



Jacksonville Small & Emerging Business

NEWSLETTER

CURRENT UPDATES

Take a look at our upcoming events!



Check out additional flyers below. We have a workshop that is encouraged by all JSEBs to attend titled “Contracting with the City”. Here you will learn how to better understand how to do work with the City.



Give us your feedback on upcoming workshops you would like to see! Visit <https://jseb.jacksonville.gov/newsletter/workshop-feedback> and share your ideas.

Upcoming Events

04/14
10AM

JSEB Certification Training
Flyer Attached

04/15
10AM

JSEB Non-Profit Training
Flyer Attached

04/15
11:30AM

Power of Capital
Flyer Attached

04/15
12PM

Your Next Chapter: Selling Your Business with Confidence
Flyer Attached

04/16
1PM

Why Growing Without Structure Creates Chaos
Flyer Attached

04/16
6PM

Foundations First: Building Fundable Organizations From Day One
Flyer Attached

www.jseb.jacksonville.gov/events



Upcoming Events

04/17
11AM

Hard Hats to Home Keys

Flyer Attached

04/20
2:30PM

Building Jacksonville's Workforce Pipeline

Flyer Attached

04/21
2:30PM

Contracting with the City

Flyer Attached

04/23
12PM

Coffee, Cash Flow & Clarity

Flyer Attached

04/23
12PM

Marketing That Actually Works for Small Businesses

Flyer Attached

04/24
10AM

Vision in Motion

Flyer Attached

04/24
2PM

Health Insurance 101 For Small Business

Flyer Attached

www.jseb.jacksonville.gov/events





JSEB CERTIFICATION TRAINING For Profit Businesses

📍 Location:
865 Golfair Blvd.
Jacksonville, FL 32209

📅 April 14th at 10AM

👤 Hosted by: Bingham Parkinson



What You'll Learn:

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

Key Program Requirements:

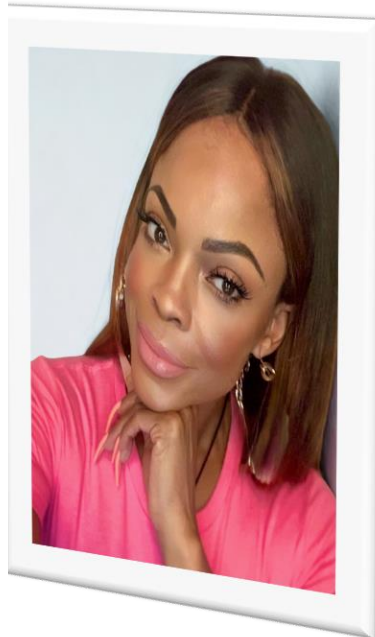
- Business cannot be pass-through
- Must perform at least 40% of contract work
- Open to For-Profit and Nonprofit entities
- Business must be located in Duval County and Business Owners personal residence must be located in Duval, Baker, Clay, Nassau, or St Johns County.
- Business must be 51% owned,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



Hosted by: Dana Warsop,
EBO/JSEB Program Coordinator

04/15/2026

JSEB NONPROFIT CERTIFICATION TRAINING

TIME: 10:00 AM TO 11:00 AM
LOCATION: 865 GOLFAIR BLVD.
JACKSONVILLE, FL 32209



Unlock Opportunity: Get Certified with JSEB as a Nonprofit!

Are you a nonprofit in Duval County that is ready to grow your impact and tap into government contracting? The Jacksonville Small and Emerging Business (JSEB) program is now certifying eligible 501(C)(3) organizations! Join our monthly training to learn how to qualify, apply, and access exclusive city contracts, technical support, and long-term growth opportunities. From capital access to community connections, JSEB helps you build where you serve. Don't miss out **YOUR MISSION DESERVES A SEAT AT THE TABLE!**

Registration not Necessary

Scan QR Code for Application



What You'll Learn:

Overview of the Nonprofit JSEB Process

Pre-Certification Requirements

Application Guidance

Key Program Requirements:

Organization must have official nonprofit IRS status of 501(c)(3)

Nonprofit Board resides in Duval County for at least 12 months or surrounding counties: St. Johns, Nassau, Baker, or Clay County for at least 18 months

Nonprofit Principal address in Duval County for at least 12 months

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

CONTACT:

Dana Warsop, EBO/JSEB
Program Coordinator
904-255-8833
dwarsop@coj.net



POWER OF CAPITAL-JSEB

DATE: APRIL 15, 2026

TIME: 11:30 AM TO 12:30 PM

**LOCATION: 865 GOLFAIR BLVD.,
JACKSONVILLE, FL 32209**

Thinking Strategically About Cash Flow and Credit Options:

Join us for an informative session designed to help business owners better understand how to manage cash flow and explore smart credit options to support business growth. Learn practical strategies for strengthening your financial position, accessing capital, and making informed financial decisions for long-term success.

Space is Limited: Please RSVP by April 15 at QR Code or
<https://events.chase.com/ereg/newreg.php?eventid=300081614&>



**Strengthen Your
Financial Position
with Financial
Health Coaching for
Impact**

**Presented by:
Jermaine White,
Senior Business
Consultant &
Patrice Fuller,
Community
Manager**

**Support Business
Growth**

**Explore Smart
Options**

**Learn Strategies for
Financial Long-
Term Success**



Deposit and Home lending products
provided by JPMorgan Chase Bank,
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Quorum Business Advisors



YOUR NEXT CHAPTER

Selling Your Business with Confidence

A workshop designed for established business owners who are preparing to retire and plan their exit strategy.

Topics we'll cover:

- Business Valuation Overview
- The Step by Step Process of Preparing Your Business for Sale
- Common Mistakes Sellers Make

You will walk away with:

- An understanding of how to prepare yourself & your business for sale.
- A list of pitfalls to avoid as you prepare your exit.
- A resource guide with practical next steps and document checklist.



Hosted by Ruth Simpson
Business Intermediary

Register Now!



<https://SellingYourBusinessWithConfidence.eventbrite.com>

APRIL 15TH
12:00 PM

Jacksonville Public Library
Downtown
303 N. Laura Street
Jacksonville, FL 32202

With Guest Speaker
Anthony Rigney

Owner/Broker of Quorum
Business Advisors



Free Business Growth Workshop

WHY GROWING WITHOUT STRUCTURE CREATES CHAOS

6 Steps to Build a Business that Doesn't Depend on You

WHAT YOU'LL DISCOVER

- Why business growth often creates **more chaos instead of profit**
- The 6 areas of your business that must work together to **grow profitably**
- How small improvements can **unlock profit and give you back time**
- How to stop your business from **depending on you for everything**

APRIL 16, 2026

1:00PM-2:30PM



865 GOLFAIR BLVD
JACKSONVILLE, FL 32209

**RESERVE
YOUR
SEAT**

**Register
Here:**



bizgrowthseminar.com



Steve Goranson, MBA
ActionCOACH Business Coach



**VIRTUAL
WEBINAR**

FOUNDATIONS FIRST: BUILDING FUNDABLE ORGANIZATIONS FROM DAY ONE

A 5-Part Capacity-Building Training Series






Are you starting or growing a nonprofit or mission-driven organization and want to be prepared for funding opportunities from the start? This five-part training series, presented in partnership with the **Jacksonville Small and Emerging Business (JSEB)** Program, is designed to help organizations build strong foundations, implement effective systems, and position themselves to be fundable and sustainable.

Participants will gain practical tools, strategic insight, and a clear roadmap to strengthen their organization's structure, programs, and funding readiness.



REGISTER NOW!

WHAT YOU'LL LEARN:

-  1. **How to Be Fundable from Day One - March 5th**
-  2. **Vision, Mission & Alignment - March 19th**
-  3. **Legal Structure, Governance & Compliance - April 2nd**
-  4. **Programs, Products & Operations - April 16th**
-  5. **Funding, Revenue & Sustainability - May 7th**

FACILITATED BY:

Willie Finklin, CFRE - The Grant GOAT

Nonprofit strategist with over 15 years of experience and more than \$35 million raised in development funding

WHO SHOULD ATTEND:

- Aspiring nonprofit founders
- New and emerging nonprofits
- Mission-driven organizations seeking funding readiness
- Leaders looking to strengthen internal systems and sustainability

PROGRAM START:

March 5, meeting on the 1st and 3rd Thursdays, 6-8 PM

Hard Hats *to* Home Keys

A JSEB + Jacksonville Community Land Trust Event


Building Homes. Building Hope. Building Community.



**Learn How to
Build. Partner. Own.**

 **Location:** 303 N. Laura Street
Jacksonville FL 32202

 **Date:** April 17, 2026

 **Time:** 11:00 am - 1:00 pm

 **Featured Speaker:**
Robin Pfalzgraf,
Executive Director
Jacksonville Community Land Trust

At This Event:

- ▶ How to partner with JCLT as a contractor
- ▶ How to qualify for homeownership through JCLT
- ▶ Overview of the **Build + Own** process
- ▶ Real opportunities to get started immediately

Partner with JCLT

- ▶ Build on JCLT-owned properties (50+ available lots)
- ▶ Pipeline of new construction opportunities
- ▶ Mission-driven affordable housing projects
- ▶ Guidance on timelines & compliance
- ▶ Grow with repeat projects

Become a JCLT Homeowner

- ▶ New homes at below-market prices
- ▶ Down payment assistance programs
- ▶ Permanently affordable CLT model
- ▶ Step-by-step to buying your home
- ▶ Build stability & generational wealth

Light snacks will be provided

Get Connected. Get Qualified. Get Building.

www.jaxclthomes.org | Email: jessica@jaxclthomes.org | Call: 904-483-9937



Creating permanently affordable homeownership opportunities in Jacksonville.

Several Lots Available

JSEB Entrepreneurship and Workforce Development Center

BUILDING JACKSONVILLE'S WORKFORCE PIPELINE

CONNECTING EMPLOYERS TO TRAINED TALENT & REAL OPPORTUNITY

Let's build together.
Scan to connect or register.

(QR Code Here):



+



WHO SHOULD ATTEND

- ✓ Business Owners
- ✓ Construction Contractors
- ✓ Property Managers
- ✓ Employers Hiring Talent

WHAT YOU'LL GAIN

- ✓ Access to trained, motivated talent
- ✓ Internship & hiring opportunities
- ✓ Ways to support workforce development

Monday, April 20, 2026
2:30 PM – 3:30 PM
Downtown Main Library
(JSEB)

Jacksonville Youth Works, Inc. | CEO@jaxyouthworks.org | 904-370-9403



Scan Here:





Contracting with the City

Join us for a workshop on navigating the City's Supplier Portal, viewing active solicitations, and understanding how the City's contracting process works.

April 21, 2026

2:30 PM - 3:30 PM

**Downtown Library - EWD
Center**

**303 N. Laura St. Jacksonville,
FL 32202**



Our Best Speakers:



Robert Waremburg

Senior Manager of
Procurement Services



Gregory Pease

JSEB Procurement
Manager

COFFEE, CASH FLOW & CLARITY

This in-person pop-up series is designed for individuals, new and aspiring business owners.



APRIL 9 & 23

12:00 PM – 2:00 PM



JSEB Golfair Center - (Northside)
865 Golfair Blvd. Jacksonville, FL

Patrina Dixon, CFEI, RFC
CEO of Its My Money of FL



These are short, 10-15 minute, real conversations over coffee.



This is a space where entrepreneurs and community members can get ask questions, get clarity and resisted to move forward with confidence.



Enjoy free coffee while we chat.





Marketing That Actually Works for Small Businesses

A **FREE** Workshop for Jacksonville Small and Emerging Businesses

JOIN US!

April 23, 2026 | 12:00 PM

Main Library

303 N Laura St, Jacksonville, FL 32202

Join us for a high-impact no fluff workshop designed to help local business owners cut through the noise, navigate consumer decisions journeys, and grow smarter in todays market.

You'll learn:

- Why small business marketing fails (and how to fix it)
- How to attract more of the right customers
- Simple, practical strategies you can apply immediately



Build momentum,
increase visibility,
and **turn** marketing into a
revenue driver!

PRESENTED BY





VISION IN MOTION

- Why is a Strategic Plan important?
- What is a Strategic Plan?
- When should this plan be established and what is its relationship to annual or operating plans/budgets?
- How should we establish our Strategic Plan?
- What content should be included in it?
- How can we remain nimble?



Seth Buma

Business Consultant

April 24th

At 10:00 am

Jacksonville Library

- (Downtown)

303 N Laura Street

Jacksonville, FL

32202

Register Now:



STRIVER²THRIVER, LLC

PRESENTS...

HEALTH INSURANCE 101 FOR SMALL
BUSINESS OWNERS

FEATURING:

HEALTH INSURANCE BROKER **SEAN STENSON**



In This Workshop, You'll Learn:

- The Golden Rule: Health Insurance = Financial Protection.
- The Biggest Mistake: Choosing a plan based on the monthly premium alone.
- Understanding Your Options: There is no one-size-fits-all model.
- Key Decision Factors: When comparing plans, look beyond the sticker price and evaluate them thoroughly.

Whether you're launching or scaling, this session will give you clarity and practical next steps to safeguard your business.

Jacksonville Small and Emerging Business Northside Golfair Center

865 Golfair Blvd. Jacksonville, FL 32209

Friday, April 24th 2:00 PM – 3:00 PM



Scan To Register



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

As co-owner of Southern Style Insurance, Sean combines 25 years of business strategy experience with a refreshing, "sweet tea on the porch" approach to health insurance.

Sean specializes in Medicare, individual, and small group solutions, focusing on education over pressure.

Go from striving to thriving– with the right insurance protection.

