

## Executive Committee

Bill Scheu - **Chair**  
Henry Luke - **Facilitator**

### AT-LARGE

Hon. John Peyton, Mayor  
Ed Burr  
Bruce Ferguson  
Eleanor Gay  
Bob Helms  
Dr. Robert Lee III  
Wally Lee  
Ron Townsend  
Dr. Steve Wallace  
Father Tom Willis

### FOUNDATION CO-CHAIRS

**Education**  
Bill Mason  
Lisa Moore

**Economic Development**  
Barry Allred  
Cleve Warren

**Quality of Life**  
Connie Hodges  
Alton Yates

**Racial Opportunity and Harmony**  
Jim Crooks  
Cal Jackson

**Infrastructure**  
Alberta Hipps  
Jim Robinson

**Leadership**  
Bruce Barcelo  
John Falconetti

**Benchmark**  
Skip Cramer  
Ed Hearle

### CITY COUNCIL LIAISONS

Hon. Elaine Brown  
Hon. Sharon Copeland  
Hon. Michael Corrigan  
Hon. Lad Daniels  
Hon. Kevin Hyde  
Hon. Mia Jones  
Hon. Gwen Yates

**Jarik Conrad**, Executive Director  
jarik.conrad@myjaxchamber.com  
904.366.6634

**Harlan Stallings**, Manager  
harlan.stallings@myjaxchamber.com  
904.366.6618

## Blueprint to report on first-year progress

Please join Blueprint for Prosperity for a report to the community as the first year of Blueprint implementation concludes. The event will be held on February 22 at WJCT, located at 100 Festival Park Ave., beginning with a reception at 5:30 p.m. and the program immediately following at 6:30 p.m.

The meeting will focus on Blueprint's progress toward the nine Key Benchmarks for Duval County residents: income, education, jobs, racial opportunity and harmony, poverty, family stability, public safety, health care and housing. Speakers will include Mayor

John Peyton and City Council President Michael Corrigan.

Tickets to the event can be purchased for \$15. Please RSVP by contacting 366-6600 x7624 or register online through the Chamber's calendar at [www.myjaxchamber.com](http://www.myjaxchamber.com). If you are interested in sponsoring this event, contact [harlan.stallings@myjaxchamber.com](mailto:harlan.stallings@myjaxchamber.com).

Visit [www.blueprintforprosperity.com](http://www.blueprintforprosperity.com) for more information about the Blueprint for Prosperity initiative.

## Key Benchmarks

*There are nine Key Benchmarks outlined in the Blueprint for Prosperity document. These Key Benchmarks are the driving force in creating an overall better quality of life for residents in Duval County. Progress toward the Key Benchmarks will be presented to the general public every year. Key Benchmark #3 is highlighted below:*

### Key Benchmark #3 - Jobs (by place of work in Duval County)

#### a. Earnings per Job

Annually increase average earnings per job 0.5 percent above the U.S. average.

#### b. Job Growth

Increase Duval County annual percentage job growth at a rate above the Florida average (See above-earnings per job has the highest priority).

### Case for Change

#### Earnings Per Job

a. The first major step in reversing the decline in Duval per capita income as a percentage of the U.S. per capita income is to increase average earnings per job in Duval County. In 2003, Duval's earnings per job were \$41,463, ranking next to last among the eight peer counties and the U.S. The ten areas varied from Fulton-Atlanta, Ga. with \$62,430 to Orange-Orlando, Fla. with \$39,906. (Refer to Chart #6 in the Blueprint document)

b. From 1990 to 2003, Duval, at 3.6 percent, ranked next to last in percentage change in annual average earnings per job, which was below the U.S. average of 3.7 percent. (Refer to Chart #7 in the Blueprint document)

#### Job Growth

a. From 1990-2003, Duval County created 9,114 average net new jobs and had a 1.8 percent annual increase in net new jobs. The 1.8 percent ranked Duval 4th among the eight peer counties.

b. It is estimated that for each high-wage economic base job (a job that brings cash into the county in payment for a product or service delivered), an additional lower paying non-economic base job is created so focusing on high-wage jobs is key.

c. The second major step in reversing the decline in Duval per capita income as a percentage of the U.S. per capita income is to improve Duval County so that high-income Duval County workers want to live in Duval County. According to the U.S. Census Bureau, in 2000, 79,560 (10 percent of the population) Duval County workers lived outside of the county compared to 55,053 (8 percent of the population) in 1990.

## Founding Partners

- City of Jacksonville
- Jacksonville Regional Chamber of Commerce
- WorkSource

## New Partners

- 100 Black Men of Jacksonville, Inc.
- Alliance for the Lost Boys of Sudan
- American Cancer Society- Duval Unit
- Arthritis Foundation
- Child Guidance Center, Inc.
- Children's Home Society
- CIT
- Community Hospice of Northeast Florida
- Community Resource Education Development Institute, Inc.
- Convergy's CSX
- Edward Waters College
- Empowerment Resources, Inc.
- First Coast Diversity Council
- First Coast Friends
- First Coast Higher Education Alliance
- From The Heart Medwaiver Provider Inc.
- Girls Incorporated of Jacksonville
- Greenscape of Jacksonville, Inc.
- Jacksonville Area Legal Aid, Inc.
- Jacksonville Aviation Authority
- Kappa Alpha Psi Fraternity Inc.
- Leadership Jacksonville
- McGuireWoods LLP
- Medtronic
- Metro Kids Konnection, Inc.
- North East Florida Regional Health Organization, Inc.
- Northeast Florida Chapter of the American Red Cross
- PACE Center for Girls
- Police Athletic League of Jacksonville
- Robert Half International
- Society of Human Resource Managers (SHRM Jacksonville)
- St. John's River City Band
- The Potter's House
- Tree Hill Nature Center
- Vestcor Development Corporation
- VFW Post 11406
- War On Poverty Initiative
- Wayne Conner Ministries International

**Total of 226 Partners**

## The Potter's House

Under the leadership of its founder and pastor, Bishop Vaughn McLaughlin, The Potter's House has garnered a reputation of transforming our community through spiritual development and economic empowerment. Its activities address various strategies under all six Blueprint Foundations, and its economic development efforts have been featured in many leading national and international publications - including the Wall Street Journal, Charisma Magazine, Ministries Today, and most recently Leadership Magazine. Two key projects include the Multiplex and the Normandy Mall structure.

The Potter's House Multiplex - a 41,000 square-foot building that combines businesses, administrative offices and ministries - is an excellent example of synergy in motion. This formerly abandoned Southern Bell phone center was purchased and completely renovated by church members. By utilizing the resources within its own congregation, they developed a state-of-the art facility that would have otherwise exceeded their financial capability. The Multiplex is home to 14 businesses that range from an event planning service to a dance studio. "The church is commissioned by God to establish the Kingdom and implement in the earth the practice of Kingdom principles. Community and economic synergy are two Kingdom realities in which this concept is manifested in the earth," explained Bishop McLaughlin.

Its latest acquisition, the 394,000 square-foot abandoned Normandy Mall, bears the distinction of being the City of Jacksonville's first fully enclosed shopping mall. The initial phase of the project involves converting the former Sam's Wholesale Club facility into a 4000-seat sanctuary, a 600-seat children's church, complete nursery facilities, adequate classrooms for biblical training and expanded administrative offices. Once fully developed, conventional retail enterprises, an expanded small business incubation center and a variety of social services will occupy the remaining space. The retail portion of the mall is scheduled to open in March 2007.

## The First Coast Higher Education Alliance

The First Coast Higher Education Alliance (FCHEA) serves as an educational resource to the community. Their goals target several of the higher education strategies in Blueprint. Founded about five years ago, FCHEA is modeled after similar educational alliances located throughout Florida and the United States.

The purpose of the alliance is to provide educational services to area organizations and to add value to the community. The First Coast Higher Education Alliance is comprised of accredited colleges and universities working in collaboration with corporations and community organizations to increase awareness of higher education in First Coast Florida.

FCHEA conducts education expos at community and business locations in the Greater Jacksonville Area. Companies and organizations are provided with a forum where their employees or members are encouraged to pursue educational and professional development. FCHEA member schools hold accreditation, as degree-granting institutions of higher education, recognized by the United States Department of Education.

## Blueprint Partner Orientations

Blueprint staff will conduct orientations to assist Blueprint Partners with developing strategy benchmarks in alignment with the Key Benchmarks. These orientation sessions will be given throughout the year in the Compass Bank room at the Jacksonville Regional Chamber of Commerce, 3 Independent Dr., Jacksonville Fla., 32202. The dates and times of these orientations are as follows:

<b>January 18</b>	<b>1:30 p.m.</b>
<b>February 15</b>	<b>1:30 p.m.</b>
<b>March 8</b>	<b>1:30 p.m.</b>
<b>April 18</b>	<b>1:30 p.m.</b>
<b>May 7</b>	<b>1:30 p.m.</b>

To register for these orientations, contact Harlan Stallings at 904.366.6618 or [harlan.stallings@myjax-chamber.com](mailto:harlan.stallings@myjax-chamber.com).