



Jacksonville Small & Emerging Business

NEWSLETTER

IMPORTANT UPDATE!

Starting next month, we will be introducing levels to classify each workshop. Each workshop will be assigned a level based on our three-tier system, which reflects the academic complexity of the content. The levels are defined as follows:

Level 1: Emerging Businesses

- Businesses operating less than 2 years
- Focus on foundational knowledge, early-stage operations, and establishing core business processes

Level 2: Developing Businesses

- Businesses operating 2 to 4 years
- Focus on growth strategies, strengthening systems, and refining operations as the business gains stability

Level 3: Established Businesses

- Businesses operating 4+ years
- Focus on scaling, advanced strategy, and long-term sustainability

Take a look at our upcoming events!



We have a digital library now! Please visit:

<https://libbyapp.com/library/jpl/curated-1799286/page-1> to see recommended books from our administrator.

Upcoming Events

07/23
11AM

SBDC One Page Marketing
Flyer Attached

07/23
11:30AM

Foundational Grant Readiness
Flyer Attached

07/23
2PM

Certificate of Use Training
Flyer Attached

07/27-28
12PM

Entrepreneurial Mindset Cohort Training by FSCJ
Flyer Attached

07/29
2:30PM

AI For Entrepreneurship
Flyer Attached

07/30
10AM

Coffee, Cash Flow, & Clarity
Flyer Attached

www.jseb.jacksonville.gov/events



SBDC Training Sessions

Entrepreneurship & Workforce Development Centers

Training Topics & Schedule

June 25 - SBDC Market Research & Marketing Tools

This session will help business owners maximize the right marketing weapons for their message and skillfully implement customer-winning strategies and face competition. The market research portion of the session teaches vendors to make educated decisions about your product or service by researching and collecting market information to support your goals.

July 23 - One-Page Marketing Plan

Learn how to distill your business strategy into a concise and powerful one-page marketing plan. In this hands-on session, you'll be guided through the key elements of creating a comprehensive marketing strategy that fits on a single page. Whether you're a small business owner or marketing enthusiast, this workshop is designed to empower you with practical knowledge and actionable insights.

Location: 865 Golfair Blvd., Jacksonville, FL 32209
(Brentwood Neighborhood)

Times: All sessions will be held at
11:00am until 12:00pm

Cost: FREE!

Learn More and Register:

<https://events.blackthorn.io/en/6g3Q8Wa7/?keywords=JSEB>

or call 904-620-2476



The Florida SBDC has partnered with the City of Jacksonville's Jacksonville Small and Emerging Business (JSEB) Program to bring local small businesses a new series of seminars focused on growing your business.

Presented by SBDC at UNF Senior Business Consultant, Mark Wideman, and hosted at the City's Entrepreneurship & Workforce Development Centers in Brentwood/Golfair, these sessions are designed to help small businesses understand and maximize their business strategy for growth.

Bonus!

After each workshop, our senior business consultant will be taking one-on-one time with any entrepreneur seeking additional guidance...at no-cost!

Register Today!

Scan code to learn more and register for all events in this series!



The Florida SBDC at the University of North Florida is a member of the Florida SBDC Network, a statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Department of Defense, State of Florida, and other private and public partners, with the University of West Florida serving as the network's headquarters. Full funding disclosure available at www.floridasbdc.org/funding-disclosures/. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for individuals with limited English proficiency.

STRIVER²THRIVER, LLC

PRESENTS...

FOUNDATIONAL GRANT READINESS WORKSHOP FOR SMALL BUSINESS OWNERS

FEATURING:

VANESSA DAVIS-FREDERICK

Founder & Chief Strategist



In This Workshop, You'll Learn:

- Telling Your Story with Strategy
- Budget Breakdown and Narrative Mastery
- The Realities of Current Grant Funding
- Strategic Reflection & Post-Grant Success

Whether you're seeking your first grant or refining your approach, this session gives you the clarity and tools to compete confidently.

Jacksonville Small and Emerging Business Downtown Library

303 N Laura St, Jacksonville, FL 32202

Thursday, July 23rd 11:30 AM – 1:00 PM

Join us for an educational workshop designed specifically for Small Business Owners.

Vanessa Davis-Frederick, Founder and Chief Strategist of DoAndTalk.com — a luxury virtual advisory house redefining how modern organizations scale, automate, and secure capital.

Vanessa specializes in helping entrepreneurs structure their organizational profiles, craft funder-aligned budgets, and navigate the realities of the grant funding landscape.

**Go from striving to thriving —
with the right funding strategy.**



Scan To Register





CITY OF JACKSONVILLE

WORKSHOP

CERTIFICATE OF USE

SMALL BUSINESS SESSION TRAINING

A step-by-step workshop to help small business owners understand and successfully complete the Certificate of Use process.



PRESENTED BY

ROBIN MULLALY

Zoning Supervisor and Consultant
City of Jacksonville

YOU WILL LEARN:



LEARN

what a Certificate of Use is and why it's required.



UNDERSTAND

the step-by-step process to complete your application.



GET ANSWERS

to your questions and avoid common mistakes.



MOVE FORWARD

with confidence and grow your business in Jacksonville.



THURSDAY, JULY 23, 2025



2:00 PM – 3:00 PM



DOWNTOWN JACKSONVILLE LIBRARY

303 N. Laura St.
Jacksonville, FL 32202

SPACE IS LIMITED!

REGISTER TODAY!

Take the next step toward opening your brick-and-mortar business with confidence.



FOR MORE INFORMATION:

✉ Rmullaly@coj.net

☎ 904-255-8852

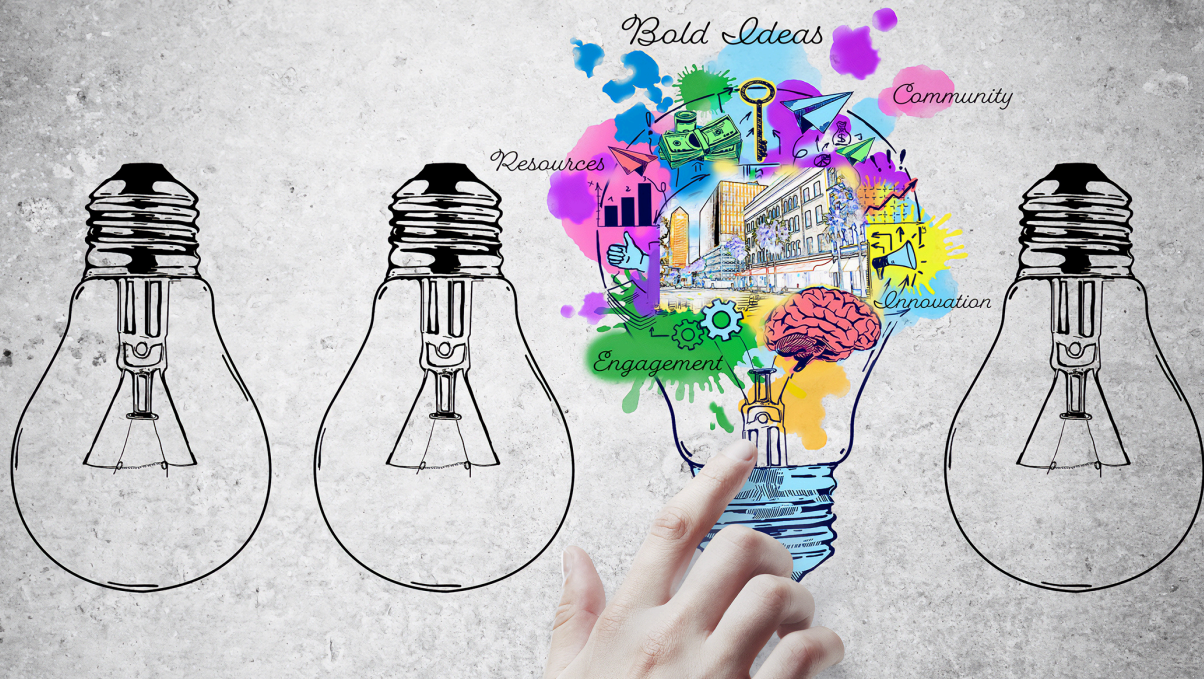
🌐 <https://jseb.jacksonville.gov/events>



**DUUUVAL
DOES BUSINESS**

Supporting Small Businesses
Across Our City

ENTREPRENEUR MINDSET



Are you ready
to unlock your
potential?

Monday July 27, 2026 and
Tuesday July 28, 2026
12PM - 4PM

Register Today!



JSEB Entrepreneurship &
Workforce Development
Cecil Field Center
13541 Lake Newman St
Jacksonville, Florida 32221

For more information, contact
businesssolutions@fscj.edu

A Session to Inspire Bold Thinking and Lifelong Success

Join us for an interactive session designed to inspire action, spark creativity, and build resilience.

An entrepreneurial mindset is more than business thinking. It's a way of approaching life. It means being proactive, seeking opportunity, solving problems, and creating value no matter where you are or what you do.

This engaging session will help you:

- Identify and evaluate opportunities that others overlook
- Transform a simple idea into a sustainable success
- Embrace an entrepreneurial mindset as a life-skill Identity and overcome self-limiting beliefs
- Interact with local entrepreneurs for critical guidance and support



FSCJ
Florida State College
at Jacksonville

AI WON'T REPLACE YOU. SOMEONE USING AI MIGHT.



**FREE MONTHLY WORKSHOP
FOR ENTREPRENEURS**

LEARN TO:



**SAVE HOURS
EVERY WEEK**



**AUTOMATE
REPETITIVE TASKS**



**CREATE CONTENT
FASTER**



**GROW
SMARTER**



**LAST WEDNESDAY
OF EVERY MONTH**



2:30 PM – 3:30 PM



**JACKSONVILLE
MAIN LIBRARY**
303 N. Laura Street
Jacksonville, FL 32202

FREE TO ATTEND!



ANGELINA GRISSOM

Founder, CMG³Tech & CMG³ University
AI STRATEGIST • TECH EDUCATOR



NO REGISTRATION REQUIRED

Visit **CMG3U.com**
to sign up for regular updates.



It's My
Money™

Cash Flow & Clarity

This are in-person one on one, mini coaching sessions designed for individuals, new and aspiring business owners.

- **Get answers to your personal finance questions.**
- **Learn about grant opportunities for your business or nonprofit.**
- **Discuss business strategy and your next best steps.**

**16th & 30th
July 2026**

10AM -12PM

SIGN UP HERE



Patrina Dixon

CFEI, RFC
CEO of Its My Money of FL



Small Business Bootcamp Series

Presented by the SBDC at UNF in partnership with:



Effective Communications | May 28

The Effective Communicating session will discuss ways to create trust, credibility and confidence with your internal staff and external customers using effective communication skills. Creating common goals and improving collaboration not only helps internal relations, but brings customers back for more by ensuring your company satisfies the contracting partners and completes the job smoothly. This class will cover the following topics:

- Challenges of building a high performing team
- Improve team communication
- Create common goals
- Clarify roles and increase collaboration

[Click here to register.](#)

QuickBooks | June 25

This session will help users of QuickBooks Online understand the system including navigation, major features, tips and tricks and reporting. We will walk through the QuickBooks Online test drive company and demonstrate each of the features we cover. This session will be jam packed with information and you should bring your laptop to follow along. ****Bonus:** Attendees currently using QuickBooks will receive a 30% discount link for monthly or annual subscriptions – New users to QuickBooks will receive a link to receive 50% off annual subscription.

[Click here to register.](#)

Financial Management | July 23

ProfitCents is a web-based financial analysis tool used by consultants, accounting professionals, and outsourced CFOs to help their business clients better understand their financial performance. The presentation will assist entrepreneurs with the following learning objectives:

- Research of Industry Averages, Trends
- Side by side comparison of Client vs. Industry
- Benchmarking Report
- Improving Cash Flow & Profit Management

[Click here to register.](#)

Marketing & Market Research | August 27

Unlock the power of Artificial Intelligence to strengthen your marketing strategy and understand your target customers like never before. This session is designed for small business owners who want practical, accessible tools to enhance visibility, improve customer engagement, and make more informed business decisions. Participants will learn how to use AI-powered platforms to research their market, analyze trends, create marketing content, and streamline everyday promotional tasks. business.

[Click here to register now.](#)

Business Planning | September 24

A Business Model Canvas is a visual representation of a business, highlighting all key strategic factors. It is an easy to digest version of the business plan as a general overview of the company's workings, customers, revenue streams and more. The Business Model is the main idea of the business together with the description of how it is working. The nine blocks cover the three main areas of a business: desirability, feasibility and viability.

[Click here to register now.](#)

Series Details:

Cost: All classes are no cost!

Time: 6pm - 8pm

Location: Kids Hope Alliance - 1st Floor
1095 A. Philip Randolph Blvd.
Jacksonville FL, 32206

Register Now!

Scan the code to register for all classes in the series.



Questions:

Contact Ali Stephens, SBDC at UNF:
ali.stephens@unf.edu | 904-620-2441

DISTINCTIVE SERVICE. EFFECTIVE ADVICE

Please Join Us for a

Small Business Mastermind 6 Week Series

This program brings small business owners together in a 6 -week study of the E-Myth Revisited by Michael Gerber. The goal is to increase awareness and understanding of how owners can grow their businesses in a productive, successful way. Our associates host and facilitate the discussion.

Please RSVP for this event.

Brenda.BellardHarris@pnfp.com or
Austin Davis: austin.davis@pnfp.com
or call (904) 892-5115



**Thursday
July 23,
2026**

10-11:30 am

Pinnacle Financial Partners
501 Riverside Ave, Ste 116
Jacksonville, FL 32202



**Member
FDIC**



**JIM MORAN INSTITUTE
FOR GLOBAL ENTREPRENEURSHIP**

FLORIDA STATE UNIVERSITY | JIM MORAN COLLEGE OF ENTREPRENEURSHIP

Small Business Executive Program

Designed for leaders of established businesses, this program fosters long-term growth, collaboration, and community. Participants learn to think strategically and lead more effectively through practical and applicable content, while also building a valuable network of peers facing similar challenges.

- ✓ Strategic Thinking
- ✓ Financials
- ✓ Marketing
- ✓ Leadership
- ✓ HR and Operations
- ✓ Communication
- ✓ Exit Strategy
- ✓ Mitigating Risk

Over five half-day sessions, participants work on their business with subject matter experts, their peer participants, and JMI staff.

Program Dates: 8/26, 9/2, 9/16, 9/30, 10/7.

***Scan to learn more.
Apply by June 30!***



APPLY NOW



Small Business Assistance

The Florida SBDC at the University of North Florida (FSBDC at UNF) helps businesses grow and succeed.

Starting a business, buying, expanding or selling a business or looking for financing, we can help!

Florida SBDC Services

The FSBDC at UNF employs professionally certified consultants who provide **no-cost** information and a **confidential** sounding board to existing business owners. Potential business owners receive low-cost training to improve their chances for a successful launch.



Pre-Venture Assistance:

- “How to STARTUP Your Own Business” workshop
- Startup Booklet & resource guide
- Help Desk: 904-620-1275



Business Plan Assistance:

- Business plan review and templates
- Strategic plan facilitation
- Contingency planning
- Exit strategy



Market/Growth Assistance:

- Government contracting
- International trade
- Growth-acceleration
- Market research



Capital Access Assistance:

- Debt and equity
- Loan package review
- Cash-flow projections
- Pitch practice



Financial Management Assistance:

- Financial statement trend analysis
- Industry benchmarking
- Cash-flow management



Other Assistance:

- Online visibility, digital marketing
- Organizational & staff assessments



Next Steps:

- To make an appointment for a no-cost, individual consulting session, scan the code to complete a Request for Consulting form. Once completed, you will receive notification and next steps for making an appointment within three business days.
- Training events are held in-person and virtually. Most are no-cost. For a full schedule and to register, go to www.unf.edu/SBDC and click “Training & Events”.
- Find information on doing business with the government at www.unf.edu/sbdc/government-contracting.html.



Request for Consulting

Connect with Us!

The Florida SBDC at UNF covers an 18-county area with full-service offices in Duval, St. Johns, Clay, Nassau, Putnam, and Marion counties. Go to www.unf.edu/sbdc/locations for all locations.



www.unf.edu/sbdc | 800-450-4624 | smallbiz@unf.edu



Tools for Success

ReferenceUSA®
from **infogroup** | Reference Division

ReferenceUSA – is a market research database with detailed information on 14 million+ U.S. businesses, 262 million U.S. consumers and their lifestyles, and international companies. Map-based geography searches and neighborhood data make this a useful tool in researching target markets and the competition.



Bid Match – government contracting consultants can offer free access to this resource to identify business opportunities, access solicitations and win more contracts. Qualified clients receive e-mail notifications of bid opportunities for specific products and services from over 800 federal, state and local bid-posting sites.



BizMiner– provides industry reports that track 9,000 lines of business at local and national levels. This tool also provides access to industry financial ratios and industry market statistics, offering industry financial analysis benchmarks for over 5,000 lines of business and industry market trends on thousands more to help clients establish business goals and benchmarks.



Profit Cents –offers clients access to the world's leading business financial management system designed to help businesses improve profitability and cash flow, and to obtain financing.



Marketing SnapShot Report

Marketing Snapshot Report –online visibility and marketing analytics software. The service can provide intelligence data including website traffic information, keywords, projected AdWords spend, site audits, topic research, lead generation, and other SEO-related data to help boost business competitive edge online.



Turbo-Charge Any Team (Organizational Development Assessment Tool) – Assessments that help align an organization. This tool helps companies assess the talents of the team and align them with the tasks that need to be done within the organization. Aligning people with processes helps businesses increase profits.



Vertical IQ— Data research tool with hard-to-find intelligence on small- and medium-sized businesses in more than 920+ industries. Tracks local economic data, business growth, startup activity, and up-to-date local economic and real estate data for more than 400+ metro areas and 3,400 counties. Save time and attract more clients by gaining a clearer picture of a business's main challenges with financial benchmark data and quickly compare metrics across industries.



LivePlan—Interactive business plan software. LivePlan has the tools, guidance, resources, and proven business planning method to support every stage of the business journey. Enabled with goal tracking, performance dashboards, and forecast scenarios to empower businesses to confidently secure funding, plan strategically and grow their market.



Government contracting consulting services offered through the Florida SBDC Network help businesses identify, compete for, and win government contracts. These services focus on assisting businesses that pursue and perform contracts with federal agencies, as well as state and local governments and government prime contractors.

State Designated as Florida's Principal Provider of Business Assistance [§ 288.001, Fla. Stat.]

The Florida SBDC at UNF is a member of the Florida SBDC Network, a statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Department of Defense, State of Florida and other private and public partners, with the University of West Florida serving as the network's lead host institution. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for limited English proficient individuals.