

REGENERATE JACKSONVILLE

How returning to Jacksonville's roots can make a better future.



DISCLAIMER

I love Jacksonville. It's the best place to live in Florida, and one of the best place to live in the South East. Jacksonville is very affordable with access to everything you need for a good quality of life.

These ideas are born from a place of caring about Jacksonville and wanting the best for it.

PROBLEM

If we want to grow as a city and build a national reputation, we're facing a few headwinds...

- Regional competition
- Leadership lacks vision – which trickles down into the community as a lack of cultural identity
- Lack of human capital for technical skills
- Pollution and environmental toxicity

PROBLEM

For too many people, Jacksonville can be a toxic place to call home.

The river is polluted. A lot of our residents are overweight. Most tourists come here because it's cheaper than Daytona Beach – not because they want to actually visit.

Our socioeconomics are polluted too. We are segregated city battling crime in our poor and historically disadvantaged neighborhoods. Our economic growth is incremental and fragmented. We don't have a flagship industry attracting new talent to our community.

SOLUTION?

Our Mayor want's growth, but why grow for growth sake?

Without vision, we're just growing to add jobs instead of improving the local economy and enriching our local life.

Why grow if we don't know what we want to grow into?

There is nothing wrong with being a little redneck village. It's much easier to stay that way than deal with the headaches of growth.

CLEANING SHIT UP...

But if we truly want to grow – if we truly *care* about our future – we need a single, simple and unified vision.

We need to understand our position in the bigger picture, and we need a purpose we can all agree on.

CLEANING SHIT UP...

I propose we remake our city based on where it came from.

We should go back to a community built on pristine waterways with fresh fish to catch and rich soil to farm. We should rekindle the creative spirit in our culture that attracted artist, filmmakers and architects from around the country.

We should grow a sustainable city – unlike anywhere else in the world – based on the highlights of our unique history.

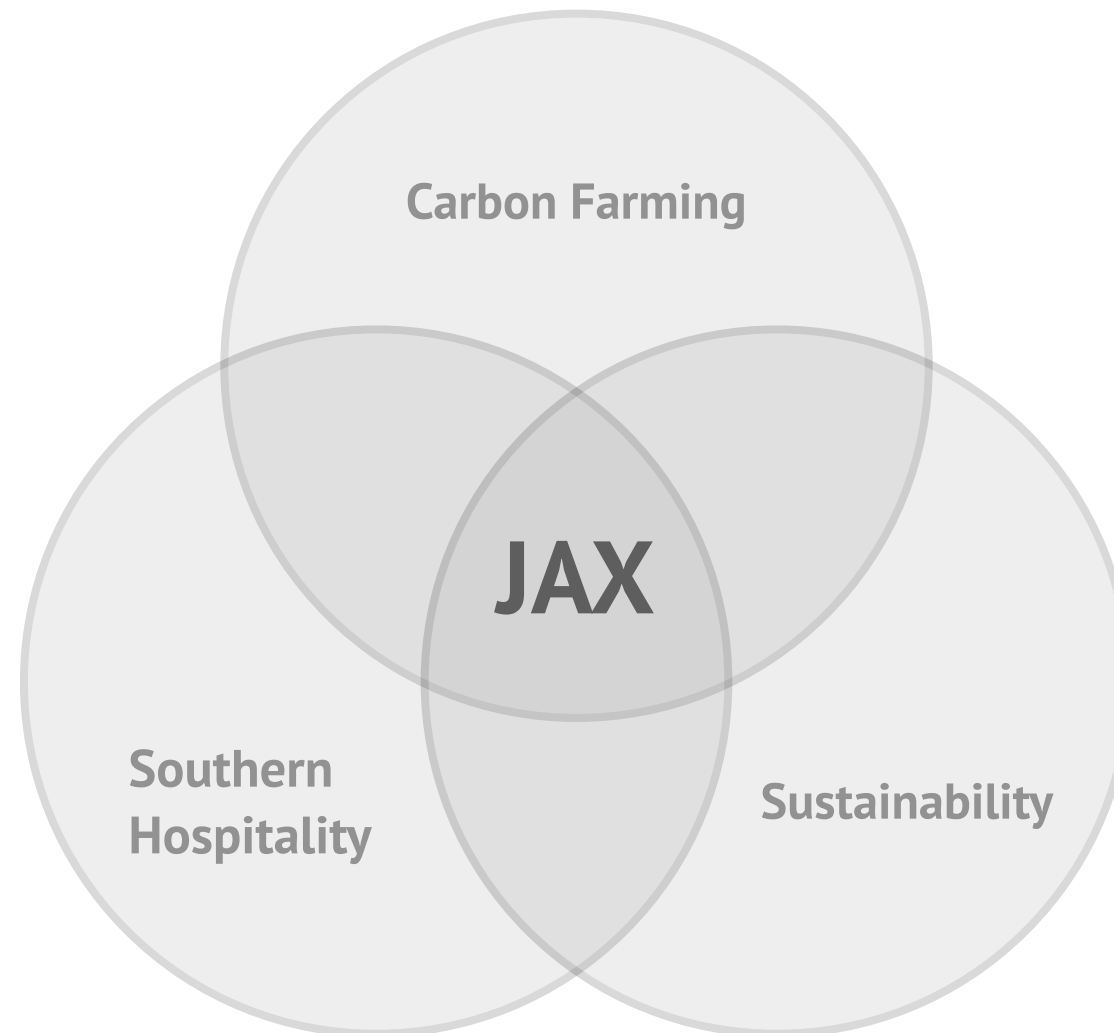
#REGENJAX

Let's regenerate Jacksonville.

#REGENJAX

Let's upcycle our local life.

LIFE UPCYCLED



COMMUNITY PILLARS

To remake Jacksonville, we should focus on four areas...

1. **Safe Water** – Reverse Pollution & Protect Ecology
2. **Better Food** – Empower Regenerative Agriculture
3. **Better Health** – Promote Sustainable & Active Lifestyle
4. **Better Jobs** – Pioneer The Circular Economy

SAFE WATER

This city is characterized by its relationship with water. We have a river snacking through our neighborhoods that pours into an ocean with great beaches and exploring. Yet, we don't give a fuck about this asset. We've spent over a 100 years trying to ruin it. What's the point in developing a community (i.e. The District) on a river you can't swim or fish in? Stupid idea.

Here's a good idea: clean up the river and protect it's ecosystem

REGENERATIVE AGRICULTURE

Stop bitching about being the largest city by land area the continuous US. “We’re too big. We’re too spread out. We can’t get enough people working near each other.” Shut up. Population density is only a problem if we need the serendipity of software developers and creatives conversing to generate new products. We are not a technologically advanced city, and that is not a problem. We are a huge fucking city by land area, and that is a great opportunity...

REGENERATIVE AGRICULTURE

Jacksonville was born from farmland. Our original economy was based on livestock and crops. There is a crisis in our food supply, and we live in a fertile zone well positioned to offer solutions. If we invest our resources to farming all the land around us and stake a claim as an incubator for regenerative agriculture, we can accomplish so many things at once:

- Better quality food at better prices.
- Access to food in food deserts.
- Improve the quality of water and reverse pollution.
- Elevate the culinary scene with heirloom ingredients at lower prices.

SUSTAINABLE LIFESTYLE

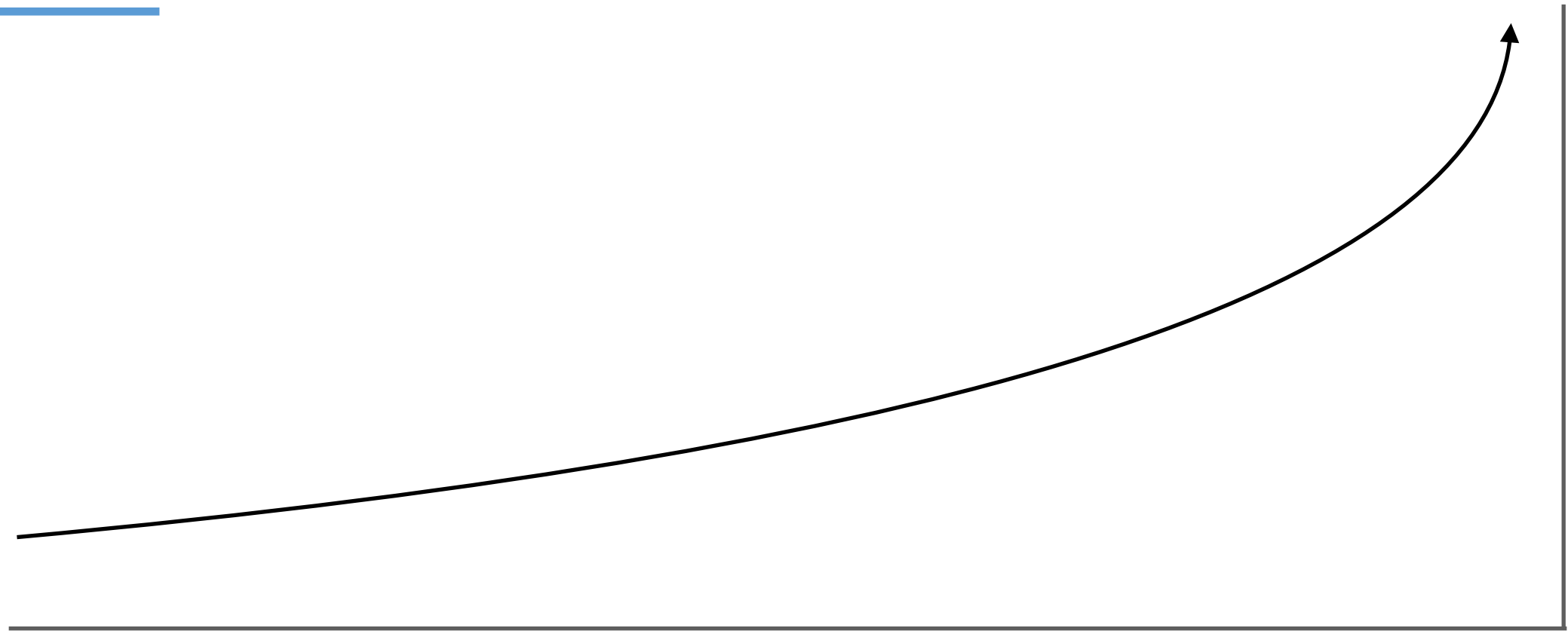
Our investments in our waterways and land will require protection and foresight. Jacksonville's commitment to sustainability will be a defining feature of our identity and distinguish our city as a pioneer in the south. We can start small. For instance, we could be the first NFL stadium to shift. With each sustainable choice we make, we create a new story to share. We create a new lesson for illustrating how our future will rely on a circular economy.

Economy, equity and ecology. We will approach sustainability as capitalist with a focus on efficiency by elimination of waste.

CIRCULAR ECONOMY

Our work in sustainability will create framework for thinking about the complete lifecycle of our products. We will have case studies to inspire a new generation of businesses to embrace the circular economy. This will attract new businesses eager to participate in a sustainable culture.

LIFE UPCYCLED



PHASE 1

Cultural, Economic and Political Alignment

PHASE 2

Execution and Promotion

PHASE 3

Tourism and promotion

PHASE 4

Economic growth and prosperity

JOIN US

RegenJax: Upcycle our local living.

DISCLAIMER

I'm much more of a capitalist than an environmentalist. There is tremendous wealth in cleaning up and protecting our environment.

In fact, sustainability is estimated to be a \$12 trillion market by 2030.¹