



Social Justice and Community Investment Committee Proposal

Funding Request

The Pollock Group is seeking funding of \$50,000.00 to support the 2021 Florida Black Expo Spring Empowerment Summit.

The funding will support the following activities:

- Job Fair & Employability Skills Training (ages 18+)
- Entrepreneurship Training – Business Marketing, Development & Financial Management (ages 18+)
- Teenpreneurship Training - Work Readiness, Life Success & Business Ownership (ages 14 - 18)

These activities address the Social Justice and Community Investment Committee's goal of equal access and opportunity for all citizens by concentrating its efforts on the Committee's third main area of focus - (iii) economic development (which encompasses employment, education, and infrastructure issues).

While the main events are for specific dates in 2021 this project has components that create information & training resources that are available to the community year-round.

Executive Summary

The *Florida Black Expo (FBX)* returns to Jacksonville with all the excitement, education and empowerment that made the event an annual mainstay for the African American community on the First Coast for 17 years.

The *Florida Black Expo's* mission of small business development and community empowerment are perfectly aligned with the *City of Jacksonville Social Justice and Community Investment Committee's* goal of equal access and opportunity for all citizens by concentrating its efforts on the Committee's third main area of focus - (iii) economic development (which encompasses employment, education, and infrastructure issues).

The *Florida Black Expo* was founded to showcase African American owned small businesses, support access to community services, employment opportunities, and educational resources. Our goal has always been to drive increased economic development in our community.



This event has been attended faithfully by 9,000 to 16,000 consumers, showcased 150 – 200 local & regional small business owners, and supported by 50+ government agencies and community non-profits annually for 17 years (2001-2017). Only a rash of hurricanes and a once in a century pandemic caused the postponement of this pivotal event.

In 2021 the *Florida Black Expo* will return with renewed focus on the *6 Pillars of Success for the African American Community*. The Pillars are:

- Entrepreneurship
- Jobs
- Wealth Creation
- Health
- Education – S.T.E.A.M for all ages
- History & Culture

The Pollock Group, LLC of Jacksonville, FL will present the *2021 Florida Black Expo* in two parts:

- **The FBX Spring Empowerment Summit – May 21-22, 2021**
- **The Florida Black Expo – August 28-29, 2021**

Each *FBX* event will offer activities for specific age groups and family friendly events such as:

- Expo in-person and virtual events, information sessions & training opportunities
- Expo showcase of small businesses
- Job Fair & Employability Skills Training
- Entrepreneurship Training
- Teenpreneurship Training (Work Readiness, Life Success & Business Ownership)
- Aging Well activities and learning opportunities for the 55+ community

To help fund this worthy endeavor *The Pollock Group, LLC* is requesting \$50,000.00 in funding from the *Social Justice and Community Investment Committee*.

The 2021 Florida Black Expo

The Florida Black Expo (FBX) Alignment with the SJCIC's Charge and Jobs Initiative

The stated goal of the *Social Justice and Community Investment Committee* is to further equal access and opportunity for all citizens of Jacksonville and to strive to establish programs and policies which serve to eradicate systemic bias as well as honor the unfulfilled promises of consolidation.



This investment will allow *The Pollock Group* to provide Jacksonville’s African American, and other, citizens attending the *2021 Florida Black Expo* an opportunity to overcome barriers to economic success by creating new access pathways to:

- Job Opportunities
- New Career Options
- Small Business Marketing, Customer Acquisition, Management Training & Funding Assistance
- Procurement Training and Matchmaking Opportunities
- Entrepreneurship Exploration for High School Students
- Job Readiness and Life Skill Development for Teens

The day long formats for the *FBX Spring Empowerment Summit* (May 2021) and the *Florida Black Expo* (August 2021) allow for an immersive experience through training, networking, resource access and buying opportunities with small businesses. The *FBX* event’s new virtual platform and the new *Florida Black Expo* website will offer on-demand training resources and an on-line business directory to assist African American owned small business in growing their online presence and expanding their e-commerce capabilities. These activities represent opportunities for growth and development that continue long after 2021.

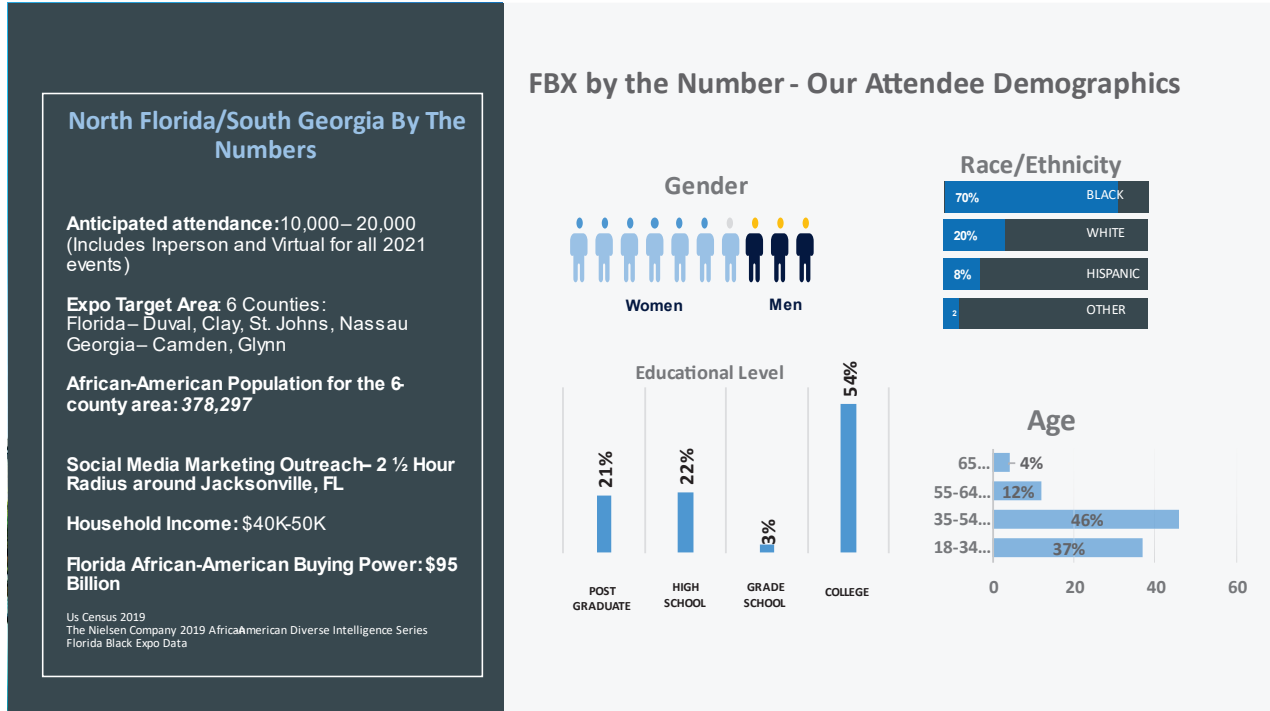
Target Population (Ages 14+)

One of the goals of the *Florida Black Expo* is to positively impact the North Florida area by strengthening the economic viability of the African American community. We want to make the *Florida Black Expo* a regional destination event that draws visitors and visitor dollars to the First Coast. This regional reach will help our local business expand their customer base.

We want to positively impact the 295,000 African Americans living in Duval County. Our outreach will also target the 5 surrounding counties of Clay, St. Johns, Nassau, Florida and Camden & Glynn, Georgia. Our digital, social, and traditional media outreach will extend to the 2.5 hour driving distance radius around Jacksonville to increase event attendance to support our local businesses and attract regional businesses & employers.

The *Florida Black Expo* attracts visitors* that are

- 70% African American
- 70% Female
- 58% Aged 35 – 64
- 22% High School Graduate and 75% College Educated



For 2021 we strive in increase the number of men, under 35 attendees, as well as increase the diversity of the attendees to the *Expo* events.

Community Partnership

The *Florida Black Expo* has received extensive and broad-based support from local government agencies, corporations, and community organizations over its 17-year history. Consistent support has come from the City of Jacksonville, including the Office of the Mayor.

Past sponsors who have expressed their interest in continuing to support the *Florida Black Expo*:

**Data Source - Thomas Media Group*

2021 Sponsorship Opportunity www.FloridaBlackExpo.com

Sponsor Testimonials



"The Black Expo has been an excellent partner in helping to support African American businesses achieve their potential. The programming has been exceptional in attracting business owners, young professionals, families, seniors and youth to understand and appreciate the full diaspora of the African American cultural experience while learning about ways to create successful businesses and improve their health.

Darnell Smith
North Florida Market President, Florida Blue



"The Black Expo is such an amazing event for entrepreneurs, profit and non-profit organizations, business leaders and the community as a whole. I have witnessed the engagement, collaboration and networking that this event provides and it is truly refreshing to see. Bringing people together at one venue and to focus on one goal which is to improve the quality of life of our whole community makes this event exceptional and well worth attending. The Black Expo has hosted educational, health and wellness screenings, financial literacy training, and job fairs to help meet the needs of our community. I am grateful that the Black Expo for almost two decades has chosen the City of Jacksonville as one of its destinations, and I look forward to the Black Expo continuing to serve as the focal point for innovative, inspiring, educational and entertainment for many years to come."

Dr. Charles E. Moreland,
Director of Community Affairs, Office of the Mayor, Jacksonville, Florida

The *US Army Jacksonville Recruiting Battalion* has already committed to sponsoring the attendance of 50 local high school students to the *Teenpreneur Summit* at the *FBX Spring Empowerment Summit* event on May 22nd.

Additional commitments are expected for the 2021 *Florida Black Expo* from *JTA, JEA, Jack & Jill of America, Jacksonville Chapter*. We have partnered in the past with *Jack & Jill* to raise over \$50,000 in scholarships for local students pursuing pharmacy degrees at Florida HBCU (Historically Black Colleges & Universities) *Florida A&M University*.

A new community partner for 2021 is the *Jacksonville Chamber of Commerce*.

This renewal of past support from these wonderful organizations will allow the *Florida Black Expo* to continue in its role as an engine for success for our communities in the years to come.

Sponsor Testimonials



JTA has been a proud sponsor of the Jacksonville Black Expo (JBE) from its inception. JTA recognized the value in encouraging, empowering and inspiring individuals in the entire community and the African-American and small business communities in particular. The Expo has provided a forum for attendees through education, events and hands-on initiatives. Each year the Expo continues to evolve its programming to find creative ways of improving the quality of life within minority communities by strengthening businesses, inspiring youth and building better lives. When an individual realizes that better is possible – then good is no longer an option. JTA is excited about continuing its partnership with the JBE as we face the challenges of a new decade with the confidence that by coming together we can overcome every obstacle.

Ken Middleton,
Director - Diversity Equity, Customer Advocacy



The Jacksonville Chapter of Jack & Jill of America, Inc., in partnership with the Black Expo, was extremely proud to have provided over \$50,000 in scholarships over a five year period through our Shannon Smith McCants Scholarship Fund. These scholarships went to assist deserving students in pursuing their education at FAMU in the area of Pharmacy...the Taste of Black Jacksonville is the ultimate "Party with a Purpose!"

Patricia Gillum Sams
Jack & Jill of America, Inc Jacksonville (FL) Chapter
Past President (2012-2017)



Anticipated Participants to be Served: 10,000+

While **FBX** attendance has been as high as 16,000 over a weekend of events, we have projected attendance at 10,000 for 2021. We have tried to account for the possibility of continued COVID restriction in May and that some people will have valid concerns about being in public places. For this reason, we have added a virtual fair option to allow attendees and vendors/exhibitors another way to connect, grow, and succeed. Additional funding through the **SJCIC** will allow better outreach, higher attendee and exhibitor participation, and more fun & unique experiences.

- Job Fairs – *Expected Attendance 1000*
- Employability Skills Training – *Expected Attendance 350*
- Entrepreneurship Training – *Expected Attendance 250*
- Teenpreneurship Training (Jobs & Business Ownership) – *Expected Attendance 150*
- **Expo** showcase of small business – *Anticipated Participation 250*
- **Expo** in-person and virtual events – *Anticipated Participation 8000*

Program Success/Outcome Measurement

The success of the **Florida Black Expo** will be measured in terms of:

- Overall Attendance
- Total Participants in Job Search Activities at the **Expo** events such as
 - Number of Interactions per Employer
 - Number of Interviews Scheduled
 - Number of Interviews conducted by Employers at **Expo** events
 - Number of Offers of Employment made at **Expo** events
- Total Participants in the Entrepreneurship Activities
 - Number of Small Businesses with Exhibitor booths
 - Number of Prospect Interactions with **Expo** attendees
 - Number of Attendees in Small Business Training Opportunities
- Total Participants in Workforce Readiness & Entrepreneurship for Teens
 - Number of High School Students Participating in Education events
 - Number of High School Student Interactions with Employers

These numbers/outcomes will become the baseline for comparison for future years.

Data will be captured through

- In-person surveys at **FBX** events by volunteer canvassers of attendees and exhibitors
- On-Line Surveys during and after **FBX** events through our virtual platform provider
- Interaction and surveys through the new **FBX Mobile App**
- Capture and assessment of social media comments, posts, and reviews



Sources of Current Funding

Funding for the ***Florida Black Expo*** is secured through sponsorships from corporations, government organizations, grants, exhibitor fees and event ticket sales.

The opportunity to receive funding from the ***SJCIC*** enables the ***Florida Black Expo*** to expand and add new elements such as the new job fair, entrepreneurship & teen summit, and the virtual platforms.

Financial Sustainability After SJCIC Funds

Funding for the ***Florida Black Expo*** will continue to be generated through sponsorships/grants, event exhibitors, fees, and event ticket sales.

The Pollock Group will continue to pursue various funding sources to maintain the viability and growth of the ***Florida Black Expo***.

Past City of Jacksonville Funding

The ***Florida Black Expo*** has been honored to have the support of the ***City of Jacksonville*** and its agencies throughout the ***Expo's*** 17-year history on the First Coast. This funding has been pivotal in our ability to reach our audience, from kids to seniors, and present excellent programming that was both impactful and fun. This funding allowed us to keep vendor and exhibitor fees to less than half of the cost for other trade shows and large-scale festivals in the area. Continuation of this funding along with the new Social Justice Investment funding will allow us to grow the footprint of the event to impact more citizens. For example, with additional funding from the ***Social Justice Committee*** we can expand the Teenpreneur Summit outreach from the 50 high student students funded by the ***US Army Jacksonville Recruiting Battalion*** to at least 150 students that can enjoy a full day in-person experience, stream the event online to up to 250+ additional teens and create an on-demand content channel that can reach more teens in the future to empower our next generation of college students, military personnel, top level employees, new business owners, and successful community members.

2017

City of Jacksonville – Mayor's office \$25k

City of Jacksonville Neighborhoods Department – \$10k

Jacksonville Transportation Authority – \$35k

Jacksonville Electric Authority – \$6.5k



2016

City of Jacksonville – Mayor’s office \$25k
City of Jacksonville Neighborhoods Department – \$10k
Jacksonville Transportation Authority – \$35k
Jacksonville Electric Authority – \$6.5k
JAXPORT – \$2.5k

2015

City of Jacksonville – Mayor’s office - \$25k
City of Jacksonville Neighborhoods Department – \$10k
Jacksonville Transportation Authority – \$30k
Jacksonville Electric Authority – \$5.5k
JAXPORT – \$2.5k

Plans for Job Placement

The Career Fair components of both the May 2021 ***FBX Spring Empowerment Summit*** and the August 2021 ***Florida Black Expo*** will attract employers that will need immediate hires as well as employers that are be seeking highly skilled or specialized personnel which may require a longer process.

We have established a goal of 25% of the candidates seen by each employer will either:

- Receive an immediate offer for employment
- Be scheduled for an interview or to participate in pre-interview steps such as on-line applications or assessments
- Submit an application for employment in-person or electronically at the ***Expo*** events

We are requesting that employers provide us with that feedback within 30 days of the each event.

We will also have our canvassing volunteers at every event to survey participants as to their experience and outcomes on that day.

Parental/Family Involvement in Programs

The ***Florida Black Expo*** experiences are designed to be family-oriented events with activities for everyone. Funding is being sought to expand youth centered activations and a supervised ***FBX Kid’s Zone*** to allow parents to leave children from age 6 to 12 in secured areas with supervised activities.



Program Location

The primary location for the May 2021 ***FBX Spring Empowerment Summit*** & the August 2021 ***Florida Black Expo*** will be the

Prime F. Osborn III Convention Center
1000 Water Street
Jacksonville, FL 32204

The Prime Osborn Convention Center has been the only home of the ***Florida Black Expo*** from 2001 to 2017.

Managing Compliance and Reporting

The project will issue a report to the ***SJCIC*** on its progress and outcomes 45 days after the completion of the May 2021 and August 2021 events. We hope to have the opportunity to report our outcomes in person to the ***Social Justice and Community Investment Committee*** after each event.

Property Purchases, Food Expenses and or Travel Expense

Property Purchases – None

Food Expenses – Yes, food is provided for

- 250 Entrepreneur Summit Attendees – Adult
- 150 Teenpreneur Summit Attendees – High School
- 80 – 160 Employer Representatives
- 250 – Guest at the May 2021 Kick-off, Media Launch and Business Networking event

Travel – Yes, travel expenses for guest speakers and performers

Name of Legal Entity for COJ Contracting & SUNBIZ Registration

- Pollock Group, LLC
- Sunbiz Registration for The Pollock Group, LLC

As of 03/15/2021

Florida Limited Liability Company
THE POLLOCK GROUP, LLC

Filing Information

Document Number	L16000098566
FEI/EIN Number	81-2685871
Date Filed	05/19/2016



State
Status

FL
ACTIVE

Date of Incorporation

➤ 05/14/2016

Prior Experience Providing Services or Partnership with Organizations with Prior Experience Providing Services

Thomas Media Group, Inc. (TMG), of Columbia, SC was publisher of ***The Black Pages Jacksonville*** (28 years) and creator/presenter of ***The Florida Black Expo*** (17 years). ***The Pollock Group, LLC***, the new local market partner, together with TMG will bring back a celebrated platform for showcasing the vibrant urban market in North Florida and beyond. The leaders of both organizations have worked together for most of the 17-year history through their relationships with media outlets and the ***Florida Blue*** event activation teams and ***Florida Care Assurance Group***, a local ***Florida Blue*** provider agency.

At its height, ***The Florida Black Expo Jacksonville*** attracted over 16,000 attendees. The ***Expo*** offered participants engagement, education, and entertainment with over 250 retail vendors, corporate entities, community and governmental agencies in a creative, high energy setting.

The ***Thomas Media Group*** is also the creator/presenter of ***Black Expo South*** which currently conducts popular ***Expos*** in Columbia and Charleston, SC. They will be pioneering the transition into utilizing virtual platforms for the April 24, 2021 ***South Carolina Black Expo***.

After a three-year hiatus, ***Thomas Media Group*** and ***The Pollock Group*** have planned the return of ***The Florida Black Expo (FBX)*** to reignite this immensely important catalyst for growth in North Florida in 2021.

The ***Thomas Media Group, Inc.*** will provide management consulting and mentoring to ***The Pollock Group*** during this relaunch period and for the next 2 years.



Scope of Services

The Pollock Group, LLC and The Thomas Media Group, Inc. will host and produce the **2021 Florida Black Expo Spring Empowerment Summit**, May 21 – 22, 2021 and the **Florida Black Expo**, August 28, 2021.

May 2021 FBX Spring Summit Components

- 2021 Friday, May 21st ***FBX 2021 Kick-off Business Networking Event***
 - Attendees – 250
 - Sponsor Representatives
 - Government Officials & Local Community Leaders
 - Employer Representatives
 - Small Business Owners who will participate in the May and/or August FBX
 - Media/Press Conference to promote the Career Fair and August Expo
- 2021 Saturday, May 22nd ***FBX Spring Empowerment Summit***
 - Career Fair (***free to all job seekers***)
 - Space provided for 80+ organizations
 - Employers
 - Franchise Opportunities
 - Procurement Managers
 - College Programs
 - Career/Certificate Training Programs
 - Career Seekers – 1000 in-person
 - Career Seekers – 500 virtual
 - Free Headshots
 - Free Employability Skills Workshops
 - Interviewing in a Virtual World
 - Balancing Life and Working from Home
 - Gig Work & Independent Contracting
 - Entrepreneurs Summit for Small, Micro, Gig & New Business Seekers (***fee to attend***)
 - Full-day Training workshop with lunch
 - 250 in-person
 - 100 virtual
 - Headshot

- Entrepreneur Workshops
 - Managing PPP Loans
 - How to hire your first employee – That Means Hiring YOU!
 - E-commerce Success
 - Becoming a Small Business Vendor to Corporations and Government entities
 - New Small Business Certifications
 - Retirement Planning for Small Business Owners

- Teenpreneurs Summit for High School Students (*sponsored, no cost for teens*)
 - Full-day Training workshop with lunch
 - 150 in-person
 - 100 virtual
 - Headshot
 - Teenpreneur Workshops
 - First Coast Teenpreneurs’ Roundtable
 - 1-Page Business Plan for your First Business
 - How to Buy Your First Car
 - Can You be a Social Media Star?
 - How to Sell You Own Merch
 - Money for College

August 2021 Florida Black Expo Components

- Expo Marketplace featuring:
 - Small Business Exhibitors
 - Community and Social Services
 - Government Agencies/Services
 - Local & Regional Employers
 - Franchise Opportunities
 - Procurement Managers
 - College Programs
 - Career/Certificate Training Programs
- Kid Zone
 - Teenpreneur Booths
 - Make & Take Activities for Kids
 - Childcare (ages 6 – 12)
- Voter Education & Engagement



- Art & Music Experiences
- Empowerment Workshops
 - 1st Time Homeowners
 - Starting a Business
 - College Funding
 - Aging Well for 55+
 - Sponsor Workshops & Training



A detailed budget aligned with the scope of services

Total Florida Black Expo 2021 Total Budget	\$325,625.00
SJCIC Funding Requested	\$ 50,000.00

Florida Black Expo Expenditures Earmarked for SJCIC Funding

FBX Spring Summit Saturday,	
Venue	\$7,000.00
DSG - Volunteer Management	\$2,500.00
Booths/Pipe & Drape	\$5,000.00
Catering - Entrepreneurs 250 @ \$25	\$6,250.00
Catering - Teenpreneurs 150 @ \$25	\$1,000.00
Catering - Employer Reps 160 @ \$25	\$3,750.00
Sound & Lights	\$2,500.00
Workshop Speaker Honorariums 12 @ \$500	\$6,000.00
Guest Speaker Fee/Travel	\$5,000.00
Photography/Videography	\$1,000.00
Advertising	\$2,000.00
Supplies	\$2,000.00
Prizes	\$1,000.00
Photo Booth Rental	\$750.00
Swag Box/Training Materials - Entrepreneurs 250 @ \$10	\$2,500.00
Swag Box/Training Materials - Teenpreneur 150 @ \$10	\$1,500.00
Misc Expenses	\$250.00
TOTAL Expenses for FBX Spring Empowerment Summit	\$50,000.00



May 2021 FBX Spring Empowerment Summit Budget – \$75,925.00

FBX Kickoff Networking Reception Friday

Venue - 250 Guest	\$3,000.00
Catering - 250 Guest	\$5,000.00
Sound	\$750.00
Photography/Videography	\$500.00
Decoration	\$300.00
Entertainment	\$750.00
Photo Booth Rental	\$375.00
Miscellaneous	\$500.00

TOTAL Expenses for FBX Kickoff Reception \$11,175.00

FBX Spring Summit Saturday

Venue	\$7,000.00
Virtual Event Platform	\$15,000.00
DSG - Volunteer Management	\$2,500.00
Booths/Pipe & Drape	\$5,000.00
Catering - Entrepreneurs 250 @ \$25	\$6,250.00
Catering - Teenpreneurs 150 @ \$25	\$1,000.00
Catering - Employer Reps 160 @ \$25	\$3,750.00
Sound & Lights	\$2,500.00
Workshop Speaker Honorariums 12 @ \$500	\$6,000.00
Guest Speaker Fee/Travel	\$5,000.00
Photography/Videography	\$1,000.00
Advertising	\$2,000.00
Supplies	\$2,000.00
Prizes	\$1,000.00
Photo Booth Rental	\$750.00
Swag Box/Training Materials - Entrepreneurs 250 @ \$10	\$2,500.00
Swag Box/Training Materials - Teenpreneur 150 @ \$10	\$1,500.00

TOTAL Expenses for FBX Spring Summit \$64,750.00

TOTAL FBX SS 2021 Expenses \$75,925.00



August 2021 FBX Florida Black Expo - \$249,700.00

Florida Black Expo

Prime F. Osborne Convention Center	\$35,000.00
Trade Show Staging & Equipment	\$10,000.00
Printing / Postage	\$500.00
Staff	\$20,000.00
DSG - Volunteer Team	\$2,500.00
Insurance	\$2,000.00
Gospel Artist	\$20,000.00
Celebrity Guest	\$35,000.00
Child Celebrity	\$6,000.00
R&B Artist	\$10,000.00
Expo Apparel	\$2,000.00
Hair Competition	\$5,000.00
The Collective - Voter Campaign & Greek	
Lane	\$2,500.00
Gospel Contest	\$5,000.00
Art @ FBX	\$10,000.00
Sound & Lights	\$5,000.00
Security	\$3,000.00
Meals / Misc	\$2,000.00
Awards	\$1,000.00
Ground Transportation	\$2,000.00
Graphics	\$4,000.00
Media	\$7,500.00
Billboards	\$5,000.00
Radio	\$5,000.00
TV	\$5,000.00
TV Production	\$2,000.00
VIP Room	\$2,500.00
Clarity	\$2,200.00
Hotel Accommodation	\$6,500.00
Kid Zone	\$4,000.00
Banners / Signage	\$2,500.00
Swag Bags - 7,500	\$10,000.00
Black Expo Magazine printing and delivery	\$10,000.00
Contingency Fund	\$5,000.00

Total Florida Black Expo Expenses \$249,700.00



Monthly or quarterly reporting consistent the scope of services and goals

The ***FBX*** events are one day event, final reports will be provided to the ***SJCIC*** 45 day after the events on the following schedule:

- May 2021 ***The FBX Spring Empowerment Summit*** Final Report due – July 6, 2021
- August 2021 ***The Florida Black Expo*** Final Report due – October 12, 2021

Eligibility to satisfy the insurance requirements in compliance with COJ's Risk Management

The Pollock Group currently carries Commercial General Liability Insurance acquired through ***Wellhouse Company, LLC***, Insurance Agency, Florida State License E024928.

The Pollock Group can acquire required or additional insurance coverages as needed to satisfy grant and contract requirements for the ***Florida Black Expo*** events.

Background checks

Background checks are usually not required for our events. If there are circumstances that require screening, we will add to our process. For any child-care activities, only certified personal from child-care companies/organizations will be used.

Request for Payment of Service via Unit of Services or Reimbursement

Since these or one day events and ***The Pollock Group*** is requesting advance payments in lieu of unit of services or reimbursement payments.

Proof of Duval County Residency

The Pollock Group, LLC is offices are located at 1225 West Beaver Street, Suite 204-A1, Jacksonville, FL 32204.

The Pollock Group has a current Local Business Tax Receipt valid until September 30, 2021.

Summary of Responses to SJCIC Criteria

Proposal Criteria	2021 Florida Black Expo
<p>A purpose consistent with the SJCIC’s charge and jobs initiative</p>	<p>The stated goal of the <i>Social Justice and Community Investment Committee</i> is to further equal access and opportunity for all citizens of Jacksonville and to strive to establish programs and policies which serve to eradicate systemic bias as well as honor the unfulfilled promises of consolidation.</p> <p>This investment will allow <i>The Pollock Group</i> to provide Jacksonville’s African American citizens, and others, attending the <i>2021 Florida Black Expo</i> an opportunity to overcome barriers to economic success by creating new access pathways to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Job Opportunities <input type="checkbox"/> New Career Options <input type="checkbox"/> Small Business Marketing, Customer Acquisition, Management Training & Funding Assistance <input type="checkbox"/> Procurement Training and Matchmaking Opportunities <input type="checkbox"/> Entrepreneurship Exploration for High School Students <input type="checkbox"/> Job Readiness and Life Skill Development for Teens
<p>Who is the target population?</p>	<p>The 295,000 African Americans living in Duval County.</p> <p>Outreach to the 5 surrounding counties of Clay, St. Johns, Nassau, Florida and Camden & Glynn, Georgia are our local target population.</p> <p>Digital, social, and traditional media outreach extending to the 2.5 hour driving distance around Jacksonville to increase event attendance to support our local businesses and attract regional businesses & employers.</p> <p>The <i>Florida Black Expo</i> attracts visitors* that are</p> <ul style="list-style-type: none"> ➤ 70% African American ➤ 70% Female ➤ 58% Aged 35 – 64

	<ul style="list-style-type: none"> ➤ 22% High School Graduate and 75% College Educated
Community partnerships?	<p>FBX will continue to work with previous partners in 2021</p> <ul style="list-style-type: none"> ➤ City of Jacksonville ➤ Florida Blue ➤ JTA ➤ JEA ➤ US Army Jacksonville Recruiting Battalion ➤ Jack & Jill of American, Jacksonville Chapter <p>New Partners are now coming on board</p> <ul style="list-style-type: none"> ➤ Jacksonville Chamber of Commerce <p>New relationships in development</p> <ul style="list-style-type: none"> ➤ Red Cross ➤ Career Source <p>This is only a partial list for past and potential partners.</p>
How many served?	<p>Anticipated Participants for 2021:10,000+</p> <p>Previous Year's Highest Number of Participants: 16,000+</p>
How are program successes/outcomes measured?	<p>The success of the <i>Florida Black Expo</i> will be measured in terms of:</p> <ul style="list-style-type: none"> • Overall Attendance • Total Participants in Job Search Activities at the Expo Events such as <ul style="list-style-type: none"> ○ Number of Interactions per Employer ○ Number of Interviews scheduled ○ Number of Interviews conducted by Employers at Expo Events ○ Number of Offers of Employment made at Expo Events • Total Participants in the Entrepreneurship Activities <ul style="list-style-type: none"> ○ Number of Small Businesses with Exhibitor booths ○ Number of Prospect Interactions with Expo Attendees ○ Number of Attendees in Small Business Training Opportunities • Total Participants in Workforce Readiness & Entrepreneurship for Teens

	<ul style="list-style-type: none"> ○ Number of High School Students Participation in Education Events ○ Number of High School Student Interactions with Employer <p>These numbers/outcomes will become the baseline for comparison for future years.</p>
<p>From where do you receive current funding, if any?</p>	<p>Funding for the Florida Black Expo is secured through sponsorships from corporation, government organizations, grant, exhibitor fees and event ticket sales.</p> <p>The opportunity to receive funding from the SJCIC enables the Florida Black Expo to expand and add new elements such as the new job fair, entrepreneurship & teen summit, and the virtual platforms.</p>
<p>Financial sustainability after SJCIC funds</p>	<p>Funding for the Florida Black Expo will continue to be generated through sponsorships/grants, event exhibitors, fees, and event ticket sales.</p> <p>The Pollock Group will continue to pursue various funding sources to maintain the viability and growth of the Florida Black Expo.</p>
<p>Do you receive or have you received City funds?</p>	<p>The Florida Black Expo has received funding in past years from the City of Jacksonville, Mayor’s office, and various local governmental authorities and departments:</p> <p><u>2017</u> City of Jacksonville – Mayor’s office \$25k City of Jacksonville Neighborhoods Department – \$10k Jacksonville Transportation Authority – \$35k Jacksonville Electric Authority – \$6.5k</p> <p><u>2016</u> City of Jacksonville – Mayor’s office \$25k City of Jacksonville Neighborhoods Department – \$10k Jacksonville Transportation Authority – \$35k Jacksonville Electric Authority – \$6.5k JAXPORT – \$2.5k</p>

	<p>2015 City of Jacksonville – Mayor’s office - \$25k City of Jacksonville Neighborhoods Department – \$10k Jacksonville Transportation Authority – \$30k Jacksonville Electric Authority – \$5.5k JAXPORT – \$2.5k</p>
<p>Plans for job placement</p>	<p>The Career Fair components of both the May 2021 FBX Spring Empowerment Summit and the August 2021 Florida Black Expo will host employers that will need immediate hires as well as employers that are seeking highly skilled or specialized personnel which may require a longer process.</p> <p>We have established a goal of 25% of the candidates seen by each employer will either:</p> <ul style="list-style-type: none"> ➤ Receive an immediate offer for employment ➤ Be scheduled for an interview or to participate in pre-interview steps such as on-line applications or assessments ➤ Submit an application for employment in-person or electronically at the Events
<p>Is there parental/family involvement in program?</p>	<p>The Florida Black Expo experiences are designed to be family-oriented events with activities for everyone. Funding is being sought to expand youth centered activations and a supervised Kid’s Zone to allow parents to leave children from age 6 to 12 in secured areas with supervised activities.</p>
<p>Program location</p>	<p>The primary location for the May FBX Spring Empowerment Summit & the August Florida Black Expo will be the</p> <p style="padding-left: 40px;">Prime F. Osborn III Convention Center 1000 Water Street Jacksonville, FL 32204</p> <p>The Prime Osborn Convention Center has been the only home of the Florida Black Expo from 2001 to 2017.</p>
<p>How will you manage compliance and reporting requirements?</p>	<p>The project will issue a report to the SJCIC on its progress and outcomes 45 days after the completion of the May 2021 and August 2021 events. We hope to have the opportunity to report our outcomes in person to the Social Justice and Community Investment Committee after each event.</p>



<p>Are there property purchases, food expenses and or travel expenses?</p>	<p>Property Purchases – None Food Expenses – Yes, food is provided for</p> <ul style="list-style-type: none"> • 250 Entrepreneur Summit Attendees – Adult • 150 Teenpreneur Summit Attendees – High School • 80 – 160 Employer Representatives • 250 – Guest at the May 2021 Kick-off, Media Launch and Business Networking event <p>Travel – Yes, travel expenses for guest speakers and performers</p>										
<p>The name of the legal entity with which COJ can enter a contract and registration with SUNBIZ</p>	<p>THE POLLOCK GROUP, LLC</p> <ul style="list-style-type: none"> ➤ Sunbiz Registration for The Pollock Group, LLC As of 03/15/2021 Florida Limited Liability Company THE POLLOCK GROUP, LLC <p><u>Filing Information</u></p> <table border="0"> <tr> <td>Document Number</td> <td>L16000098566</td> </tr> <tr> <td>FEI/EIN Number</td> <td>81-2685871</td> </tr> <tr> <td>Date Filed</td> <td>05/19/2016</td> </tr> <tr> <td>State</td> <td>FL</td> </tr> <tr> <td>Status</td> <td>ACTIVE</td> </tr> </table>	Document Number	L16000098566	FEI/EIN Number	81-2685871	Date Filed	05/19/2016	State	FL	Status	ACTIVE
Document Number	L16000098566										
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<p>The date of incorporation</p>	<p>05/14/2016</p>										
<p>Prior experience providing services or partnership with organizations with prior experience providing services</p>	<p><i>Thomas Media Group, Inc. (TMG)</i>, of Columbia, SC was publisher of <i>The Black Pages Jacksonville</i> (28 years) and creator/presenter of <i>The Florida Black Expo</i> (17 years). <i>The Pollock Group, LLC.</i>, the new local market partner, together with TMG will bring back a celebrated platform for showcasing the vibrant urban market in North Florida and beyond.</p> <p>The Thomas Media Group, Inc will provide management consulting and mentoring to The Pollock Group during this relaunch period and for the next 2 years.</p>										
<p>Scope of services</p>	<p>See Page 12-14</p>										
<p>A detailed budget aligned with the scope of services</p>	<p>See Page 15-17 Total Budget: \$325,625.00 SJCIC Request: \$50,000.00</p>										
<p>Monthly or quarterly reporting consistent the scope of services and goals</p>	<p>The <i>FBX</i> events are one day event, final reports will be provided to the SJCIC 45 day after the events on the following schedule:</p>										



	<ul style="list-style-type: none"> ➤ May 2021 FBX Spring Empowerment Summit Final Report due – July 6, 2021 ➤ August 2021 The Florida Black Expo Final Report due – October 12, 2021
Eligibility to satisfy the insurance requirements in compliance with COJ's Risk Management	<i>The Pollock Group</i> currently carries Commercial General Liability Insurance through <i>Wellhouse Company, LLC</i> , Insurance Agency, Florida State License E024928. The Pollock Group is able to acquire required insurance coverages as needed to satisfy grant and contract requirements for the Florida Black Expo events.
Background checks	Background checks are usually not required for our events. If there are circumstances that require screening, we will add to our process. For any child-care activities, only certified personal from child-care companies/organizations will be used.
Request for payment of service via unit of services or reimbursement	Since these are one day events and <i>The Pollock Group</i> is requesting advance payments in lieu of unit of services or reimbursement payments.
Proof of Duval County residency	The Pollock Group has a current Local Business Tax Receipt valid until September 30, 2021.