

Kalamazoo Micro-Enterprise Grants

United Way of South Central Michigan (formerly 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 two rounds in 2022 that awarded grants to 120 more.

Combined Priority Criteria Outcomes from 2020-2022



310 Microbusinesses



\$1,550,000



21 Neighborhoods

BIPOC* & Female & Priority Neighborhood**	56
BIPOC OR Female & Priority Neighborhood	96
BIPOC & Female	96
BIPOC OR Female	236

*BIPOC = Black, Indigenous, People of Color

**Priority Neighborhoods are Eastside, Edison, Northside

KMEG 2022

Priority Criteria Outcomes from Spring & Fall 2022 Combined



120 Microbusinesses



\$600,000



17 Neighborhoods

BIPOC* & Female & Priority Neighborhood**	36
BIPOC OR Female & Priority Neighborhood	55
BIPOC & Female	69
BIPOC OR Female	113

*BIPOC = Black, Indigenous, People of Color

**Priority Neighborhoods are Eastside, Edison, Northside

Applications by the numbers

146

Total # of
submitted
applications

84

Total # of
eligible
applications

24

Total # of
ineligible
applications

38

Total # of
denied
applications

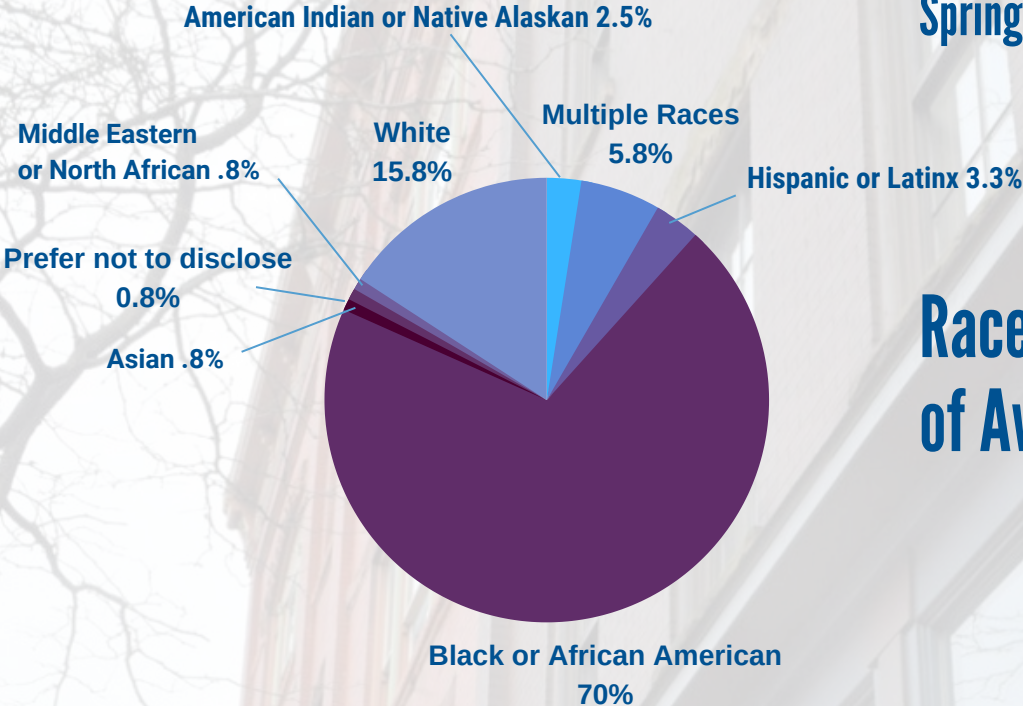
Note: For detailed information on eligibility criteria, please visit our website at <https://changethestory.org/micro-enterprise-grants/>

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

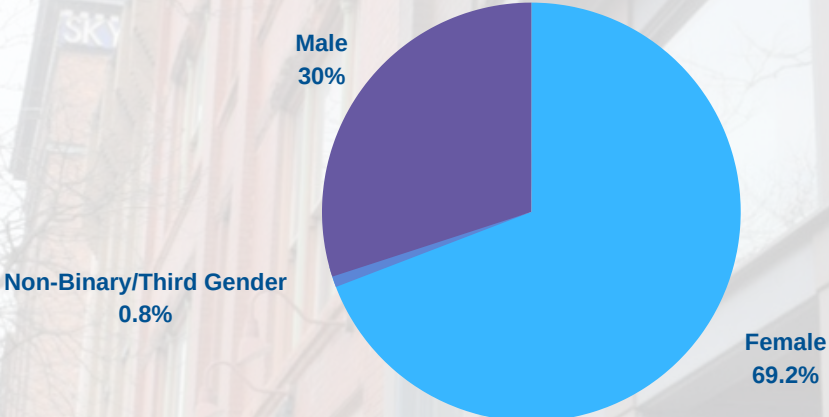
KMEG Fall 2022 Grantees

- Alicia Curry, LLC
- Amazing Grace Home, LLC
- Arid, LLC
- At Your Best Cleaning Service
Limited Liability Company
- Barnard Building and Construction
- Beautifully Unique, LLC
- Benny DiCarta's
- Bronco Express
- Carter Louis Hayes & Associates
- Champion Your Scars, LLC
- Christopher L Barnes, PLLC
- Closer to Home, LLC
- Cool Customs
- DFC Plowing, LLC
- Elemental Press
- Family Jewelz
- Forefront Investments International
- Freedom Counseling, LLC
- Full Service Auto Repair
- Global Cleaning Pros, LLC
- HeadStrong, SLP, LLC
- Hydr8 Organics Hair Care Line, LLC
- Janna Homecare
- Kustom Kreations by Mari, LLC
- Kzoo Laser, LLC
- Lee Cobb Company
- Lit Collections, LLC
- LLY Communications, LLC
- Love Muffins, LLC
- LSB Real Estate, LLC
- Milliken Aquatic Development
- Mitchell Productions LLC, DBA Texture House
- Momma G Food for the Soul
- Nurturer by Nature
- NyLiCo LLC, DBA S.REN.EDI
- Paradise Cafe, LLC
- Perpetual
- Plowshare Construction, LLC
- Poundin' for Cake
- Quality Auto Service, LLC
- Relative Care, LLC
- Rose St. Nutrition
- Security Plus, LLC
- Shawn M. McDonnell & Company, LLC
- Snapp's Shop
- Studio Eleven XI, LLC
- Stylesbysnow
- Sugar Sweet Bath + Body Treats
- TaLord Interior Design
- Taste of Soul by Dips, LLC
- The Dapper Hammer, LLC
- The Drip Sneakers
- Thrive Medical Supply, LLC
- Trinity Assisted Home Care
- Vibin Selfie Room
- Vienna Vista, LLC, DBA Kalamazoo
- Village Oak Creative
- WavyJTints, LLC
- West Michigan Law Center
- Youz Guys Dogz



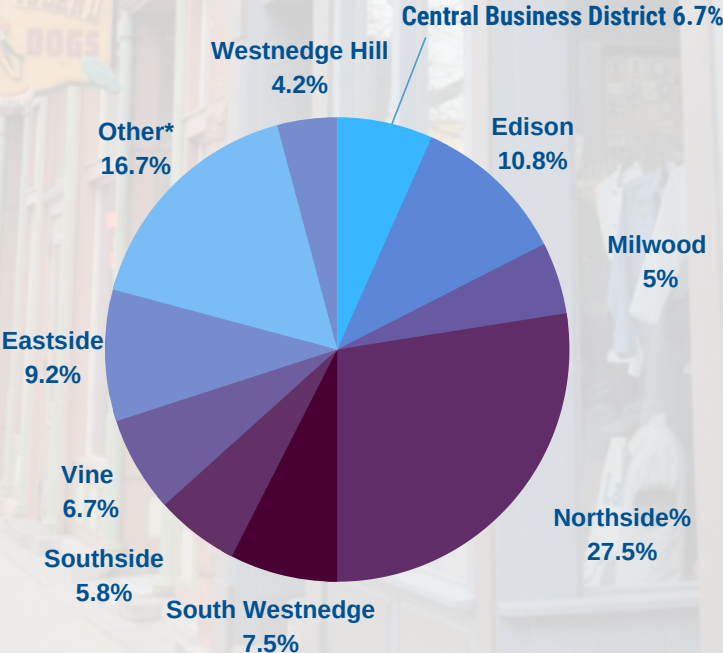
Race/Ethnicity of Awarded Grantees*

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



Gender of Awarded Grantees*

*Data reflects gender of first owner listed on application.



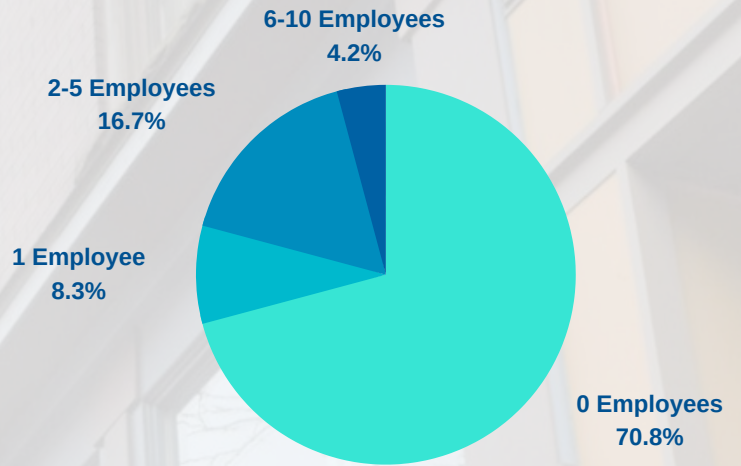
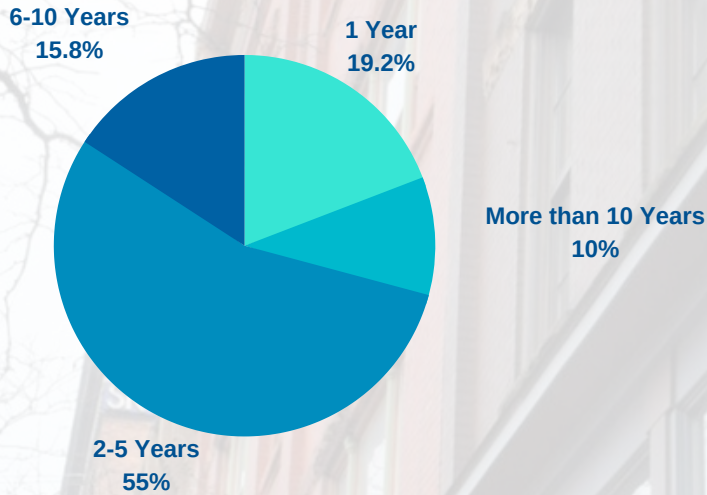
Neighborhoods of Awarded Grantees

*Other indicates neighborhoods represented by one business (Arcadia, Burke Acres, Colony Farm, Douglas, Parkview Hills, WMU); two businesses: (Westwood), or three businesses (Knollwood, Oakland-Winchell, Oakwood, Stuart).

Spring & Fall 2022 rounds combined

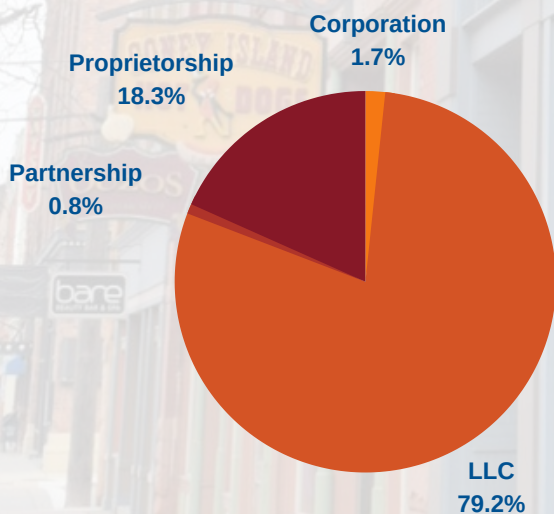
Additional Statistics

Years in Business



of Employees

Business Type



2021 Sales

