

JACKSONVILLE SMALL & EMERGING BUSINESS ANNUAL REPORT

FY 2014

The City of Jacksonville
Small & Emerging Business

Photo Provided By:
Miranda Contracting



Table of Contents

pg. 2

Table of Contents.....	2
About Us.....	3
JSEB Program Described.....	4
Meet the Team.....	5
Year-to-Year Comparison.....	6
Breakdown of Departments.....	7
Departments' Project Summary.....	8
Summary of Services Provided.....	9
Quotes from Certified JSEBS.....	10-11
The Future of JSEB.....	12
FY 2015 Workshops.....	13



"As a candidate for Mayor in 2011 I promised to help small businesses. Small businesses are the backbone of this economy. I will make sure, through the JSEB Office & Office of Economic Development, that they have access to training, capital and credit, so they may continue to grow and expand their businesses, as well as, Jacksonville's economy."

Mayor Alvin Brown

About Us

The City of Jacksonville Small & Emerging Business Program is available to small businesses who have been a Duval County residency for one or more years or have an established business headquartered in Jacksonville for three or more years.

The qualifying owner's personal net worth may not exceed \$605,000. The business must have a three-year gross receipts average of less than \$6,000,000.

Businesses may participate in the program for generally no more than fifteen years. Finally, the qualifying owner for a business applying for JSEB certification must own and control more than 51% of the business

HISTORY

The Commission on Small & Disadvantaged Businesses by Executive Order 04-02. The Commission was to review: (I) financial programs providing for operating and capital expenditures; (II) bonding programs, as well as existing city and state requirements relating to bonding; and (III) the city's then existing Small Disadvantaged Business Enterprise (SDBE) and Small Business Enterprise (SBE) programs.

On Feb. 10, 2004, the Commission began soliciting testimony and gathering information regarding the past, present and future of small and minority businesses within the City of Jacksonville. This process of information gathering continued through ten weekly meetings that came to a conclusion on April 21, 2004. Each meeting was open to the public and conducted in accordance with the Florida Sunshine requirements.

The City Council created a Special Council Committee on Small and Disadvantaged Business around the same time the Commission was created. This special committee was responsible for soliciting testimony, gathering information and otherwise becoming apprised of issues

multitude of recommendations be made. On August 10, 2004, after a rather lengthy deliberative process conducted by each member of City Council and representatives of the Mayor's Office, the Office of General Counsel and the Department of Procurement, the majority of the

"I recommend this organization for anyone who is starting a small business.

Ms. Cruz has been very helpful to me in this process. Thank You."

- Jeffrey Powell

regarding the city's former small and minority business programs. Seven days later, on April 28, 2004, the Commission submitted its Final Report to the Mayor and to the Special committee for review and legislative action. As part of its report, the Commission proposed a

Commission's recommendations were codified into City Ordinance 2004-602-E, Chapter 126, Parts 6A and 6B of which establish the Jacksonville Small & Emerging Businesses (JSEB) program.

City of Jacksonville Small & Emerging Business Program

We are pleased to present the 2015 City of Jacksonville Small and Emerging Business Annual Report to the community.

Successful small businesses are transforming Jacksonville's economy. Business owners and entrepreneurs are exhibiting resilience, intuitiveness and resourcefulness as they navigate this economic landscape.

Through financial workshops, management training, bonding workshops, technical assistance and education programs the City of Jacksonville Small and Emerging Business program continues to play a major role in supporting and helping our small businesses grow to the next level.

Across the City of Jacksonville, small business vendors created 124 jobs, and provided a salary range of \$15,360-\$100,000 to employees hired with awarded contracts. It is wonderful to see businesses not only surviving, but thriving. This annual report highlights small businesses that have leveraged the resources provided by the JSEB program to develop, grow, and become stronger than ever.

The City of Jacksonville JSEB program provides high-impact, front-line services designed to facilitate small business growth, job creation and access to capital. The SBDC provides confidential one-on-one business advising at no cost, and technical assistance to entrepreneurs and small business owners.



***“I’m convinced
that about half of
what separates
the successful
entrepreneurs from
non-successful ones is
pure perseverance.”
-Steve Jobs***

“Enriching Small Business Growth Through Knowledge, Partnership, Education & Opportunity.”



Shamika Baker

JSEB Director

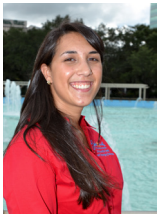
Ms. Shamika Baker joined the City of Jacksonville Small & Emerging Businesses team in the Winter of 2013. Shamika came to the City of Jacksonville Small & Emerging Business Program from the Office of Mayor Alvin Brown.



Chuck McNeil

Business Analyst

Mr. Chuck McNeil joined the City of Jacksonville Small & Emerging Businesses team in the Summer of 2010. Chuck came to the City of Jacksonville from the City of Jacksonville's Budget Office. His goal for the JSEB program is to provide more workshops, increase the number of certified JSEBs, & strengthen each small businesses financial position through the bonding assistance program.



Nina Salvaggio

Communications Outreach Coordinator

Ms. Nina Salvaggio joined the City of Jacksonville Small & Emerging Businesses team in the Summer of 2014. Nina came to the City of Jacksonville from The City of Orange Beach, AL. Her goals for the JSEB program are to promote the certified JSEBs and make the JSEB program a well-known and integral part of the COJ team.



Aileen Cruz

Professional Services Compliance Officer

Ms. Aileen Cruz joined the City of Jacksonville Small & Emerging Businesses team in the Fall of 2013. Aileen came to the City of Jacksonville from ARS National Services. Aileen has hopes that the JSEB program will acquire more small companies that wish to grow and emerge; companies with big dreams that have a passion to fight for those dreams of success!



Clifford Johnson

Section 3 Compliance Officer

Mr. Clifford Johnson joined the City of Jacksonville Small & Emerging Businesses team in the Spring of 2013. Clifford came to the JSEB Office from the City of Jacksonville's ITD department. His dreams for the JSEB program are to increase the number of certified Section 3 JSEBs.



Justin Walters

Construction Services Compliance Officer

Mr. Justin Walters joined the City of Jacksonville Small & Emerging Businesses team in the Summer of 2014. Justin came to the City of Jacksonville from the City of Gainesville. His hopes for the JSEB program are to help the City of Jacksonville's small businesses reach their full potential by continuing to grow with the use of the resources made available by JSEB.



Kristen Davis

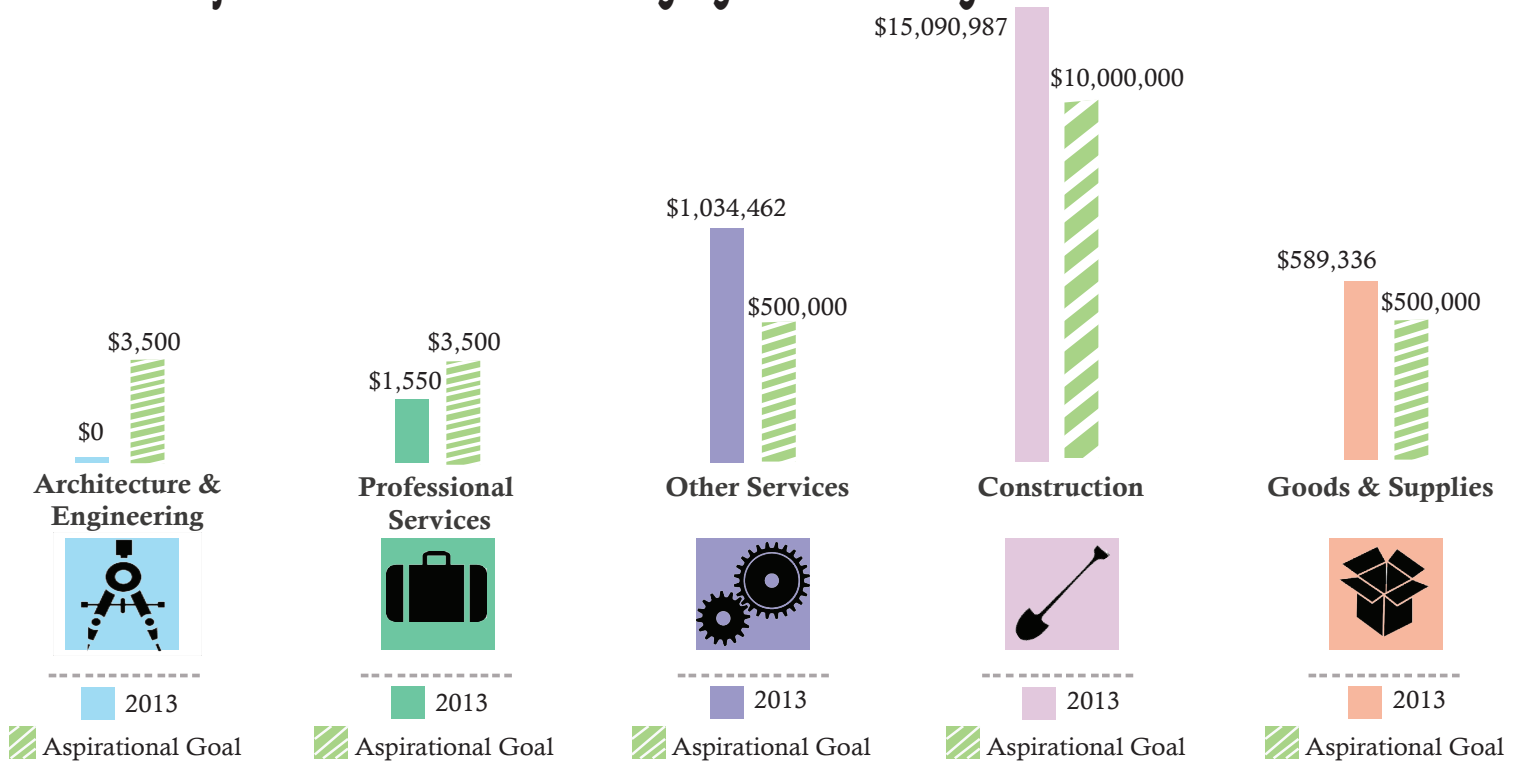
Office Coordinator

Mrs. Kristen Davis joined the City of Jacksonville Small & Emerging Businesses team in the summer of 2014. Kristen came to the City of Jacksonville from 630 City. Ms. Thomas has hopes that more small businesses become aware of the JSEB program so that they may be able to better compete with the larger businesses.

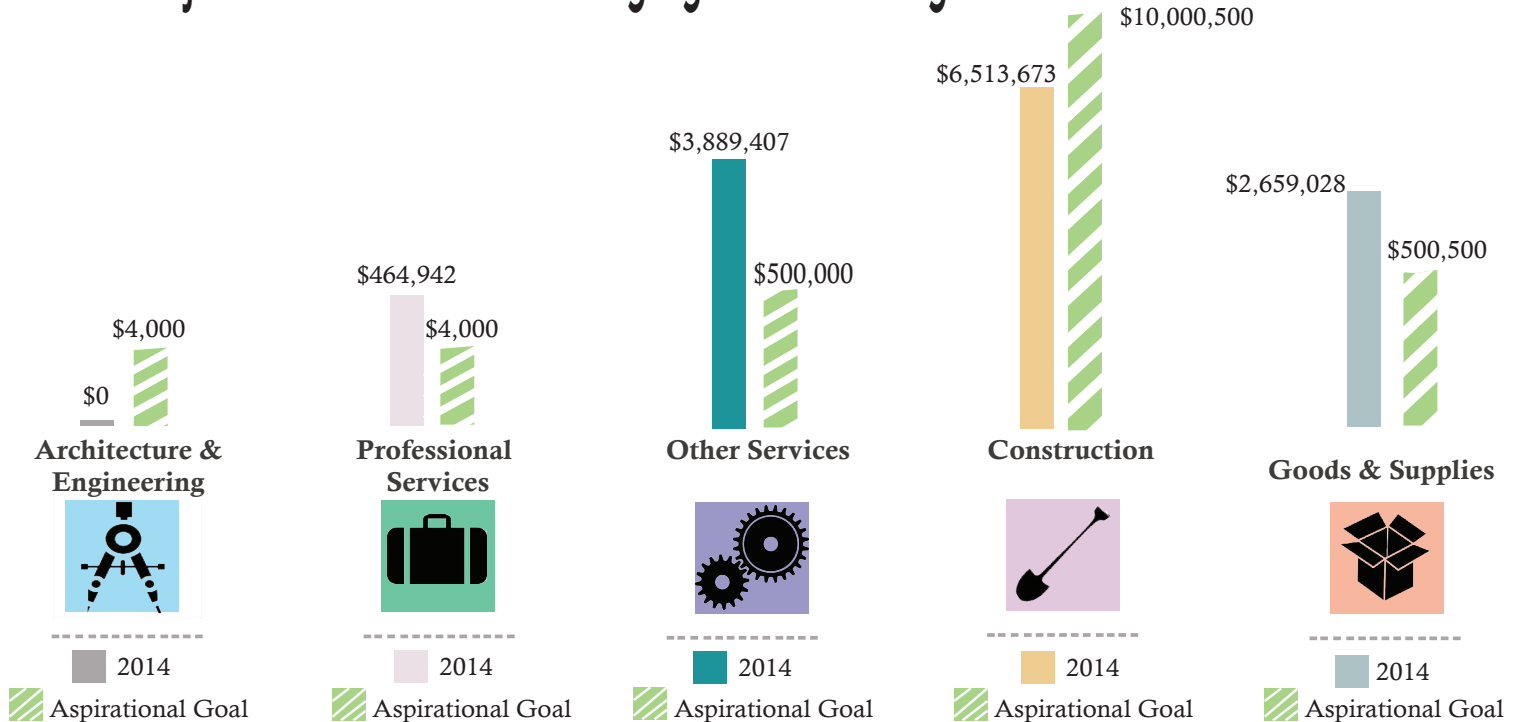
Year-to-Year Comparison

The charts below show the significant progress in the utilization of Jacksonville Small & Emerging Businesses (JSEB). Aspirational goals are also included for reference.

Jacksonville Small & Emerging Business Program FY 2012 - 2013



Jacksonville Small & Emerging Business Program FY 2013 - 2014



Breakdown of Departments

The following is a breakdown of professional services (by department), construction (by department) and the combination of both contractual services and supplies (by department).

Professional Services

Breakdown by Key

Departments

During FY 14, the estimated total amount of formal/informal professional service contracts awarded was \$464,942, of which, \$400,000 was awarded by the Employee Services Department and \$59,722 awarded from the Planning and Development Department, as compared to \$315,266 in FY 13 awarded from the Economic Development Office as a participation goal.

Contractual Supplies

Breakdown by Key

Departments

During FY 14, the estimated total amount of formal/informal contractual supplies contracts that were awarded to JSEBs was \$2,659,028 of which the Public Works Department awarded \$2,392,868 to JSEBs, along with the Fire and Rescue Departments awarding \$12,609 and \$132 respectively.

In comparison to \$587,336 that was awarded in FY 13 to JSEBs.

Construction Project

Breakdown by Key

Departments

During FY 14, the estimated formal/informal construction contracts award amount was \$14,635,723, of which, \$5,869,104 was awarded from the Public Works Department, also included in this amount, is an estimated \$3,100,00 awarded to JSEBs for the Everbank Field Project, \$201,156 was awarded by the Parks and Recreation Department, and \$432,005 was awarded from the Regulatory Compliance Department.

In comparison, to the \$16,525,736 awarded in FY 13. As a note, during FY 13, there were still projects that were part of the Better Jacksonville Projects (BJP) that were captured during this period.

Contractual Supplies

Breakdown by Key

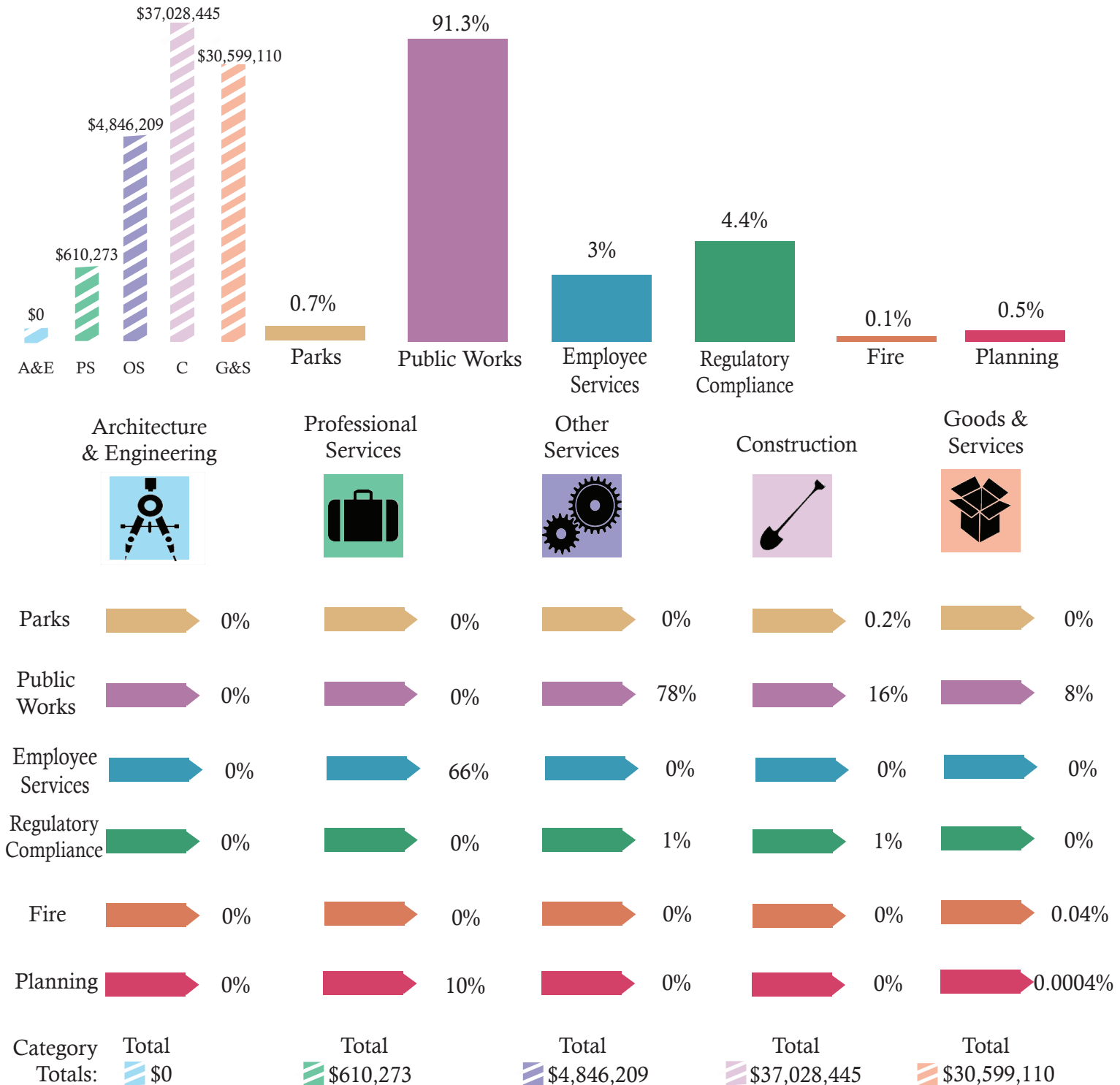
Departments

During FY 14, the estimated formal/informal contractual services contracts awarded were \$3,889,407 of which Public Works Department awarded \$3,799,104 to JSEBs and the Regulatory Compliance Department awarded \$39,581 of the remaining amounts were awarded by other departments.

In comparison to FY 13, the total dollar amount awarded was \$1,034,462 from the Regulatory Compliance Department.

Departments' Project Summary

The JSEB Program allows the City to leverage its purchasing power to build the capacity of small businesses. The following tables and charts indicate the overall distribution to small businesses.



■ 18.1% of contracts were awarded to JSEBs.

■ Construction awards accounted for the **largest** percentage of City dollars.

■ 16.8% of contracts were awarded to minority or women-owned businesses.

Summary of Services Provided

Small Businesses Served	FY 12-13	FY 13-14
# of Workshops Offered	8	65
# of JSEBs in Attendance at Workshops	37	594
# of Walk-In's/Visitors to JSEB Office	260	351
# of Full-Time/Part-Time Positions Created by JSEBs	69	124
Salary Range of Jobs Created by JSEBs	\$15,360 - \$100,000	\$16,320 - \$60,000
# of New Vendors	61	87



Photos Provided By: Alma Ferrante, Arun Venkatesan, Mr. Haskell, C&ES Consultants, Demetrius Shack's Painting Service, Inc., The Jacksonville Small & Emerging Business Office, The Women's Business Center Event, P.A. Wallace & Associates and our FSCJ OSHA Instructors.

Quotes About the Program from Certified JSEBs

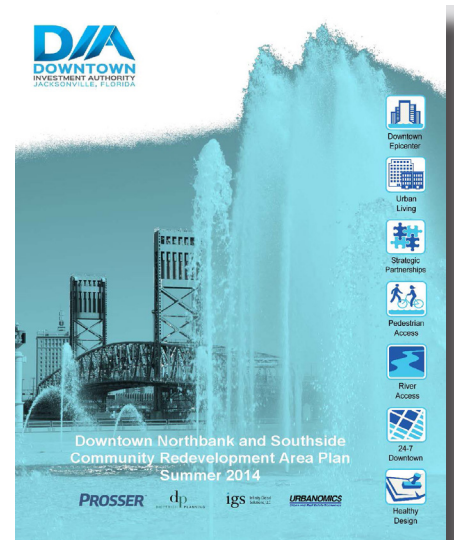


Photo (above) provided by:
Diettrich Planning, LLC. (JSEB)

Over the course of two years the City of Jacksonville's Small & Emerging Businesses Program has changed a lot. We set out to discover just how these changes were being received by the JSEB certified small businesses.

What changes have you noticed within the department and how are these changes helping your business?

"I have noticed changes within the JSEB department and I feel we are being notified more effectively when education and bidding opportunities are available. I feel the department is available to assist when needed and they genuinely care if Jacksonville Small Businesses not only survive but are able to thrive. There are so many opportunities available with the program. It is the responsibility of each business owner to put their business skills to work and utilize the tools that are taught through seminars and classes to enable them to secure new contracts. I appreciate the program, it has definitely been a huge success for our company. I am so thankful that the City of Jacksonville has such a program." - Renee Sharp, F&R Professional Cleaning, Inc.

"How has the JSEB program affected you as a business owner?"

"The JSEB program has not only broadened my networking capabilities for my business, but given me the tools to continue to grow and improve my business in a larger based atmosphere. I was very fortunate that early on with my application and through to my certification, and even now, as a JSEB member, I had wonderful contacts within the JSEB group to direct and guide me." - Amber Sahbudak, Ocean Movers

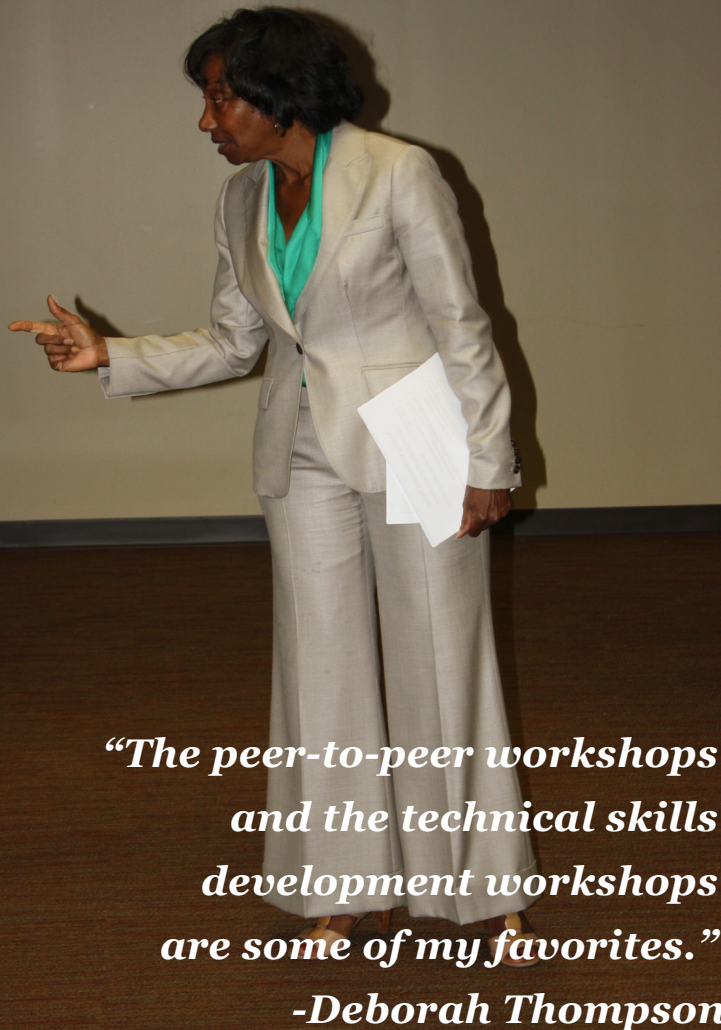
"What was it like to teach a group of your JSEB peers, having sat in their seat many times before? And what did you learn from teaching?"

"This experience was very rewarding for me, because the participants can learn from the best practices of their peers and avoid costly and timely mistakes."

"I learned that we have a lot of work to do. Many of the JSEBs still labor under some misconceptions of the COJ processes, procedures and practices of the department buyers. Many were unsure of who to take their issues and concerns to about a project."

- Deborah Thompson (right), Deborah Thompson Consultant.

Photo (right) provided by:
Underwater Mechanix (JSEB)



***“The peer-to-peer workshops
and the technical skills
development workshops
are some of my favorites.”
-Deborah Thompson***

“What has been your favorite JSEB workshop & why?”

“My favorite workshop that JSEB provided was OSHA Respiratory Safety. I appreciated this workshop because of the many changes that have occurred within the Federal Regulations for OSHA Standards regarding different chemicals and their use. The JSEB program gave me the opportunity to win a contract within the first few months as a member. The exposure to valuable knowledge and the opportunity for networking at these workshops is invaluable to me and my business.”
- Maner Washington, Washington Janitorial & Landscaping, Inc.

“How has being a part of the JSEB program helped your business in obtaining city contracts?”

“Shamika Baker and the rest of the JSEB Team have been so instrumental in supporting me and my business; keeping me up to date on events, education, tools, & opportunities.”

“The JSEB system that places a percentage of work effort on a project to be completed by a JSEB has been critical in allowing me to compete with and/or against larger companies. Without this percentage, the larger companies would not necessarily be compelled to include a smaller firm.”

“The JSEB set-aside program is quite beneficial if there is enough competition between competent JSEBs to allow that program to proceed.”

-Lara Diettrich, Diettrich Planning, LLC.



Photo (left) Provided By:
Nature's Way Natural
Pest Control, Inc.

The Future of JSEB

Shamika Baker, JSEB Director's vision for the City of Jacksonville Small & Emerging Businesses Program is...

"The City of Jacksonville Small and Emerging Business Office with limited staff and resources, has been pro actively collaborating efforts with each Agency and the Jacksonville Small Business community to create a climate of inclusion for small businesses in the City of Jacksonville.

It is Mayor Alvin Brown's continued journey and vision to insure streamline processes and procedures associated with diversity procurement and workforce data collection, modifying and updating our resources to better assist our small businesses. The City of Jacksonville Small and Emerging Business office will continue to embrace the richness that is the diversity of the City of Jacksonville, making government more efficient and improving services for city taxpayers.

It is with honor that we are able to accomplish our goals while working in a rebounding economy.

As 2015 approaches, we are proud of the relationships we have established with entities, including but not limited to, the Jacksonville Chamber of Commerce; UNF Small Business Development Center, Beaver Street Enterprise Center, local banks, credit unions, Florida State College of Jacksonville, Small Business Administration and Jacksonville Women Business Center, etc.

***"Start where you are.
Use what you have.
Do what you can."
- Arthur Ashe***

As Administrator of the City of Jacksonville Small and Emerging Business Office, I am pleased to lead what has proven to be a dynamic group of employees to assist in providing training, education and along with contract opportunities for small businesses. This report will serve as a blueprint for the Administration as we rebuild the foundation of inclusion for the City of Jacksonville."
-Shamika Baker, JSEB Director

FY 2015 Workshops

OSHA WORKSHOPS:

- OSHA Machine Guarding & Road Safety (**January 20**)
 - OSHA Back Injury (**February 3**)
- OSHA Construction Hazards (**February 17**)
 - OSHA Lightening Safety (**March 3**)
- OSHA Blood Borne Pathogens (**March 24**)
 - OSHA Electrical Hazards (**April 7**)
 - OSHA Road Safety (**April 21**)
 - OSHA Fall Protection (**May 5**)
- OSHA Florida Disaster Awareness (**May 19**)
- OSHA Florida Driver Highway Safety (**June 2**)
 - OSHA Forklift/Tow Regulations (**June 16**)
- OSHA Hazcom in the Workplace (**June 30**)
 - OSHA Rights (**July 14**)
 - OSHA Respiratory Protection (**July 28**)
- OSHA Global Harmonization (**August 11**)
 - OSHA Mold Safety (**August 25**)
 - OSHA Asbestos Safety (**September 8**)
- OSHA Confined Space Hazards (**September 22**)

FIRST COAST HISPANIC CHAMBER of COMMERCE WORKSHOPS:

- Dress for Success: Dressing the Part (**March**)
 - Business Compliance (**April**)
 - Finance (**May**)
 - QuickBooks (**June**)
 - Tax Compliance (**July**)
- Investment Options & Opportunities (**August**)
- Veteran's Day: Using Military Skills in Civilian Life (**September**)

GOOGLE WORKSHOPS:

- Get Your Business Online (**January, July & October**)
- Get Found on Google (**January, July & October**)
- Grow Your Business Online (**May, August & November**)

FINANCIAL SECURITY & AWARENESS WORKSHOPS:

- Protect Your Assets: Using Debt to Grow Your Business (**February 6**)
- Growing Businesses: Protect Your Revenue (**March 6**)
 - Protect Your Business Ownership (**April 10**)
- Protect Your Income: Self- Employed (**May 1**)
 - Meet Your Business Expenses (**June 5**)
- Business Planning: Valuation Plans (**July 10**)
 - Business Planning: Sample Business Continuation Plan (**August 7**)
 - Business Planning: Sample Buy-Sell Review Plan (**September 4**)
- Business Planning: Sample Business Exit Plan (**October 2**)

SBA WORKSHOPS:

- Access to Capital & 8(a) Business Development (**Jan. 13, Jan. 27, April 14, April 28, August 13, and Oct. 15**)
 - 8(a) BD Program Certification Process (**Feb. 11, Feb. 24, May 14, Sept. 10, Sept. 29**)
 - SBA's Program & Services (**March 11, March 31, June 9, and June 23**)
- Access to Capital & Federal Business Opportunities (**April 14, April 28, July 16, and July 30**)

JSEB NEW VENDOR ORIENTATION:

- January
- April
- July
- October

N.E. FL GREEN CHAMBER WORKSHOPS:

- Becoming an Eco-Friendly Business: Attracting the Eco- Aware Consumer (**January 29**)
- Picking the Right Retirement Plan (**February 19**)

THE GREEN TEAM WORKSHOPS:

- Why Go Green: Greening Your Business (**February 10**)
 - Marketing Your Green Business: Becoming "Green" Certified (**March 10**)



KEEP IN TOUCH!

Interact with the JSEB Team and stay up-to-date on JSEB information by following us on Twitter, "Liking" us on Facebook and checking-in on FourSquare.



facebook.com/jcity.work



[Jacksonville Small & Emerging Businesses](#)



twitter.com/JSEBcity

CONTACT US: THE JSEB TEAM

- | | |
|--|--|
| - Shamika Baker (JSEB Director)
Email: shamikab@coj.net | - Kristen Davis (Office Coordinator)
Email: kristent@coj.net |
| - Nina Salvaggio (Communications Outreach Coordinator)
Email: nsalvaggio@coj.net | - Chuck McNeil (Business Analyst)
Email: cmcneil@coj.net |
| - Aileen Cruz (Professional Services - Compliance Officer)
Email: acruz@coj.net | - Clifford Johnson (Section 3 - Compliance Officer)
Email: cjohnson@coj.net |
| - Justin Walters (Construction Services - Compliance Officer)
Email: justinw@coj.net | |

Website: jseb.coj.net

PLEASE JOIN US

for a

HOLIDAY

PARTY

FRIDAY, DECEMBER 12TH AT 6PM

jaguars everbank stadium

BUD ZONE ❄️ 1 EVERBANK FIELD

hosted by

THE CITY OF JACKSONVILLE

SMALL & EMERGING BUSINESS OFFICE

Each attendee is allowed a plus one

DONATIONS PROVIDED BY:





214 N. Hogan Street
Jacksonville, FL 32202

Tel: 904-255-8840

Fax: 904-255-8842

E: jseb@coj.net

Designed by: Nina Salvaggio and the JSEB Office