



ECONOMIC DEVELOPMENT TRANSITION COMMITTEE
ECONOMIC DEVELOPMENT PROEJCTS

Date: Monday, August 21, 2023

Time: 8:00am – 12:00pm

City of Jacksonville Public Library-Main Library/Downtown
303 North Main Street, Jacksonville, FL 32202
Multipurpose Room (located in the Conference Center)

MEETING MINUTES
MONDAY, AUGUST 21, 2023 – 8:00 A.M.

Location: City of Jacksonville Public Library-Main Library/Downtown, 303 North Main Street, Jacksonville, FL 32202 - Multipurpose Room (located in the Conference Center)

Economic Development Transition Committee Members Present: Ed Randolph, Tony Allegretti, E. Shawn Ashley, Monica Hernandez, Jake Gordon, Anna Lebesch, Dr. Carlton Robinson, Allan Iosue

Economic Development Transition Committee Members Excused: Shannon Denson, Pat Gillum Sams

Representing the Office of General Counsel: Joelle Dillard

OED Staff Present: Ella Sherrod, Small Business Project Manager and Michelle Stephens, Executive Assistant

CALL TO ORDER/WELCOME

Mr. Ed Randolph, Committee Chair of the Economic Development Transition Committee called the meeting to order at approximately 8:10 a.m. A quorum was confirmed.

Mr. Randolph worked with individual members of the ED Transition Committee to help identify and assemble the professional experts needed to help explore the specific topics of interest put forth by Mayor Deegan.

- 1) Ed Randolph - Chair, Economic Development Transition Committee and ED Projects lead
- 2) Dr. Carlton Robinson - Chief Innovation Officer, JAX Bridges (Downtown Development Ladders lead)
- 3) Tony Allegretti - Entrepreneur/Past CEO of Jacksonville Cultural Council (Downtown Development lead)
- 4) Jake Gordon – CEO, Downtown Vision, Inc. (Downtown Development)
- 5) Allan Iosue - Director of Strategic Accounts, Haskell (Permitting lead)
- 6) Anna Lebesch - Senior Vice President of Strategy and Talent Development, JAXUSA (Talent Development lead)
- 7) Monica Hernandez - President, First Coast Hispanic Chamber of Commerce
- 8) Shannon Denson - President, Jacksonville Black Chamber of Commerce
- 9) Pat Gillum Sams - Founder/CEO, The Sistah Covenant

10) E. Shawn Ashley - Broadline Distributor & 3rd Party Logistics Provider, EDC3

Around the table introductions were made by the Economic Development (ED) Transition Committee Members that were present.

APPROVAL OF THE ED TRANSITION COMMITTEE JULY 24, 2023 DOWNTOWN DEVELOPMENT MEETING MINUTES

The Economic Development Transition Committee approved the July 24, 2023 Downtown Development Meeting Minutes unanimously 8-0.

LIFT JAX

Mr. David Garfunkel, President, LIFT JAX provided a brief overview of LIFT JAX (PowerPoint presentation attached). Mr. Garfunkel advised that LIFT JAX is an initiative of business and community leaders working to eradicate generational poverty in Jacksonville. He pointed out that The Eastside Legacy and Historic Eastside are two community partners that represent the small business community on the eastside of Jacksonville. Their number one guiding principle is to work with the community.

Mr. Garfunkel noted that they are focusing on a sense of place. He noted that they were recently successful in getting the Eastside neighborhood designated on the National Record of Small Places, the Historic Eastside. It is his understanding that it is the largest intact historically African American neighborhood that is on the National Record in the state of Florida thereby creating a sense of place beyond road borders.

LIFT JAX is implementing the Purpose Built Communities model of community revitalization in the Eastside. They choose to focus on the Eastside for the reasons listed below.

- Impact the lives of more than 4,000 people, including nearly 1,500 children
- Partner with and empower strong community leaders who are already doing work
- Leverage resources and momentum in areas adjacent to the neighborhood (e.g., Sports Complex, Springfield)
- Create workforce links with strong local assets (e.g., JAXPORT)
- Strengthen the local commercial corridor along A. Philip Randolph Boulevard and Florida Avenue
- Improve housing conditions in several multifamily units and do infill development on more than 400 vacant lots
- Strengthen three local schools in our education pipeline, including John Love Pre-K Center, Long Branch Elementary (K-5), Matthew Gilbert Middle School (6-8)
- Preserve the legacy and history of one of Jacksonville's great African American neighborhoods

It is the mission of LIFT JAX to help steward investment into the neighborhood in a way that is consistent with what the neighborhood commuters want to see. Their mission is to lift up and strengthen the neighbors that been living there for generations and to not displace them.

LIFT JAX focuses on four main strategies for long-term financial vitality.

1. Improve employability, job readiness, and improved personal financial health
 - Job skills training and personal financial coaching
 - Access to financial services
2. Support local businesses and entrepreneurs
 - Programming and financing to support small businesses
 - Enhance marketing for existing businesses
3. Activate the commercial corridor
 - Redevelopment of blighted or vacant properties
 - Supporting existing businesses
4. Attract outside businesses and employers
 - Attracting new businesses to the neighborhood
 - Identifying opportunities for local companies to expand

Mr. Garfunkel advised that they have Melanin Market that is held quarterly in the historic Eastside that is an authentically grassroots led Eastside initiative. He noted that the market attracted 50-60 vendors from across the region about four-five years ago and the market now attracts approximately 200-250 vendors.

Mr. Garfunkel advised that they purchased Debs Store. The property operated as a local grocery for 90 years until it closed about 12 years ago. LIFT JAX is restoring the property about a \$2.2M project. Debs store will have a fresh food market on the ground level. Goodwill is going to have their Good Careers Center on the 2nd floor that offers workforce development and career development opportunities to residents and VyStar CU will have a presence as well offering financial services. He added that they have a grant from the city in the amount of \$650,00 that will be reimbursed to LIFT JAX upon completion.

OPPORTUNITIES

1. Capital investment to address community needs
 - a. Food desert program (Debs Store)
2. Support commercial corridor development through community organizations / business associations
 - a. Façade grants
 - b. Placemaking investments
3. Activating City-owned parcels
 - a. Options for community organizations to purchase COJ parcels for redevelopment
4. Workforce development
 - a. Preferential hiring for neighborhoods most impacted / proximate to development
 - b. Ensure mid-sized businesses (particularly JSEBs) get contracts for large projects

JAXUSA's 2023-2028 STRATEGIC PLAN

Mr. Aundra Wallace, President of JAXUSA Partnership provided an overview of JAXUSA Partnership (PowerPoint presentation attached) and JAXUSA's Regional Economic Development Strategy.

Highpoints

- Economic development is more than business recruitment and expansion and includes communication with the community to let them know where the jobs are and how to get trained for the prospective jobs. The focus is not on the number of people a business has. People are the focus and providing the community with meaningful and gainful employment opportunities.
- Talent Development – The K-20 Education support is very important. There are people that are underemployed and unemployed who do not have the requisite skills to compete in the economic development ecosystem that exists in today's environment.
- Beyond K-12, we need to ensure that we are in the community and letting advising letting people know exactly what skills are needed for the respective jobs.
- Jacksonville annual economic funding is \$3.4M (\$2.4M private and \$1.0M public). Jacksonville competes with Orlando, Charlotte, Atlanta and Nashville. The amount they spend privately on economic development is considerably more. Goal is to increase the annual funding to \$4.0M. They are not asking for additional support on the public side. Getting more private investors invested in what we are doing is going to help this community grow much more.
- Decision factors for companies. If you cannot meet a prospective company's objectives on the workforce skills, availability and cost you never move on to the conversation of buildings and sites.
- Infrastructure – Sites need to have infrastructure. If there is no water, sewer and utilities, etc. If we do not have a skilled workforce and infrastructure ready sites, you cannot start the conversation about the quality of life in Jacksonville and selling Jacksonville.
- Advanced Manufacturing is leading the way for Jacksonville. The investment that the Port has made has given us supply chain opportunities to look at NEFL in a different light than previously, opening up transportation and logistics as well as the advanced manufacturing opportunities for the region.
- Although the unemployment rate is 2.6% or less in Jacksonville, there are areas of Jacksonville with 4.5% unemployment rates (Lackawanna, Paxon, Hyde Park, Ribault, North Shore, Norwood and Mayport). For the jobs that are coming to NEFL we have to get people ready for the jobs that are coming and break down the high unemployment rate in those areas.
- High unemployment follows the high poverty rates at more than 14.5% throughout the city (Grand Park, between New Kings Road and I-95, downtown, the stadium area, the Eastside, Talleyrand).
- From 2013-2023, there were 26,364 new jobs in Jacksonville that came in through JAXUSA Partnership. Of the 26,000 almost one-third of those jobs were in Districts 7, 8,

9 and 10. The jobs are coming there but some of those areas still have high unemployment and high poverty rates which means we have to do a better job of getting people skilled, upskilled for the jobs that are coming to Jacksonville.

- Transportation. Through JTA the network is there to get people to the jobs. More work needs to be done with transportation routes. Focus is needed with transportation routes deeper out to the west and northside of Jacksonville.
- Competitive states around us (S. Carolina, N. Carolina, Georgia) have state income taxes. Because of their state income tax they have a nice nest egg of money that goes heavily into incentivizing projects. Because we sometimes hear, "Florida loses a key tax incentive and is out of business," we have to do a lot on the local and state level to combat the negative messaging.

REGIONAL ECONOMIC DEVELOPMENT STRATEGY

Strengths

- Globally, JAXPORT is a huge strength for Jacksonville. Nationally, the ability to get in and out of our port is essential.
- State. Our geographic location, interstate infrastructure, tax structure, and higher education opportunities.
- Locally. Quality of life, K-12 school districts

Weaknesses

- Limited Venture Capital Opportunities. People are moving here, but their capital is still being invested in capital from where they previously moved from. We need them to that they will match is still invested in capital where they previously moved from. We need them to spend that money in our region.
- Health, Education Restructure

Opportunities:

- Talent attraction
- Outdoor recreational opportunities
- Great small business development opportunities
- Entrepreneurship
- Early childhood education
- Workforce Development

Threats:

- Post-secondary capacity is not keeping up with the region's growth
- Poverty
- Aging housing
- Lack of ability to attain affordable housing
- To remain competitive and from a company's perspective, it does not matter how many people live in a region, if you want the company here you have to produce the talent in

order for them to come here. We have to produce more talented individuals from a college degree standpoint.

- We have a great healthcare network system, but to grow in the life and sciences, we have to produce more talent from that prospective standpoint as well as in the fields of Engineering, Computer & Information Sciences, Finance and Financial Management. Jacksonville is far behind in the talent department.

PUBLIC COMMENTS

Marcus Hale – Consider Public Service Grants as a funding source.

VI. ADJOURNMENT

There being no further business, Mr. Randolph adjourned the Economic Development Transition Committee Economic Development Projects meeting at approximately 9:44 a.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, an audio file of the meeting is available in its entirety upon request. Please contact Michelle Stephens at (904) 255-5452, or by email at msteph@coj.net.