

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 to support an additional 90 business, and a spring 2022 round that awarded grants to 60 more.

Combined Priority Criteria Outcomes from 2020-2022



250 Microbusinesses



\$1,250,000



18 Neighborhoods

BIPOC* & Female & Priority Neighborhood**	43
BIPOC OR Female & Priority Neighborhood	78
BIPOC & Female	71
BIPOC OR Female	182

*BIPOC = Black, Indigenous, People of Color

**Priority Neighborhoods are Eastside, Edison, Northside

KMEG Spring 2022

Priority Criteria Outcomes from Spring 2022



60 Microbusinesses



\$300,000



17 Neighborhoods

BIPOC* & Female & Priority Neighborhood**	23
BIPOC OR Female & Priority Neighborhood	37
BIPOC & Female	44
BIPOC OR Female	59

*BIPOC = Black, Indigenous, People of Color

**Priority Neighborhoods are Eastside, Edison, Northside

Applications by the numbers

270

Total # of
submitted
applications

180

Total # of
eligible
applications

90

Total # of
ineligible
applications

120

Total # of
denied
applications

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

KMEG Spring 2022 Grantees

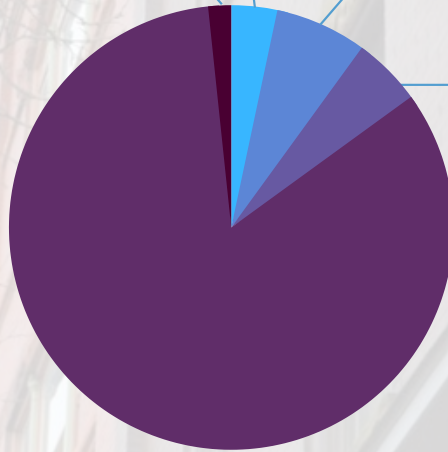
- Apex Haircuts
- Beauty Addictions Collection, LLC
- Bedazzling Creations
- Bella Dreamss, LLC
- Big Vic's Year Round Lawn Care, LLC
- BNB Service
- Bougiee eats
- Braids & Waves
- BRAZY HOOKAH EXPRESS
- Brick Housing, LLC
- Charlie Mac Exclusives
- Chrysalis Institute
- Documents Plus
- EA Consulting Services, LLC
- Ed Genesis
- Eight Thirty Seven, LLC
- Finally Free Financial Services
- Flo's Bacon, Beans & Cornbread, LLC
- Futech Income Tax Services
- Gaggie's ABC Center
- Glammed By Lee
- Global Apparel Marketing and Entertainment, Inc
- God's Angels 4 Senior Care
- Howard Rose
- Hurd's Tax and Administrative Services
- Jeff's TV Mounting & Home Repair Services
- Jones Isb towing
- JUST - IN - STUDIOS
- Kinky and Klassy, LLC
- KURE Massage and Bodywork, LLC
- Lady London's Icy Cups and More
- Lisa Sits
- Locketts Creative Design Barber Shop
- Mark Anthony Salon
- Mi Lindo Nayarit, LLC
- Mood Swigz By Netta G, LLC
- Move with Joy, LLC
- Nyrees Dynastee
- Perfect Elegance to Style Wellness Center
- Phenomenal She, LLC
- Pressure Power Washing
- Pretty Little Waiist
- Promesses Kept, LLC
- Promise Collective
- Rooted Luv Farm, LLC
- Royal Obsession, LLC
- Shop Boss Bae Bundles
- Sista's Boutique and More, LLC
- Styled By Charmaine
- T&T Universal, LLC
- Tailor Made Cut Barbershop
- Tedra Hair Services
- The Sweet Treats Factory
- Thou Shall, LLC
- TRAPP Counseling Services, PLLC
- Twin LSB, LLC
- Vida Handmade Kalamazoo
- Weezperfections
- Yenmor's Cleaning
- Yulanda Hunt, Licensed Esthetician

American Indian or Native Alaskan 3.3%
Prefer not to disclose 1.6%

Multiple Races 6.7%

Hispanic or Latinx 5%

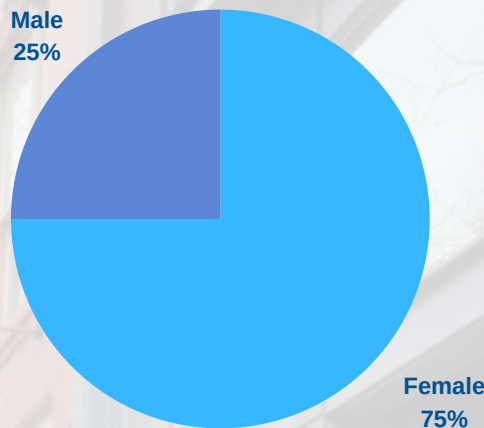
Black or African American 83.3%



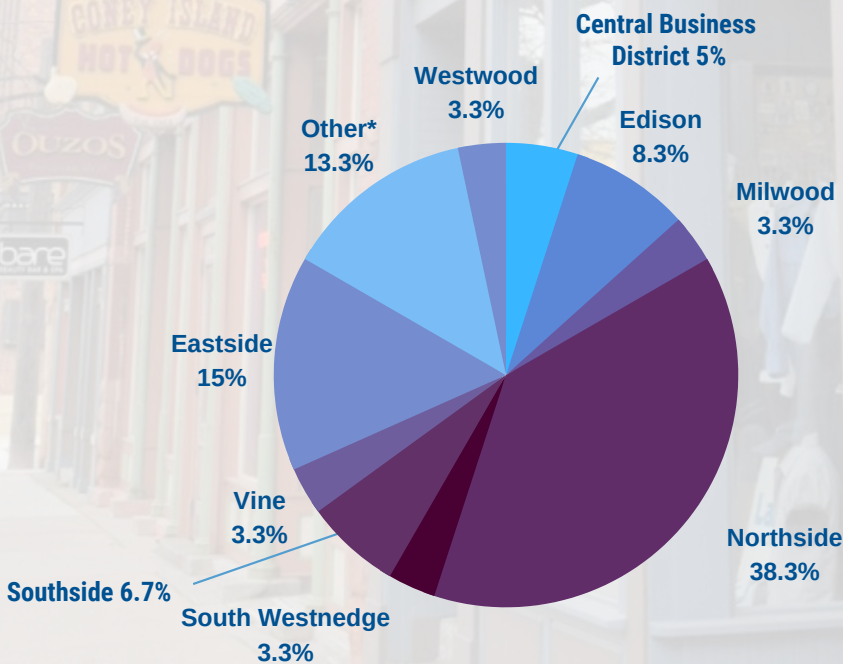
Race/Ethnicity of Awarded Grantees*

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

Gender of Awarded Grantees*



*Data reflects gender of first owner listed on application.

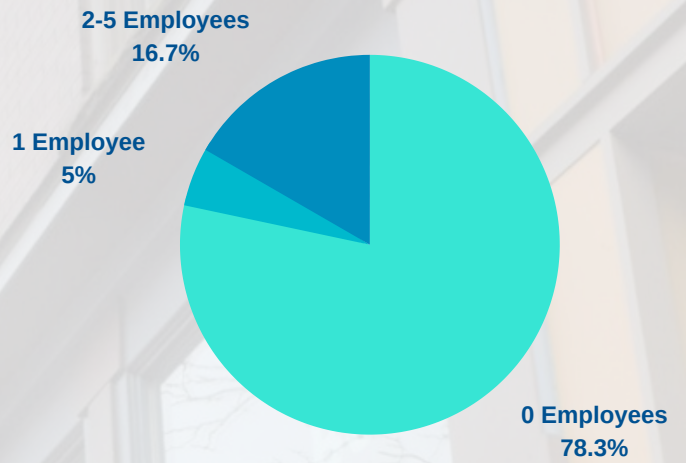
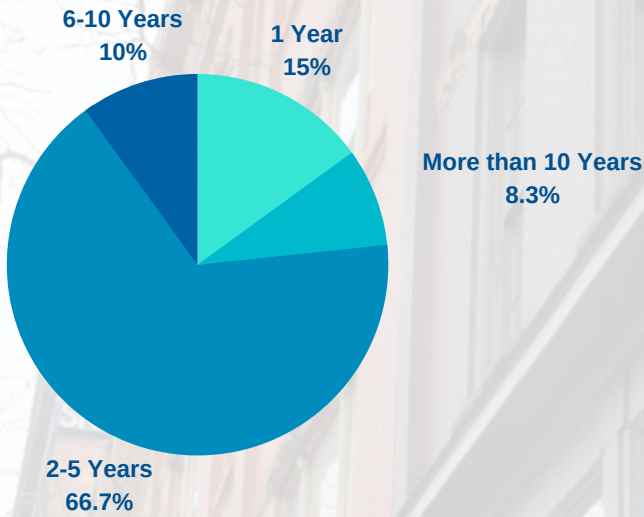


Neighborhoods of Awarded Grantees

*Other indicates neighborhoods represented by one business: Burke Acres, Knollwood, Oakland-Winchell, Oakwood, Parkview Hills, Stuart, Westledge Hill, WMU

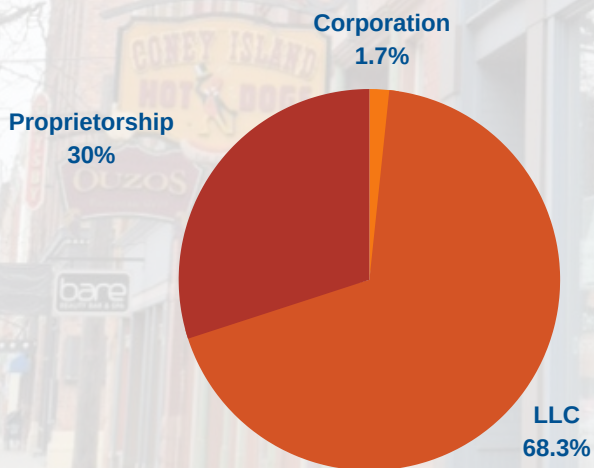
Additional Statistics

Years in Business



of Employees

Business Type



2021 Sales

