



IMPACT REPORT

PLACE MAKING JAX 2025



THE COMMUNITY
FOUNDATION
— FOR NORTHEAST FLORIDA —

JESSIE BALL
DU PONT
FUND

Placemaking Jax CAPACITY BUILDING

- **TASK FORCE:** an advisory board made up of community members who direct placemaking investments in Downtown*
- **PLACEMAKING SCHOOL:** six-week course educating the public on activating public space, covering topics from the logistics of activation to the broader impacts and missions of placemaking*
**always free, and open to all*

PLACEMAKING SCHOOL 2.0



115

Total Attendees



47

Graduates of all
Six Courses



37

Instructors
(Locally & Regionally)



3,500

Hours Invested by
Students



\$44,000

Spent on
Placemaking School

PLACEMAKINGJAX 3.0 SNAPSHOT



8,534

Total Attendees



591

Creatives Involved



16,583

Volunteer Hours
Invested by Project
Teams



82

Activations, Pop-ups,
Interventions,
Workshops,
Classes, and One-offs

THANK YOU TO OUR ADDITIONAL PARTNERS:

Gateway Jax • Jacksonville Transportation Authority • THE PLAYERS

Vacant Storefront Model:

41 E. Duval St.

An empty storefront Downtown with a rich music history past sees new life again as a mixed-use, small business incubator, naturally titled 41 E. Duval St. The two-story building houses six projects: Konbini Labo, the pop-up style Japanese convenience store, KOLLECT, the streetwear marketplace housing locally-made and curated vintage goods, Hush Hush Headphones: The Secret Space, an immersive, multi-room silent disco venue, The Petite Jax, a pop-up gallery series, The Premium Jewelry Company, custom luxury jewelry and grillz company, and Paulus Music Co., a Jacksonville music history museum and reimagined music store.

With PlacemakingJax specializing primarily in pop-up style activations, 41 E. Duval St. as a vacant storefront revitalization project in its first year acts as a case study for a potential new model of placemaking activation for our continued program.

Investment, sales, and profit data for this report has been gathered for the first six months of opening, not including prior renovation time.



\$169,889
in Sales



\$96,426
in Net Profit

**PLACEMAKINGJAX
INVESTMENT**



\$45,000
in Total Grant Funding to Occupying Teams & Building-Wide Activations

	PLACEMAKINGJAX GRANT FUNDING <small>(contributions to individual teams, not including building-wide activations' expenses)</small>	PERSONAL OR OUTSIDE INVESTMENT	# OF ACTIVATIONS <small>(not including Artwalk open houses)</small>	SALES	NET PROFIT
Konbini Labo	\$10,000	\$8,947	35	\$31,860	\$22,913
Hush Hush Headphones	\$10,000	\$13,000	17	\$7,000	-\$6,000
KOLLECT	\$7,500	\$40,000	4 <small>(not including daily operations)</small>	\$68,900	\$28,900
The Premium Jewelry Company	\$0	\$10,000	0 <small>(not including daily operations)</small>	\$58,561	\$48,561
Paulus Music Co.	\$7,500	\$1,516	2	\$3,568	\$2,052
	\$35,000	\$73,462	58	\$169,889	\$96,426

NOTE ON NET PROFITS & LOSS

Hush Hush Headphones committed to twice monthly programming of their occupied space in 41 E. Duval St., alongside their regular full-time programming, with no additional staff or capacity building. This consequently put a strain on their full-time operations, highlighting a need for an expanded team and funding or a limit on their monthly programmed events.

Notably, however, is their direct investment in the local creative community. Hush Hush's mission lies in platforming and financially uplifting local artists, which they achieved successfully.

PlacemakingJax grant funding was used by teams to completely build out their project space and to cover partial activation expenses. PlacemakingJax grant recipients are required to spend all funds towards their projects and are not allowed to absorb any grant funding as profit for themselves or their business. Recipients are, however, allowed to generate profit as a result of the grant funding, as seen in the table above.



\$5,700
Payout to Local Artists



Festival & Market Model:

The Pop-Out: A LIVE MUSIC CONCERT SERIES



The Pop-Out: A Live Music Concert Series is a free, for all-ages, four-part summer concert series hosted by Larry Love celebrating Jacksonville artistry, community, and the enduring power of music while honoring the legacy of James Weldon Johnson and the cultural heartbeat of LaVilla. The series in partnership with the Vibrant Places Collective and The Community Foundation for Northeast Florida hosts local and regional talent, alongside a changing lineup of small businesses and local vendors.

Economic and qualitative data was gathered from project producers and vendors directly for the four days of programming in 2025, as well as select comparable dates for vendors. The Pop-Out is confirmed for a second run for 2026, in which growth will be measured after two years of the series.

PARTICIPATING VENDOR SALES & PROFITS FROM EACH DATE OF THE POP OUT SERIES

	SALES	NET PROFIT
June 1, 2025:	\$7,331.89	\$2,673.00
June 8, 2025:	\$6,106.35	\$3,004.25
June 29, 2025:	\$5,619.74	\$2,877.92
Sept 14, 2025:	\$7,387.65	\$3,073.79
	\$26,445.63	\$11,628.96

SELF-EMPLOYMENT THROUGH THE FESTIVAL & MARKET MODEL

Pop-up activations that follow the *Festival & Market Model* incorporate multiple components: live music, food and beverage, an outdoor public space, and participating vendors.

The mission of this model is to increase self-employment opportunities. Participation is low-barrier with no vendor fees or requirements, meaning little to no risk or net loss. For some vendors of The Pop-Out, this was their first time vending or vending at a public event, generating new opportunities for those businesses and allowing them to experience incremental growth. Vendors also described their participation as “extraordinary experience for networking and marketing [their] products” and that the series provided “a powerful platform to connect with the community, build relationships, and increase brand visibility.” Others expressed that “being associated with The Pop-Out and other Larry Love events has opened doors to vend at other events.”

PARTICIPATING VENDORS SAW A TOTAL OF:



\$26,445
In Sales



\$11,628
In Net Profit



\$5,000
in Personal or
Outside Investment



145
Creatives Involved



\$15,200
Payout to Local
Artists



1,750
Total Attendees for
all Four Dates of
the Series



600
Volunteer Hours
Invested by Project
Team

PLACEMAKINGJAX INVESTMENT



\$13,000
in Total Grant
Funding

The Meet 2025 Teams

CURATED BY FEEDTHEVILLE

Chef Naps from the Moncrief neighborhood hosted a self-designed outdoor dinner surrounded by the arts of cuisine and music, activating the Ford on Bay vacant lot. Known for his irresistible plates, Chef Naps is a preferred vendor of PlacemakingJax and a multitude of projects around the city.



PUMPKIN SMASH

Tiffany Bess from Murray Hill— founder and CEO of Apple Rabbit Compost— held a sustainability micro-festival activating Main St Park, allowing residents to bring their rotten fall pumpkins to smash and trash before they are collected for composting. Apple Rabbit bins can be spotted at major events around Jax.



LIBERTY POINT FOOD TRUCK CIRCLE

Jay Charvat, Tammy Cothorn, Greg Esterman, Whitney Hinson, Heather Lalonde, & Ron Layton developed this food truck court right in their “front yard” as residents of Downtown Jacksonville looking for more food options and ways to connect with others in their neighborhood. The convening continued for another 4 weeks.



SAVOR THE MOMENT: MINDFUL BLINDFOLD

Cheya Thousand from Orange Park created this introspective blindfolded dining experience, deepening mindfulness through heightened sensory awareness, in the first ever activation of the Model Mile of the Emerald Trail. In her business projects CT Wellness and Kairo’s Kitchen, Cheya continues creating emotionally intelligent spaces for people and workplaces.



THE MAIN ROOM

Chef Onyx’s generational ties to the Eastside and Jacksonville as a whole inspired this pop-up film festival at Main St Park, celebrating the city’s rich heritage in film, music, and the performing arts. She is typically seen crafting gourmet meals, but her work is always thoughtfully rooted in histories past and present.



THE POP-OUT: A LIVE BLACK MUSIC CONCERT SERIES

Larry Love from Northside, a continued partner of PlacemakingJax gatherings The Pop Out and L.O.V.E. Fest, co-curator of Wine Down Wednesday, and founder of RNB Mostly— events reaching audiences of 1000+ people —is a leading community programmer in the city, creating positive music environments that uplift and support hidden talent while connecting locals through their shared Jacksonville music experiences. Larry received an award as the first to permit Lift Ev’ry Voice & Sing Park.



41 E. DUVAL ST.

KONBINI LABO

Elena Øhlander from the Southside is a decorated Jacksonville artist whose work can be seen on walls across the city. Her work is everchanging in mediums at the intersections of culture and identity, this time as a Japanese bodega with a transient menu, pop-up gatherings, and a social business experiment to her art practice.



HUSH HUSH HEADPHONES

Cory and David McCracken of Murray Hill are the masterminds reimagining silent disco technology to create colorful dance parties across the city. Their first brick and mortar experimented with activating a multi-room venue, hosting open-mic nights, kid raves, and album release parties for local artists to showcase their works.

KOLLECT

Hootie Shepherd and Keegan Jervis from Bartram are the owners of the brand featuring premium vintage and original, limited-edition designs to add to your fashion collection. Following their runway show at Friendship Fountain through PlacemakingJax and former storefronts in Riverside and Southside, they now claim Downtown as their headquarters.

THE PREMIUM JEWELRY COMPANY

Devanté “Teezie” Starks from Orange Park creates one-of-a-kind grillz and jewelry pieces, revering these custom creations as the art form they’ve always been, but have historically lacked in recognition.

PAULUS MUSIC CO.

Nicholas Kanobroski from the Northside is the great-grandson of the original owner of 41 E Duval St, recreating a piece of his original family music store now including a self-curated Jacksonville music history museum. The content continues to grow as the local art scene evolves, of which Nick has always had ties to within generations of music talents.

THE PETITE JAX

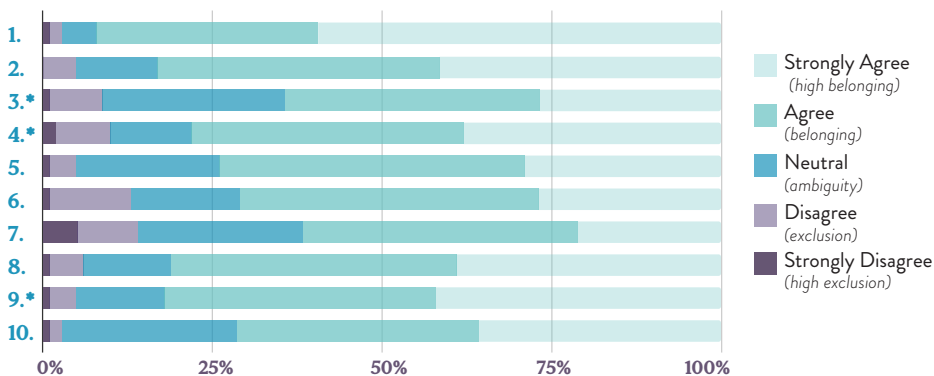
Kandice Clark from Arlington is a long-time art curator, advocate, and creator in Jacksonville, consistently producing opportunities for artists to thrive in the city. At 41, The Petite Series hosts 8 revolving solo exhibitions for artists to independently redesign former clinic offices in galleries for their original works.

Public Space & SOCIAL BELONGING

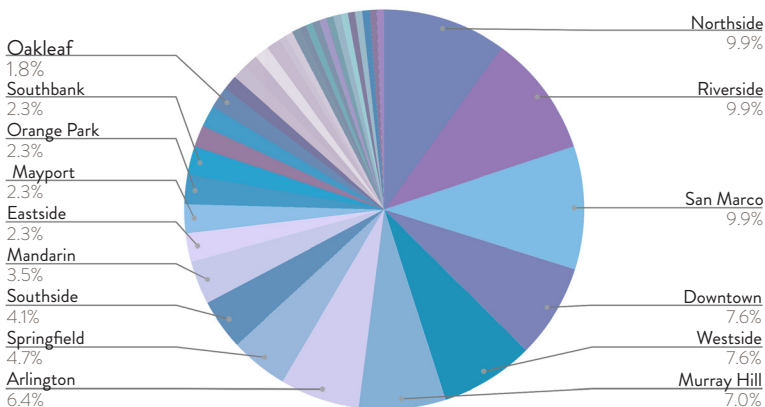
The Belonging Barometer produced by Over Zero and the American Immigration Council was administered to community members engaged in the 2026 PlacemakingJax programs Placemaking School and Task Force, as well as additional surveying on neighborhoods and public space.

1. I feel emotionally connected to Jacksonville.
2. People in Jacksonville welcome and include me in activities.
3. I am unable to influence decision-making in Jacksonville.*
4. I feel unable to be my whole and authentic self with people in Jacksonville.*
5. People in Jacksonville value me and my contributions.
6. My relationships with others in Jacksonville are as satisfying as I want them to be.
7. I feel like an "insider" who understands how Jacksonville works.
8. I am comfortable expressing my opinions in Jacksonville.
9. I am treated as "less than" other residents in Jacksonville.*
10. When interacting with people in Jacksonville, I feel like I truly belong.

* Items three, four, and nine are framed such that higher scores indicate less belonging (as a data quality check) and are calculated accordingly (these statements, which are "reverse-scored," are indicated with an asterisk).



NEIGHBORHOOD OF ORIGIN



2.5 out of 5

Rating of available public space in their neighborhood and how it is activated



Respondent answers were assessed based on the described quantity and quality public spaces and their activations.