



Jacksonville Small & Emerging Business

NEWSLETTER

IMPORTANT UPDATE!

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

08/06
10AM

SBA Workshop

Flyer Attached

08/10
10AM

Blue Zones Project - Restaurant & Food Truck Summit

Flyer Attached

08/11
2PM

JSEB Certification Training

Flyer Attached

08/12
10AM

Coffee, Cash Flow, & Clarity

Flyer Attached

08/12
3PM

Intro to Quickbooks

Flyer Attached

08/13
2PM

Customer Service & Conflict Management

Flyer Attached

www.jseb.jacksonville.gov/events



LEVEL 1

**Looking to start, grow,
expand, or recover
your business?**



YOUR Day with SBA

Join JSEB as they host the SBA to conduct an informative monthly workshop and welcoming in-person tailored for small business owners and aspiring entrepreneurs in our local community. Our team will be on site to answer your questions about programs, services, and resources available to support your business growth—whether you're just starting out, looking to expand, or exploring financing options and federal assistance.

Disaster Preparedness/Recovery Workshop - 10:00 am – 11:00 am

SBA staff on-site for face-to-face assistance - 11:00 am – 2:00 pm

Come See Us If You Are

Starting a Business

Growing a Business

Business in Need of Funding Business Facing Challenges

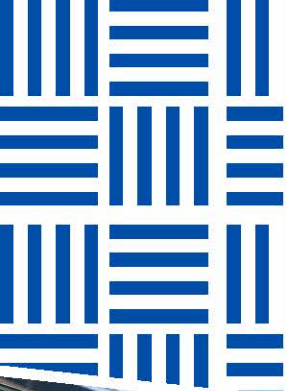
Registration Link: <https://www.eventbrite.com/e/jsebsba-your-day-with-the-sba-tickets-1989097721831?aff=oddttdtcreator>

**1st Thursday of Every Month
10:00am – 2:00pm – June 4, 2026**

Location: Golfair Center (Northside), 865 Golfair Blvd., Jacksonville, FL

(904)255-4097

All SBA programs and services are extended to the public on a nondiscriminatory basis.



BLUE ZONES PROJECT®
JACKSONVILLE



ALL LEVELS

RESTAURANT & FOOD TRUCK SUMMIT

Learn about becoming Blue Zones Approved, incentives, and community partners that can support long-term sustainability for your business.



**10
AUGUST**

SPECIAL FOCUS ON FOOD TRUCKS
10 am - 11 am

Golfair Center
865 Golfair Blvd, Jax, FL 32209



**31
AUGUST**

SPECIAL FOCUS ON FOOD TRUCKS
11 am - 12 pm

Jacksonville Library
303 N Laura St, Jax, FL 32202

**28
SEPTEMBER**

FOCUSED ON ALL RESTAURANTS
10 am - 11 am

Phoenix Arts & Innovation District
2320 N Liberty St, Jax, FL 32206

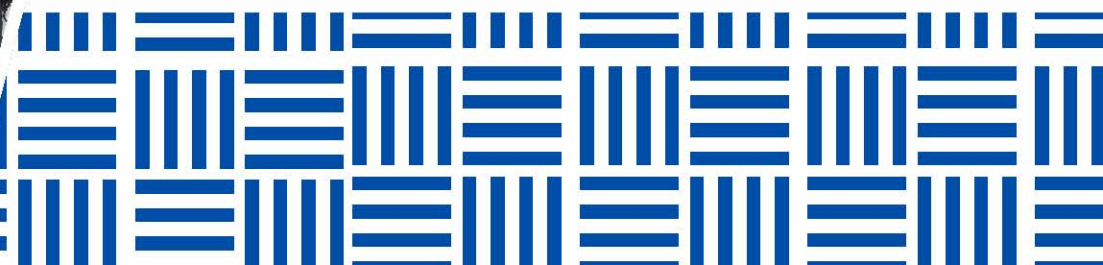


**20
NOVEMBER**

FOCUSED ON ALL RESTAURANTS
11 am - 12 pm

Cecil Field Center
13541 Lake Newman St, Jax, FL 32221

Learn more at BlueZonesProjectJacksonville.com/Events





LEVEL 1

JSEB CERTIFICATION TRAINING For Profit Businesses

📍 Location:
865 Golfair Blvd.
Jacksonville, FL 32209

📅 Recurring every second Tuesday of the month at 2PM

👤🏠 Hosted by: Bingham Parkinson



What You'll Learn:

- Overview of the JSEB Process
- Pre-Certification Requirements
- Application Guidance
- Site Visit Expectations

Key Program Requirements:

- Business cannot be pass-through
- Must perform at least 40% of contract work
- Open to For-Profit entities
- Business must be located in Duval County and Business Owners personal residence must be located in Duval, Baker, Clay, Nassau, or St Johns County.
- Business must be 51% owned, operated, and controlled by an eligible individual

Why Join the JSEB Program?

- Maximize procurement opportunities with the City of Jacksonville
- Increase visibility and contract access
- Gain tools for long-term business sustainability
- Receive training, technical assistance, and community support

JSEB Builds Opportunities Through:

- Legislative Advocacy
- Education Equity
- Community Engagement
- Capital Access
- Contract Opportunities



LEVEL 1

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.**

12th & 26th
August 2026

10AM -12PM

SIGN UP HERE



JSEB CENTER
865 Golfair Blvd

Patrina Dixon

CFEI, RFC
CEO of Its My Money of FL





LEVEL 1

Jesica Viviana Martinez
Accounting Services

JSEB WORKSHOP

2nd WEDNESDAY OF THE MONTH at 3PM

— DOWNTOWN MAIN LIBRARY —

Entrepreneurship & Workforce Development Center

— INTRO TO — **qb QuickBooks!**

HANDS-ON TRAINING!

**BRING YOUR LAPTOP
OR IPAD/TABLET ALONG WITH
YOUR COMPANY INFORMATION
& BANK ACCOUNT LOGINS!**

Get your QuickBooks set up and
learn the basics of bookkeeping
for your business!



FREE WORKSHOP!

**LEARN THE BASICS TO
MANAGE YOUR BUSINESS!**

WHATSAPP / CALL:  **904-889-2326**

jseb.jacksonville.gov





ALL LEVELS

CUSTOMER SERVICE *x* CONFLICT MANAGEMENT

Join us for this combined workshop that highlights the importance of Customer Service and Conflict Management.

Erica Allgood is a communication consultant, coach and professor with over 30 years of experience. Ivana Gavric, owner of Your Eventors, Inc. has over 10 years of Customer Service experience.

In this workshop, you will learn how to manage conflict with internal & external customers, while learning how to better service them.

ERICA ALLGOOD,
PH.D.
Speaker



IVANA GAVRIC
Speaker



REGISTER TODAY!



 **THURSDAY, AUGUST 13TH**

 **2:00PM - 3:00PM**

 **DOWNTOWN LIBRARY - ENTREPRENEURSHIP & WORKFORCE DEVELOPMENT CENTER**
303 N LAURA ST. JACKSONVILLE, FL 32202

*Epic*hanced Communication
Associates LLC



Stop Guessing. Learn How CONTRACTS ARE WON

from the Buyers Themselves



From Certification to Contracts: Understanding Procurement and Becoming Procurement Ready

10:00 AM-12:00 PM ET | August 11 & August 13, 2026

This isn't another procurement seminar.

It's a practical roadmap designed to help small businesses understand how procurement works, what buyers expect, and how to compete more effectively for contract opportunities.

Major Takeaways

- Discover where contract opportunities are posted and how to position your business before solicitations are released.
- Build a procurement roadmap you can use immediately to respond to RFPs.
- Certification. Bonding. Capital Readiness

Why Attend

- Speak directly to decision-makers & learn how they evaluate suppliers
- Explore real project opportunities
- Understand why businesses win
- Leave with practical next steps to become contract ready

Who Should Attend

Small and mid-sized businesses in:

- Construction
- Landscaping
- Healthcare
- Professional Services
- Professional Trades

➔
**RESERVE
YOUR SEAT**
gqr.sh/vrdR



Office of
Economic
Opportunity





JACKSONVILLE
COMMUNITY
LAND TRUST

REQUEST FOR PROPOSALS

FULLY MANAGED SOCIAL MEDIA MANAGEMENT, CONTENT PRODUCTION AND DIGITAL STORYTELLING

JCLT is seeking a creative, strategic media partner to help share our mission, highlight our work, and connect more families to **permanently affordable homeownership** opportunities.



THE MCQUADE HOME

5 BED | 2.5 BATH | ~1,450 SQ FT
SALE PRICE \$240,000



OUR MISSION. OUR MESSAGE. OUR COMMUNITY.

We need a creative media partner who understands our mission and can tell the stories that build trust, awareness and lasting impact.

KEY RFP DATES

	RFP ISSUED	July 30, 2026
	QUESTIONS DUE	August 10, 2026
	PROPOSALS DUE	August 14, 2026
	ANTICIPATED SELECTION	August 21, 2026
	ANTICIPATED START	Immediately upon Selection

WE NEED A MEDIA TEAM TO:



MANAGE SOCIAL MEDIA

Create and publish engaging content across Facebook, Instagram, and LinkedIn.



PRODUCE CONTENT

Provide professional photography, videos, and licensed drone footage.



COVER LIVE EVENTS

Capture one live event each month and turn it into compelling stories.



TELL OUR STORY

Highlight homeowners, projects, partnerships and community impact.



DRIVE RESULTS

Grow reach, engagement and inquiries from future homebuyers, donors and partners.



REPORT & IMPROVE

Deliver monthly reports with insights and recommendations.



INTERESTED?
EMAIL JESSICA@JAXCLTHOMES.ORG
IF YOU WOULD LIKE THE FULL RFP.



Permanently affordable
homeownership
opportunities for families.

Roots here. Futures here.

What Every Entrepreneur Should Know Before Engaging a Bank



The bank that can.

Presented by TCB, this session pulls back the curtain on how to maximize banking relationships, what it takes to be “bank-ready,” and how to set your business up for long-term financial success.



Grady Marshall
SVP, Chief Credit Officer



McKee Riley
VP, Commercial Banker



William Kelly
Sr. Credit Analyst

Date:
August 20, 2026

Time:
1:30 – 3 P.M.

Location:
**EWD Center,
Downtown Library**
303 N. Laura Street
Jacksonville, FL 32202

Register:



Attendees will learn:

Building a Strong Banking Relationship

- Prepare for more productive banking conversations
- View your banker as a long-term business partner
- Understand your banking needs at every stage of growth

Strengthening Your Business's Financial Readiness

- What bankers look for when evaluating a business
- Financial habits that build credibility
- Practical steps to become more “bank-ready”

Preparing for Future Opportunities

- Position your business for financing and long-term growth
- Compare financing options, including SBA lending
- Build a track record of healthy credit access and repayment



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.