We Appreciate Our Partners

University of Mississippi Medical Center  
Tougaloo College  
Jackson State University

JACKSON MEDICAL MALL FOUNDATION
BOARD OF DIRECTORS

Dr. Beverly Hogan  
Chairperson  
Tougaloo College  
University of Mississippi Medical Center

Dr. James E. Keeton  
University of Mississippi Medical Center

Mr. Harry Walker  
Trustmark National Bank

Dr. Lou Ann Woodard  
University of Mississippi Medical Center

Mr. Jimmie Robinson  
[Ex Officio]  
Community Advisory Board Representative

Dr. Rod Paige  
Interim President  
Jackson State University

JACKSON MEDICAL MALL FOUNDATION
COMMUNITY ADVISORY BOARD
2016 was a year of reflection. As we celebrated 20 years of excellence, we also reflected on our commitment to this community, and its dedication to the work that we’ve been able to accomplish here. 2016 was also a year of expansion. We expanded our efforts in the community through the development of affordable housing at East Village Estates and the completion of Woodrow Wilson Place, driving economic expansion in this area. We created more opportunities for youth engagement and development through JumpStart: The Back to School Jam and SING! Jackson.

We are truly excited about what has been accomplished and we’re ready for the next 20 years. The Foundation is committed to spending the next two decades creating an all-inclusive community through creative placemaking and the fusion of art, healthcare, community and economic development. We’re committed to adding ingenuity and creativity to our core work.

Our vision to build stronger communities and a thriving district is taking shape. From new housing, affordable healthcare and job creation, to the inclusion of art, this area is constantly evolving. The Jackson Medical Mall District will be one where a diverse community will have the opportunity to live, work, shop and play!

Cheers to the next 20 years!

Primus Wheeler, Jr.

Executive Director
Jackson Medical Mall Foundation
Tenant Update

The Jackson Medical Mall Thad Cochran Center is home to more than 80 healthcare, retail, and social service tenants, including the UMMC Ambulatory Clinics, UMMC Cancer Institute, Jackson State University School of Public Health, Hinds County Health Department, Mississippi State Department of Health, Jackson Hinds Comprehensive Health Center, Piccadilly, and Medical and Disability Claims Service. The Jackson Medical Mall Foundation and its tenants employ approximately 1500 individuals. Although 97 percent occupied, space is available for lease to any business or organization wishing to add their services to the numerous already offered at the Mall. In 2016, Jackson Medical Mall Thad Cochran Center welcomed six new tenants to the facility and the surrounding area:

**Cricket Wireless**
A prepaid wireless cell phone provider located in the Mall’s new retail site, Woodrow Wilson Place.

**Kerry Johnson Behavioral Health Services, Inc.**
A licensed professional counselor providing mental health services.

**Mississippi Eyecare Associates**
Provider of optometry services and a variety of glasses and contact lenses located in the Mall’s new retail site, Woodrow Wilson Place.

**SMART Educational Solutions LLC**
An organization providing educational support services to teachers and underperforming school districts.

**Subway**
A fast food restaurant franchise that primarily sells submarine sandwiches and salads; located in the Mall’s new retail site, Woodrow Wilson Place.

**The Difference Group LLC**
A business providing marketing, public relations and media services.

**Mississippi Smiles**
A pediatric dentistry group located in the Mall’s new retail site, Woodrow Wilson Place.

Stay Connected
Follow us online @jacksonmedmall
Social Media: 📱📱📱
Website: www.jacksonmedicalmall.org
Jackson Medical Mall Foundation
350 W. Woodrow Wilson Ave., Jackson, MS 39213, Suite 101
601-982-8467
How to Give: visit jacksonmedicalmall.org/donate
Financials

Jackson Medical Mall Foundation
6/30/2016
Audited

Revenue
$12,983,203

-26%
40%
5%
-26%
40%
5%
78%

Rent & Related Income
Fundraising
Maintenance Contracts
Grant Revenue
Temporarily Restricted
Misc Income

Expenses
$12,420,489.00

12%
7%
10%
71%

Management & General Supporting Services
Fundraising
Gov't Program Expenses
Private Program Expenses
Bond Interest Expenses

Financial data summarized from the independent auditor’s report prepared by Bruno & Tervalon
**Housing Opportunities for Persons with AIDS (HOPWA)**

HOPWA, funded by the city of Jackson, provides housing assistance and supportive services for eligible persons with HIV/AIDS and their families. Administered by the Department of Community Affairs, HOPWA enables eligible persons to secure decent, safe and sanitary housing in the private rental market by subsidizing a portion of the household’s monthly rent. The Foundation ended the year serving 24 households with permanent housing placement and 37 households with short-term supported housing/emergency housing. Additionally, 109 households received short-term rental, mortgage, & utility service and 115 households received supportive services which may include: mental health counseling, substance abuse counseling, financial literacy counseling, case management, and other various services.

**5310-17 Enhanced Mobility of Seniors and Individuals with Disabilities**

The 5310-17 Enhanced Mobility of Seniors and Individuals with Disabilities Program, funded by the Department of Transportation, provides transportation services to senior citizens and disabled individuals living in Hinds County. The program also ensures reliable and safe transportation services for individuals receiving cancer treatment at the UMMC Cancer Institute located at the Jackson Medical Mall. A lounge for dialysis and cancer patients who visit the facility is also provided by the program.

The Transportation Voucher Program allows senior citizens and disabled individuals to secure after hours transportation 7 days a week by purchasing a $50 book of vouchers for only $25. This program has been a great success by providing needed transportation to participants, and enhancing their mobility.

**Supplemental Nutrition Assistance Program (SNAP) Process & Technology Improvement Grant**

The JMMF Community Training and Employment Collaborative (CTEC) is funded by (USDA) Food and Nutrition Service (FNS ). It provides employment and training services consistent with USDA’s SNAP Fiscal Year 2014 Priorities in an effort to reduce the number of Mississippians that receive SNAP benefits. During the second year of funding, over 300 participants were trained as certified nursing assistants, personal care aids, truck drivers, and more. Year three of this pilot program began on October 1, 2016 with 52 students currently receiving training.
Grants

ViiV Healthcare ACCELERATE!

5Voices® is funded by ViiV Healthcare ACCELERATE! Program. The program seeks to inspire young men of color to improve their overall health outcomes. Interactive training sessions focus on effective communication skills, promoting wellness and medical adherence, building foundations of support, and how to navigate the complex structure in the elimination of stigma and isolation in the Jackson Metropolitan Statistical Area.

Care and Prevention in the United States (CAPUS) Demonstration Project

CAPUS, funded by the Mississippi State Department of Health is a 3-year cross-agency demonstration project led by Centers for Disease Control and Prevention (CDC). The purpose of the project is to reduce HIV and AIDS-related morbidity and mortality among racial and ethnic minorities living in the United States.

CARE4ME Outreach Impact

Several individuals received free HIV testing and education through CARE4ME’s 2016 community outreach campaigns and collaborations. During the 10th Anniversary of The Banner Foundation’s “Heal the Hood”, CARE4ME participated in the Test for a Ticket Campaign in collaboration with the HIV/AIDS Regional Resource Network Program, Office of the Assistant Secretary for Health, U.S. Department of Health and Human Services and Region IV. Individuals received a free ticket to the Heal the Hood Celebrity Basketball Game when tested by CARE4ME.

Rocking the Red “Just Know” Campaign

An HIV testing event was held between October 14 and November 22 of 2016. Individuals who received an HIV test were offered a ticket to a special concert held on World AIDS Day, December 1, 2016.

ArtPlace America

On August 31, 2015, President Obama announced that the Jackson Medical Mall Foundation (JMMF) was one of six organizations selected to participate in the ArtPlace America Community Development Investments (CDI) program. The CDI program is a one-time grant program in which JMMF will receive $3 million to incorporate arts and cultural strategies into its core work over the course of three years.

In the spring of 2016, an open forum was held and a 13 member advisor board was formed to facilitate art-related discussions and serve as advisors on potential art related projects. Over the summer, the Jackson Medical Mall Foundation partnered with the Mississippi Urban Research Center (MURC) to lead out the community asset mapping process with the assistance of the ArtPlace Advisory Board. Findings are available at www.jacksonmedicalmall.org.
Each year, the Jackson Medical Mall Foundation hosts its signature event, the Community Reinvestment Awards (CRA) during the first week of November. In 2016, the Foundation celebrated its 20th Anniversary in conjunction with CRA. The theme, “Celebrating 20 Year of Excellence,” was hosted by comedian Rickey Smiley, with performances by comedienne Rita B., and seven-time Grammy nominee, Joe Thomas.

Dr. Aaron Shirley Scholarship
Blue Cross Blue Shield sponsored the Dr. Aaron Shirley Scholarship that was awarded at the annual CRA. The scholarships are awarded to Jackson Public School seniors who wish to attend Jackson State University, Tougaloo College or the University of Mississippi to pursue a career in a health-related profession.

The Dr. Aaron Shirley Scholarship Scholars include:

- 1st Place Recipient: Joy Gordon
- 2nd Place Recipient: Mary Sampson
- 3rd Place Recipient: Sylvionna Horton
- 4th Place Recipient: Montrease McLaurin

The evening also honored a host of award recipients which included:

- Outstanding For Profit: Sai Shyam Inc. (Subway)
- Outstanding Non Profit: Mississippi Paralysis Association
- The Perry W. Robinson, Sr. Community Leader Award: Supervisor, Peggy L. Calhoun
- The Keith Tonkel Community Leader Award: Ms. Dorothy Pace

A host of top sponsors were also honored for their continuous commitment to the Foundation and for making the event possible.
Community Reinvestment Awards: Celebrating 20 Years of Excellence
Health & Wellness Expo
On January 28th, the Jackson Medical Mall Foundation hosted its 3rd Annual Health and Wellness Expo, “Healthy People Building Healthy Communities.” Hundreds of participants gathered in the Mall’s common area to receive free health screenings, healthy cooking demonstrations and work out sessions from more than 60 vendors. The Expo is the Foundation’s first health awareness event of the year, taking place in January to encourage the community to develop and maintain a healthier lifestyle throughout the year.

Give Kids a Smile Day
(Partnership with University of Mississippi Medical Center)
More than 400 Jackson-area elementary school students went on a field trip to get their teeth cleaned - some for the first time - during Give Kids a Smile day in February at the University of Mississippi Medical Center. Jackson Public Schools bused students from several local schools to UMMC clinics at the School of Dentistry for free cleanings, fluoride treatments, oral hygiene instruction, cavity exams and more in the dental school’s nine clinics. The Jackson Medical Mall Foundation assisted with transportation and escorting students to their designated area.

Mall in Motion
Humana partnered with the Jackson Medical Mall Foundation to fund the 2016 Mall in Motion Summer Slimdown Challenge. One hundred, seventy-nine (179) individuals formed twenty (20) teams, losing a total of 572 pounds. The winning team was awarded $2500, 2nd place received $1000 and 3rd place received $500. One hundred forty-one (141) participants completed individually, losing a total of 304.1 pounds. The winning individuals were awarded $1000 1st place prize, $500 2nd place prize and $250 3rd place prize.
Community Focus

National Night Out
Each year the Jackson Medical Mall Foundation and its Community Advisory Board hosts the National Night Out Celebration. The event’s theme is “a going away party for crime,” with food, fun, games and activities for all. For the first time, the celebration was held at the newly developed East Village Estates Community Center located at 351 Wheeler Circle in Jackson.

National Night Out was designed to strengthen communities by encouraging neighborhoods to engage in stronger relationships with each other and with their local law enforcement partners.

Jackson Medical Mall Foundation Donates New Signage to Fire Station 10/Fire Museum
After more than 20 years, Jackson Fire Station 10/Fire Museum received new lighted signage. On May 4, 2016, the Jackson Fire Department unveiled its all new signage, donated by the Jackson Medical Mall Foundation. Several city officials, community leaders and residents attended the ceremony. The Foundation was happy to donate signage as a way of saying “Thank You” for the dedication of the men and women at Station 10 who serve this community.

World AIDS Day
The observance of World AIDS Day included the viewing of a presentation and the writing and reading of the names of persons who have lost their battle in fighting HIV and persons living with HIV, and those that have devoted time and efforts in Getting to Zero on the Remembrance Board. A responsive reading and balloon release culminated the morning observance. The Remembrance Board was displayed during the Christmas parade.

Richard F. Polk Christmas Parade
The Annual Richard F. Polk Christmas Parade was held on Thursday, December 1, 2016. With the theme of The Polar Express, parade goers had the opportunity to embark on a magical adventure to the North Pole. Various motorcycle clubs, dance teams, local businesses, vendors, churches, and other community organizations participated in the parade. Special music, fireworks, and refreshments were provided to kick off the holiday season.
Youth Focus

In 2016, The Foundation created several opportunities for youth development through art, technology and entertainment.

**JMMF Robotics Camp**
The Jackson Medical Mall Foundation, in collaboration with Mississippi Robotics sponsored a Robot Programming Camp for over 20 local students in 5th – 10th grades. Participating in this camp helped students to grasp core concepts in Science, Technology, Engineering, and Mathematics (STEM). In alignment with our goal of developing communities that are economically substantial, the Foundation fully supported this program with the understanding that STEM-educated students are in high demand in our workforce.

**JumpStart: The Back to School Jam**
The Foundation collaborated with the Mississippi State Department of Health to hold its first back to school jam for the arts on July 16th, where more than 500 school-age youth were provided with back to school essentials. During JumpStart: The Back to School Jam, children received free health screenings, immunizations and school supplies, all while celebrating the arts. There was also a talent show and visual art contest, in which winners were awarded cash prizes, backpacks and other back to school necessities.
**Youth Focus**

**SING! Jackson**

SING! Jackson is an artistic development program for youth that seeks to “Discover, Develop and Display” the best young talent in the Jackson Metropolitan Area. The Foundation adopted this program over the summer as a part of a broader youth-centered Community Arts Initiative where the ultimate mission is to: “Develop Gifts, Transform Lives and Heal Communities”.

SING! Jackson launched in August as a competition and showcase in which youth participated in auditions and two rounds of competition. Initial auditions were held August 26th – 28th, where contestants received professional review from local musicians and performing artists. Contestants with the highest scores advanced to the SING! Jackson Semi-Finals held on October 16th. The season finale took place on November 18th at the Jackson Medical Mall’s Center Stage. Competition winners were awarded trophies and cash prizes. All participants were invited to join the SING! Jackson Ensemble. Since its formation, more than 40 youth have received vocal and performance training, and have been featured at several events throughout the city.
On May 19, 2016, the Foundation celebrated the grand opening of East Village Estates. East Village Estates consists of 44 new 1520 squarefoot townhomes with 3 bedrooms. The homes are fully bricked with two car garage, 9 foot ceilings, fully carpeted floors, architectural shingles and ceramic tile, and landscaped lawns.

These townhomes, located in the Prosperity Street/Homestead Heights Community, will be rented for the first 15 years to residents who initially qualify as low-income. After the first 15 years, residents will then have the opportunity to buy the homes at a $50,000 fully financed price.

East Village was made possible by the Jackson Medical Mall Foundation, Mid-America Development Foundation, and Roscoe Word, and was implemented by Chartre Consulting Ltd. of Oxford, MS.

Woodrow Wilson Place
Woodrow Wilson Place is the Jackson Medical Mall Foundation’s newest 10,000 square foot retail site. The new site contains four new businesses for the Jackson Medical Mall area: Mississippi Smiles Dentistry, Mississippi EyeCare Associates, Subway Restaurant, & Cricket Wireless.

Construction is complete and businesses began to open during the summer. The opening of this site brings several employment opportunities to the area, and will provide the community with a wider variety of resources within the Jackson Medical Mall District.