

City of Hammond - Grant Application

ORGANIZATION INFORMATION:

Name: Urban Market Experience UMX

Address: 811 Mooney Ave. Unit B

City, State, Zip: Hammond, Louisiana 70403

Phone: (985)318-2233

Website: www.umxurbanmarket.com

IRS EIN Number: 85-2470192

Mission Statement:

UMX mission is to provide quality services to our clients that will help their companies prosper and grow. Build healthy relationships by networking, providing resources, and continuing education throughout the duration of the project. It is UMX's mission to see business owners confidently start, grow, and expand their businesses. Build diversity in the downtown Hammond area.

Brief paragraph about the history of the organization, including date established:

UMX was formed on Jun 1, 2020, by educators and entrepreneurs. We started a Master Plan by tackling three issues for the year (diversity in Hammond, business growth, and economic development). During the work of our Master Plan, our business plan was drafted. We have successfully met our goals and mark. Bringing diversity to the Downtown area and building economic growth. UMX brings something special to the downtown Hammond area. We bring all ethnicities together! We support business development, and we bring events that promote economic development.

Tell us about your current programs and services, including the number of Hammond residents that benefit:

UMX hosts Seminars- topics on all things business development. Conferences Yearly- successful business owners speak on growing your business and encouragement. UMX will host yearly festivals to bring continued diversity to our city. UMX offers business services such as assistance with marketing, funding, real estate, human resources, business credit, and more. We accept business clients and assist in starting, expanding, and/or managing their businesses. The residents UMX serves in Louisiana are racially and ethnically diverse with; Black or African American 48.52%, White 48.01%, Asian 2.04%, two or more races 0.99%, other race 0.24%, Native American 0.19%. United Way revealed that Hammond has a 2020 population of 23,456. Hammond is currently growing at a rate of 2.95% annually and its population has increased by 17.33% since the most recent census, which recorded a population of 19,991 in 2010.

Describe a few of the organization's top accomplishments within the last three years.

UMX has successfully put on seminars that have made impactful changes for business owners that attend. UMX partnered with the downtown development district and that partnership afforded UMX the opportunity to write to Main Street America about the diversity that UMX brings to the downtown district. Our partnership along with the great work of the DDD afforded Hammond to bring home the GAMSA award. UMX has assisted in putting on a Festival that was successful and had over 15,000 attendees. UMX has successfully put on over 30 expos and they have all been a huge success. Our expos are bringing economic growth as well as diversity. Hammond looks like the best town around, says the community. Our business owners gross between \$17,800-28,240 with expos alone. We have successfully assisted business owners in the year 2021-2022 move to storefront locations.

GRANT FUNDING IMPACT:

Describe how you will use the City of Hammond grant funding. How much funding are you requesting and why that amount?

This project will create new direct jobs at an annual salary of \$28,800, plus benefits. Funding proposals such as our UMX's efforts will build continued diversity in the downtown area. Strengthen our small business community. Provide support and aid to entrepreneurs in the city, and disadvantaged populations. UMX will implement new and innovative programs, revitalization, yearly Hammond festival, economic growth, and business growth. UMX is requesting \$75,000 for the City to take part in bringing diversity, economic growth & development, business conference/growth, and a yearly festival/events.

Briefly describe the Hammond residents that will benefit from the grant funding.

(number benefiting, demographics)

The residents UMX serves in Louisiana are racially and ethnically diverse. Louisiana has wide disparities in poverty rates by race/ethnicity and age. United Way revealed that 23% of all Louisiana households were asset limited, income constrained employed with another 19% living in poverty, which means 42% of all households were unable to afford basic expenses- housing, childcare, food, transportation, health care, and taxes. In Louisiana, nearly 25% of the families have incomes of \$100,000 or more, while about 7% have incomes below \$15,000. Louisiana ranks 50th overall in health with relatively higher rates of heart diseases, HIV, cancers, and drug-related mortality compared to national averages.

What other funding do you receive to provide programs and services? What is your total budget? What portion is the City's grant funding of your total budget?

UMX will continue efforts in locating and securing outside funds to continue in our efforts.
Our total proposed budget for 2022-2023 is \$230,000
Hammond Grant Funding: \$75,000.00
Seminar, Expos, and Festivals: \$32,800.00
Membership and Donations: \$7,450

REQUIRED ATTACHMENTS

Please attach the following documentation:

1. General factsheet/letter/brochure about the organization or its programs
2. Most recent financial statement or audit
3. A copy of any board meeting minutes from 2021 or 2022 OR a list of board members
4. Optional -- most recent annual report or outcomes report of a specific project/program

APPLICATION CERTIFICATION

I understand that at the end of the grant period, I am required to provide a report to the City describing how the grant funding was used, how many people benefitted from the funding, and showing proof (receipts/photos/statistics) of how the funding was used.

I understand that I must provide an audit, financial report, or tax statements showing the organization's financial position.

Brandi Jones, Executive Director

Print Name, Title

Brandi Jones

Signature

July 18, 2022

Date

Urban Market Experience UMX

Income Statement

For the year that ended December 2021

Revenue

Direct Public Support- Expos and Seminars	\$	32,800.00	
Members and Donations	\$	7,450.00	
Total Income and Revenue			\$ 40,250.00

Expenses

Rent (including venue rentals)	\$	21,250.00	
Utilities	\$	2,200.00	
Supplies	\$	3,240.88	
Advertisement- Marketing	\$	1,100.00	
Contract Services	\$	14,890.00	
MISCELLANEOUS	\$	889.00	
Insurance	\$	660.00	
Total Expenses			\$ 44,229.88
Net Income (Loss)			\$ (3,979.88)

UMX Urban Market Experience Meeting

Meeting Details

Chairperson: Brandi Jones (Executive Director)

Secretary: LaToya Porter

Date: January 20, 2022

Time: 5:30 PM

Roll Call

The Secretary took a roll call at 5:33 PM.

The following persons were in attendance:

- Brandi Jones
- Yolanda Williams
- Sandy Summers
- April Dillon-Short
- LaToya Porter
- Jamar Jones

The following persons were absent:

- Mia Marshall
- Lenette Armstrong
- Kiersten Peltier

Approval of Agenda

The agenda was approved as distributed.



Approval of Minutes

The minutes of the previous meeting were unanimously approved as distributed.

Business

Motion from LaToya Porter for UMX to work with the Hamburger Festival

Vote: 4 in favor, 2 opposed

Resolved: Motion Carried

Motion from Brandi Jones to hire 2 interviewed candidates to fill vacant position at the company

Vote: 6 in favor, 0 opposed

Resolved: Motion Carried

Motion from Brandi Jones to submit the latest business conference plan for the Annual UMX Business Conference.

Vote: 6 in favor, 0 opposed

Resolved: Motion Carried

Meeting adjourned at 6:17 PM by Brandi Jones

UMX A BUSINESS DEVELOPMENT COMPANY



BUSINESS DEVELOPMENT



CLIENT SERVICES

UMX professionals assist our clients in areas they need help or assistance. We tailor a plan to assist your business. We support startups, the growth, and the expansion of the businesses.



MARKETS

UMX Markets are a tool for businesses to showcase their business and products to potential clients. UMX markets serve several benefits for businesses. Like being active in the community you serve.



BUSINESS DEVELOPMENT

UMX hosts seminars, business conferences, and festivals to increase diversity and support business development.

ABOUT US

UMX has successfully assisted over 100 business owners start, grow, and expand. We have a 100% success rate with supporting businesses and owners. We have programs that are currently helping individuals become successful in business. We are very active in the community.

WHAT WE DO

- Support business development
- Support individuals and take the stress of running a business away.
- Introduce business owners to top ranking professionals who been in the business 10+ years.
- We support young entrepreneurs.
- Invitations to private and public UMX events.



www.umxurbanmarket.com

WHY CHOOSE US

In today's economy, there's no time to waste. With UMX we have the right team of qualified individuals that can assist you in taking your business to high heights.

