

## FORTUITY CALLING

### New Markets Tax Credit Financing Brings Social Enterprise Call Center to Franklinton



#### FINANCE FUND INVESTMENT IMPACT:

- Creation of social enterprise call center that provides employees with a defined career path, permanent and portable career advancing skills, and other high-need services at the employment site
- Creation of 200-500 new FTE call center jobs, with comprehensive benefits packages
- Creation of 40 new FTE social service jobs by non-profit tenants
- Creation of 30 construction jobs

Fortuity Calling, LLC is a locally owned and operated call center that provides domestic inbound, overflow, and back-office support for corporate clients. As a social enterprise, Fortuity's mission is to attack the barriers that keep people in poverty by providing employees with a defined career path, permanent and portable career advancing skills, and other high-need services at the employment site.

New Markets Tax Credit (NMTC) financing enabled Fortuity to acquire and renovate a 172,000 square foot former medical building on the Mount Carmel West Campus in Columbus. Finance Fund provided \$7,500,000 of federal NMTC allocation and \$2,564,102 of state NMTC allocation; and Capital One, the tax credit investor, provided an additional \$1,000,000 of federal NMTC allocation to the project.

Designed as a "social-economic ecosystem," the project's ground level will be occupied by non-profit organizations that provide Fortuity's employees and community residents with tools and services designed to increase job readiness and retention, lifetime earning potential, and overall standard of living.

Columbus Works, Inc. will provide pre-employment screening, job readiness training, job and life skills coaching, mental health treatment referrals, and ongoing job retention support. Columbus Early Learning Centers will provide subsidized early learning and childcare solutions for 80-100 children of low-income workers. To address one of the most significant job-retention obstacles among low-income working parents, Sick Child Care Centers will provide accessible sick child workday care services. Fortuity will partner with the Mid-Ohio Food Collective to offer accessible, affordable healthy and fresh foods for employees and other low-income residents of the neighborhood, which qualifies as a USDA Food Desert.

**"Our goal is to create a profitable, economically-sustainable business platform that will offer low-income people an opportunity to participate in the area's revitalization and the potential to achieve economic self-sufficiency and some measure of prosperity. Without NMTC investment and Finance Fund's vision and commitment, we couldn't have closed the considerable up-front financing gaps and this project simply wouldn't have come to fruition."**

– Fred Brothers, Co-Founder and CEO at Fortuity Calling

With the closing of Mount Carmel West's inpatient Hospital, which will result in the loss of 1,500 jobs in Franklinton, this project comes at a critical time and perfectly aligns with the broader redevelopment goals of community activists, city and state officials, and Mount Carmel Health System. The call center business will create over 200 jobs for residents of the Franklinton neighborhood, which is an economically distressed, underserved community characterized by a poverty rate of 55%, a median family income equal to 29% and an unemployment rate of 25%.

*Project Address: 750 Mount Carmel Mall, Columbus, OH 43222  
3rd Congressional District  
17th Ohio House District  
15th Ohio Senate District*

