

LIFT JAX Neighborhood Tour Descriptions

TOUR 1

Economic Vitality: Thriving Local Commerce in Jacksonville's Historic Eastside Community

Experience how Jacksonville's Historic Eastside is reclaiming its legacy as a cultural hub of enterprise and economic vitality. This immersive tour highlights the collaborative work of LIFT JAX and business community partners to restore the area's commercial corridor, support local entrepreneurs, and attract reinvestment into community-rooted business development.

Participants will explore Florida Avenue Main Street (FAMS)—Jacksonville's first designated Main Street™ district—and learn how it is helping catalyze commerce along this once-thriving corridor. Along the walking portion of the tour, discover meaningful landmarks, murals, future development sites and stories of legacy businesses past and present.

The experience continues with a visit to the Union Terminal Warehouse, an historic commercial anchor now reimagined as a vibrant center for small businesses, creative studios, and inclusive development. Hear directly from local entrepreneurs, business developers, and economic partners about strategies to grow urban based enterprises, workforce pathways, and community-serving retail.

This tour offers a powerful look at how targeted investment, historic preservation, and community-driven commerce can build long-term prosperity in a community on the rise.

TOUR 2

The Power of Partnership: Education Innovation in the Eastside

Discover how Jacksonville's Historic Eastside is advancing student success through deep, place-based partnerships between schools, nonprofits, and community leaders. Explore a high-quality early learning center and hear how collaboration with Duval County Public Schools, Children's Home Society, Read USA, and others is driving measurable improvements in literacy, school grades, and whole-family support.

Learn how a community quarterback organization can sustain results over time—and why aligned investment in children, families, and community schools is essential to building long-term prosperity.



LIFT JAX Neighborhood Tour Descriptions *(Continued)*

TOUR 3

Community Wellness & Connected Communities: Health, Safety, and Belonging in the Heart of the Eastside

Explore how the Historic Eastside is advancing community wellness through access to green spaces, healthy food, trusted services, and a deep sense of belonging. This tour spotlights the power of collaboration—between residents, nonprofits, city agencies, and faith partners—to transform health outcomes and strengthen community resilience.

Begin your journey at The Corner at Deb's Store—a newly restored historic grocery and beloved community anchor—now reimagined as a hub for health, financial empowerment, and community connection.

Then, visit the vibrant urban farm within A. Philip Randolph Park, where nature-based programs promote healing and healthy lifestyles for both young and old.

Learn how partners are working to:

- Expand access to fresh food, fitness, and preventive health
- Deepen trust between residents and service providers
- Create welcoming spaces for youth, elders, and families
- Build safety through community-led approaches

Hear directly from community leaders, program partners, and local government collaborators who are helping wellness take root—one relationship, one resource, and one resident at a time.

TOUR 4

Mixed-Income Housing & Community Renaissance Tour: Prospering in Place

Explore how LIFT JAX and its partners are creating high-quality, mixed-income housing that stabilizes families while honoring and preserving the Eastside's unique identity. This tour will take you through active development sites and long-standing community blocks, showcasing how affordability strategies, home repairs, and community design standards come together to support residents in place.

Learn how residents are helping shape the vision—from design and amenities to stewardship and long-term equity. Discover how innovative financing tools and cross-sector partnerships are transforming blighted properties into vibrant homes and a stronger community. Also, see future sites for catalytic mixed-income multi and single family development done with housing partners.

