'm not trying to diminish a lot of the work that happened previously, but I think it was a lot of coalescing at the same point in a way that really made the coalition primed to receive these funds."

What is Lift Indy?

The Lift Indy program officially began in 2017 as part of the mayor's commitment to creating sustainable and healthy Indianapolis neighborhoods. A new area is designated by the **City of Indianapolis** every year, and neighborhood coalitions must complete an application process to illustrate the challenges facing their community and propose solutions.

The East 38th Street Corridor coalition is led by the **United Northeast Community Development Corporation (UNEC)** and INHP. It also includes **Cook Medical, Equity 1821, Indy Fresh Market, Building & Impacting Communities, Inc., Horizon Bank, and Flaherty & Collins Development.**

Years in the making

According to **Joe Hanson**, INHP's executive vice president of strategic initiatives, INHP and UNEC have been working together for several years to be catalysts in the community, but previously hadn't had much success.

"It has really been difficult to do much in that community there. There just wasn't a lot of investment happening," Joe said.

And this is where Jeff's experience comes in. Before coming to INHP about a year and a half ago, Jeff worked for the City of Indianapolis and was one of the co-creators of the Lift Indy program.

"When I came to INHP, I was very interested in how we might be able to play a role with the Lift Indy proposal," Jeff said.

Through conversations between Jeff, the INHP team, and **Ashley Gurvitz** with UNEC, they began to realize that there were several projects going on in the community that created a possible opportunity for a strong Lift Indy proposal and a partnership with UNEC.

"The cherry on top was when a number of our staff were sitting out at a park bench talking about Lift Indy, and **Charlie Mercer** (director of community lending for INHP)

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– **Jeff Hasser**, a project manager for strategic initiatives at INHP



▲ **Jeff Hasser**



▲ **Joe Hanson**



▲ **Charlie Mercer**

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mentioned that we had been successful in engaging a property along the 38th Street corridor," Jeff said. "And that just felt like all these signs coming into the universe telling us this would be a great partnership. We reached out to Ashley at UNEC to talk about Lift Indy, and she had already been thinking about it independently of us. At that point, it became a strong collaboration."

In the end, INHP and UNEC both leveraged their resources, experience, and community relationships to come together and put together a Lift Indy proposal and, as a result, they were granted the funds.

"I think it is very reflective of the years of work that the community and the neighborhood have put together to be able to lead to this point. I think I can speak for INHP and say that we were just happy to be able to be a part of it and help carry it over the goal line," Jeff said.

What comes next

The funds received from the program will support multi-year projects and programs that will focus on homeownership, the development of affordable rental units, economic development, and making the East 38th Street Corridor a place offering more opportunity. According to Jeff, these projects may not have happened without the designation, or at least would

have taken a much longer time to complete.

"Lift Indy really expedites those projects and creates an energy and excitement," Jeff said.

A portion of the funds will go toward creating homeownership opportunities, including the development of five single-family properties on the northern portion of the 5640 East 38th Street property, the former location of the Messiah Baptist campus. INHP was able to acquire the location at the end of last year as part of their **Equitable Transit-Oriented Development program**, which is led by **Charlie Mercer**. This program is geared toward developing housing along mass transit lines. This particular property is along the future site of **IndyGo's Purple Line**, which will run between Indianapolis and Lawrence, Indiana.

"It is very important for us to acquire and preserve a viable location along the Purple Line to create options for low-and-moderate-income folks that want to move to the area or that are already located in the area," Charlie said.

In addition, the Lift Indy partnership is expected to create 305 affordable rental units along the corridor and aid in neighborhood park improvements. It will also allow INHP to create 10 Market Expander loans, which will be for homebuyers interested in purchasing in the designated area that earn up to 80% of the area's median income.

The funds will also aid in economic

development for the corridor. This includes a partnership between the coalition and Cook Medical, which will create programming opportunities to provide financial readiness and skill training to entrepreneurs and organizations. UNEC, Indy Fresh Market, and the **Equitable Food Access Initiative** will also be able to provide food access programming. A portion of the funds will also be given to Equity1821, allowing them to provide up to ten microenterprise loans to eligible businesses or business owners along the corridor.

According to Charlie, while the project is still in the idea stage and it may take a couple years before some of these Lift Indy projects start to come to fruition, there is a chatter starting to happen along the corridor.

"It is the mission of INHP to inspire and to spur new economic development into an area that hasn't received as much love as some other areas," Charlie said. "When Cook locates their campus in this corridor, when INHP begins to build homes in the area, and when there's a new multifamily tax credit deal going into this area, it engenders confidence. It inspires more development and, it improves the neighborhood. It's just fun to see that momentum."

"There is an inflection point in a lot of neighborhood revitalization efforts, and for me, it strikes me as Cook's commitment to the neighborhood became that inflection point." Joe said.

"It engenders confidence. It inspires more development, and it improves the neighborhood. It's just fun to see that momentum."

– **Charlie Mercer**, director of community lending for INHP and point person for the Equitable Transit-Oriented Development program

Getting to know INHP

The Indianapolis Neighborhood Housing Partnership

(INHP) believes that every person in Indianapolis should have the opportunity to live in a safe, decent, and affordable home in a vibrant neighborhood.

For 35 years, this community development financial institution has been working to increase affordable and sustainable housing opportunities for individuals and families in **Marion County** and serving as a catalyst for the development and revitalization of neighborhoods.

When **Joe Hanson** joined INHP 10 years ago as the executive vice president of strategic initiatives, he was tasked with activating the catalytic aspect of their mission statement.

"The first step was to find out what it meant to be catalytic," Joe said. "How do we do that within our mission of impacting the supply of affordable housing?"

Joe has spent his entire career working for financial institutions. He said that prior to INHP, the institutions he had worked for had all been for profit, but he was missing a missional element to his work and really wanted to support his community, specifically low-to-moderate-income individuals and families. He works with **Jeff Hassler**, project manager of strategic initiatives at INHP, to be nimble, flexible, opportunistic, and mission focused.

According to Joe, their titles are kept sufficiently vague so that they can be responsive in their roles.

"We can seize opportunities as they present themselves," Joe said.

Jeff has been with INHP for about a year and a half, having previously worked with the **City of Indianapolis**. A major part of his work at INHP revolves around the development of single-family housing. His position was a new position that INHP created due to the ever-growing needs of the community.

"There were opportunities for INHP to be responsive to those needs on behalf of the lower-moderate-income families that we serve in the affordable housing space," Joe said. "We're grateful to have Jeff who in essence has spent his entire career preparing for this job."

The work that INHP does is twofold. They work to empower low-to-moderate income families looking to buy a home by providing them with education and one-on-one homeownership advising opportunities. This allows these clients to overcome barriers and provides them with access to mortgage financing.

INHP also works to increase the supply of affordable housing options in the community. One of the ways that they do this is through community lending.

According to **Charlie Mercer**, director of community lending



for INHP, this side of the organization provides loans to community development corporations, including both non-profit and for-profit developers, that are creating affordable housing in Marion County.

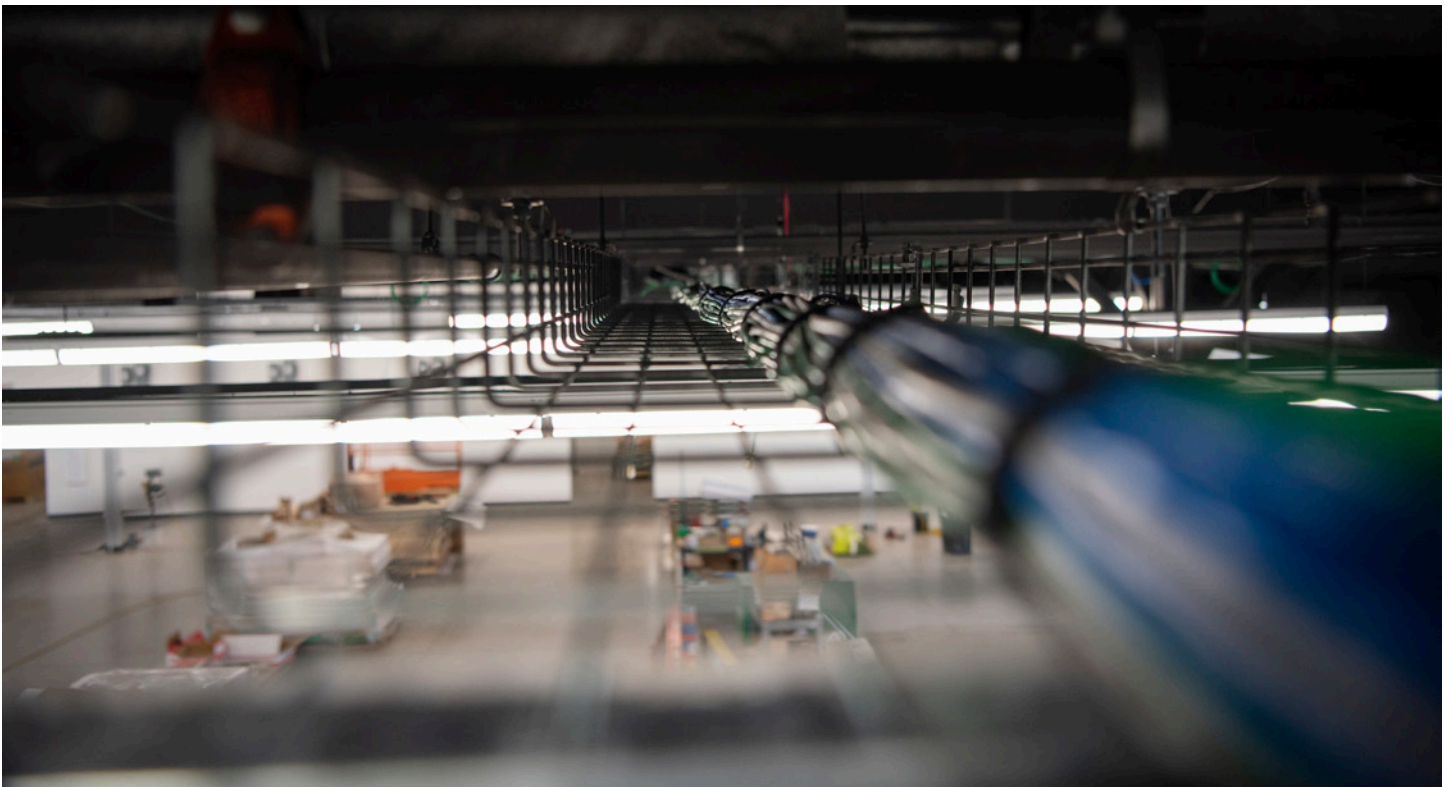
Charlie also runs point on the **Equitable Transit-Oriented Development fund**, which acts as a commercial land bank allowing INHP to buy, hold, and then sell commercial properties to affordable housing developers.

For Charlie, the most rewarding part of his work is being able to see neighborhoods transform from non-productive or vacant sites to new and vibrant areas. INHP's mission of creating affordable housing was part of what drew him to the organization.

"I love watching these sites get built, and I love watching new tenants being able to move into new, safe, and decent housing," Charlie said.

For more information on INHP, visit www.INHP.org.

Indy Fresh Market starting to take shape







How are we doing?

Of the contractors building the Indy Fresh Market, 88.5% are diverse. In addition, 85% are construction companies owned by people of color and 3.5% are veteran-owned.

This information was collected by Akilah Darden, president of The Darden Group LLC



Fighting food insecurity

Local programs help to ensure Indianapolis residents have enough to eat



The **Equitable Food Access in Indianapolis Neighborhoods** initiative, funded by the **Anthem Foundation**, is a community-based planning and implementation process that convenes residents, community leaders, subject matter experts, and civic organizations to develop a vision of equitable food access, coupled with strategies for physical developments, programmatic partnerships, and investment to achieve that vision.

In June 2021, **LISC Indianapolis** and Anthem Foundation announced that the **Northeast Corridor** in Indianapolis was selected to be the focal point of the three-year, \$2.45 million initiative to improve nutritious food access and help build a more equitable food system.

The neighborhood is using a collaborative approach to determine which food projects will be supported, launched, or expanded. Emphasis is being placed on ensuring all projects improve food access and economic mobility for the area, are community-led, and help build racial equity.

Visit www.equitablefoodaccess.org/ for more information.

Who's hiring?

A closer look at the companies **hiring construction and manufacturing employees** for the **38th and Sheridan Project**.

The general contractor, **Harmon Construction**, and all of the subcontractors are currently hiring diverse talent for construction jobs for the **38th and Sheridan Project**. **Goodwill Commercial Services** is also hiring **manufacturing employees** to work in their newly-completed facility (see page 5 for more information). Residents from the 38th and Sheridan area are strongly encouraged to apply! If you see a job you are interested in, you can reach out directly to that company, visit www.38thandSheridan.com, or you can contact **Akilah Darden** from **The Darden Group LLC** at jobs@38thandSheridan.com or 317.385.8954.

Construction jobs and training available

	 Harmon Construction is a general contractor based in North Vernon, IN. Harmon Construction was established in 1955. Harmon Construction specializes in healthcare, restaurants, education, gaming, and more.	 Harmon Steel is a steel erection company based in Indianapolis, IN. Harmon Steel has been serving Indiana and beyond for over 30 years. Harmon Steel specializes in steel erection.
	Harmon Construction - Hiring also hiring for Taylor Brothers and Harmon Steel Steel erectors, carpenters Apprenticeship Program Available Hailee.Harmon@harmongroup.com	 Taylor Bros. Construction is a general contractor based out of Columbus, IN. Established in 1933, We work in over half of the states in the USA. Taylor Bros. specializes in carpentry, fixture work, retail, and more.

Fox Contracting
Hiring Equipment Operators & Laborers
bkochersperger@foxcontractors.com
317.281.8963

Multicraft Fire Protection
Hiring
Union 669–Sprinkler Fitter
Apprenticeship Program Available
bfunk@multicraftdec.com
812.336.5005

ATEC Electrical
Jim Bird
765.482.8926
j.bird@atec-electric.com

Apogee Construction
Local 19 Roofers & Waterproofers
Apprenticeship Program Available
www.indyroofers.com
317.484.8990

Sexson Mechanical

Plumbers, Steamfitters, & HVACR Service Technician
Apprenticeship Program—Local 440 (ualocal440.org)

Corey Stein
cstein@sexsonmechanical.com
317.989.5486

Ironworkers Local 22

Hiring Ironworks Apprenticeship Program Union
Membership & Pension Program

(Will work onsite with HG Metals and Harmon Steel
fabricating/erecting on the project)

Ironworkers22.com
5600 Dividend Road,
Indianapolis

Price Construction Group, LLC

Now hiring!

<https://priceconstructiongroup.com/>
info@priceconstructiongroup.com
317.723.3201

Sheet Metal Workers

S.M.A.R.T. Local 20—Apprenticeship Program

(S.M.A.R.T.=Sheet Metal Air Rail Transportation)

Metal & Copper Roofs,
Metal Siding, Gutters

2828 E. 45th Street, Indianapolis
317.549.6013

Indiana Laborers' Training Institute

Local 120—Laborers' Union
Apprenticeship Program

IndyRoofers.com
317.484.8990

Robert Haines

Sealed concrete Floors, Joint Sealants

Jim Pridgen
317.547.5271
jim@roberthainesco.com

Mr. Green Jeans

Landscaping

William Petty

317.289.6801

william223petty@msn.com

AGM-Architecture, Glass & Metal

Jeff Hutson

317.472.7449

jhutson@agmcompany.com

Taylor Brothers

Carpentry, doors/frames/hardware

Josh Imlay

(812) 379-9547

josh.imlay@tbcci.com

Difiniti Group

Drywall installation, acoustical ceiling panels

Guadaloupe Baldazo

(317) 496-0635

gb@difinitigroup.com

Community Development



United Northeast Community
Development Corporation

Localized Support Programming

www.anuimpact.org

@anuimpactindy

ashley.gurvitz@anuimpact.org

317.546.6240



Job Opportunities

Apply to work in construction

We're proud to announce that **Cook Medical, Goodwill of Central & Southern Indiana, The Indianapolis Foundation, IMPACT Central Indiana,** and the **United Northeast Community Development Corporation** have partnered on a unique project to bring opportunity back to an underserved Northeast Indy community. The 38th and Sheridan Project includes a medical device manufacturing facility and a full-service grocery store call the **Indy Fresh Market**.

The Indy Fresh Market is estimated to be complete in the summer of 2023, and we're looking for people to join our contractor teams!

We have job opportunities and training available in the following areas:

- Earthwork, Site Utilites
- Storefronts
- Roof and Metal Siding
- Electrical
- Stud, Drywall, Insulation, Acoustical Ceiling
- Structural Steel
- Plumbing and HVAC
- Fire Protection - Sprinkler System
- Rough Carpentry, Door and Hardware
- Concrete Foundations and Slab on Grade
- Sealed Concrete Floors, Joint Sealants
- Landscaping

How to Apply

- 1.) To apply for construction jobs, visit 38thandSheridan.com.
- 2.) Select the "**Construction Job Seekers**" button at the bottom of the page and complete the simple online form.
- 3.) You will be connected to a wide range of local sub-contractors, which are listed on the next page.

Unsure of which construction trade fits your interest? Please email Akilah Darden with The DardenGroup, LLC at akilah@dardengrouppllc.com or PM@dardengrouppllc.com, and her team can provide assistance.

Employees have access to comprehensive benefits programs and options for pension with the union contractors.

