

Kalamazoo Micro-Enterprise Grants

United Way of the Battle Creek and Kalamazoo Region, in partnership with the City of Kalamazoo with support from Foundation for Excellence and Consumers Energy, launched Kalamazoo Micro-Enterprise Grants in 2020 with an aim to bring relief to those hit hardest by the effects of the COVID-19 pandemic. First priority was given to businesses owned by Black, Indigenous, and People of Color. Additional priority was given to women-owned businesses and those located within Shared Prosperity Kalamazoo neighborhoods of Eastside, Edison and Northside. In 2020, 116 businesses applied, and 100 received grants of \$5,000 each. Continued support from the city's Foundation For Excellence allowed for a 2021 round of grantmaking to another 90 eligible business in need of support.

Combined Priority Criteria Outcomes from 2020-2021



190 Microbusinesses



\$950,000



17 Neighborhoods

BIPOC* & Female & Priority Neighborhood**	20
BIPOC OR Female & Priority Neighborhood	41
BIPOC & Female	27
BIPOC OR Female	123

*BIPOC = Black, Indigenous, People of Color

**Priority Neighborhoods are Eastside, Edison, Northside

2021 KMEG ROUND



90 Microbusinesses



\$450,000



16 Neighborhoods

Priority Criteria Outcomes 2021

BIPOC* & Female & Priority Neighborhood**	6
BIPOC OR Female & Priority Neighborhood	27
BIPOC & Female	18
BIPOC OR Female	77

*BIPOC = Black, Indigenous, People of Color

**Priority Neighborhoods are Eastside, Edison, Northside

Applications by the numbers

127

Total # of
submitted
applications

90

Total # of
eligible
applications

35

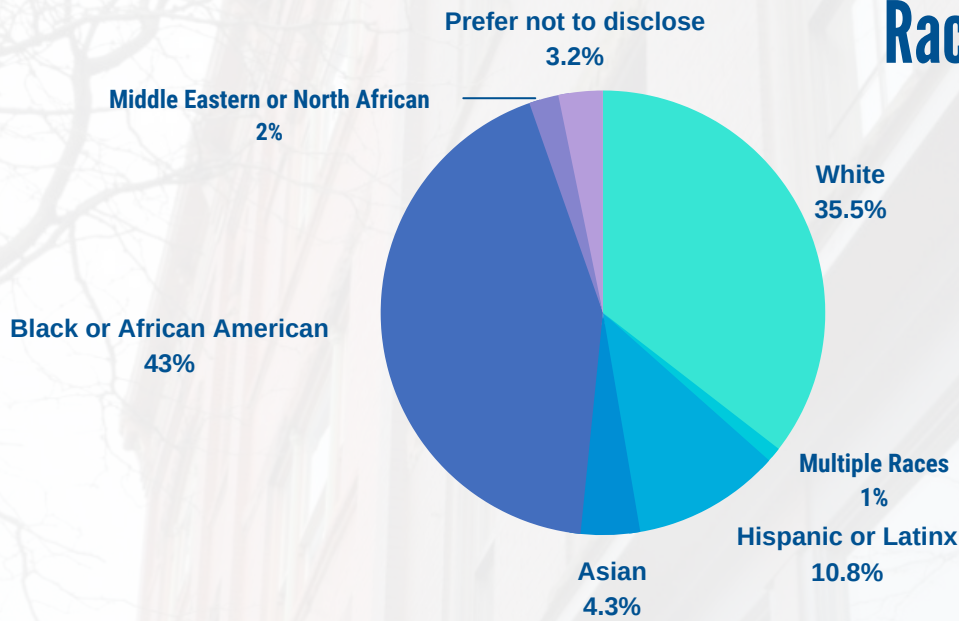
Total # of
ineligible
applications

2

Total # of
denied
applications

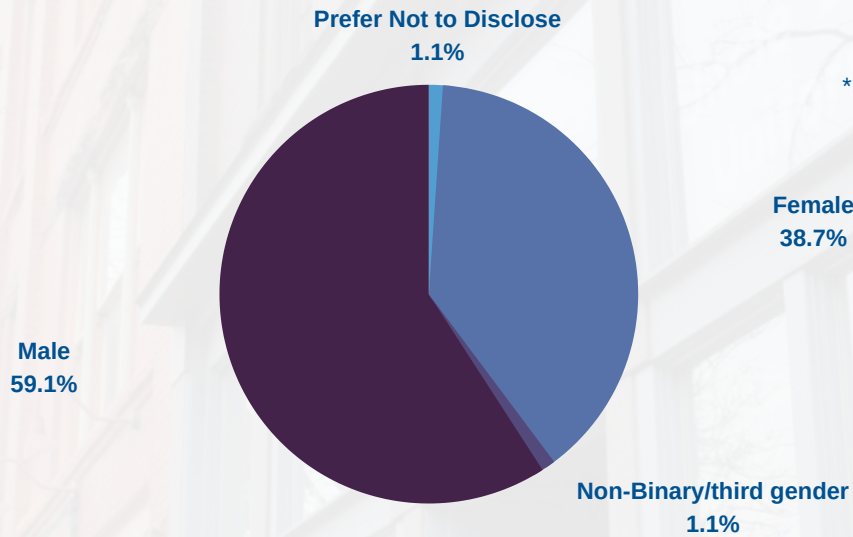
Note: For detailed information on eligibility criteria, please visit our website at <https://changethestory.org/micro-enterprise-grants/>

Race/Ethnicity*



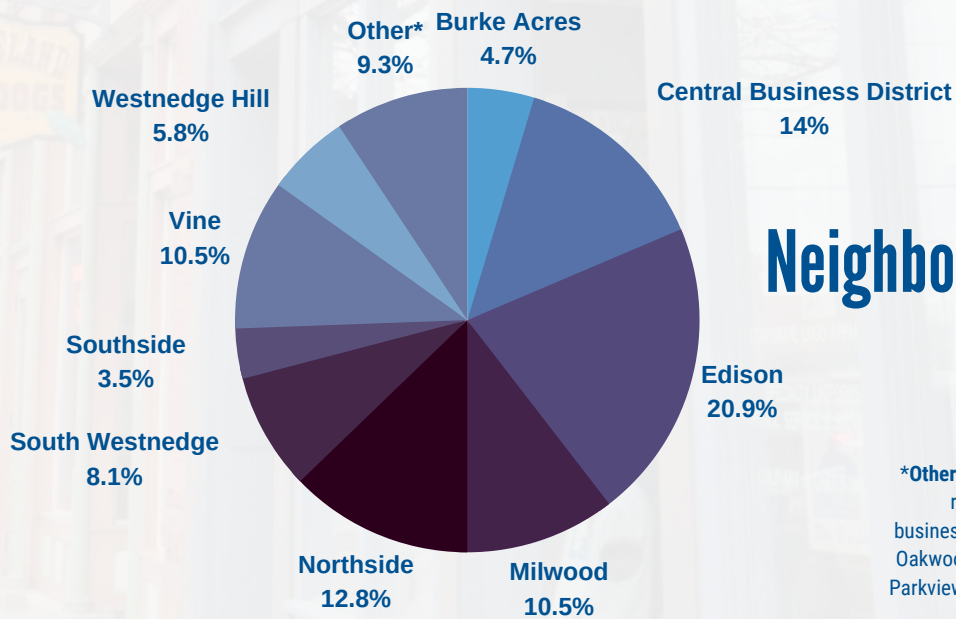
*Data reflects race/ethnicity of first owner listed on application.

Gender*



*Data reflects gender of first owner listed on application.

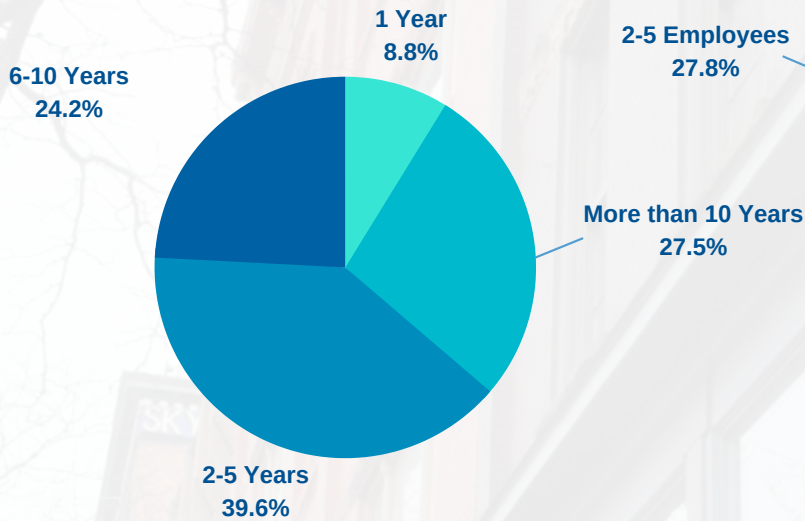
Neighborhoods



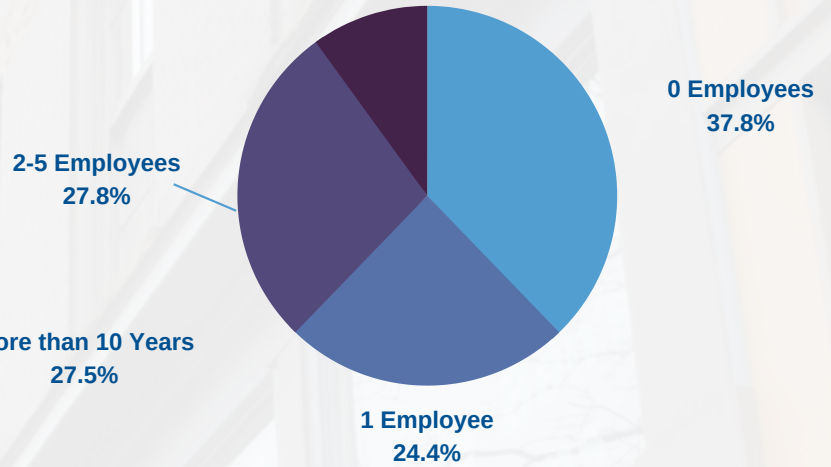
*Other indicates neighborhoods represented by one or two businesses: Douglas, Knollwood, Oakwood, West Main Hill, Stuart, Parkview Hills, Oakland/Winchell, Eastside, Arcadia

Additional Statistics

Years in Business

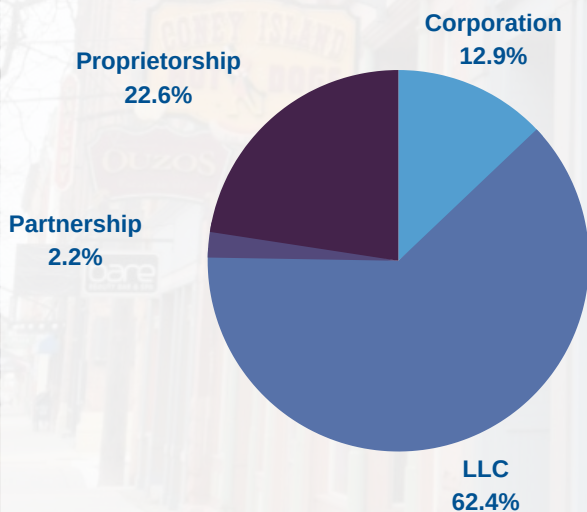


of Employees

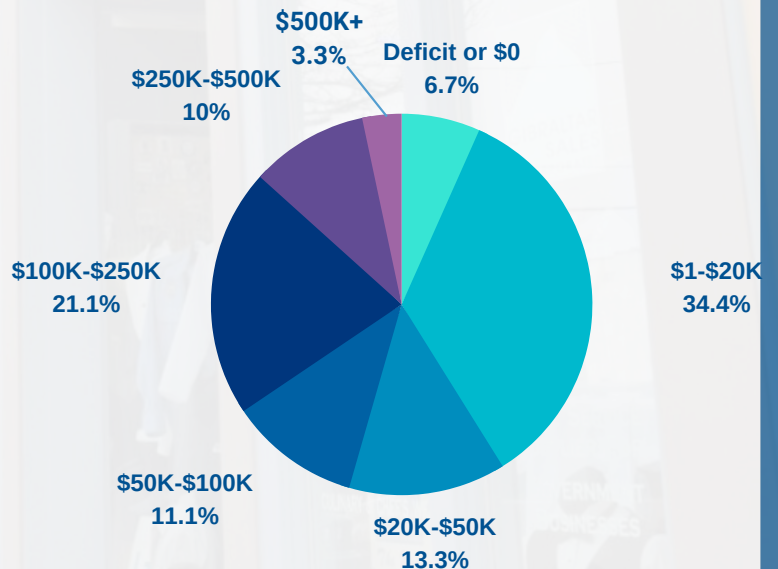


of Employees

Business Type



2020 Sales



90 Grantees

- A F Auto Glass and Detail
- A T Guys, LLC
- AcreeBoutique
- Allure Salon Professional - Kathy Klein
- Big June Promotions
- Billplay Apparel
- Brising Designs
- Britt Sydnes
- C&J Realty, LLC
- Caffe Casa
- Center for Change & Growth, PLC
- China Pierre The Female Barber
- Choices Autos
- Chosen, PLLC
- City Centre Market & Deli
- Cortez Enterprises, LLC
- Country Inn and Suites
- Debt Relief Law Center
- Dessert First, LLC
- Dill Instruments, Inc.
- Dino Bravos
- Down Dog Yoga Center, LLC
- DSM Woodwork
- Earthly Esthetics
- Ennovy's Beauty Bar, LLC
- Excel Media & Entertainment, LLC
- Family and Money Ent., LLC
- First Rank, Inc. (DBA Quality Auto Today)
- Fit Bella Vei
- Gloria H. Taggett, PhD., PC
- Goal Scaling Solutions, Inc.
- GoodT's, LLC
- Gorilla Gourmet
- Grub N Stuff
- H5 Empire, LLC
- Halal Handymen, LLC
- Hamilton Law, PLC
- Harding Mechanical 1, LLC
- Heirloom Arts, LLC
- Hoodies Kazoo, LLC
- Hunter Counseling, LLC
- Hunter-Lockett & Sons Residential Contracting, LLC
- Iamsatia Hair Bar
- J&J Property Investing, LLC
- J. Gumbo's
- Jericho Town, LLC
- Kamili Activewear
- Kazoo Books, LLC
- Kzoo Boxing
- Kzoo Nutrition, LLC
- Lake Michigan Book Press
- Lawrence Carpenters
- Lifetime Equity Investments, LLC
- Littles Wax & Buff Auto Detailing, LLC
- Madchance Corp. (DBA Starworld Amusement)
- Mae & June Landscaping Lawncare, LLC
- Mamaleelu Cold Brew
- Margaret Home Daycare
- Market on Michigan Ave.
- MC Builders
- Milwood Spine Center, LLC (DBA Park Street Chiropractic)
- MindBody Counseling
- New Era Cleaning Supplies
- Pop Beasley's Foods
- Portage Diner, LLC (DBA East Egg Campus)
- Primerica Life
- Quekas, LLC
- Riddles Rest & Relaxation Home
- Samson's Haircare, LLC
- Sanctuary Yoga, LLC
- SixDucks
- Smokes On Burdick
- Speciality Cheesecake and Dessert Company, LLC
- Stuffed Brain Studio, LLC
- Tanisha Lynn Pryon Creative Services
- Team Pharma, Inc.
- Teresa's Kitchen
- The Bike Farm
- The Cleaner SWM
- The Salty Owl Studio
- Thorough Property Management
- Traditions Picture Framing
- Tremolo Guitar Shop
- Troys Management
- Van Laan Industries, Inc. (DBA TestSource Lab)
- Wards Home Improvements, LLC
- Wills Marketing Group
- Xtreme Kleaning Krew
- Zoo City Grower Supply
- Zooroona, LLC