

ELEVATE



2021 PROGRAM RECIPIENTS

CAPACITY ENHANCEMENT AND DEVELOPMENT SERVICES, LLC

- Fort Wayne, IN
- **Grant Amount:** \$18,995
- **Member:** 1st Source Bank
- **Business:** Capacity Enhancement and Development (CED) Services, LLC develops customized B2B solutions to support small and medium sized communities that undertake complex community development initiatives with private sector partners.
- **Use of Funds:** CED Services will use the Elevate grant to hire a full-time employee to focus on digital marketing for their mobile application as well as to obtain a Dream Manager Certification for another employee.

UP NORTH NUTRITION & GYM 906 LLC

- Sault Sainte Marie, MI
- **Grant Amount:** \$20,000
- **Member:** Central Savings Bank
- **Business:** UP North Nutrition & Gym 906 LLC, a full-service gym, offers traditional fitness equipment, cross-fit options, personal training, nutritional supplements, and more.
- **Use of Funds:** UP North Nutrition & Gym 906 will use the grant to replace their over 60-year-old storefront for better energy efficiency and to keep the cold MI winters outside the gym. Fencing will also be installed for outdoor exercise offerings for the gym's members.

TOUR MICHIGAN LLC DBA MUSHROOM HOUSE TOURS

- Charlevoix, MI
- **Grant Amount:** \$20,000
- **Member:** Charlevoix State Bank
- **Business:** Tour Michigan LLC offers daily tours of the 28 famous Mushroom Houses in Charlevoix, MI. The tour is currently voted the #1 "Thing to Do" on Trip Advisor and won the 2020 Chamber of Commerce Tourism Excellence award.
- **Use of Funds:** Mushroom House Tours will use their Elevate funds to purchase another GEM car and hire a tour guide to offer additional daily tours. Additionally, funds will be used to create a Virtual Charlevoix Tour available for purchase through their website. Branded merchandise promoting the tours and Charlevoix will also be purchased.

BALANCED LIVING YOGA AND FUSION STUDIO

- Boyne City, MI
- **Grant Amount:** \$20,000
- **Member:** Charlevoix State Bank
- **Business:** Balanced Living Yoga and Fusion Studio offers a variety of affordable yoga, Flow InFusion classes, and other modalities based on mind, body, spirit, and breathing.
- **Use of Funds:** Balanced Living Yoga and Fusion Studio will use their Elevate funds to double the size of their current studio space from 800 to over 1,600 sq ft and add Aerial and Barre Yoga equipment. Three instructors will also obtain their Aerial Yoga certifications.

FOOD EXCHANGE RESTAURANT, LLC

- Detroit, MI
- **Grant Amount:** \$9,840
- **Member:** Christian Financial Credit Union
- **Business:** The Food Exchange Restaurant LLC is a “quick, quality, yet homestyle” restaurant serving fresh, made-to-order burgers and more for over 20 years.
- **Use of Funds:** The Food Exchange Restaurant LLC will use grant funds to install new windows and doors leading to a newly built patio for safely spaced, year-round outdoor seating.

JO'S GALLERY 2 LLC

- Detroit, MI
- **Grant Amount:** \$20,000
- **Member:** Christian Financial Credit Union
- **Business:** Jo's Gallery 2 LLC is an art gallery located on the famous Livernois Avenue of Fashion for 20 years, specializing in works by emerging and accomplished African American artists.
- **Use of Funds:** Jo's Gallery 2 will use the grant for building and outfitting a new frame room with a CNC machine, computer equipment, and new tools, as well as to hire an additional full-time picture framer.

NURISH BRANDS LLC

- Royal Oak, MI
- **Grant Amount:** \$20,000
- **Member:** First Independence Bank
- **Business:** Nurish Brands is a beverage company offering patented, non-GMO, 100% plant-based, zero calorie, and sugar-free energy drinks via their FEEL Natural Energy line up.
- **Use of Funds:** Nurish Brands will use the Elevate grant to hire a full-time employee to assist in production and fulfillment as well as new packaging for three new beverage flavors. They plan to establish a Michigan-based micro-plant and fulfillment center to reduce third-party costs and offer business-to-business co-manufacturing opportunities.

SUSAN RAMSEY FITNESS LLC

- Montgomery, IN
- **Grant Amount:** \$19,729
- **Member:** First Merchants Bank
- **Business:** Susan Ramsey Fitness is a private fitness studio that provides a comfortable and supportive environment for women to meet their fitness goals.
- **Use of Funds:** Susan Ramsey Fitness will use the grant to obtain her CrossFit Level 1 Certificate and apply for an official CrossFit affiliation. Additionally, new spin bikes, inBody Scanner, and PRx Foldaway Racks will be purchased.

WDI ARCHITECTURE, INC.

- Indianapolis, IN
- **Grant Amount:** \$20,000
- **Member:** First Merchants Bank
- **Business:** WDi Architecture, Inc is an architectural and engineering design and planning firm, providing administrative services emphasizing creative design and the production of concise, accurate, and detailed construction documents for small to large businesses.
- **Use of Funds:** WDi Architecture will utilize funding to upgrade production workstations, related software, and subscription costs. An internship opportunity will be created by the grant, along with assisting with the cost of annual insurance dues.

VELODROME COFFEE COMPANY LLC

- Marquette, MI
- **Grant Amount:** \$20,000
- **Member:** First National Bank & Trust Co of Iron Mountain
- **Business:** Velodrome Coffee Company is a full-service café and coffee roasting company that supplies over 75 local businesses with fresh coffee and service.
- **Use of Funds:** Velodrome Coffee Company will use grant funds to help with the purchase and remodel of a new location in Ishpeming, MI in conjunction with the City of Ishpeming Downtown Development Authority's 2021 Façade Grant program. A new weigh and fill machine, service technician training, and additional brew station will also be purchased to help with increased order volume and interest.

TEACHUCOMP, INC.

- East Lansing, MI
- **Grant Amount:** \$20,000
- **Member:** First National Bank of America
- **Business:** TeachUcomp Inc. is a software training company that creates online training videos, instruction manuals, quick reference guides, and more to individuals, businesses, and institutions world-wide.
- **Use of Funds:** TeachUcomp will use funds to invest in several new workstations and equipment that will improve sound quality, offer additional versions such as mobile and DVD, and higher-quality video formats such as 4k and 8k.

DADDY'S DOUGH COOKIES

- Grand Rapids, MI
- **Grant Amount:** \$20,000
- **Member:** Flagstar Bank, fsb
- **Business:** Daddy's Dough Cookies is a wholesale bakery establishment with a current menu of traditional cookies and cream pies along with gluten-free and dairy-free items.
- **Use of Funds:** Daddy's Dough Cookies will use funds to purchase larger convection ovens and a quart mixer for increased production to keep up with increased product demand. By increasing their output, Daddy's Dough plans to expand their current market area.

THE CUSTARD COMPANY

- Dearborn, MI
- **Grant Amount:** \$20,000
- **Member:** Flagstar Bank, fsb
- **Business:** The Custard Company is a highly-rated frozen treat and snack parlor that serves year-round. They offer a variety of in-house created specialties such as Ashta flavored custard, a community favorite.
- **Use of Funds:** The Custard Company will use grant funding to create outdoor seating, complete with a canopy, fans, and heaters for customers to comfortably enjoy their treats year-round. Additional equipment will also be purchased to increase their palate of flavors.

U.P. PROPERTY MAINTENANCE LLC

- Marquette, MI
- **Grant Amount:** \$18,479
- **Member:** Flagstar Bank, fsb
- **Business:** U.P. Property Maintenance LLC provides quality lawn care services for private and commercial properties in Marquette and surrounding counties.
- **Use of Funds:** U.P. Property Maintenance will purchase commercial mowing equipment and an enclosed trailer, allowing them to service more customers and increase their efficiency by eliminating the need to load and off load an uncovered trailer daily. They also plan to market their business by adding custom branded vinyl decals to their trucks and trailers.

POWER UP LLC

- Mooresville, IN
- **Grant Amount:** \$20,000
- **Member:** Home Bank SB
- **Business:** Power Up LLC provides emergency power solutions to customers, such as hospitals and factories, with uninterruptible power system equipment, accessories, and service.
- **Use of Funds:** Power Up LLC will use their Elevate grant to send four employees to Toshiba UPS training for enhanced skills and knowledge and additional opportunities to accept more jobs. A fluke battery tester, fluke Oscilloscope, multimeter, and laptop equipment will also be purchased.

VIDAL PLASTICS, LLC

- Evansville, IN
- **Grant Amount:** \$20,000
- **Member:** Home Bank SB
- **Business:** Vidal Plastics, LLC is a B2B plastic resin producer and distributor with several proprietary formulations using mostly post-industrial recycled materials. Their customers include component manufacturers and OEMs covering a range of industries from appliances to medical equipment.
- **Use of Funds:** Vidal Plastics LLC will use funds to purchase a high input screw, which will expand production capacity, improve lead times, and fulfil orders faster. Funds will also help cover employee training in the areas of polymer science, advance manufacturing, and polymer processing.

STUDIO J2 DANCE

- Martinsville, IN
- **Grant Amount:** \$19,396
- **Member:** Home Bank SB
- **Business:** Studio J2 Dance offers over seven types of classes ranging from Ballet to Acro-Tumbling for dancers 18 months to 18 years old.
- **Use of Funds:** Studio J2 Dance plans to use the grant to open and stock a retail store offering dance accessories and services such as on-site pointe ballet shoe fittings. They also plan to update their Rehearsal Rooms with new equipment and create a comfortable Parent's Lounge complete with a coffee bar.

FINMAR CONSTRUCTION INC.

- Monrovia, IN
- **Grant Amount:** \$20,000
- **Member:** Home Bank SB
- **Business:** FinMar Construction Inc. offers professional engineering, general contracting, and commercial and residential construction building services. The owners have over 50 years of combined experience with projects ranging from custom luxury home building to large scale municipal revitalization projects.
- **Use of Funds:** FinMar Construction will use funds to purchase an industrial telescopic boom man lift to effectively complete competitively priced multi-story projects which will allow for increased contracting opportunities due to the cost savings of renting commercial scaffolding.

STIRLING ALBION LLC DBA STIRLING BOOKS & BREW

- Albion, MI
- **Grant Amount:** \$15,543
- **Member:** Homestead Savings Bank
- **Business:** Stirling Books & Brews is a bookstore and coffee shop that offers a place to meet and enjoy a variety of beverages and locally made items to purchase for the community. Live music, poetry, and other events are also hosted for their customers.
- **Use of Funds:** Stirling Books & Brews will use funds to replace their outdated cappuccino machine, a new coffee bean grinder, and add dipping counters to offer ice cream. Additionally, three employees will be formally trained in "the Art of Being a Barista."

REBEL NELL

- Detroit, MI
- **Grant Amount:** \$20,000
- **Member:** Lake Trust Credit Union
- **Business:** Rebel Nell is a social enterprise making one-of-a-kind jewelry from repurposed material including fallen graffiti, while offering employment, equitable opportunity, and wraparound support for women with barriers to employment.
- **Use of Funds:** Rebel Nell will use funds to purchase and install an engraving machine and software, which adds an additional service to offer their customers. Employees will also receive professional hands-on training for the engraving equipment.

CEDARTREE BIRTH AND WELLNESS DBA SIMPLYBORN

- Grand Rapids, MI
- **Grant Amount:** \$20,000
- **Member:** Level One Bank
- **Business:** Simplyborn provides midwifery services with a vision to foster improvements to the birth community with the goal of empowering women with birthing choices.
- **Use of Funds:** Simplyborn will use funds for several building repairs and upgrades, including replacing the roof, AC unit, and basement windows and a fresh coat of paint. Remaining funding will be used for Trauma Training and Team Building activities.

ILERA APOTHECARY

- Detroit, MI
- **Grant Amount:** \$20,000
- **Member:** Level One Bank
- **Business:** ILERA Apothecary scientifically designs a full line of body care products with an emphasis on high quality, vegan ingredients in sustainable packaging.
- **Use of Funds:** ILERA Apothecary will use the grant to purchase and install an automatic filling machine and inventory management software to increase production output and reduce lead times. Marketing software will be purchased to accompany the company's packaging re-design for better visibility and sustainability. Professional development and leadership training will also be covered for managers.

SIP & SHARE WINES

- Indianapolis, IN
- **Grant Amount:** \$17,568
- **Member:** Teachers Credit Union
- **Business:** Sip & Share Wines is a boutique winery offering a full line of artisanal wines with over 10 varieties available to ship in 47 states.
- **Use of Funds:** Sip & Share Wines will use the Elevate grant to purchase a Brewtech Brite tank and stainless-steel tanks for increased production year-round. Technology enhancements such as high-speed internet, a laptop, and label printer will be installed in the winery for improved functionality. Remaining funds will be used for working capital and marketing.

NEARSPACE LAUNCH INC.

- Upland, IN
- **Grant Amount:** \$20,000
- **Member:** The Bippus State Bank
- **Business:** NearSpace Launch (NSL) manufactures and produces a variety of equipment for commercial, governmental, and educational applications such as black boxes, CubeSats, and ThinSats. To date, over 150 projects have been safely launched into space.
- **Use of Funds:** NSL will use the grant to purchase a Vibration Table to eliminate the time and cost of traveling to KY or MI to perform tests. Along with their newly renovated historic building in Upland, IN, they intend to offer their expertise with students interested in Aerospace/STEM careers.

AT THE CORNER SALON

- Warren, IN
- **Grant Amount:** \$20,000
- **Member:** The Bippus State Bank
- **Business:** At the Corner Salon is a salon in Warren, IN that has been serving the local community for over 40 years. The salon currently offers a variety of services from haircuts to manicures/pedicures to massages.
- **Use of Funds:** At the Corner Salon will use funding to complete the renovation of a larger location with tile floors, offering the ability to see more clients in a safely distanced manner. New stations, mats, chairs, and other related equipment will also be purchased to complete the salon update.

PM TECHNOLOGIES LLC

- Huntington, IN
- **Grant Amount:** \$20,000
- **Member:** The Bippus State Bank
- **Business:** PM Tech provides certified predictive maintenance inspections on power distribution, mechanical equipment, and compressed air/gas systems for hospitals and factories.
- **Use of Funds:** PM Tech will use the Elevate grant to obtain industry certifications for one employee and purchase equipment such as a digital ultrasonic inspection system and an infrared thermal camera system, all of which will help double their service capacity.

JUST PAWFECT BY JENEE, LLC

- Andrews, IN
- **Grant Amount:** \$20,000
- **Member:** Three Rivers Federal Credit Union
- **Business:** Just Pawfect by Jene LLC is a mobile pet grooming service offering a full line of luxury services for dogs.
- **Use of Funds:** Just Pawfect by Jene LLC will use funds to purchase an inverter generator, new tires, and vinyl wrap for branding on their work vehicles. New grooming tables and installation of a custom tub will help when working with large breed dogs and reduce the physical strain on the groomer. Remaining funds will send employees for continued education at the All-American Grooming Show.