



Jessica Farr

Federal Reserve Bank Executive Addresses Building Alabama Reinvestment

Building Alabama Reinvestment, commonly known as BAR, welcomed Jessica Farr to speak at its 2018 Community Council meeting. Farr is a Federal Reserve Bank executive responsible for examining bank compliance with the Community Reinvestment Act (CRA). She works primarily with large banks and leads a team that focuses on community development.

From 2001 to 2011, Farr served as the Senior Regional Community Development Manager for Tennessee for the Federal Reserve Bank of Atlanta, Nashville Branch. She worked with banks, nonprofit organizations and government agencies to address different community development initiatives including affordable housing, financial stability, small business, job creation and neighborhood stabilization. She received a Master's Degree in City and Regional Planning from UNC-Chapel Hill and graduated from University of California, San Diego with a BA in urban studies. She currently serves a Vice Chairperson for the Metro Nashville Planning Commission and is a member of the board of directors for The Housing Fund in Nashville.

At the BAR meeting, she provided extremely knowledgeable, insightful comments that were very beneficial to its member organizations and banks. She covered salient points about CRA compliance and community development with remarks that were well-received and added tremendous value to the meeting experience.

BAR is a statewide community reinvestment action consortium that fosters dialogue and partnerships between community economic development organizations and financial services institutions with a goal of promoting economic fairness and increasing the flow of private capital into historically underserved communities.

Fun With A Purpose

Most people don't own a gigantic bubble jumpy house or a huge inflatable slide to enjoy at a birthday party. How can you find an expert party planner to have these inflatables? Just Be Reel can help. Their events are designed to be not only fun and entertaining, but also educational. Families and kids of all ages enjoy carnivals and parties from Just Be Reel Concessions & Events Services.

Owned by Bessie Bell, the company was founded in 2006 as an event planner with a message. Beginning with organizing Gospel events that benefit causes such as preventing child homelessness and hunger, Mrs. Bell always sought to make a difference in her community. After a lengthy career at BellSouth, she decided to step out on faith, follow her dream to become an entrepreneur, and start a professional event management company. She found it extremely rewarding to put even more of her drive for results and strong work ethic into her own company after years of working hard for others.

With her company's initial focus on wedding planning, Bell began working with one wedding chapel a majority of the time. This chapel had two inflatable bounce houses that it utilized for weddings with children. Bell, who was driven in part by her family history of entrepreneurship, purchased these two inflatables and her business was born. Just Be Reel is known throughout the Southeast for throwing the greatest kids' parties. The company offers event hosting for special family occasions and groups such as churches, homeowners associations, and businesses. The company offers inflatable rentals with a king-size 34 foot slide, bounce houses and water slides, but also so much more.

Just Be Reel offers event management, event planning and onsite management services. The experienced staff of Just Be Reel loves seeing the smiles on children's faces as they enjoy their active entertainment. Upcoming events include the Thurgood Marshall Church Carnival September 29th, and the Carrington Lake Fall Festival in October.

To schedule your own personalized, kid-friendly event, visit them at jbrevents.com or call Bessie at 205/529-2404.



BBRC Empowers Community through Financial Education

Whether you're looking to start a business, grow your existing business or enhance your personal financial skills, the Birmingham Business Resource Center is here for you. For over twenty years, BBRC has been providing free financial seminars to entrepreneurs, individuals and youth groups within the Birmingham area.

For more information about the next financial seminar or to schedule a seminar for your youth group or community organization, visit mybbrc.biz or call (205)250-6380.



Bob Dickerson / Chief Executive Officer