

# JACKSON MEDICAL MALL FOUNDATION,

**Atesa Mckinney  
Mobility Manager**







# ABOUT US:



Dr. Aaron Shirley's vision became a reality in 1995.

- JACKSON MEDICAL MALL FOUNDATION
  - JSU, Tougaloo College
- University of Mississippi Medical Center**

Jackson Mall

1970

1995

Opened first clinics in 1997.

1997

- ArtPlace & JMMF Partnership  
- Cultural Asset Mapping

2015

-JMMF began Artist Engagement

2017

Community Masterplan

2020-2023

1980's

Began to decay in 1980's.

1996

Renovations began in 1996.  
Birthdate :  
October 15, 1996

2001

Began Community Development

2016

-Formed and art Advisory Committee  
-Technical Assistance

2018-2022

-Completed Strategic Plan

# PARTNERS

Jackson State University



Tougaloo College



University of MS Medical Center



# MEDICAL MALL STATISTICS

- 900,000 Square Feet
- 100+ Acres
- 5 anchor tenants/15-20 year term
- \$40 million in bond debt renovations
- Base Rent: \$11/ Sq. Ft.
- 99.5% Occupied
- \$73 million in total assets
- 200,000 healthcare visits per year (*500,000 capacity*)
- 3,000 visitors/day
- Economic impact
  - \$354.1 M annually for the state
  - 2568 employees



The Jackson Medical Mall Foundation (JMMF) manages a 900,000 square foot medical and retail facility in the State of MS; 200,000 healthcare encounters per year but could do up to 500,000 health encounters per year.



**VISION STATEMENT:** "TO BE THE LEADER IN HEALTHCARE, ECONOMIC, ARTISTIC AND TECHNOLOGICAL



**Mission Statement:** " to eliminate healthcare disparities holistically through the promotion of creativity and



**TAG LINE:** YOU MATTER!

1  
health  
care

2  
innovation/  
technology



3  
community  
development

4  
art/  
culture



# POPULATION SERVED

1

ENTIRE STATE OF MISSISSIPPI

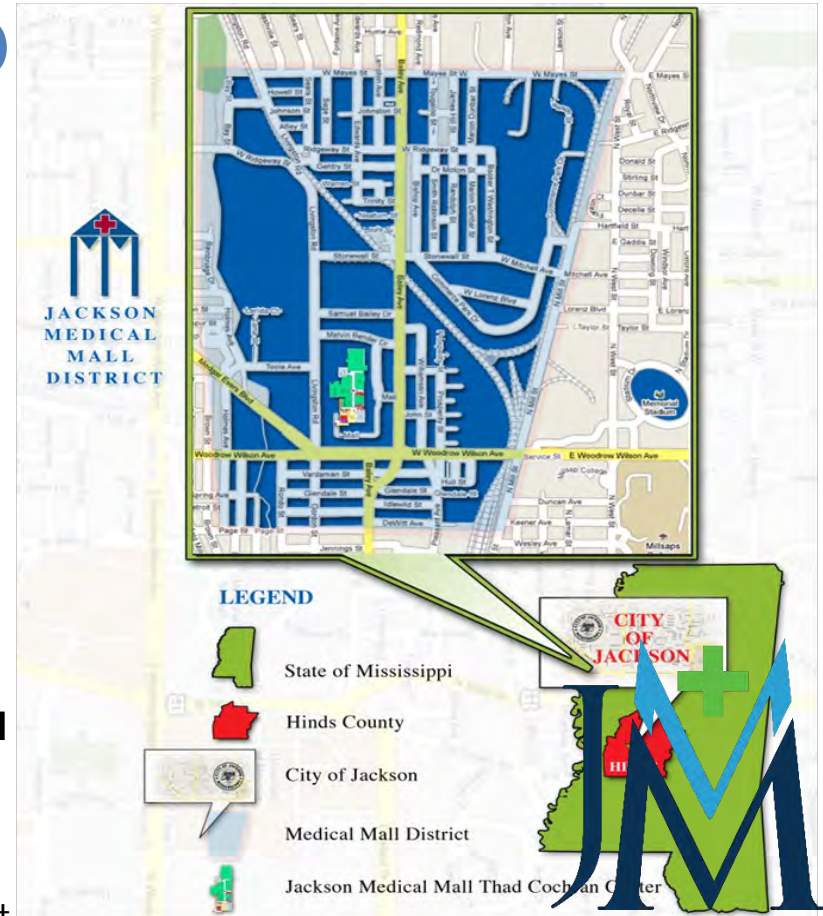
2

JACKSON, MS METRO AREA

3

MEDICAL MALL DISTRICT:

- **2-3mile radius of the JMM**
- North = Mayes Street
- South = Dewitt Street
- East = Mill Street
- West = Holmes Street





# Health and Healthcare



- First 10 years of operation:
  - Main property renovations
  - Tenant Recruitment
  - Support Services



# HEALTH AND HEALTHCARE @ the JMM

## - UMMC Clinics :

- Primary Care, Specialty, Renal Dialysis, Cancer Institute, Allergy for Children, MEWI for the Elimination of Health Disparities

## - Jackson Hinds Comprehensive Health Clinics

## - MS State Department of Health

## - Hinds County Health Department

- American Medical Response (AMR)

## - Jackson State University School of Public Health

### Health

- Mississippi Dental Society
- Mississippi EyeCare Associates
- Jackson Heart Study
- Complete Physical Therapy
- Crossroads Clinic

- BJP Pharmacy

- Humana

- Mississippi Smiles Pediatric Dental Clinic

Ready Hair Salon

- Medical Disability Claims Service

- Dress for Success Metro Jackson

- Farmer's Market

- New Advantage Realty

- Mall Tax Service

Daycare

- IQOL (GED Program)

- Mississippi Urban League

- Kustom Kreations Deve. Group

OurTime Adult Daycare

- Lee Russell & Son Interior Painting & Finishing

- Faith & Hope Adult Day Care

Jackson Life Group

- Jackson Medical Mall CNA and Phlebotomy

- Tamar Counseling Services

- Nail Lyfe Nail Salon

- Red Carpet

- Restaurants

- Frame Shops

- Youth Solutions

- Meeting Room Spaces

- Global Connections

- MS Federal Credit Union

- Bolivar Counseling on Aging

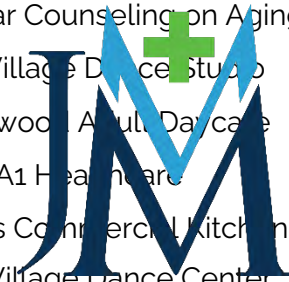
- The Village Dance Studio

- Willowood Adult Daycare

- A1 Hearingcare

JMMF's Commercial Kitchen

- The Village Dance Center





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



Assistance with  
Navigating the  
Facility

MDOT:  
Transportation  
to Medical  
Appointments



Mobility Manager  
to Assist with  
Scheduling and  
Appointments





COMMUNITY  
DEVELOPMENT



AFFORDABLE  
HOUSING



BUSINESS  
DEVELOPMENT



# EAST VILLAGE

**Three Bedroom**



**Four Bedroom/Officer Next Door Program**





JM+







351





**Save**  
*a lot*  
food stores





The image shows the exterior of the James E. Keeton, MD Medical Mall Complex. The building is a large, light-colored structure with vertical siding. A prominent sign in blue letters reads "JAMES E. KEETON, MD MEDICAL MALL COMPLEX". Above the sign is a logo featuring a stylized cross with a caduceus. To the right, another sign displays "AMR" in colorful letters. In the foreground, a white ambulance with orange and blue accents is parked on the left. The ambulance has "AMR" in blue letters, a blue Star of Life, and the text "Medical Response" and "AMBULANCE" in blue. A white pickup truck with "AMR" on its side is parked in a blue-painted parking space in the center. An orange traffic cone is placed near the ambulance. The sky is overcast.

**JAMES E. KEETON, MD  
MEDICAL MALL COMPLEX**

**AMR**

**Medical Response**

**AMBULANCE**





MISSISSIPPI EYE CARE ASSOCIATES

MISSISSIPPI  
EYE CARE  
ASSOCIATES

SUBWAY

cricket

JM+



HOW IT ALL  
BEGAN?  
Creative  
Placemaking







## Asset Mapping

- **To assess the relevance of your project to the community:** Identifying the community's cultural assets, as well as the cultural and creative challenges facing that community, can provide insight regarding the cultural context surrounding your project. This will help to shape the vision of your project to ensure that it is relevant to the community that it is intended to serve.
- **To identify and engage potential stakeholders:** The process of mapping cultural assets seeks to engage leaders, community members and organizations through surveys and in-person interviews. This process can help motivate participation in the project because it involves gathering and sharing collective knowledge and making it available to all potential stakeholders. As leaders see common interests and organizational links, they may come up with new ways to leverage the assets, or be inspired to strengthen or form new partnerships.
- **To identify the project opportunities and threats:** Conducting a cultural mapping exercise allows you to identify opportunities to form relationships with potential stakeholders and to leverage existing assets for your project. It also allows you to identify potential threats, such as individuals or organizations that may have concerns about your project, or other external issues that may hinder the success of your project.







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© JMMF



Commercial  
Teaching  
Kitchen









JACKSON MEDICAL MALL FOUNDATION  
COMMUNITY ARTS CENTER







2469





OFFICE

SUITE

SUITE

SUITE

BAKERY

COFFEE

2455





2475





## INTERSECTION OF ART & HEALTHCARE TECHNOLOGY & INNOVATION



JMMF has...

certified **350+ CNAs and Phlebotomists** through  
the JMMF Proprietary Healthcare Institute





# About Young Futurists Project

The Young Futurists Project was created to encourage youth and young adults to develop micro-enterprises, technical career pathways, entrepreneurships, artistic skills, S.T.E.A.M. and youth-based healthcare solutions using innovation and technology. Each component integrates not only hard skills but soft skills and the 21<sup>st</sup> century skills such as collaboration, creativity, critical thinking, cultural/emotional empathy and communications.

00:29  
1/2

Law of 16  
Celebration



- 3) to encourage students to increase their math skills,
- 4) to give students opportunity to create, document, and present their ideas,
- 5) to give students engineering-related knowledge and skills by working through hands-on projects,
- 6) to help prepare and encourage students to attend college,
- 7) to help students become aware of science, technology, engineering and math careers.



# Announcement

## Computer Science

(Science, Technology, Engineering, and Math)

**June 19 – 23, 2011**  
 at Jackson Medical Mall  
 Jackson, MS  
 9:00am – 3:00pm

**All Students 6<sup>th</sup> – 12<sup>th</sup> grades (2011)**

All project material and Robot Car Kit using Arduino included in the registration. Students will keep Electronic Tool Kit



Sponsored by:



**Each student will learn computer fundamentals, programming, and build a programmable car.**

**Binary Arithmetic**

**How does a computer work?**

**What is inside a computer?**

**Computer Logic**

**Electronics**

**Programming**

**Build Me**













# MUSIC PRODUCTION/THEATER

@IMM



WE Rise BY Lifting



*The Young Futurist Project*

—  
**"I enjoyed  
all of  
YFP  
activities!"**

—  
-MAKENZIE HENRY



*The Young Futurist Project*

—  
**"The things I  
enjoyed most  
about this  
virtual summer  
camp is I  
learned things  
I'm going to  
need for the rest  
of my life."**

—  
-ARIEL VEAZY



*The Young Futurist Project*

—  
**I enjoyed  
the  
strategic  
planning,  
and  
education  
portion of  
YFP."**

—  
-BRANDON WILLIAMS



Youth Testimonials



JM+



Annual Trunk a Treat @ the  
Jackson Medical Mall







JM+

**Parking Lot  
Repavement &  
LED Lighting**





# HVAC UPGRADES



Emergency Water  
Pump and Tankers  
– Winter 2020.



# DUAL POWER TO PROPERTY

- MONUMENT SUB-STATION
- RIDGEWAY SUBSTATION



THE NEXT 25





Evaluation

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# Masterplan







# 3 TO 5 YEAR PLAN

- COMPLETE ART/CULTURE CENTER: \$1.7 MILLION
- REIMAGINE COMMON SPACE: \$2.5 MILLION
  - MAIN ENTRANCES
  - SOUTHWEST WALL
- PHASE 2 SINGLE FAMILY HOUSING: \$13 MILLION
- REHAB AND LEASE 5 VACANT BUILDINGS ON LIVINGSTON RD: \$3.5 MILLION
- DESIGN AND INSTALL AN ON-SITE WATER WELL AND STORAGE TANK: \$4.5 MILLION





If you'd like to support the JMMF,  
donate to

The PayPal logo, consisting of the word "PayPal" in its characteristic font, is displayed in white on a green rectangular background.

@JacksonMedicalMallFoundation



# CONTACT US:

PHONE: (601) 982-8467

WEBSITE: [www.jacksonmedicalmall.org](http://www.jacksonmedicalmall.org)



LIVE, EAT, WORK, SHOP & PLAY @ JMM

• **YOU MATTER!**



**Atesa McKinney, Mobility Manager**

**[amckinney@jacksonmedicalmall.org](mailto:amckinney@jacksonmedicalmall.org)**

**601-665-2966**

**THANK YOU!**

