

JMMMF



JACKSON MEDICAL MALL FOUNDATION 2020 ANNUAL REPORT





CONTACT

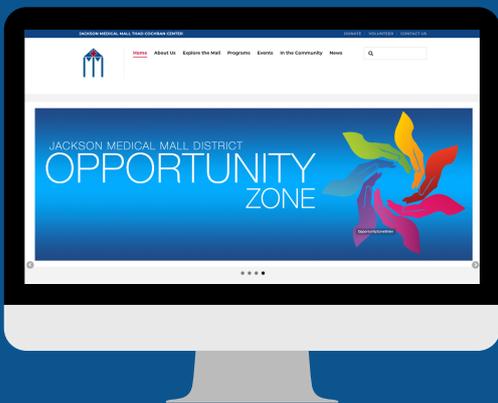
Phone: 601.982.8467
350 W. Woodrow Wilson Ave.
Jackson, MS 39213

CONNECT



@JacksonMedMall

VISIT US ONLINE AT
JACKSONMEDICALMALL.ORG



MISSION

To eliminate healthcare disparities holistically through the promotion of creativity and innovation.

VISION

To be the leader in healthcare, economic, artistic, and technological development.

TAGLINE

YOU MATTER!



We Appreciate Our Partners



UNIVERSITY OF MISSISSIPPI
MEDICAL CENTER (UMMC)



TOUGALOO COLLEGE



JACKSON STATE UNIVERSITY

BOARD OF DIRECTORS



**DR. JONATHAN
WILSON**
CHAIRPERSON
UMMC



**ATTY. EDWARD
WATSON**
VICE-CHAIRPERSON
JACKSON STATE
UNIVERSITY



**DR. LORETTA
JACKSON-
WILLIAMS**
SECRETARY/
TREASURER
UMMC



**MR. HARRY
WALKER**
AT-LARGE
MEMBER
TRUSTMARK
NATIONAL BANK



**DR. CARMEN
WALTERS**
MEMBER
TOUGALOO
COLLEGE



**MR. JIMMIE
ROBINSON**
(EX OFFICIO)
COMMUNITY
ADVISORY BOARD
REPRESENTATIVE

COMMUNITY ADVISORY BOARD



FROM THE DIRECTOR'S DESK

We made it! I'm sure we all can agree that 2020 brought many challenges. Despite the woes of the COVID-19 pandemic and nationwide social unrest, we've navigated quite well. Not only did we survive, but we also thrived! Many adjustments were made to the way that we operate. Though we as many others had to pivot and adjust our methods of operation, we remained consistent in our core work and our commitment to the community. Reflecting back, I'm proud to share our 2020 accomplishments:

- We rolled out the community garden and teaching kitchen programs
- Received funding from Robert Wood Johnson, Hardin Foundation, and the Mississippi Department of Human Services to support our Young Futurists Project
- Completed and implemented a new strategic plan
- Facilitated funding for two new non-profits by serving as their fiscal agent
- Completed the community's new master plan
- Completed the design phase of the water storage system
- Replaced and upgraded to a new extremely energy-efficient HVAC system
- Replaced all parking lot lights with energy-efficient LED lighting
- Began construction of dual power feed to property from Entergy
- Further secured the long-term future and growth of the organization by adding three senior management positions:
 - a. Chief Operating Officer
 - b. Chief Policy and Strategy Officer
 - c. Chief Business Development Officer

While challenging, 2020 was both fruitful and productive. I'd like to acknowledge our essential workers, executive team, managers, supervisors, and our entire frontline who helped us to operate flawlessly in the midst of unprecedented chaos. Our success is a direct reflection of your diligence. We appreciate you and our community supporters. You Matter!

Primus Wheeler

PRIMUS WHEELER JR.

Executive Director



FINANCIAL OVERVIEW

Revenue

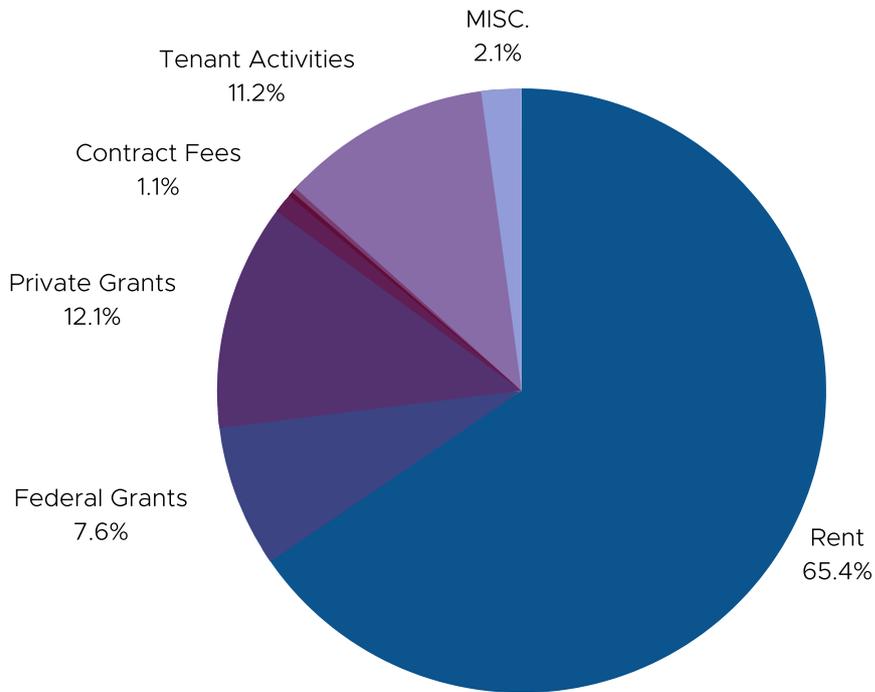


FIGURE 1.

Rent \$9,279,834
Federal Grants \$1,076,847
Private Grants \$1,713,388
Contract Fees \$150,042
Interest Income \$35,753
Fundraising \$37,564
Tenant Activities \$1,586,345
MISC. \$302,195

Expenses

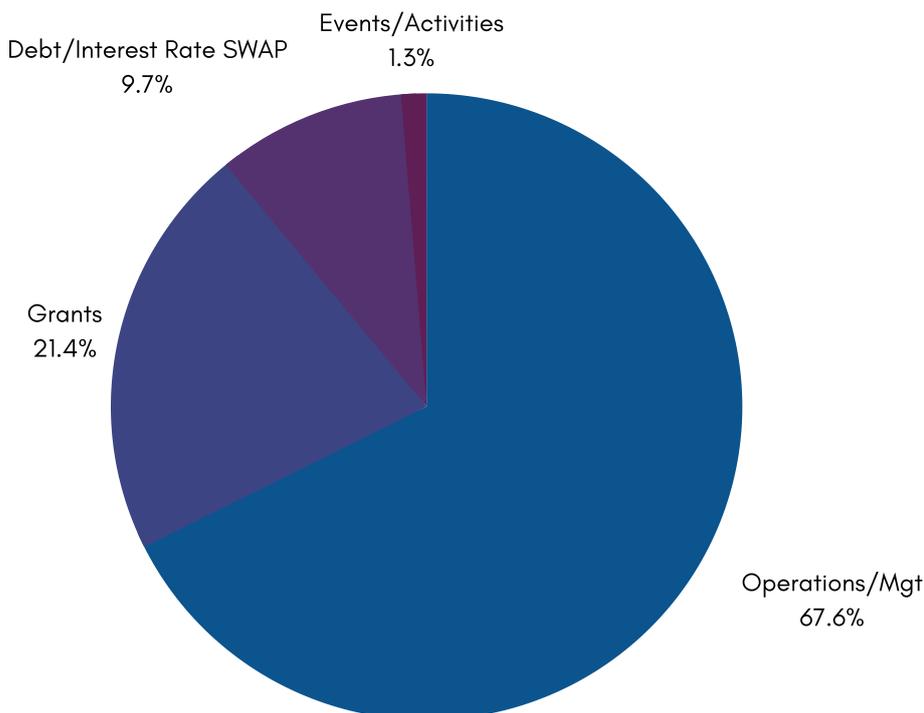


FIGURE 2.

Operations Management
\$8,809,659
Grants
\$2,790,235
Debt/Interest Rate SWAP
\$1,260,387
Events/Activities
\$169,286

LEASING UPDATE

The Jackson Medical Mall Thad Cochran Center is **home to more than 80 healthcare, retail, and social service tenants**, including the UMMC Cancer Institute, Jackson State University School of Public Health, Hinds County Health Department, Mississippi State Department of Health, Jackson Hinds Comprehensive Health Center, and Medical and Disability Claims Service. With a 99% occupancy rate, The Jackson Medical Mall Foundation and its tenants employ approximately 1,500 individuals.

As the uncertainty of the **COVID-19 pandemic** emerged, leasing and retention became a challenge. Many tenants were concerned with the sustainability of their businesses for the unforeseeable future. Essentially, the leasing department "met tenants where they were" in an effort to stabilize the Jackson Medical Mall's tenant stakeholders. By working with our tenants, we were able to not only, stabilize and retain, but we were also able to welcome new tenants to the Jackson Medical Mall!

This year, JMMF welcomed three (3) new tenants:

- The Village Dance Studio
- BJP Full Service Pharmacy
- Zion's Hand's Food Pantry



Facilities & Operations

The facilities and operations team spent the majority of 2019 and 2020 overseeing upgrades to the Jackson Medical Mall's infrastructure and mechanical plant.

An all-new energy-efficient HVAC system was installed, saving the Mall more than \$1 million in yearly expenses, followed by the beginning phases of construction on dual-power property feed from Entergy.



HVAC System Upgrade

In addition to repaving the entire parking lot in 2019, LED lighting was installed in 2020 to improve the overall visibility of the parking lot and provide additional cost savings to JMMF.



Transportation



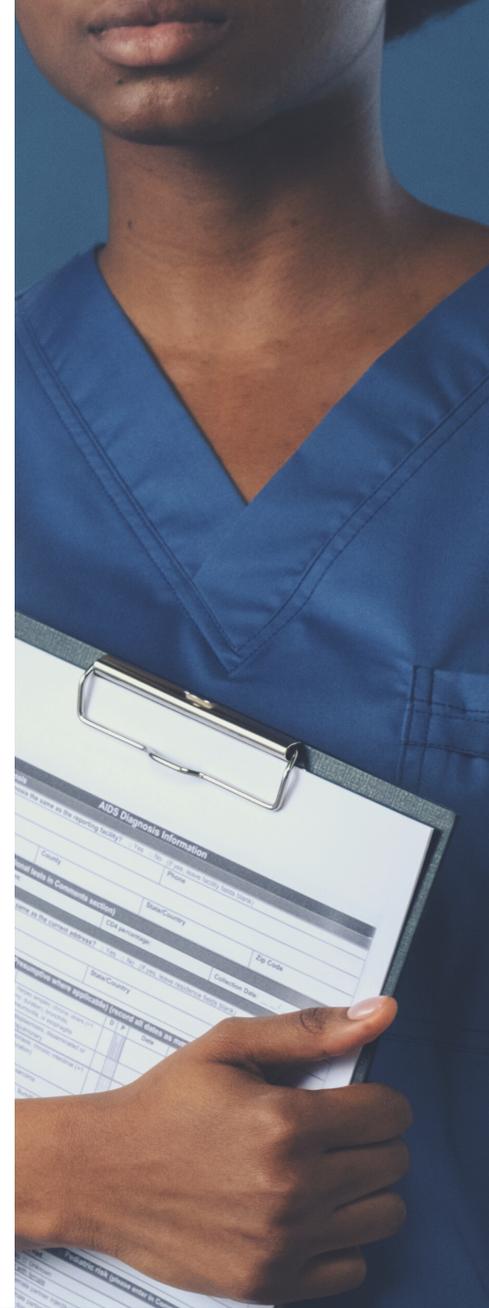
- ✓ **EXPANDED PARTNERSHIPS** with transportation providers - both small and minority-owned businesses.
- ✓ **DELIVERED HUNDREDS OF MEALS** to seniors during the COVID-19 pandemic.
- ✓ **ENSURED THE SAFETY OF SENIORS** to and from doctor's appointments, amidst the pandemic.

The 5310-17 Enhanced Mobility of Seniors and Individuals with Disabilities Program 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 University of Mississippi Medical Center Cancer Institute located at the Jackson Medical Mall and a lounge for dialysis and cancer patients who visit the facility.

JMMF offers Concierge and Mobile Escort Services to patients by providing information, comfortable seating area while waiting for transportation, as well as transportation to clinic locations in the JMM facility via wheelchair or golf cart. These services are available from 5am-5:30pm, Monday- Friday. Since October of 2018, The Concierge and Mobile Escort Program have provided 63,274 trips.

JACKSON MEDICAL MALL PROPRIETARY HEALTHCARE INSTITUTE

Jackson Medical Mall Proprietary HealthCare Institute is a minority-owned, non-profit Mississippi Corporation that was established in May 2006. It is licensed by the Mississippi Commission on Proprietary School and College Registration, License no. C-680. The major objective of this corporation is to train individuals in a non-traditional manner for life-long skills in health care. In addition, the business was created to assist in providing the health care industry with a highly qualified and trained workforce to fill the nursing shortage the profession is currently experiencing.



Today, The JMM Proprietary HealthCare Institute continues to thrive. 2020 presented many challenges as a result of the COVID-19 pandemic. From the onset of the Coronavirus, it turned its immediate attention to slowing the spread of COVID-19 for the safety of the community by following local, state, and federal guidelines of regulatory agencies. Therefore, the institute faced an immediate shutdown. During quarantine, stakeholders continued to work remotely and develop strategies for implementing a safe learning environment upon returning. The JMM Proprietary HealthCare Institute recognized the impact that the pandemic was having on the economy. More than ever, it saw the increased need for a stronger-trained healthcare workforce. The demand is greater than ever for human resources, as well as taxpayers. So, the curriculum was restructured, in a non-compromising manner, to accommodate the needs of the community. The institute continues to train certified nursing assistants and phlebotomists safely while maintaining a 95% to 100% passing rate, and graduates are able to find employment!



**DOUBLE UP
FOOD BUCKS™**
MISSISSIPPI

WHAT IS DUFBM?

Double Up Food Bucks (Double Up) is a creative solution that improves healthy food access for families who need it most while providing real economic benefits for local farmers.

Double Up increases the purchase of fruits and vegetables among low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by doubling their dollars for more fresh produce. The program also supports local farmers by increasing produce sales.

HAVE AN EBT CARD?
Get **FREE** fruits & veggies with
DOUBLE UP FOOD BUCKS!



FARMERS MARKETS	GET STARTED!	GROCERY STORES
 <small>GO TO SNAP'S BOOKS</small>	<p>BUY \$1 WITH YOUR EBT CARD</p>	 <small>SHOP FOR PRODUCE</small>
 <small>BUY SNAP ELIGIBLE FOODS WITH EBT CARD</small>	<p>GET \$1 FREE DOUBLE UP FOOD BUCKS</p>	 <small>BUY FRESH FRUITS & VEGGIES WITH EBT CARD</small>
 <small>USE FREE DOUBLE UP FOOD BUCKS FOR MISSISSIPPI SNAP FRESH FRUITS & VEGGIES</small>		 <small>USE FREE DOUBLE UP FOOD BUCKS FOR MISSISSIPPI SNAP FRESH FRUITS & VEGGIES</small>

FIND GROCERY STORES & FARMERS MARKETS NEAR YOU!
Visit DoubleUpMS.com

DUFB Summary Statement:

During DUFBM's first year operating, we moved \$60,326 of incentive dollars with 76% redemption rate, reaching 2,976 SNAP households with children and 3,091 households with older adults. We reached more than 1600 new SNAP customers.

***SNAP households with children/older adults and new SNAP customers reflect markets only. Participating grocery stores unable to provide these metrics.*

DOLLAR VALUE OF DOUBLE UP BY FIRM TYPE
(ISSUED, REDEEMED)



\$ Amount of Incentives Issued/Earned

\$79,354.28 Total
\$72,866.00 Markets
\$6,488.28 Grocery

\$ Amount of Incentives Redeemed

\$60,326.49 Total
\$57,789.00 Markets
\$2,537.49 Grocery

SNAP Households

4925 *Total
2976 **With Children
3091 **With someone age 50+
1670 **New SNAP customers

*Firms are unable to provide this metric so we are using # of Transactions Using Double Up Incentives as a proxy.

**Markets Only; Grocery stores unable to provide this metric.

People Reached/Served

12,460 *Total

*This number comes from multiplying total SNAP households by US average number of ppl per SNAP households 4205 x 2.53

PARTICIPATING LOCATIONS

FARMERS MARKETS

Adcox Watermelons and Produce

352 E Woodrow Wilson Ave,
Jackson

Mon-Sun (March-Dec)
8am-6pm; Sunday 9am-6pm

Brookway Market Basket

835 Brookway Blvd, Brookhaven

Mon-Sat
8am-6pm

Gulfport Harbor Farmers Market

1177 20th Ave, Gulfport

Wed (Seasonal)
9am-1pm

Hernando Farmers Market

2535 Highway 51 South,
Hernando

Sat (Seasonal)
8am-1pm

Mathis Peaches

287 County Road 482, Meridian

Mon-Sat (March-Dec)
8am-6pm

North Bolivar County Market

Mobile Market alternating
Mound Bayou, Shelby, and
Cleveland

Sat & Tues (Seasonal), 8am-4pm
Visit Delta Fresh Foods Facebook
page for alternating schedule

Ocean Springs Fresh Market

1000 Washington Ave, Ocean
Springs

Saturdays
9am-1pm

GROCERY STORES

Vowell's Marketplace

207-j North Davis Ave, Cleveland

Mon-Sun
6am-9pm

Vowell's Marketplace

5777 Terry Rd, Jackson

Mon-Sun
6am-10pm

Vowell's Marketplace

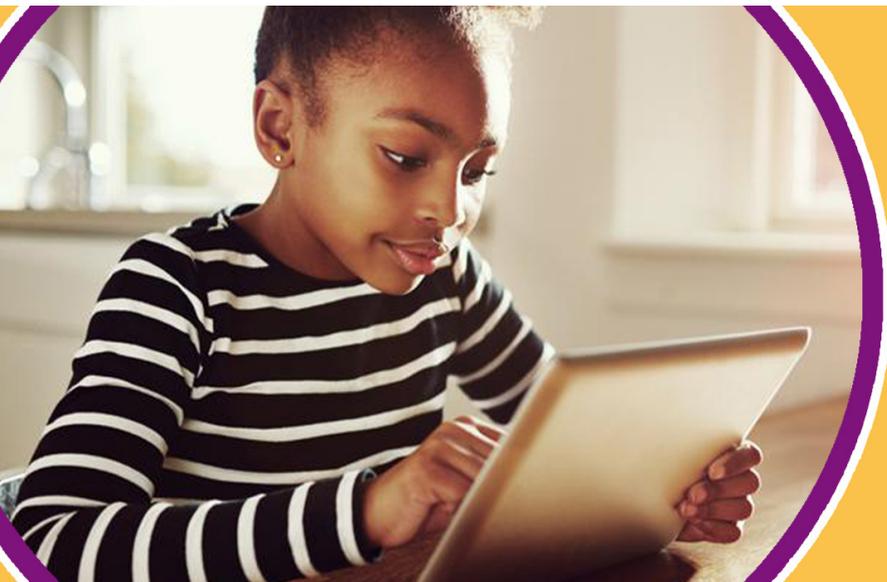
2101 Raymond Rd, Jackson

Mon-Sat 6am-10pm
Sunday 6am-9pm



DoubleUpMS.com





the YOUNG FUTURISTS PROJECT

VIRTUAL AFTER-SCHOOL PROGRAM

The Young Futurist project is a youth-driven, innovation hub impacting the culture of health through technology, social solutions, and creativity. Using the S.T.E.A.M. approach, YFP seeks to provide training to students in workforce development as well as foundational and personal skills. YFP primarily serves youth ages 13-18 in-person and ages 8-18 virtually and supports youth technologists, creative innovators, and advocates with skills to address the current and future emerging issues. The program was launched in January 2020 and is funded by the Mississippi Department of Human Services, Hardin Foundation, and the Robert Wood Johnson Foundation.

serviced
70
students

55%
8-12
years old

45%
13-18
years old



over 800 meals
served
in - person



over 1200 snacks
served
in - person &
virtual

We have remained focused on fulfilling our goals and dedicated to helping our students and families during this difficult year.

over 100
virtual classes
via zoom



offer over 12
educational
classes



"It's amazing to see our students grow over time and conquer the challenges of the pandemic. It is exciting to see them continue to succeed and improve their everyday lives."

Alexandria Davis
Academic Career Coordinator

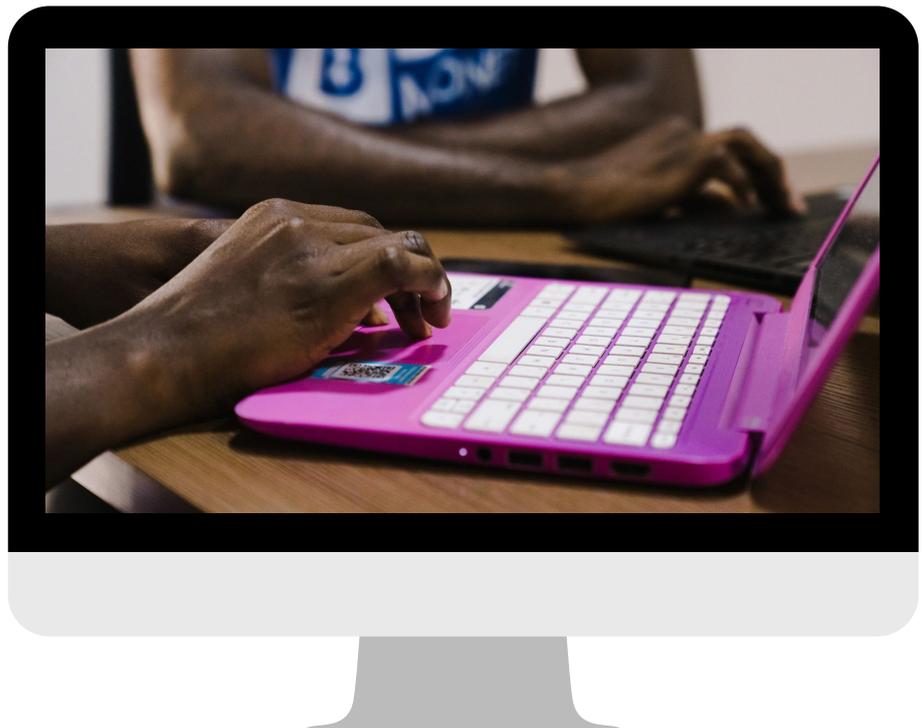


JMMF recently set its sight on making a significant mark in the areas of innovation, technology, and futurism, in efforts to improve the culture of health and bring about equitable opportunities for students in the community. Although the program endured sustainability challenges amidst the COVID-19 pandemic, the Young Futurists Project soon began to see increases in enrollment and local popularity.

The Young Futurists Project offered an array of virtual services, classes, and activities over the summer and throughout the academic school year. The classes took place on Monday - Thursday of each week, after school, and throughout the summer via zoom.

Classes offered included:

- Robotics
- Virtual Reality
- Coding
- Creative Content
- Quilting/Sewing
- Visual Art
- Dance
- Counseling
- Homework Assistance
- Tutoring
- ACT Prep



 [Click here](#) to learn more about the Young Futurists Project.

FARMERS MARKET

During the pandemic, the Jackson Medical Mall Foundation collaborated with local farmers and ranchers to eliminate health/healthcare disparities linked to food insecurities in our community. Our primary goal has been to provide a market for local farmers and ranchers to build their capacity, while providing families with affordable access to fresh fruits and vegetables, surrounding the Jackson Medical Mall area.

- ✔ Transformed an old building on Bailey Ave. into a Farmers Market!
- ✔ Transformed vacant lots into community gardens!
- ✔ Built partnerships with farmers, businesses and ranchers!



FARM2 HEALTH WITH HERBAL BLESSINGS



YouTube

H
E
A
L
T
H

I
S

W
E
A
L
T
H





ACCELERATE!



If we don't listen to the community, we may never close the gap between client and providers.

ACCELERATING THE RESPONSE TO HIV

The Jackson Medical Mall Foundation (JMMF) is helping close gaps for young Black gay and bisexual men in Jackson, Mississippi. JMMF's CARE4ME Services was supported by ViiV Healthcare's ACCELERATE! Initiative to make HIV testing a bridge to care by opening **The SPOT (Safe Place Over Time)**, an innovative safe place providing HIV testing, linkage to care and other holistic services to improve the health outcomes of young Black gay and bisexual men. They also launched **5voices@6**, a leadership and empowerment program to strengthen networks, as well as utilizing a mobile testing unit that provides testing in remote areas.

In 2018, in collaboration with **Southern Echo**, they launched a leadership development and community organizing training program to help address continued unmet needs of young Black men in Jackson.

Safe spaces help Black gay and bisexual men build trust and community connections, critical to making HIV testing the pathway to care that it should be.



The SPOT has already been an inspiration for safe spaces around the country. The model has been replicated in Belzoni within the Mississippi Delta and Atlanta, connecting more Black gay men in the Deep South to a space for growth, holistic health and linkage to HIV care.



The SPOT provided HIV tests to **more than 2,000 people** since opening.



JMMF linked/relinked **75 Black gay men** living with HIV to medical care and supportive services..

*A "member" of The SPOT has committed to coming back and being part of the community.

Jackson is one of the epicenters of the HIV epidemic where **Black gay and bisexual men are carrying a disproportionate burden.**



In 2017, 66 Black gay and bisexual men were newly diagnosed with HIV in Jackson—**this is 47% of all new diagnoses across the city.**¹



IMPACTS

The SPOT at Jackson Medical Mall uses a community wellness concept and has established a suite of holistic services to meet the needs of Black gay and bisexual men. Meeting men where they want to be, the space offers barbering, a clothing closet, computer access, help with insurance, housing assistance and other applications which sets the groundwork for meaningful HIV prevention, testing and engagement in health and self-care.



DECREASING STIGMA

- Normalizing HIV care as healthcare gives communities more confidence in finding out their HIV status with less stigma.
- Increased mobile health services brings HIV care to parts of the city that need it most.
- Encouraging men to trust their brothers strengthens support systems and decreases stigma in the community.
- Showing up. When The SPOT was labeled an “AIDS place,” CARE4ME Services took a stand to combat the stigmatizing language by meeting with community to better understand what was happening locally.



INCREASING COMMUNITY-DRIVEN SOLUTIONS

- Focus groups with local people living with HIV ensure the right people are heard—events with community health workers then engage those who can help bring solutions into the community.
- The collaboration with Southern Echo and other local organizations used creative tools—visual arts, music, movement—to provide a context for building a community of change.



INCREASING ACCESS TO STANDARD OF CARE

- Tailored navigation services link more eligible people to housing and health insurance, and key partnerships help others access care through sliding scale payment plans, despite Mississippi not expanding Medicaid.
- Location within the Jackson Medical Mall offers access to nearby health services and catalyzes collaboration.
- Free transportation support helps people get back and forth from healthcare appointments.



“In these spaces, men can express themselves in a way that will eventually help them to become better young men and will help the community to thrive.”



COVID-19 RESPONSE

Although many of the community events that occur daily at the Mall were paused by the COVID-19 pandemic, The Jackson Medical Mall Foundation filled many service gaps, and strategically shifted operations to provide the safest measures possible for employees, tenants, and patrons.

To maintain safety measures, JMMF's administrative offices were closed to the public. All events, gatherings, and nonessential activities (i.e. walking and congregating) were discontinued inside the facility. Nonessential staff worked from home while essential staff worked specialized schedules. Special accommodations were made for our senior workers.



In the spirit of community, the JMMF team provided many random acts of service and kindness to our staff and community. In June and August of 2020, JMMF partnered with Jackson Alumni Chapter of Kappa Alpha Psi Fraternity, Mississippi State Department of Health, and Jackson Heart Study's Community Engagement Center for a Free Community Mask giveaway.

Food items and care packages were delivered to seniors throughout the year. A holiday turkey drive was also hosted, where several community residents were delivered turkeys just in time for the holiday season.



While 2020 was uncharted territory for us all, JMMF finished the year with a "community first, community forward" mantra.

YOU MATTER!

