

**Company:** Face Art by Melissa, NY, NY

**Company Description:** Face Art by Melissa is a company that provides services for kids parties, adult parties, professional events and general fun. The services range from face painting, glitter tattoos and princess visits to balloon twisting, bracelet parties and hair braiding. Face art by Melissa's clients cover a wide range from a small birthday party to corporate events with MSG and the NY Yankees.

**Nomination Category:** Individual Awards Categories

**Nomination Sub Category:** Best Female Entrepreneur – Consumer Services –10 or Less Employees

**Nomination Title:** Melissa Munn, owner



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

Melissa Munn has grown the company of Face Art by Melissa from a birthday face painting for her daughter, to a business that grosses over a half a million dollars annually. Face Art by Melissa has grown from offering face painting, to over 15 services, including glitter tattoos, balloon twisting and rainbow hair. Because of Covid, Melissa was completely out of business for a year and a half. But through her determination and talent, she restructured and grew the company to a national leader in the industry, with clients that range from birthday parties to corporate events for clients such as the Madison Square Garden and the NY Yankees. Most importantly, Face art by Melissa has built a sterling reputation of quality and high end services for regular consumers, celebrities, and corporations.

3. Briefly describe the nominated individual: history and past performance (up to 200 words):

**Total 190 words used.**

Melissa Munn is from Stafford Springs, CT and a former singer and actress, who toured with different operas and Broadway shows, as a soprano, in the US and Europe. Once she retired from the road, she settled in NYC with her husband, where they had two children, a girl and a boy. After attending a birthday party in 2008, where her daughter had her face painted, she realized how much her daughter loved it. She learned how to face paint so that she could paint her daughter's face occasionally. Melissa eventually got very good at it and would paint faces in Central Park. She began to get offers from other face painters to work parties and she began to earn money.

Over the years, different services were added and her client list grew. Macy's, Saks, The NY Rangers and Bud Light were a few of her early clients. When the Corona outbreak happened, Face Art by Melissa was closed for a year and a half, but resumed business in early 2022. She added services to the company and grew the number of consultants and artists who work with the company.

4. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 72 words used.**

Achievements since 2023:

- o Became the official face painting and glitter tattoo company for the New York City Football Club (NYCFC) and the NY Rangers.
- o Was the official face painting and glitter tattoo partner for the Cricket World Cup event.
- o Surpassed \$500,000 gross annually
- o Successfully added bead parties, Princess visits, hair tinsel, and rainbow hair services.
- o Successfully added services in Los Angeles, Las Vegas and Miami
- o Recognized by Google Business in 2024

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

**Total 74 words used.**

The achievements above are significant because all private face painting companies are usually small entities, that operate in the \$25k - \$100k annual gross range. Additionally, the range and quality of services offered by Face Art by Melissa is unsurpassed in New York City. Another difference is that the company is recognized by celebrities for dependability and quality of services. These celebrities include, Scarlett Johansson, Fifty Cent, Maryl Streep, Tracy Morgan and many others.

## Attachments/Videos/Links:

[Melissa Munn, owner](#)



[REDACTED FOR PUBLICATION]