



**Louisiana Small Business Development Center at  
Southeastern Louisiana University**  
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**Serving Livingston, St. Helena, St. Tammany, Tangipahoa, Washington Parishes**

## **Jump-A-Roo**

**45615 University Park Blvd, Suite B, Hammond, LA 70401**



Wendy & Scott Hallmark, owners,  
Jump-A-Roo

### **Economic Impact**

- 1 full-time job created
- 17 part-time jobs created
- successful start-up

Jump-A-Roo is a child’s fantasyland- an imaginary world catering to birthday parties for pint-size princesses, divas, adventurers and kids of all ages. Scott and Wendy Hallmark gave birth to their brainchild, Jump-A-Roo, in April of 2008 and were assisted in the delivery by the Louisiana Small Business Development Center (LSBDC) at Southeastern Louisiana University.

“We came up with the idea to open a party center, because we use to drive at least 40 minutes out of our way to hold our child’s birthday parties. Other parents we knew complained about the same thing. So it dawned on us to open Jump-A-Roo in order to meet that demand,” said Wendy.

Scott who is a computer technician and Wendy who works as a registered nurse didn’t know where to begin, so they turned to LSBDC at Southeastern for help. Consultant Wayne Ricks assisted Scott and Wendy with developing a business plan, financial statements and a loan package and provided marketing research.

“It was a long two-year process of researching the idea and finding the financing to make it happen. A lot of banks turned us down, because they didn’t understand the concept. But our consultant Wayne just keep working with us and working with us, until finally State Bank said yes. Without Wayne, we might not have persisted. He basically supported us and encouraged us. When we hit a roadblock, he found us a detour,” said Wendy.

**Jump-A-Roo was an immediate success, creating 1 full-time and 17 part-time jobs. The Hallmarks are planning to open a second location with help from the LSBDC at Southeastern.**

### **LSBDC at SLU Services Given to Client**

- Developed business plans
- Helped prepare financial projections
- Provided marketing research



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**LOUISIANA  
ECONOMIC  
DEVELOPMENT**