

Hub Direct Grant Round 3 Awardees (July, 2025)

****Sew Modern — Shauna Walwood****

Sew Modern offers modern sewing classes that foster creativity, skill-building, and sustainable practices through upcycling. Shauna Walwood brings sewing instruction to local communities through libraries, schools, and workshops. Grant funds will support equipment and class supplies to expand community access and digital instruction.

****Urban Apparel — Thomas Smith Jr.****

Urban Apparel is a longstanding retail business and community hub in Muskegon Heights, owned by Thomas Smith Jr. The store supports economic revitalization and community engagement through youth initiatives and local leadership. Grant funds will assist with retail development and continued community programming.

****Lively Up Kombucha — Zackery Smith****

Lively Up Kombucha specializes in small-batch kombucha, Jun, and water kefir, emphasizing real ingredients and local sourcing. Zackery Smith aims to grow production and increase market access to fermented health drinks. Grant funds will support fermentation equipment and packaging needs.

****Dark Water Coffee Roasters — Anthony & Lauren Dematteo****

Dark Water Coffee Roasters sources coffee beans from environmentally conscious farmers, committed to sustainability and ethical trade. Owners Anthony and Lauren Dematteo seek to scale into retail chains. Grant funds will support repackaging and branding to reach broader markets.

****Trellis — Jillian Pezet****

Trellis is a software solution that helps small businesses streamline operations and access executive-level tools affordably. Founder Jillian Pezet is preparing to launch with strong community partnerships. Grant funds will finalize product development for market launch.

****Geek Lounge — Ke’Yonna Black****

Geek Lounge is an anime- and gaming-themed space offering self-serve ramen, snacks, and a welcoming environment for pop culture fans. Owner Ke’Yonna Black seeks to fill a gap in local youth and cultural engagement. Grant funds will support launch operations and financial management tools.

****Pup & Co Muskegon — Gineva Bailey****

Pup & Co Muskegon, led by Gineva Bailey, provides training and behavioral support for rescue dogs and their families. The LevelUp Rescue Pup Program addresses adoption retention through proactive education and community-based resources. Grant funds will support program development, inventory, and patent filings.

****JustUs Divine Health & Wellness — Nicole Love****

JustUs Divine Health & Wellness, founded by Nicole Love, delivers culturally competent primary care to communities in and around Muskegon Heights. The practice addresses chronic disease disparities with a holistic, preventive approach. Grant funds will support the purchase of diagnostic equipment.

****Frostbite Shaved Ice — Justin Hawkins****

Frostbite Shaved Ice is a mobile dessert business offering creative shaved ice and soft-serve combinations. Justin Hawkins is expanding operations with a new trailer and equipment to serve more venues and festivals. Grant funds will enhance efficiency and support outreach promotions.

****Sanders Mobile Shop — Brian Sanders Sr.****

Sanders Mobile Shop is a food vendor committed to serving the local community and supporting partnerships with other small businesses. Owner Brian Sanders Sr. is focused on improving operations. Grant funds will be used for new food service equipment and digital tools for business management.

****My Doula Care Services — Tyisha Davis-Williams****

My Doula Care Services provides culturally sensitive birth and postpartum support to underserved families in Muskegon County. Founder Tyisha Davis-Williams blends lived experience and formal training to empower birth parents. Grant funds will support startup operations, marketing, and essential equipment.

****Threes Company — Nefiteria Ray****

Threes Company improves access to essential goods for senior residents facing mobility or transportation challenges. Nefiteria Ray operates vending solutions on-site to support daily needs. Grant funds will be used to purchase vending machines for food, beverages, and laundry supplies.

****Divine Minds Early Learning Academy — Lataja Cosse****

Divine Minds Early Learning Academy offers high-quality childcare and early education with a focus on nurturing future leaders. Founder Lataja Cosse is committed to innovation in the classroom. Grant funds will be used to acquire educational technology and provide professional development.

****Metafind (metamade) — Stacy DeMeester****

Metafind, branded as metamade, is a sustainable apparel company dedicated to reducing textile waste and offering creative reuse solutions. Stacy DeMeester plans to expand operations and offer community workshops. Grant funds will support equipment, materials, and marketing to scale impact.