THE LISC GROUNDWORK INITIATIVE SET OUT TO strengthen awareness of the local inclusive entrepreneurial economy of Jacksonville, to foster alignment among both its grass-roots and tree-top stakeholders, elevate voices of the community, and build consensus for a set of pilot initiatives aligned with mutually agreed upon outcomes.

focus
inclusion, entrepreneurial efforts in target neighborhoods as a model for other communities

understand
the local inclusive entrepreneurship landscape within target neighborhoods through a systems mapping effort

build
awareness, support, and alignment among a set of cross-sector stakeholders to strengthen inclusive economy approaches

develop
a set of pilot initiatives designed to:
• accelerate and eliminate barriers to entrepreneurship and small business growth
• boost job opportunities
• revitalize commercial corridors with a focus on local ownership

Jacksonville’s Entrepreneur Ecosystem Fast Facts

30%
more self-employed men than women

4x
business ownership is 4 times higher for Whites than for African Americans

30,529
Self-Employed Workers

394,565
Total Workers
Jacksonville’s Groundwork Initiative Working Group engaged in a data-enabled assessment of the entrepreneurial landscape featuring assets and barriers facing minority entrepreneurs and geographies in most need of improved entrepreneurial support networks. The unveiling of this data began the process of creating a more equitable and accessible environment for all Jacksonville entrepreneurs.

WHERE WE ARE

The path suggested by Forward Cities will help determine high growth industry sectors for engagement, develop a synergistic cohort of new and existing small businesses, provide support through a mentoring cadre, and communicate the appeal of each business through a web-based platform. These recommendations can offer insights into strategies that could be scaled to other neighborhoods and entrepreneurial clusters in Jacksonville, helping the city create a more robust, coordinated inclusive entrepreneurial ecosystem.

WHAT’S RECOMMENDED

Industry Sector-Specific Small Business Cohort

Mentorship Support Initiative

Small Business Promotional Technology Platform

WHERE WE HOPE TO BE

Increase in the diversity of industries and sectors of small businesses in focus communities.

Greater access to incubator spaces by people of color.

Greater cohort of business mentorship in focus communities.

Increased visibility and support of business owners in focus communities by local officials.