

Foundations.

- Education
- Economic Development
- Quality of Life
- Racial Opportunity & Harmony
- Infrastructure
- Leadership

What is Blueprint for Prosperity?

The City of Jacksonville, Jacksonville Regional Chamber of Commerce and WorkSource have partnered to work diligently on a strategic plan, Blueprint for Prosperity. The goal of Blueprint for Prosperity is to increase the income of Duval County residents through concentrated efforts on six community Foundations: economic development, education, racial opportunity and harmony, infrastructure, leadership and quality of life.

The most exciting aspect of Blueprint is that it was developed and will be implemented by the community. To develop the initial draft of the plan, Blueprint representatives conducted 29 focus group meetings with 355 participants and 20 task force meetings with 382 participants. The Blueprint staff, steering committee and task force members presented the draft to more than 11,000 citizens in their

businesses, neighborhood organizations, nonprofit groups, faith-based institutions and at various other meetings.

The Blueprint process will now focus on recruiting Blueprint Partners who will implement the Blueprint and align organizations to carry out the strategies of the plan over the next five years.

Implementation of the Blueprint plan is key to creating a richer life for all of Jacksonville's residents. We are calling for organizations to partner on the Blueprint initiative as our efforts are focused on implementing strategies that will help us reach the benchmarks contained within the plan. We are actively recruiting a diverse cross-section of organizations from all parts of the city as there is a role for each to play in building a brighter future.

Why do we need Blueprint for Prosperity?

1. In 2004, the Duval County median household income was only 94.4 percent of the U.S. median household income. Further, the Duval County per capita income as a percentage of the U.S. per capita income declined from 98 percent in 1986 to 96 percent in 2003.

2. In 2003, the Duval County average earnings per job was only 97 percent of the U.S. average and although earnings increased for 13 years, the increase was less than the U.S. annual rate.

3. From 1990 to 2000, the number of Duval County workers living outside of the county increased 45 percent. Most of these new commuters were high-income workers.

4. In 1999, there was a 47 percent gap between White and African American per capita income as a percentage of the U.S. per capita income and a 33 percent gap between

Whites and Hispanic/Latinos when comparing per capita income as a percentage of total U.S. per capita income.

5. In 2003, the African American population, with this large income gap, made up 30 percent of the population. At current growth rates this population will reach 35 percent in 2015 and 40 percent in 2027. At these growth rates, the total racial and ethnic minority population will exceed 50 percent of Duval County's population before 2030, meaning, that if the income gaps continue, Duval's relative per capita income will continue to decline.

6. There is a direct correlation between educational success and increased per capita income and quality of life. Yet, Duval County's public school four-year graduation rate was only 67.2 percent and only 32 percent of 10th grade students read at grade level in 2004.

KEY BENCHMARKS

1. Duval County Residents' Income

- Increase Duval County median household income at a percentage of the United States by 0.5 percent annually beginning in 2007.
- Increase Duval County per capita income as a percentage of the U.S. per capita income by 0.5 percent annually beginning in 2007.

2. Education

- Early Learning - Birth to 5 - Duval's kindergarten readiness rate will exceed 90 percent by 2013.
- Graduation Rate and Achievement Gap - Duval's percentage of students graduating will exceed 90 percent in 2013. Over 90 percent of students will perform at grade level in reading and math by 2013.
- Racial/Ethnic and Economics Gap - Eliminate the racial/ethnic and economics/education achievement gaps and graduation rate gaps by 2013.
- Higher Education - By 2017, 35 percent of Duval's population age 25 and over will have bachelor's degrees or higher and an additional 10 percent will have associate's degrees.

3. Jobs (by place of work in Duval County)

- Earnings per Job - Annually increase average earnings per job 0.5 percent above the U.S. average.
- 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).

4. Racial Opportunity And Harmony

- Increase per capita income for all Duval residents while decreasing the gap between Whites and all other racial/ethnic groups by 50 percent by 2020.

5. Poverty Rate

- For all Duval County Residents in Poverty
 - Reduce Duval poverty to 50 percent of the United States average poverty in 20 years.
- For High-Poverty Duval Residents
 - Reduce by 1 percent annually the areas where the poverty rate is between 10 percent and 20 percent.
 - Reduce by 2 percent annually the percentage of individuals in poverty in every zip code in Duval County where poverty exceeds 20 percent.

6. Family Stability

- Reduce Duval County's infant death rate to Florida rate by 2016.
- Reduce Duval County's birthrate to unwed mothers by 50 percent by 2016.
- Reduce the marriage dissolutions rate in Duval County by 50 percent by 2016.

7. Public Safety

- Reduce Duval County's murder rate to equal the Florida rate by 2011.

8. Health Care

- The Key Benchmark measurement will be established by the Benchmark team, Quality of Life team and Blueprint Partners adopting and implementing the Quality of Life health care strategy #1.

9. Housing

- The Key Benchmark measurement will be established by the Benchmark team, Infrastructure team and Blueprint Partners adopting and implementing the Infrastructure strategies in the Housing section.

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New Partners

Akerman Senterfitt
 Alderman Park Civic Association
 American Express Financial Advisors
 American Society for Training and Development, Northeast Florida
 Amstaff Human Resources, Inc.
 Bank of America
 City of Jacksonville- Adult Services Division, Community Services Department
 City of Jacksonville- Building Inspection Division
 City of Jacksonville- Children's Commission
 City of Jacksonville- Community Services Department / Office of Juvenile Justice and Offender Based Program
 City of Jacksonville- Community Services / Victim Services
 City of Jacksonville- Department of Public Works
 City of Jacksonville- Disabled Services Division / Community Services Department
 City of Jacksonville- Housing Commission
 City of Jacksonville- Human Rights Commission
 City of Jacksonville- Mental Health and Welfare Division/ Community Services Department
 City of Jacksonville- Military Affairs and Veteran Services, Community Services
 City of Jacksonville- Neighborhood Services Division (NSD)
 City of Jacksonville- Parks, Recreation, Entertainment and Conservation
 City of Jacksonville- Procurement / Equal Business Opportunity and Contract Compliance
 Comcast Cable
 Dynamic Corporate Solutions, Inc. (DCSI)
 Episcopal Children's Services, Inc.
 Exploring, Learning for Life
 First Coast Asian American Chamber of Commerce
 First Coast Construction
 Florida Community College at Jacksonville
 Florida Technical College, Jacksonville Campus
 Fresh Ministries
 Gumbs Media Group LLC
 Habijax
 Health Impact, LLC
 Help-Fil-Am
 Hip Hop Economy Network Inc
 Hospitality Staff
 House of Cherry St. Bed & Breakfast and Retreat Center
 Jacksonville Area Sexual Minority Youth Network, Inc. (JASMYN, Inc.)
 Jacksonville Baptist Association
 Jacksonville Public Library
 Jenkins Quality Barbecue
 LandMar Group, LLC
 Magnolia Gardens North Neighborhood Association
 Magnolia Gardens North Neighborhood Watch
 Main Street America Group
 Most Holy Redeemer Catholic Church
 Mountaintop Institute
 Northeast Florida AIDS Network (NEFN)
 Northeast Florida Center for Community and Justice (NFCCJ)
 Northeast Florida Healthy Start Coalition, Inc
 Oak Street Realty Corp
 Otis Smith Kids Foundation
 Riverside Avondale Development Organization, Inc.
 Rogers Towers
 The Bridge of Northeast Florida, Inc.
 The Cathedral Foundation
 University of North Florida, Career Services
 University of North Florida, Division of Continuing Education
 Volunteer Jacksonville, Inc.
 YMCA of Florida's First Coast

Executive Committee

Chair: Bill Scheu
 Executive Director: Jarik Conrad
 Facilitator: Henry Luke

EXECUTIVE COMMITTEE AT LARGE

Hon. John Peyton - Mayor, City of Jacksonville
 Ed Burr - LandMar Group, LLC
 Bruce Ferguson, Jr. - WorkSource
 Eleanor Gay - Community Volunteer
 Robert Helms - Wachovia

Wally Lee - Jacksonville Regional Chamber of Commerce
 Dr. Robert Lee, III - Fresh Ministries
 Ron Townsend - Communications Consultant
 Dr. Steven Wallace - FCCJ

FOUNDATION	CO-CHAIRS	CITY COUNCIL LIAISON
Education	Bill Mason - FCCJ, Previously Baptist Health Lisa Moore - IBM	Mia Jones
Economic Development	Barry Allred - Elkins Constructors Cleve Warren - JEDCO	Lad Daniels
Quality of Life	Connie Hodges - United Way of Northeast Florida Alton Yates - OTAI, Inc.	Elaine Brown
Racial Opportunity & Harmony	Jim Crooks - Retired UNF Professor Tony Jenkins - Blue Cross and Blue Shield of Florida	Kevin Hyde
Infrastructure	Alberta Hipps - Hipps Group, Inc. Jim Robinson - King Engineering	Sharon Copeland
Leadership	Bruce Barcelo - Barcelo & Company John Falconetti - Drummond Press	Michael Corrigan
Benchmark	Skip Cramer - JCCI Ed Hearle - Retired Management Consultant	Gwen Yates

Blueprint Partner Spotlight

City of Jacksonville

We are delighted that Mayor Peyton and his staff have taken the lead in implementing Blueprint for Prosperity. City departments have been tasked with aligning their strategic plans and budgets for 2006 with the appropriate strategies presented in the Blueprint. We would like to recognize them for their efforts by honoring them with our first Blueprint Partner spotlight.

To sign up as a Blueprint Partner, please visit our Web site at www.blueprintforprosperity.com or contact Harlan Stallings, the Chamber's Blueprint manager, at 904.366.6618.

Blueprint Visions

(1) Education - Vision: Before 2020, Duval County will value education, and have a high expectation of educational excellence in preparing our citizens for life and employment in the 21st Century.

(2) Economic Development - Vision: Before 2020, Duval County will be a harmonious and business-friendly environment that supports a vibrant, diversified and growing economy with ample opportunities for productive employment, the capacity to fund public services and a high standard of living shared widely among its citizens.

(3) Quality of Life - Vision: Before 2020, Duval County will have a Quality of Life that is innovative, healthy, energetic and inclusive with a common sense of pride in community and a shared commitment to excellence.

(4) Racial Opportunity and Harmony - Vision: Before 2020, Duval County will have achieved Racial Opportunity and Harmony by eliminating disparities and barriers for achievement for its diverse population.

(5) Infrastructure - Vision: Before 2020, Duval County will have economically sustainable infrastructure that supports and enhances education, economic development, racial opportunity and harmony and our quality of life.

(6) Leadership - Vision: Before 2020, Duval County will have leadership that represent a diverse cadre of informed citizens who lead by example and make decisions based on the short-term and long-term goals of the entire community.