

Michelle Mitchell
Radcliff, Kentucky
Family Fun Ice Cream Parlor

Michelle Mitchell experienced an interesting path to entrepreneurship. From a small town outside Fort Riley, she was adopted as the youngest member of a family with 10 children. She credits growing up in a large family as inspiring her work ethic and commitment to youth and community service. She moved to KY as a military spouse 25 years ago and by 2016, she had six children and five stepchildren of her own. She has been a military spouse, home-schooling parent, personal trainer, grant writer, youth pastor and business owner, all over the past 15 years.

Family Fun Ice Cream Parlor, a female, minority and family-owned small business, is a retail café, ice cream shop and event space located in Radcliff KY, serving Hardin County and Fort Knox. They sell premium ice cream with an emphasis on crafted specialty drinks and treats, snacks and food. They also have a mobile unit providing another way to promote and sell their products at community happenings, business events, and family celebrations.

Additionally, they have a five-year contract as the sole ice cream provider with Fort Knox AAFES and MWR for large community events. Michelle initially started Family Fun to provide income for her family and create a safe, fun, family-friendly community-gathering space. Opening her business with only \$800 and an idea, she has nurtured and grown her initial concept to a community fixture that grew sales to six figures, expanded to a new retail location with party and event space, along with a mobile unit that extends her reach. They started as a family business where everyone pitched in where needed. She now has 16 employees and provides youth employment and training opportunities to gain much needed life and business skills. Aside from her business accomplishments and acumen, Michelle is a tireless advocate for small businesses in her community and devotes countless hours and dollars to non-profit organizations that support women, youth and small business. She mentors other women and minority small business owners and never hesitates to share her expertise and support. She is a 9-year member of the Radcliff Small Business Alliance, serving as a board member. She belongs to the Hardin County Chamber, chair of the Hardin County Mastermind Group, board member of Girls United, and a founding member of Business Owners Simply Service. She the co-coordinator of the Hardin County Action Children's Business Fair and often hosts community activities that fundraise and benefit families and non-profit organizations. As you can see, Michelle Mitchell exemplifies the “entrepreneurial spirit” that is the foundation of our economic vitality in the US and rural KY. Her unwavering commitment to small business, community and family are key drivers in her success.
