

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

inclusive, 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

BARRIERS

OUTCOMES

SOLUTIONS

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

WHERE WE ARE

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.

of Businesses per 1,000 residents Under 5 Employees



UNITED STATES



FLORIDA



JACKSONVILLE

WHAT'S RECOMMENDED



Industry Sector-Specific
Small Business Cohort



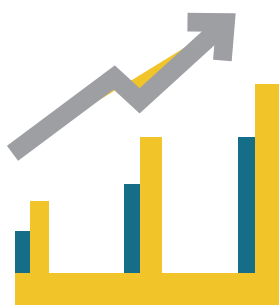
Mentorship Support
Initiative



Small Business Promotional
Technology Platform

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.

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.