

***Jobenomics* deals with the process of creating and mass-producing small businesses and jobs.**



***Jobenomics Petersburg (VA)* is a proposed program for creating mixed-use, master-planned, locally-owned, live-work communities in under-resourced areas in Petersburg with an emphasis on obtaining Qualified Opportunity Zone funding.**

By: Mark Parson, Jobenomics Petersburg
Chuck Vollmer, Jobenomics Founder & President
25 February 2020

Jobenomics



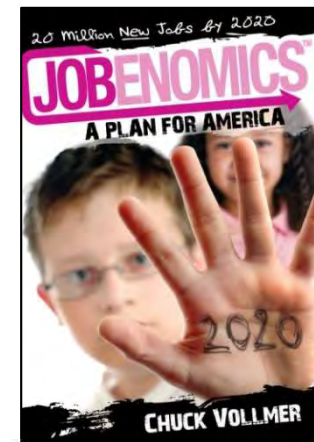
Bipartisan National Grassroots Movement

- Since 2010, estimated audience of 30 million
- Website averages 30,000 monthly page views
- Jobenomics America TV launched in 2018



Books, Research & Special Reports

- Focus on economic, community, small business and workforce development.
- First book established published 2010.
- Ten e-books and ninety special reports.



City and State Initiatives and Programs

Jobenomics.com

- Two dozen chapters led by local community leaders.
- Numerous startup programs implementable within 12-months.

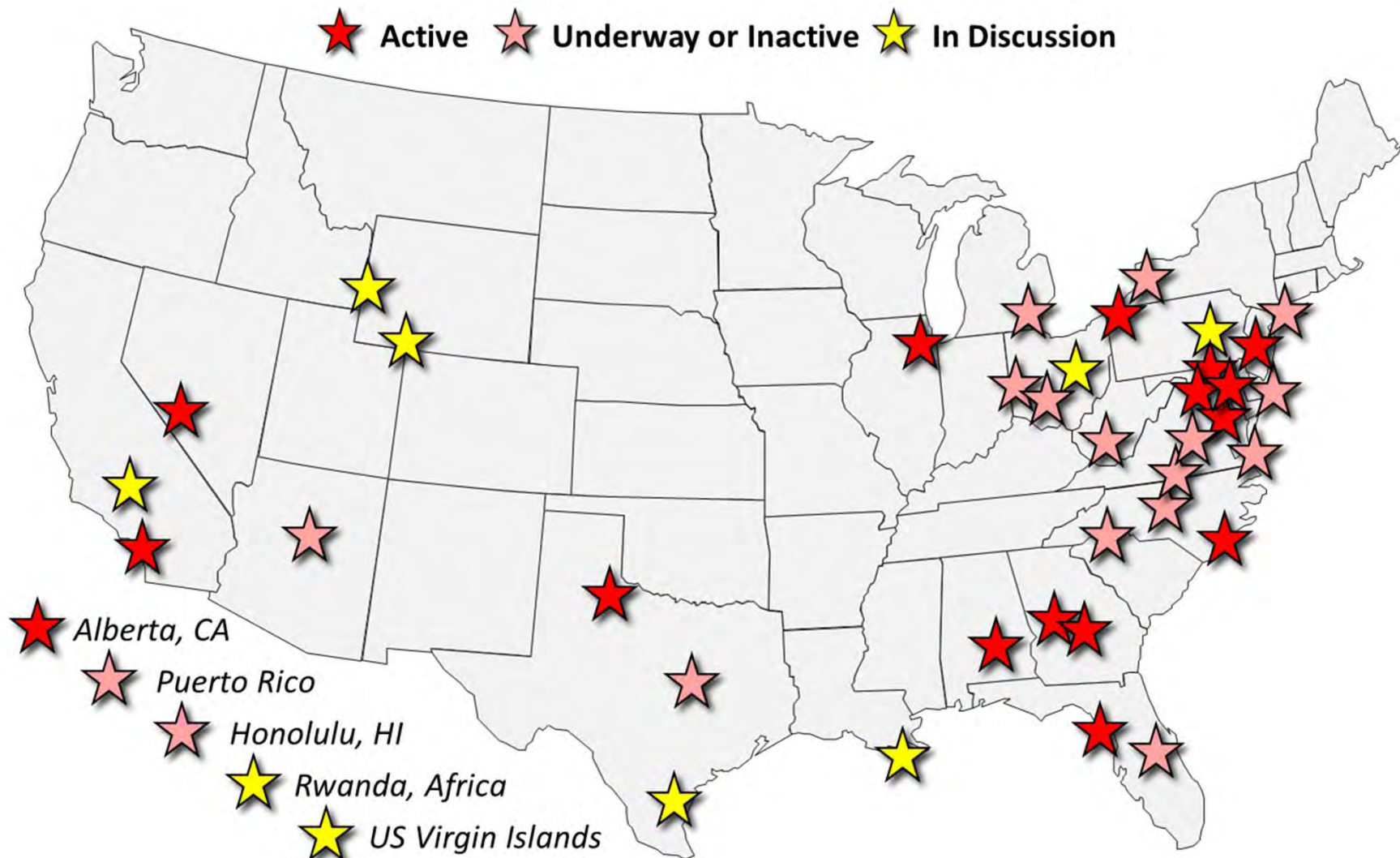
Primary focus: economic, community, small business and workforce development at the base of America's socio-economic pyramid.

Free E-Books in Jobenomics Library



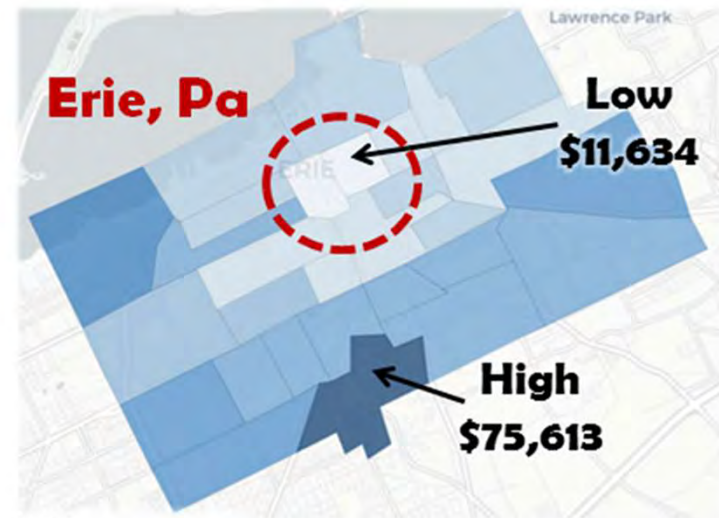
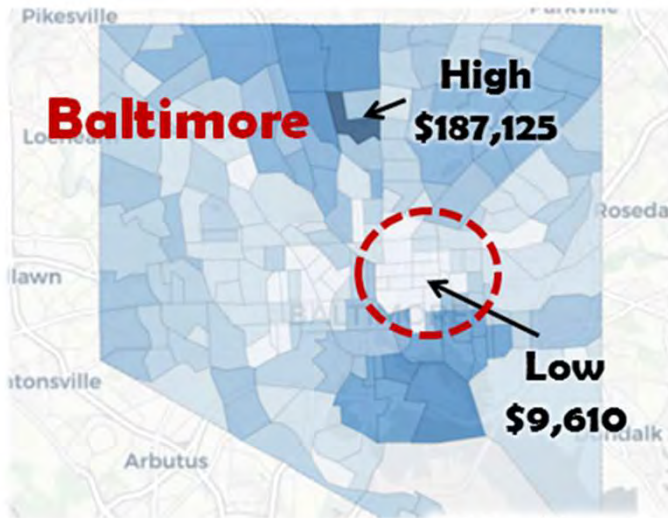
Extensive research on the economy, policy-making, labor force situation, emerging technologies, and community renewal initiatives.

Jobenomics Chapters

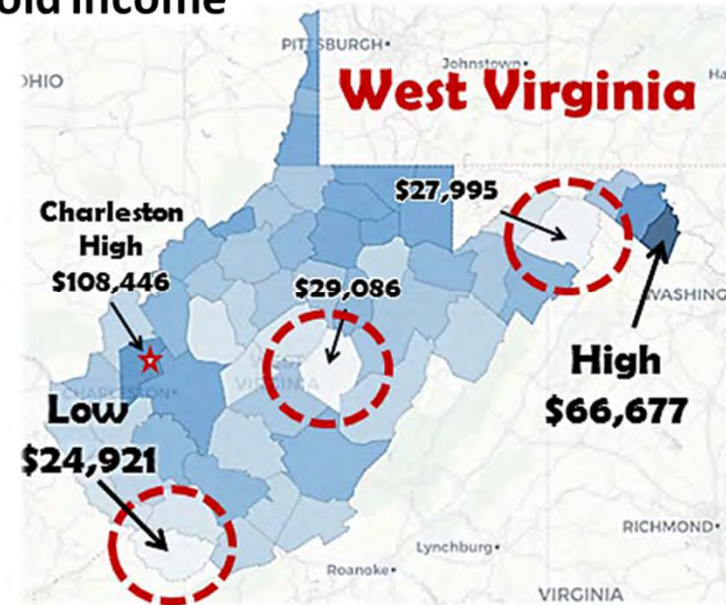
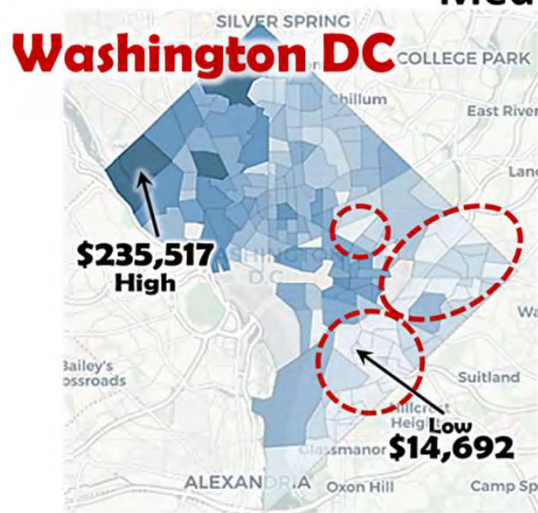


Since 2016, dozens of communities started Jobenomics chapters.

Jobenomics Underserved Community Emphasis



Median Household Income



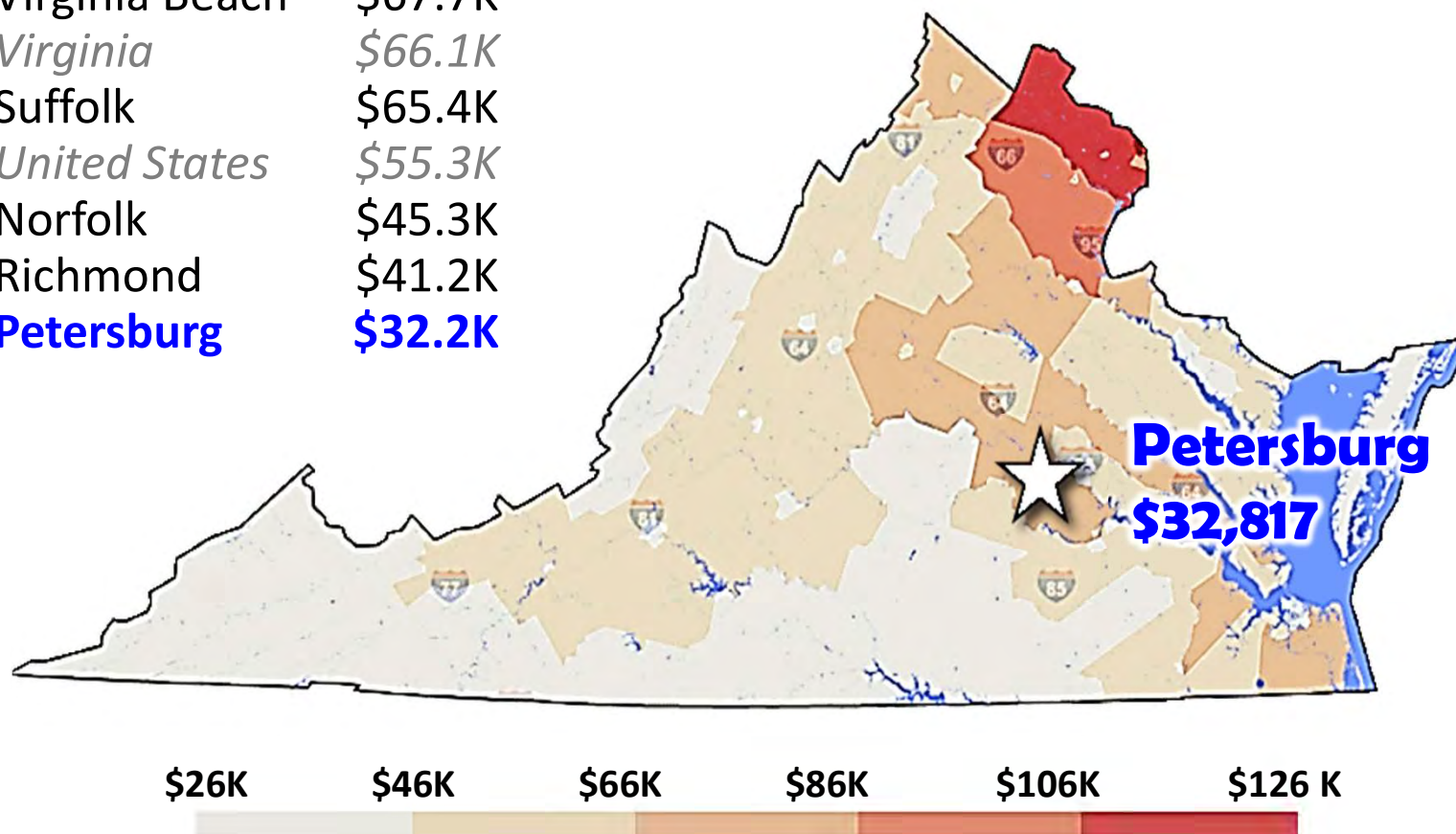
Urban renewal and rural programs
for underserved communities.

Virginia Underserved Communities

Median Household Income

■ McLean	\$190.3K
■ Reston	\$111.4K
■ Virginia Beach	\$67.7K
■ <i>Virginia</i>	<i>\$66.1K</i>
■ Suffolk	\$65.4K
■ <i>United States</i>	<i>\$55.3K</i>
■ Norfolk	\$45.3K
■ Richmond	\$41.2K
■ Petersburg	\$32.2K

Sources: Census Bureau (2010 Census, and
2012-2016 American Community Survey),
StatisticalAtlas.com



Petersburg is the poorest of all cities in Virginia.

Petersburg “Quick Facts”

Source: U.S. Census Bureau, 1 July 2019 Estimates



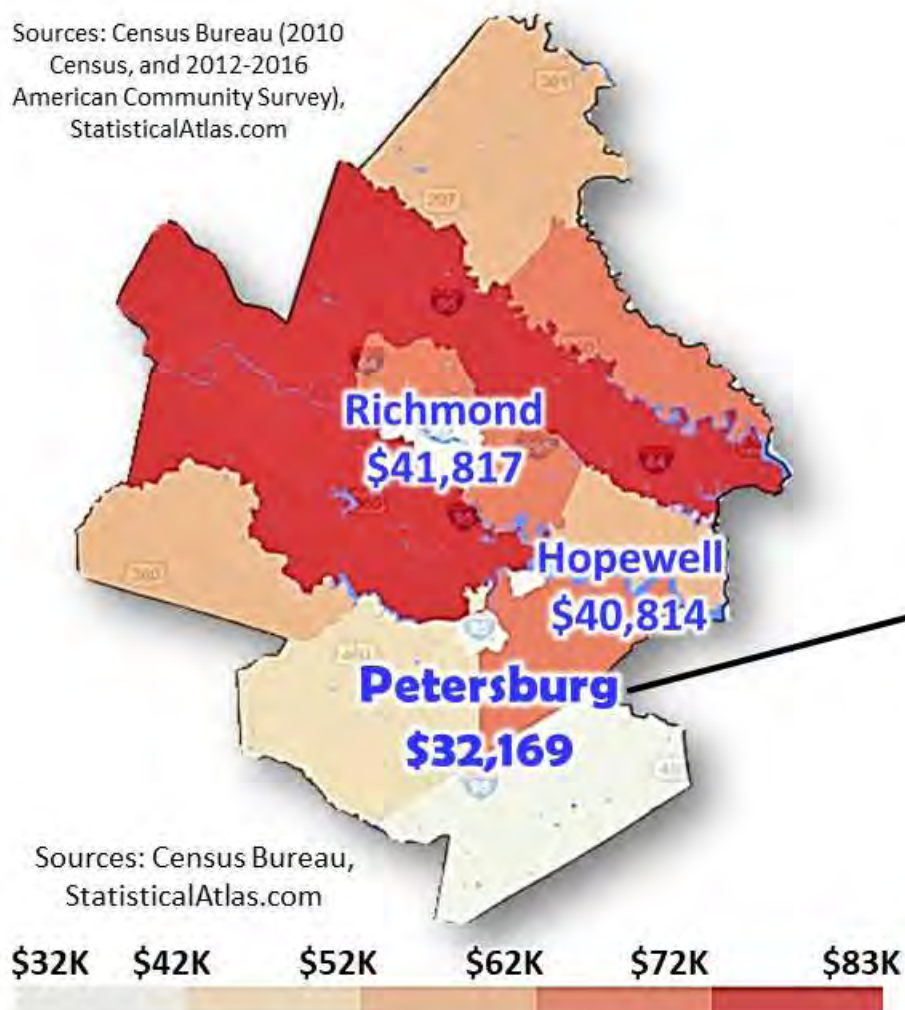
	USA	Virginia	Petersburg
Population Change (2010-19)	6%	7%	-3%
Race (African American)	13%	20%	77%
All Minorities (Non-White)	40%	39%	85%
Median Household Income	84%	100%	50%
	\$60,293	\$71,564	\$36,135
People Living In Poverty	12%	11%	26%
Bachelor's Degree or Higher	32%	38%	18%
Households With Broadband Internet	80%	82%	65%
Median Owner-Occupied House Value	77%	100%	41%
	\$204,900	\$264,900	\$108,200
Minority Owned Firms	29%	28%	56%
Women Owned Firms	36%	36%	35%
Veteran Owned Firms	9%	12%	13%
Veterans (% of Population)	6%	8%	9%

The key to improving **Petersburg's lackluster economy** involves mass-producing minority, women and veteran micro-businesses and jobs. 6

Richmond-Petersburg Underserved Communities

Median Household Income

Sources: Census Bureau (2010 Census, and 2012-2016 American Community Survey), StatisticalAtlas.com

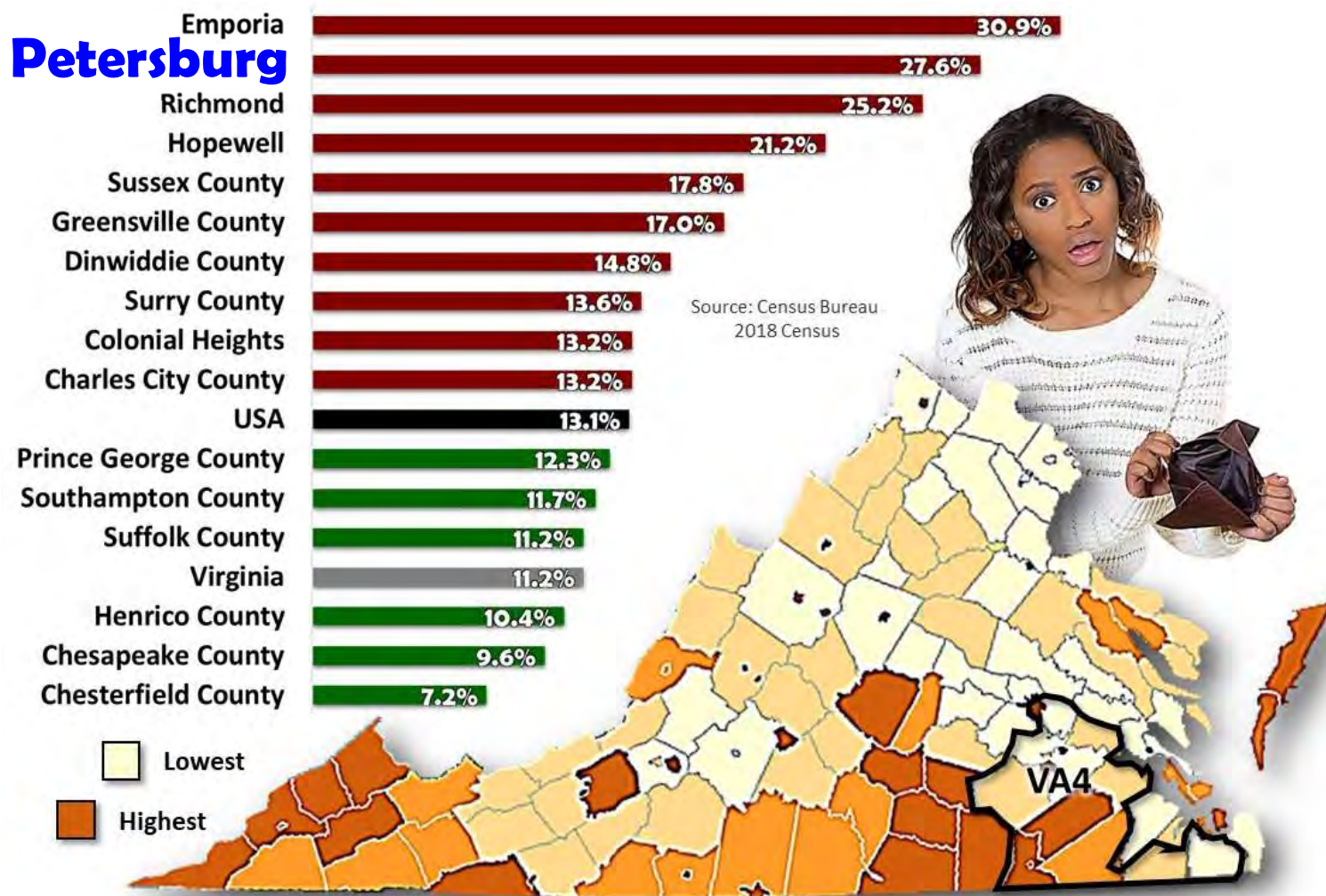


Petersburg Median Household Income By Race/Ethnicity

- Hispanic: \$41.5K
- White: \$41.2K
- **Average: \$32.2K**
- Mixed: \$38.7K
- Black: \$30.4K

Richmond, Hopewell and Petersburg are generally underserved.

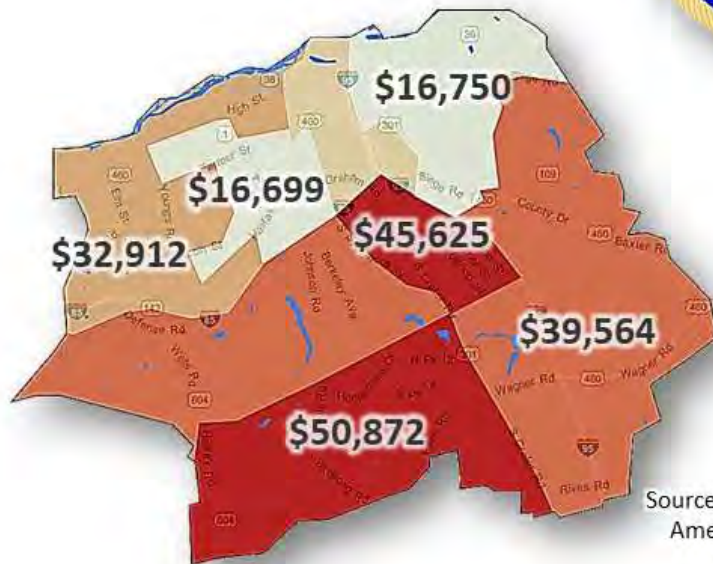
VA4 Poverty Rates



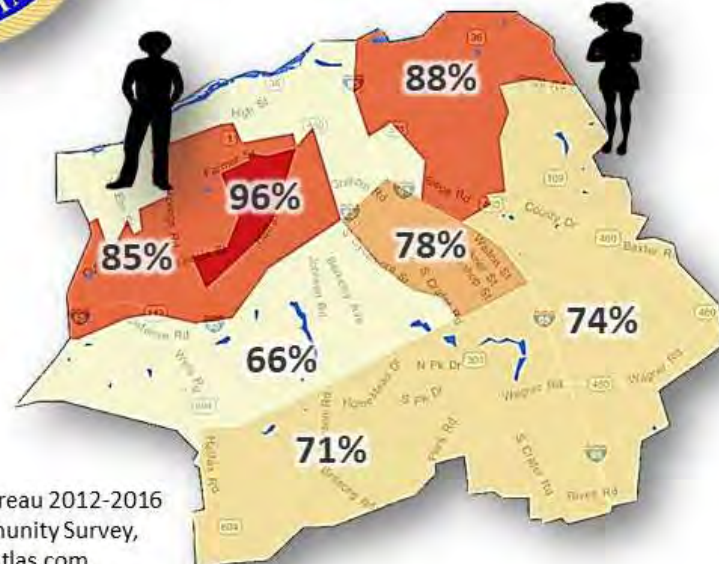
VA4 poverty rates are too high, especially in urban minority and rural white communities. Female Virginians are poverty prone.

Petersburg Underserved Neighborhoods

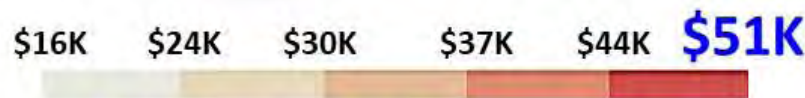
**Median Household
Income**
By Tract



**African American
Population**
By Tract



Source: Census Bureau 2012-2016
American Community Survey,
StatisticalAtlas.com



**All Petersburg tracts are well below
the Virginia average of \$73K.**



**Every tract in Petersburg is at least
62% African American by population.**

There is significant income inequality amongst Black neighborhoods.

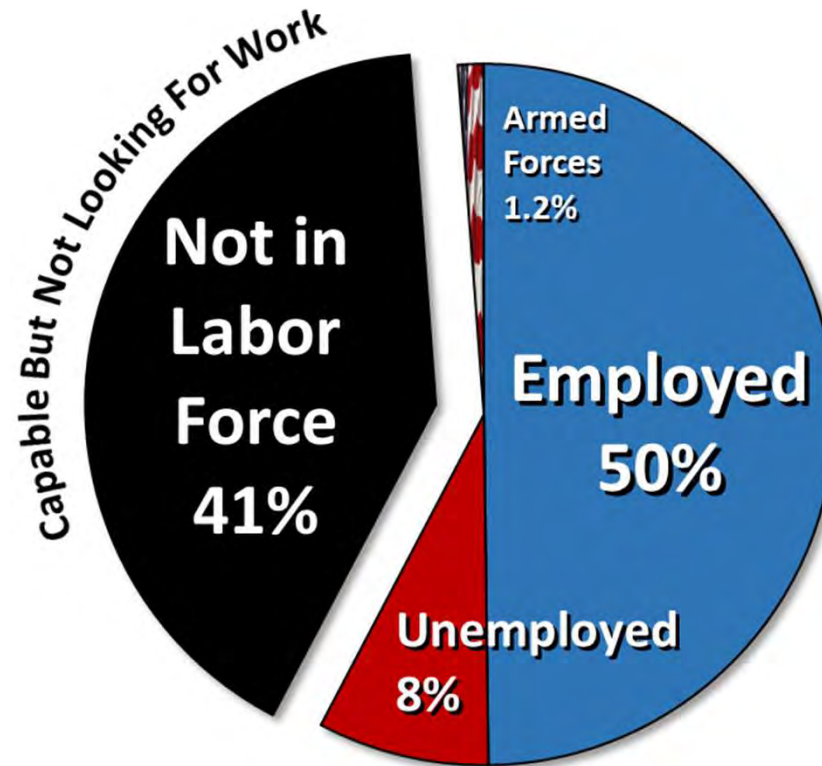
Petersburg Working Age Population

Age 25 to 64 Years Old

Source: Census Bureau,
StatisticalAtlas.com





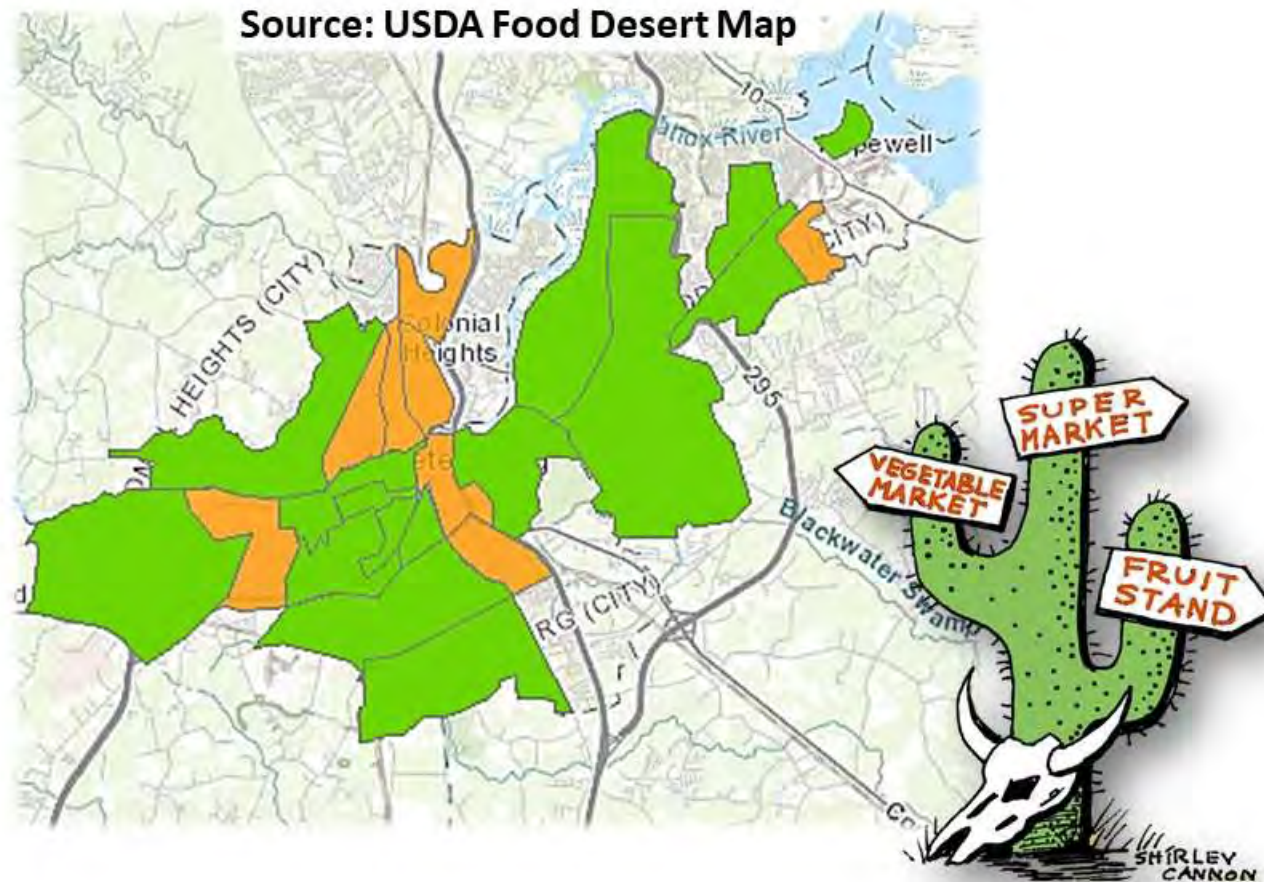
Working age adults are essential for economic prosperity.



Petersburg has half (49%) of its working age adults either sidelined outside its labor force (41%) or unemployed (8%).

Petersburg Region Food Deserts

Low-income census tracts where citizens are more than ½ mile  and 1 mile  from the nearest supermarket or nutritious food source.



Underserved communities need fresh, organically-grown, farm-to-table food for local consumption and export to regional markets.

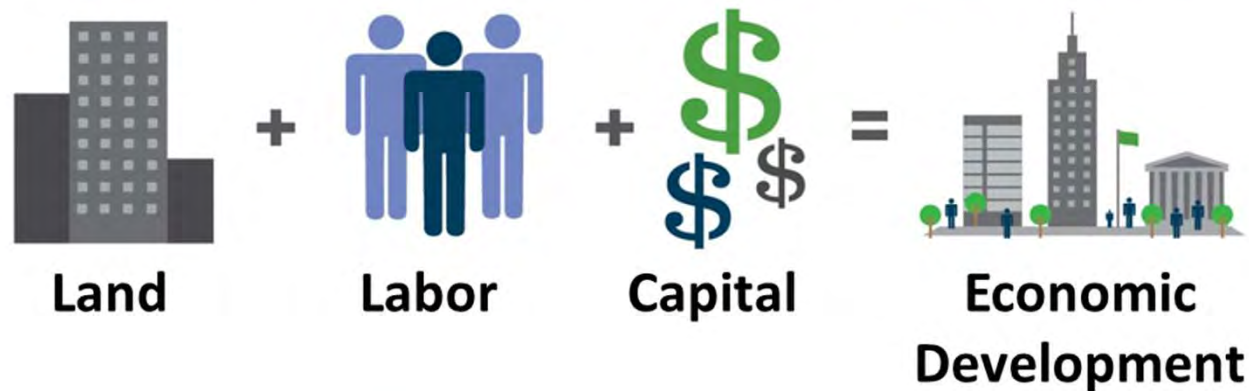


Economic Development Approach



A Different Approach To Economic And Community Development

Traditional Top-Down Approach



Jobenomics Bottom-Up Approach

Economic Development Emphasis

Development Category	Traditional Economic Development Emphasis	Jobenomics Economic Development Emphasis
Economy	Established Industry Supersectors in The Traditional Economy	Fill Open Jobs and New Opportunities in Emerging Digital And Energy Economies
Community	High-Skilled, Well-Resourced State, Regional and Metropolitan Areas	Lower-Skilled, Marginalized Inner-City Neighborhoods and Rural Areas
Business	Large-Scale Business and Real Estate Opportunities	Mass-Produce Highly-Scalable Micro-Businesses
Workforce	Standard Workforce Agreements. Degree-Based Education	Alternative Workforce Agreements. Certified Skills-Based Training

Jobenomics bottoms-up approach is synergistic with top-down economic development models.

Economic Development Conundrum

Traditional **Top-Down** Approach

Attract 1 Large
\$100,000,000/year
Enterprise



Jobenomics **Bottom-Up** Approach

Start 1,000
\$100,000/year
Micro Businesses



Under-resourced communities have difficulty attracting big companies
but can mass-produce **micro** and **nonemployer** businesses.

Micro & Nonemployer Businesses



- A **micro-business** (1 to 19 employees) employ 32 million Americans.
- A **nonemployer** is a small business with no “paid” employees.
 - 80% of all U.S. businesses with 25 million single-person owners.
 - Growing significantly faster than traditional businesses
 - Owners make substantially more than wage or salaried jobs.

Mass-producing micro and nonemployer businesses is the answer to beleaguered urban communities lacking good-paying jobs.

Startup Businesses

WSJ

“If the U.S. were creating new firms at the same rate as in the 1980s that would be the equivalent of more than **200,000 companies and 1.8 million jobs a year.**”

Source: Wall Street Journal analysis of U.S. Bureau Labor Statistics data



“**Most city and state government policies that look to big business for job creation are doomed to failure** because they are based on unrealistic employment growth models. It's not just net job creation that startups dominate. On average, **one-year-old firms create nearly 1,000,000 jobs, while ten-year-old firms generate 300,000.** The notion that firms bulk up as they age is, in the aggregate, not supported by data.”

Source: Kauffman Foundation analysis of U.S. Bureau Labor Statistics data

Startup businesses are the seed corn for local economies. Left unattended, local economies will remain fallow or wither.



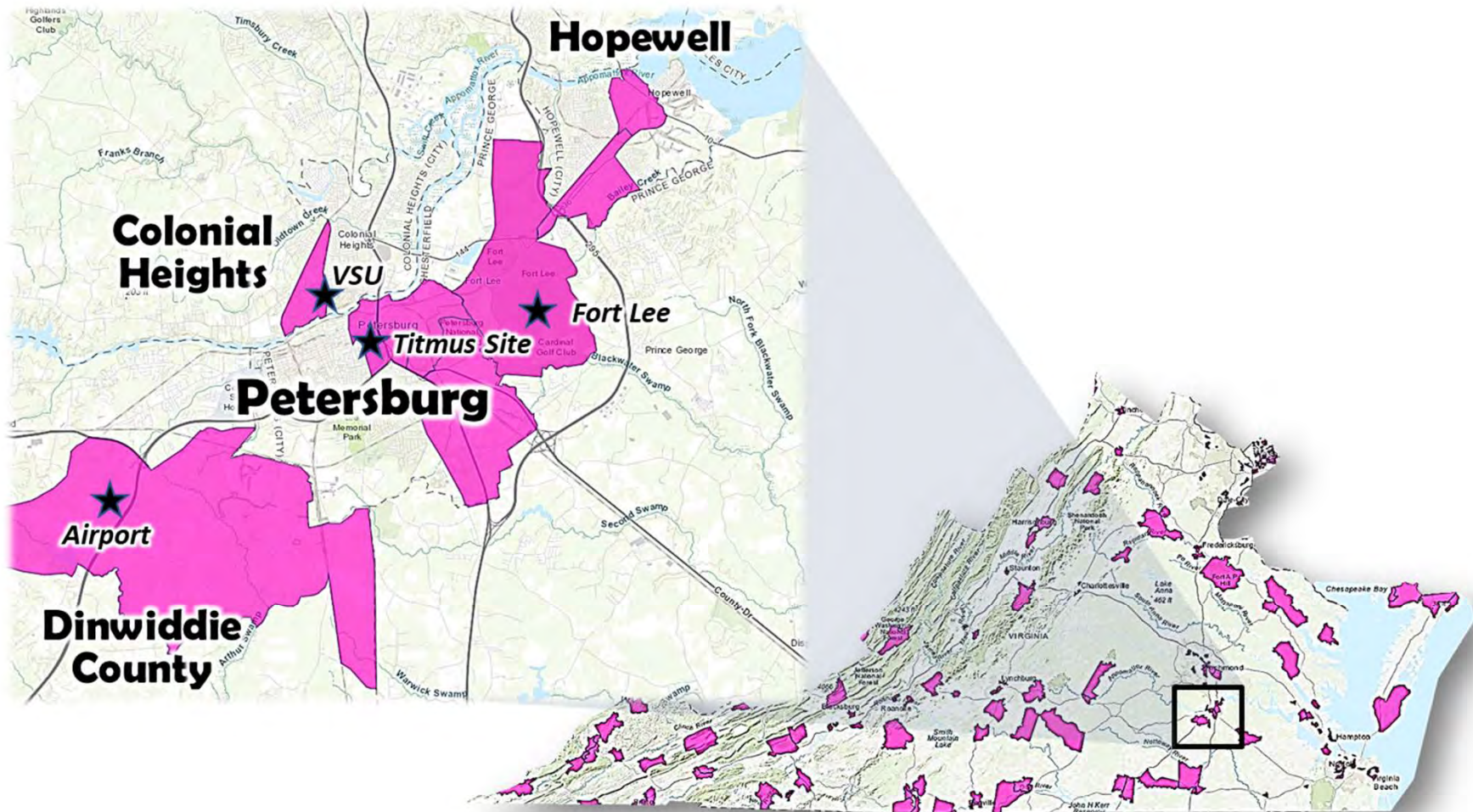
Approach to QOZs and QOFs



Qualified Opportunity **Zone (QOZ)**

Qualified Opportunity **Fund (QOF)**

Petersburg Region Opportunity Zones



The VA4 Team is working with Petersburg City officials regarding Opportunity Zone projects in the Petersburg region.

Key Opportunity **Zone** Statistics

Source: EIG analysis of U.S. Census Bureau, ACS 2014-2018

<https://eig.org/opportunityzones/facts-and-figures>



- 10.7% of all U.S. census tracts with 31.5 million people
- 31% of working age adults are not working
- 21% lack a high school diploma versus 12% nationwide
- 57% are minorities, with Blacks being overly represented
- 27.7% residents live in poverty versus 14.1% nationally
- 49% of all U.S. persistent concentrated poverty census tracts
- 28% OZones qualify as food deserts
- 13% housing occupancy rates versus 8% nationally
- 32% (14,700) of all U.S. brownfield sites are in OZones
- 83% have a lower life expectancy than average Americans

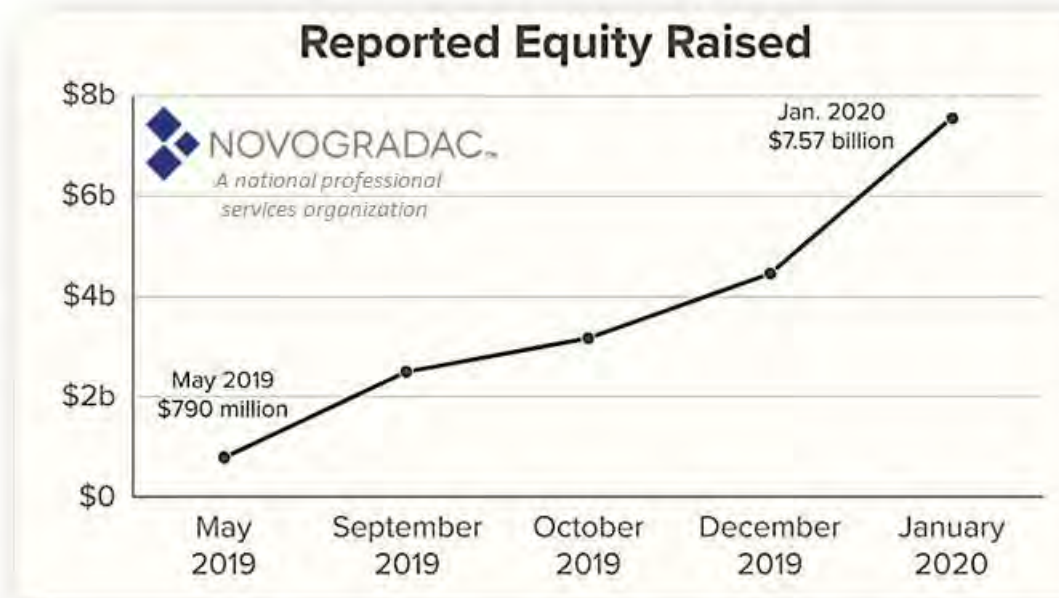
Private sector OZone funds can directly help improve the livelihoods of OZone residents and, indirectly, the prosperity of all Americans.

Qualified Opportunity **Zone** Growth

Source: Novogradac Opportunity Funds Listing Totals, 17 January 2020

<https://www.novoco.com/atom/193376>

- As of January 2020, 513 Qualified Opportunity Funds have a 2020 fundraising goal of **\$68.75 billion**.



- Fundraising soared from \$790 million in May 2019 to \$7.57 billion in 2020 (almost a 10-fold increase).

Jobenomics asserts that there is more investment money available than QOZ projects with an acceptable rate of return.

Qualified Opportunity Fund Conundrum

- QOFs are classified as “impact investors” that are challenged to balance social impact and capital gains.
- Average QOF has \$340 million and usually seek 10 big projects (\$34million range) as to opposed to 340 small projects (\$1 million range).
- Most inner-city projects are usually very small, unproven startups and risky, which are hard to fund.
- Consequently many projects involve large “gentrified” real estate deals owned by outside entities as opposed to locally owned and operated businesses.
- Most Opportunity Funds stipulate **“Mixed-Use Development”**



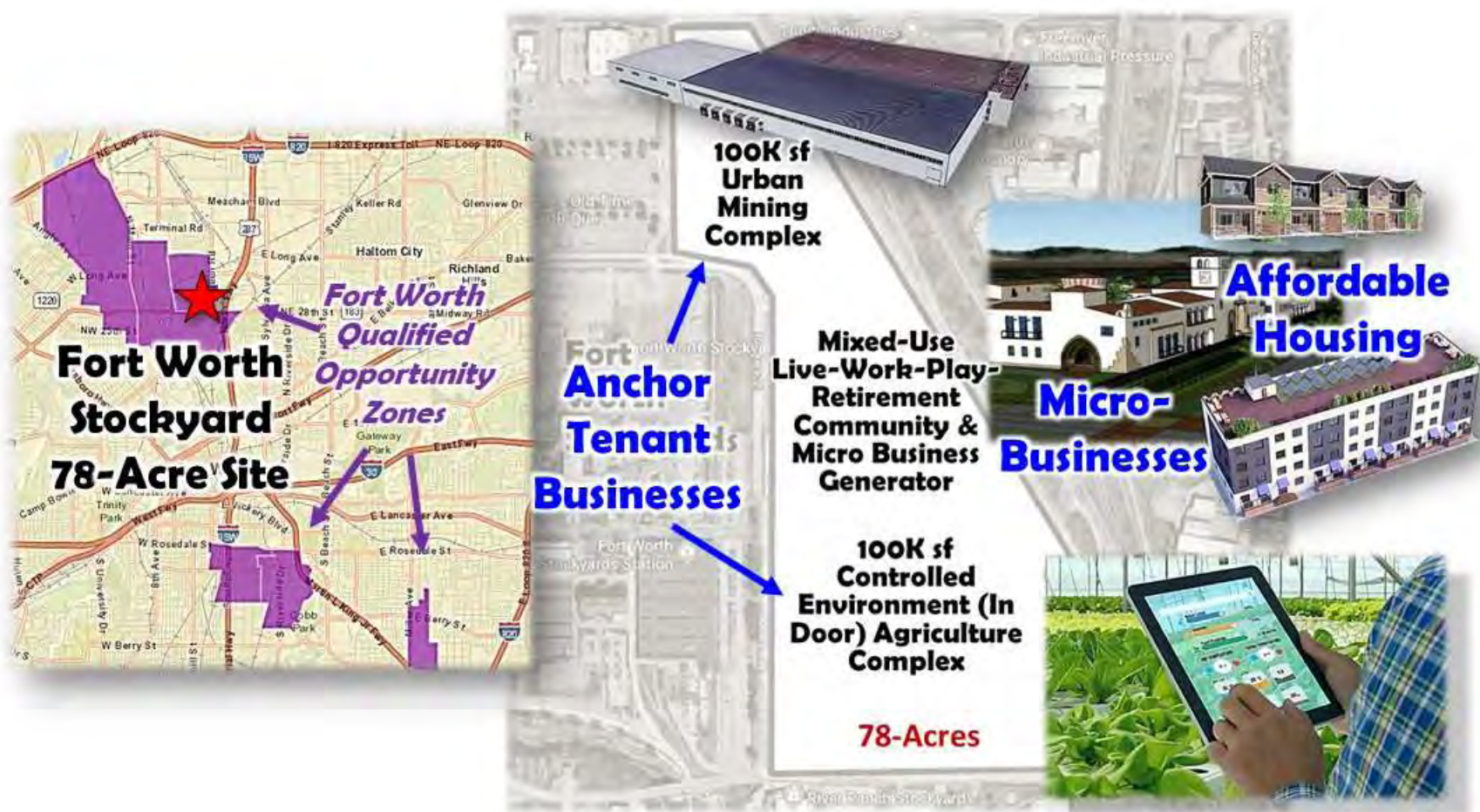
Jobenomics recommends a \$34M-level mixed-use community approach for Opportunity Fund financing.

Example of a **Local** Mixed-Use Complex



Meets community needs for affordable homes, safety, green eco-friendly facilities, and business/job creation.

Example of a Mixed-Use **Urban** Community



Jobenomics “**Shopping Mall**” approach combines real estate development, LEED Platinum construction, anchor tenant/micro-business creation, all in a sustainable and affordable **urban** ecosystem.

Examples of a Large Mixed-Use, Master-Planned, **Rural** Agrarian Communities



Rosamond, CA



Chowan County, NC



Waxahachie, TX

Jobenomics is working with community leaders, real estate developers and leading industry officials to build master-planned **rural** communities and business plans that are attractive to QOFs.



Quick-Start Programs Tailored for QOZs and QOFs

- eWaste & Plastics-to-\$Values Programs
- Controlled Environment Indoor Agriculture
 - Enhanced Water Programs
- Digital Economy Jobs & Digital Academies
- Direct-Care/Remote-Care/On-Demand Care
 - Renewable Energy & Energy Services
 - E-Clubs

Augment Local Community Coalitions & Programs



Urban Community Development Centers of America Inc., Founder & CEO, [Pastor Steve Parson](#)

- Parson Park Retirement & Affordable Housing Communities
- Full-Service Drug Rehabilitation & Parsonage Prison Programs
- Vocational Trade School, Digital Academy, Genesis Wealth Generation Academy, & Fintech IT Training
- Self-Employment Assistance & Small Business Startup Programs

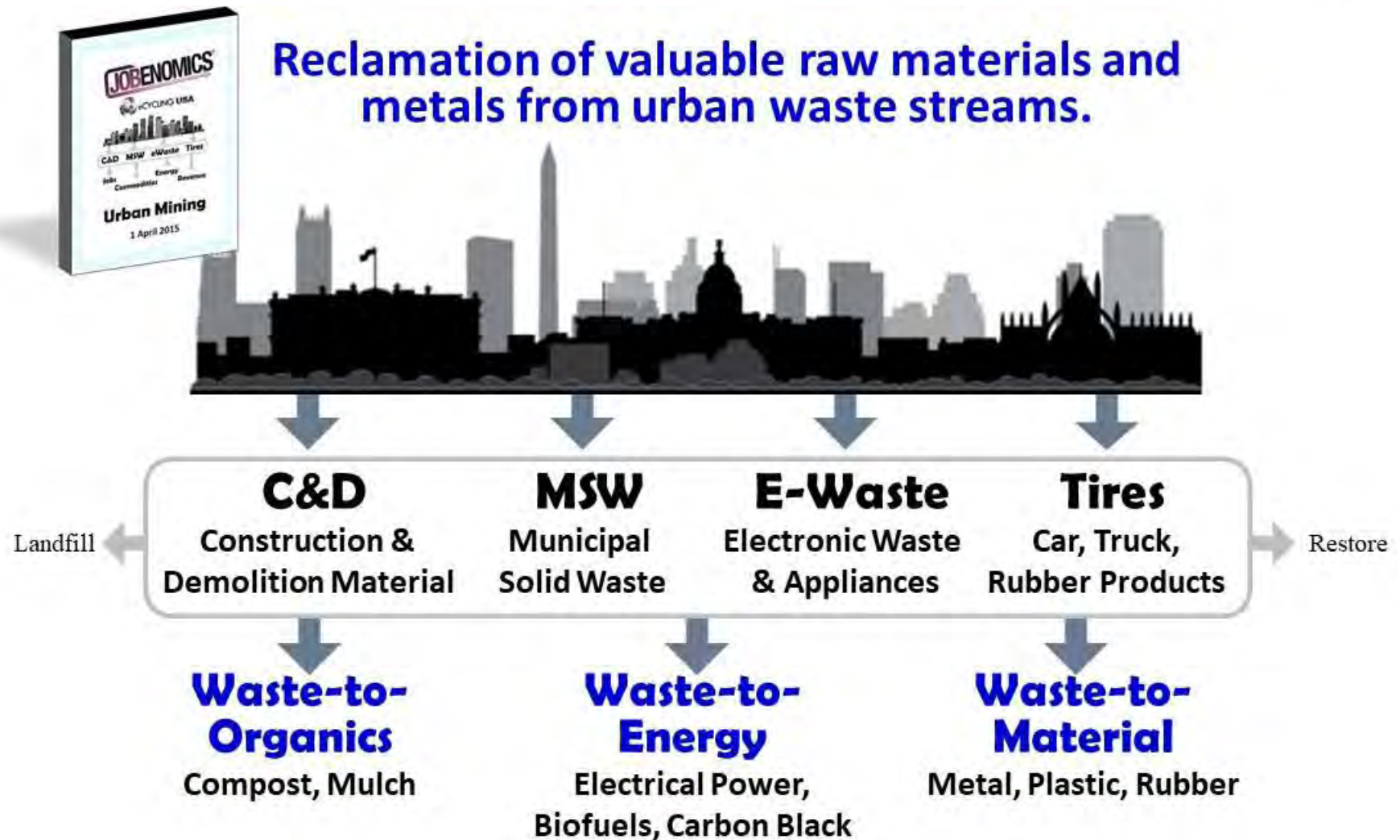


Coalition of Leaders United, Founder & CEO, Jobenomics Virginia, Congressional Candidate, [Leon Benjamin](#)



Jobenomics Petersburg Goal: Build leadership coalitions and implement locally-owned and operated programs.

Jobenomics Urban Mining



Urban Mining Goal: Monetize urban waste streams to produce businesses, jobs and revenues for workforce development.

Modern Plastics-to-Fuel Complex

EVP R-One Facility

Jobenomics Partner, www.evptechnology.com

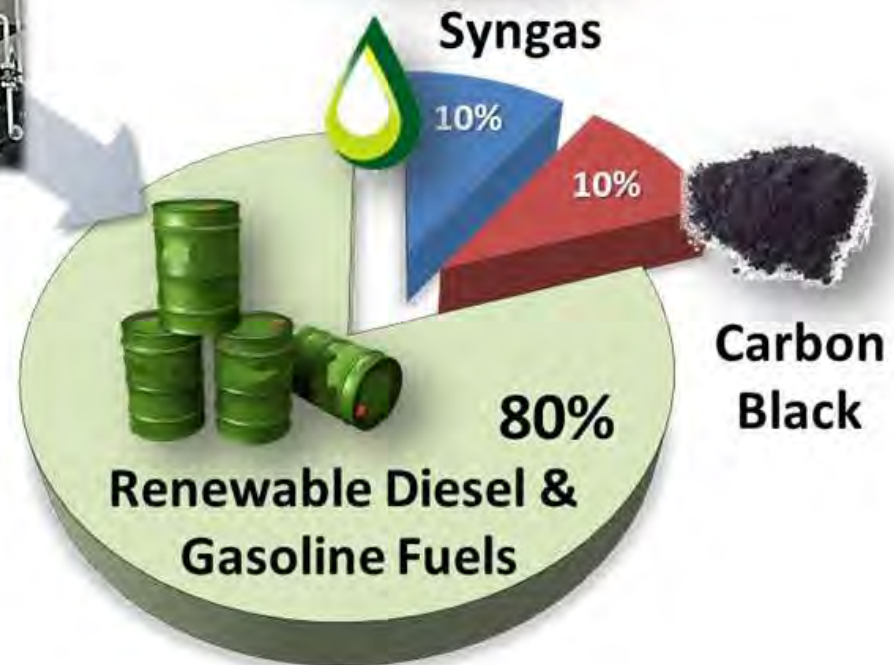


Growing Virginia/Petersburg Plastics Waste Problem



Imported Plastics Waste

China no longer accepting baled plastic waste



Suppling Petersburg with high-quality, low-sulfur fuels.

eWaste Materials Reclamation Facility



100 Operational Sites Worldwide

Jobenomics Partner, www.urt-recycling.com

End-of-life appliances and electronics is America's fastest growing waste stream. Our system can be operational within 12-months.

Jobenomics ACTSFFA Partnership



- Team: Jobenomics is teamed with ACTS Freedom Farms of America.
- Mission: Provide a solution to food shortage through self-sustaining and supportive live-work communities.
- Vision: Provide quality foods in harmony with the global environment, empowering individuals to become partners in high-tech controlled environment agriculture.
- Strategy: 1) homeownership combined with an agriculture career, 2) jointly owned indoor commercial growing operations and 3) creation of high-tech CEA farmers.



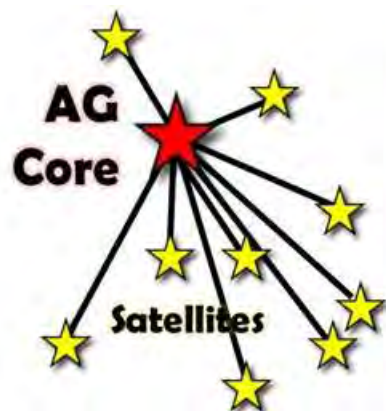
ACTS



Jobenomics Petersburg Goal: Establish 250 to 1,000 direct jobs within grow centers, and as many as 4-times more indirect jobs.

Jobenomics ACTSFFA CEA Program

- **AG Core** is the central operation that manages, trains, and implements satellite centers. AG Core processes and ships locally-grown food to local, regional and international outlets.



Large Grow
Center(AG Core)
With Controlled
Environment &
Vertical Farming



Jobenomics Partner, www.ACTSFFA.com

- **Satellite** CEA-farms will first satisfy local needs and then ship remaining produce to AG Core.



Produce On Demand
(POD) Greenhouse



GAP, GHP, FSMA
Compliant Greenhouses



Goal: Establish agrarian communities with large grow centers and numerous smaller agrarian satellite businesses.

Example of a Large Agrarian Community

1200-Acre Freedom Farm Complex designed by ACTSFFA/Oculus



Jobenomics Partner, www.oculusarchitects.com/mies_portfolio/acts-freedom-farm/



2.6 million sq. ft. of indoor controlled environment agriculture, greenhouse village, hotel, farmers market, winery, production and distribution facilities, commercial/community/education/worship centers, and hundreds of single-family homes and apartments.

Micro Farm & Farmers Market



There is high demand for organic farm-to-table vegetables and produce in under-served community “food deserts”.

SuperWater HyOx Drinking Water

Florida Bottling Plant

Jobenomics Partner, www.superwaterhyox.com



Dr. Rey Linares, CEO

SuperWater HyOx increases water's **dissolved oxygen content** by **over 300%**, which is essential for health and well-being.

SuperWater HyOx Agriculture Applications

Soil Improvement



Cherry Tomatoes



Sugar Cane



Limes



Coffee



Avocado

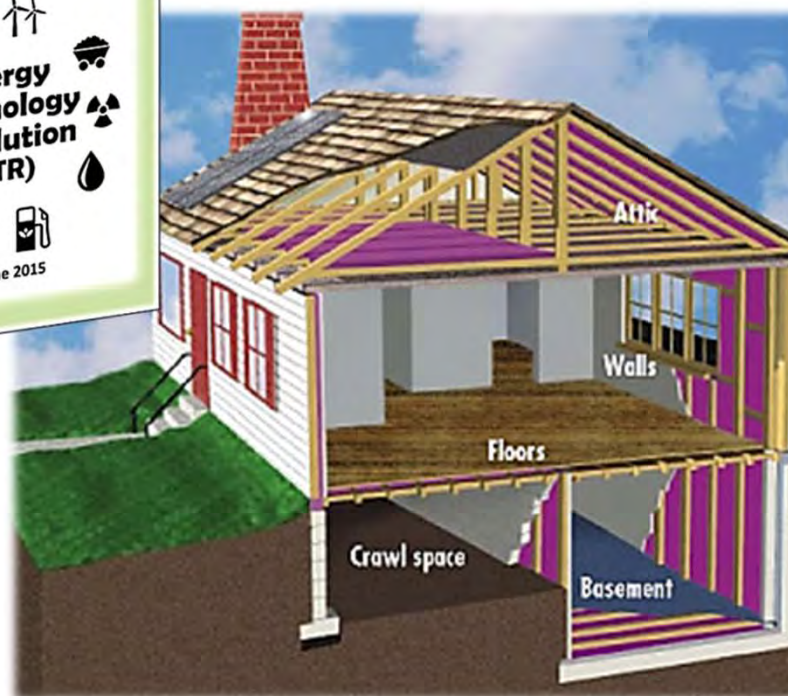


Now doubling the growth of traditional agriculture in South America.

Renewable Energy Businesses & Green Jobs



**Net Zero Buildings &
Communities Installation &
Maintenance Businesses**

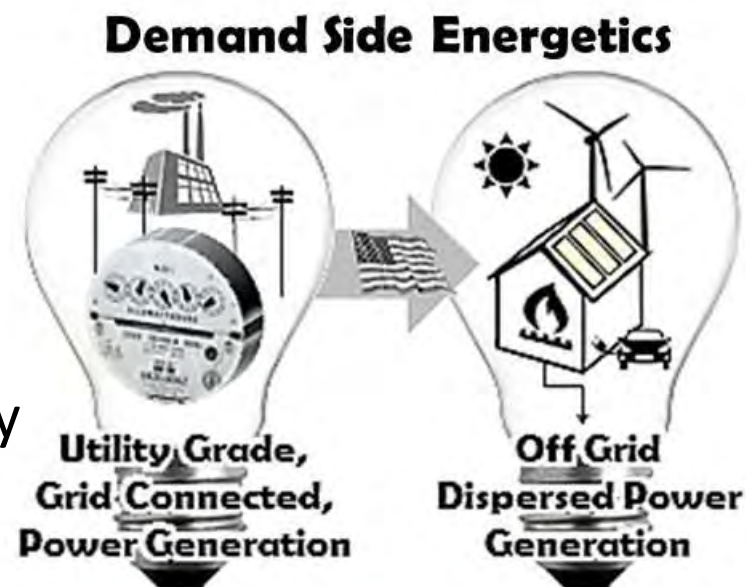


**Energy Audit, Weatherization
& Renovation Businesses**

The Energy Technology Revolution will create millions of new micro-business opportunities, such as independent contractors.

Energy Services

- Demand Side Energetics
- Net-Zero Communities/Buildings
- Services: “**Energy’s 3rd Rail**”
 - Energy Efficiency/Conservation
 - Energy Assurance/Security
 - Disaster Preparedness/Recovery
 - Energy-as-a-Service (EaaS)
- Energy Technology Center



Jobenomics’ Joe Sarubbi with President Obama and Mrs. Biden

Digital Economy



Platform Economy
E/M Commerce
Sharing Economy
On-Demand Economy
Apps/Bots Economy
Gig Economy
IoT Economy



The traditional economy growing at 2% per versus eCommerce growth of 15% per year. Jobenomics' team of eCommerce experts help set up websites to selling on all major platforms; Amazon, Google, Facebook, eBay and Shopify.

Digital Academies



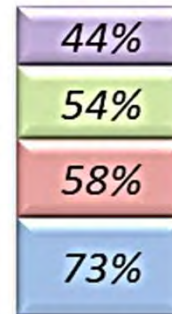
Percent Online

Source: eMarketer, March 2019



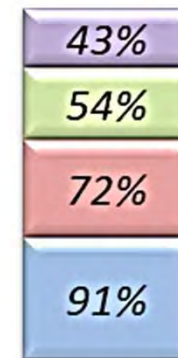
Age 6-10

97%



11-13

98%

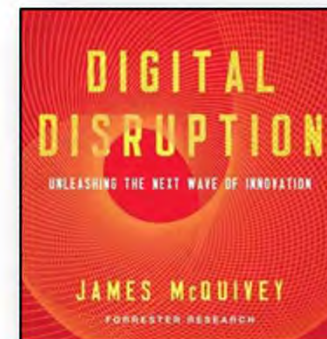


14-18

Digital academies use a youth's online interest in social media and gaming to develop digital economy workforce and business skills.

Digital Economy Startup Companies

- “Digital startups are at least **100-times easier to create** and have 10-times the number of innovators that can innovate at one-tenth the cost than traditional startups.” (McQuivey)
- Top digital startup platforms:



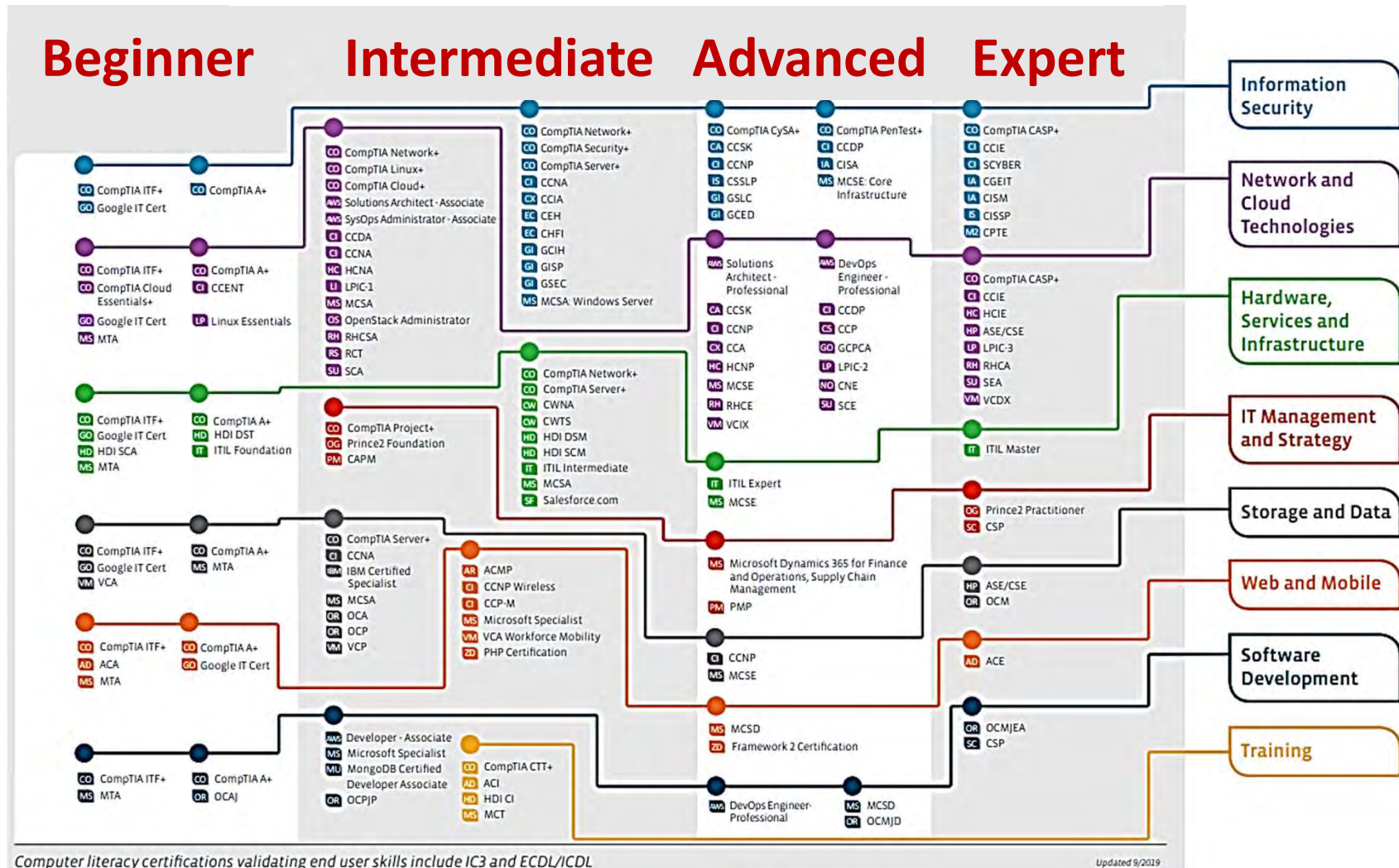
- Jobenomics study on leading Chinese and America digital economy strategies and practices.



Every community needs a digital economy strategy to raise its overall economy and underserved citizens out of poverty.

Digital Economy Career Roadmap

Source: www.comptia.org/content/comptia-career-roadmap



Certified training programs are the gateway into good paying (\$50K) entry-level digital economy jobs without a college degree.

Beginner Certifications

Source: www.comptia.org/content/comptia-career-roadmap

CompTIA A+

Exams cover maintenance of PCs, mobile devices, laptops, operating systems and printers.

CompTIA IT Fundamentals

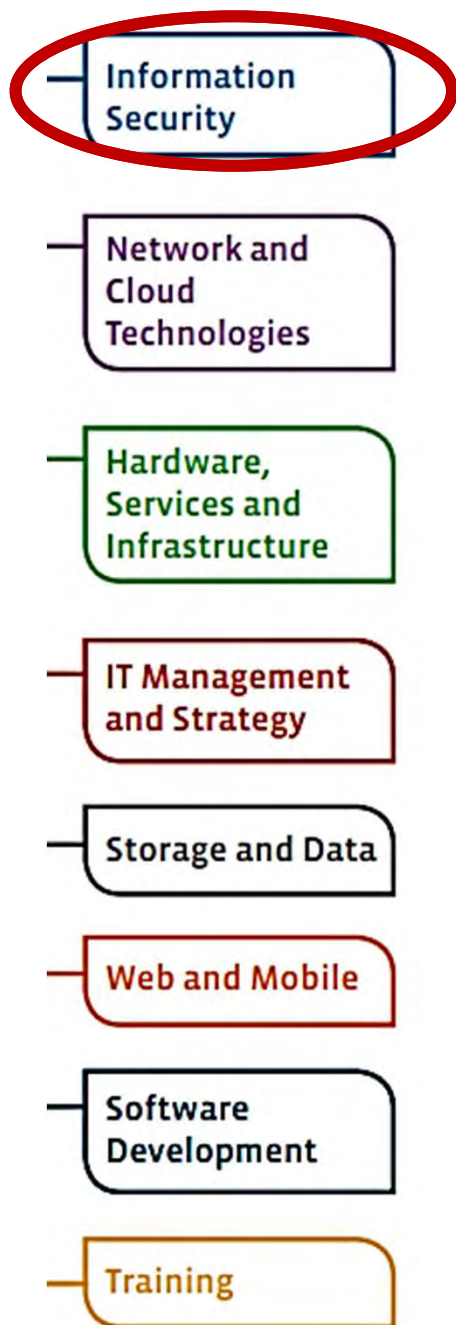
Exams focus on essential IT skills and knowledge needed to perform tasks commonly performed by entry-level IT professionals.

Microsoft Technology Associate: Security Fundamentals

Recommended entry point into IT certification and job preparation.

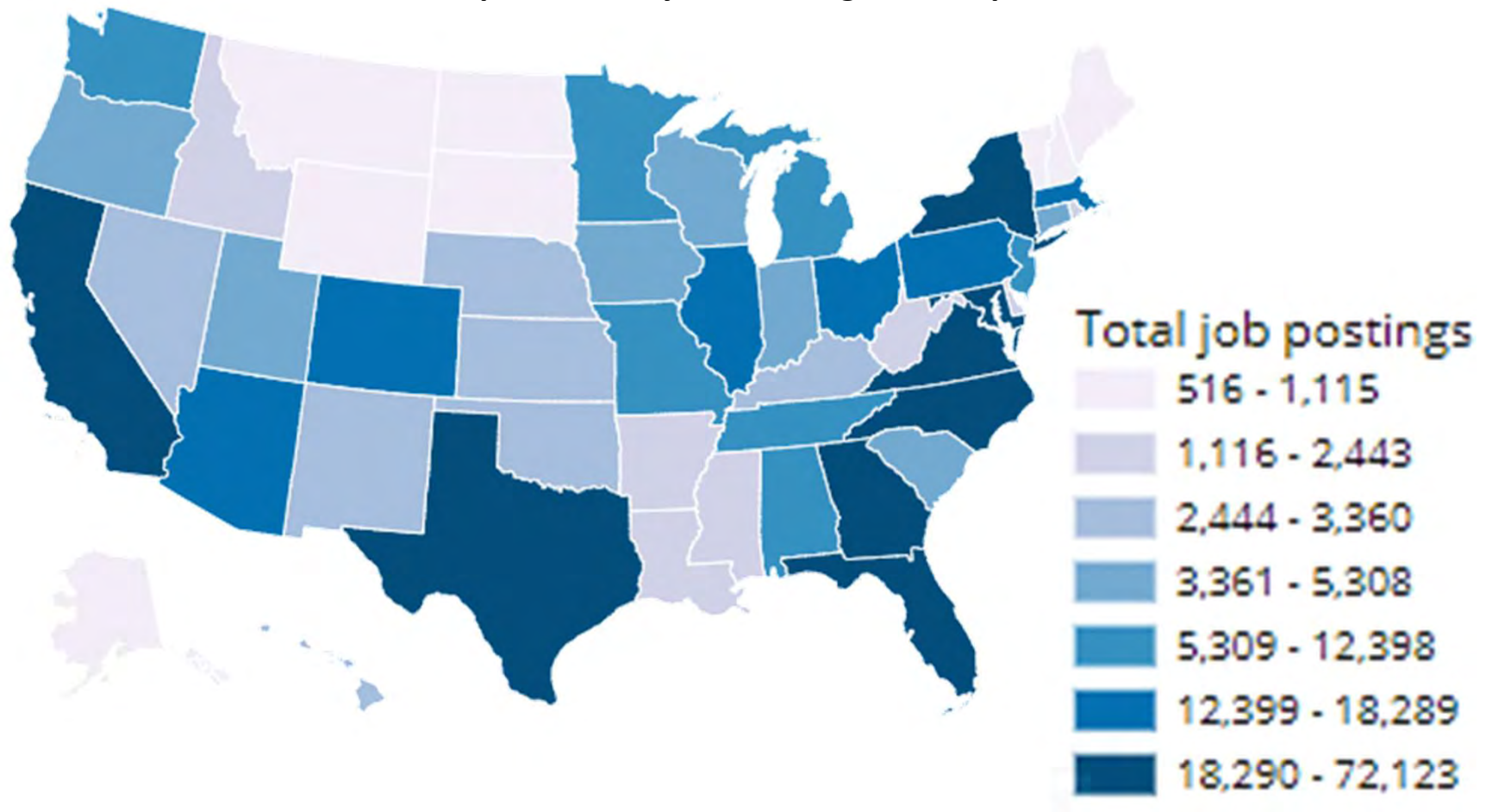
Google IT Cert

A hands-on training program for troubleshooting, customer service, networking, operating systems, system admin, and security.



Cybersecurity Jobs

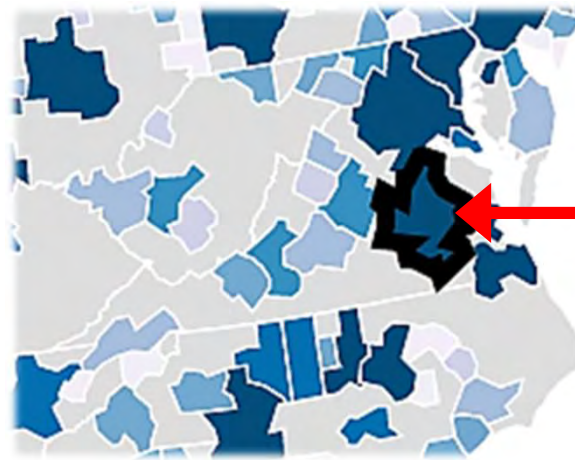
Source: <https://www.cyberseek.org/heatmap.html>



**Total Employed = 997,316, Open Jobs = 504,316
(93% Private Sector, 7% Public Sector)**

Cybersecurity Petersburg Area Jobs

Source: <https://www.cyberseek.org/heatmap.html>



**Richmond-
Petersburg
Area**

As of January 2020

Currently Employed
Open Positions
Support, Admin, Maintenance

Washington Metro	Virginia	Richmond Petersburg
105,491	88,166	6,332
64,089	49,669	2,800
39,421	31,082	1,786

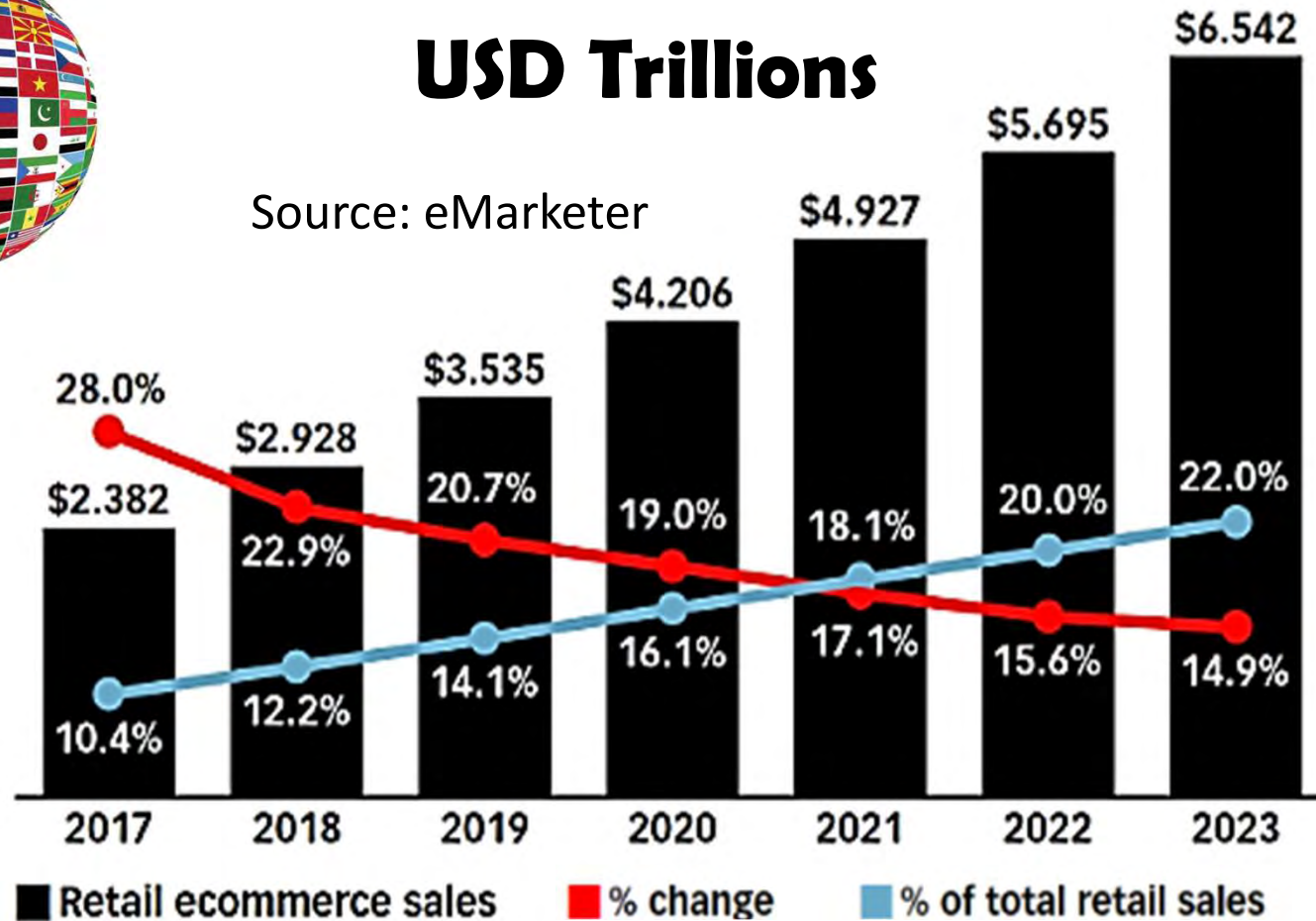
**There are 2,800 open cybersecurity jobs in or near Petersburg.
Thousands more entry-level digital economy/information
technology jobs are also open nearby.**

E-Commerce Sales Worldwide



USD Trillions

Source: eMarketer



eCommerce and m-Commerce is growing rapidly as local tech start-ups and international players enter the market.

Jobenomics Direct-Care Program



Direct-Care Services

- Healthcare
- Social assistance
- Behavioral-care
- Elder-care
- Child-care



Direct-Care Center

- Information & Call Center
- Training & Certification Center
- Management and Quality Control



Former **women head-of-households** are ideal for direct-care jobs.

Examples of On-Demand Telehealth Programs

- **Teladoc** is the largest telehealth platform with 20 million members and over 3,000 licensed healthcare professionals.
- **DoctorOnDemand** connects patients in minutes to board-certified doctors and therapists over live video.
- **Go2Nurse** is an on-demand nurse/caretaker application service.
- **ReferralMD** standardizes referral network communication between primary care physicians and specialists.
- **American Well** is a complete telehealth service for healthcare companies, employers, or delivery networks.
- **MDLive** telemedicine system offers a patient experience, a provider experience, and a call center.
- **SnapMD** is a virtual care management system with a patient interface, a provider interface and an administrative back-end.

The U.S. telehealth market is expected to reach revenues of over \$13 billion by 2023, growing at a CAGR of 27%.

CLINICSTOP Micro Clinic for Diagnosis, Counseling and Remote Care

www.clinicstop.com

JOBENOMICS
Petersburg



Ideal for pharmacies, churches, community centers that provide healthcare, social assistance, and behavioral care.

Entrepreneur Clubs

- **Club E Atlanta is an entrepreneur empowerment center**
 - Public/private partnership with the City of College Park
 - Training, certification and startup business center
 - Co-working facility (hi-tech, offices, conference center, café)



- **Club E Startups**



E-Clubs can mass-produce startup firms across Petersburg.

Contact Information



Mark Parson,
Jobenomics Petersburg,
(804) 640-0981,
marksparson@gmail.com

Chuck Vollmer,
Jobenomics Founder & President,
(703) 319-2090,
cvollmer@Jobenomics.com

www.Jobenomics.com

