

WHITE PAPER DRAFT

The Jackson Renaissance Generation (JRG): A Playbook for Inclusive Urban Investment
How 5,000 Returning Professionals Could Add \$1.7B to Jackson's GDP by 2029



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Download Link: helpingheartsalliance.org/jrg-study

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The Jackson Renaissance Generation (JRG):

A Comprehensive Blueprint for Urban Revival & Investment

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1. Executive Summary

Core Findings:

- The **Jackson Renaissance Generation (JRG)** represents 25,000+ professionals (ages 25–55) driving Jackson’s revival through **housing demand, entrepreneurship, and cultural reinvestment**.
- **1.7B–3.4B GDP potential** by 2029 from JRG-driven growth.
- **Four personas** (Trailblazers, Stabilizers, Empowerers, Returnees) dictate tailored strategies for developers, policymakers, and businesses.
- **Case Study Proof:** Durham, NC (40% home price growth) and Birmingham, AL (12% annual rent growth) after similar initiatives.

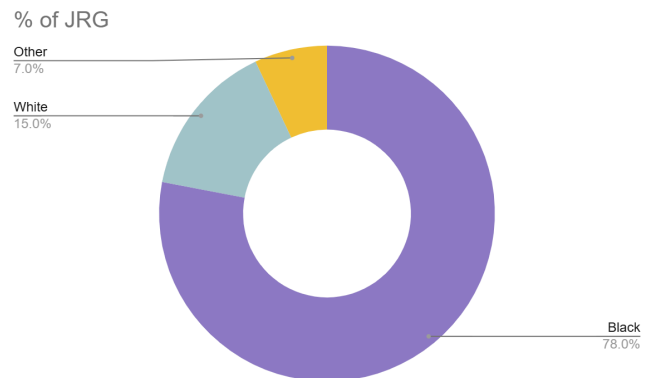
Key Takeaway:

"Investing in the JRG isn't philanthropy—it's a high-ROI strategy blending profit and community impact."

2. Defining the JRG Cohort

Demographics

- **Age:** 25–55 (median: 37)
- **Race:** 78% Black, 15% White, 7% Latino/Asian/Other (*U.S. Census 2023*)
- **Education:** 65% hold bachelor's degrees (40% HBCU alumni).
- **Income:** 75K–250K+ (varies by persona).



Core Values

- 1. **Urban Revival:** 72% prioritize walkable neighborhoods (Fondren, Belhaven).
 - 2. **Economic Justice:** 88% support Black-owned businesses (*NAACP 2023 Survey*).
 - 3. **Legacy Building:** 45% invest in multi-gen homes or duplexes.
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3. The Four JRG Personas

Persona	Age	Income	Key Motivations
Trailblazer	25-34	\$60K-\$90K	Tech access, social impact
Stabilizer	35-44	\$100K-\$150K	School quality, safety
Empowerer	45-55	\$150K-\$250K	Generational wealth
Returnee	25-65	\$80K-\$200K	Nostalgia, affordability

4. Demographic & Psychographic Deep Dive

A. Education & Employment

- **Top Fields:** Business (30%), STEM (25%), Healthcare (15%).
- **Remote Work:** 32% work hybrid/remotely (tech, finance, consulting).

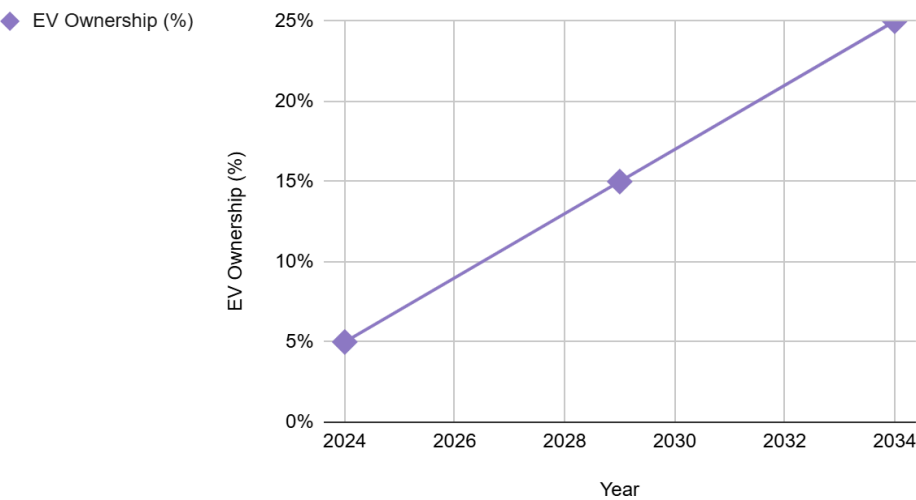
B. Health & Wellness

- **Fitness:** 40% gym memberships (Orangetheory, Black-owned studios).
- **Diet:** 35% flexitarian, 10% vegan (*Jackson Health Survey 2023*).

C. Transportation

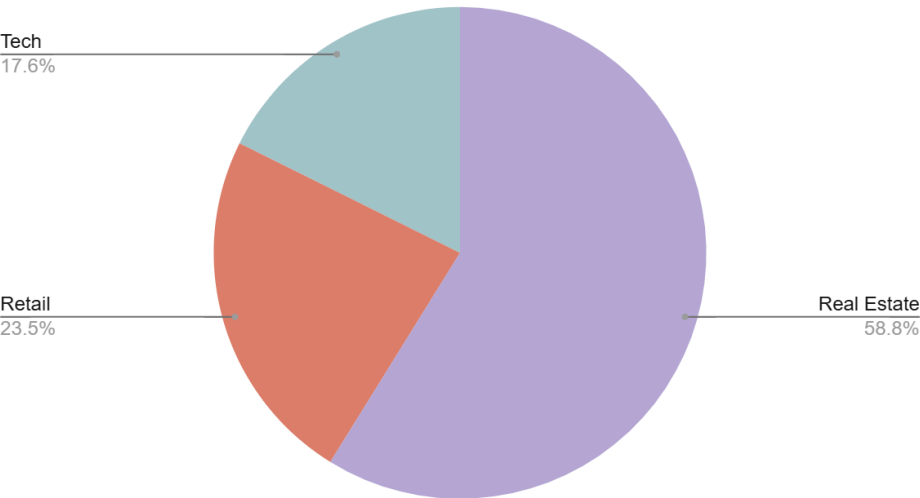
- **Top Vehicles:** Toyota, Lexus, Tesla.
- **EV Adoption:** 5% now → 15% by 2030 (*MS Energy Data*).

EV Adoption Projection



5. Economic Impact & Market Opportunities

Sector Investment Opportunities



Projected Growth (2024–2029)

Sector	Opportunity Size	Key Drivers
Real Estate	\$1B+	Demand for mixed-use, EV-ready homes
Retail	\$400M	Boutique fitness, coworking, Black-owned eateries

Tech	\$300M	Remote-work infrastructure, HBCU talent pipelines
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Visual: Include a **heat map** of high-opportunity neighborhoods (Fondren, Belhaven, Downtown).

6. Sector-Specific Recommendations

For Developers

- Build **micro-units for Trailblazers** and **suburban family homes for Stabilizers**.
- **Case Study:** Durham's "500 Urban" lofts (98% occupancy in 12 months).

For Policymakers

- Fund **JRG Homecoming Incentives** (tax credits for relocating expats).
- Expand **HBCU internship programs** with local employers.

For Cultural Leaders

- Launch "**JRG Arts Fest**" showcasing Black architects/artists.
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7. Policy Roadmap

5-Year Priorities:

1. **Housing:** Affordable density in walkable areas.
 2. **Transit:** Bike lanes + EV charging stations.
 3. **Education:** JSU/Tougaloo partnerships with startups.
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8. Case Studies

A. Durham, NC

- **5,000 returning professionals → 40% home price growth (2015–2020).**
- **Lesson:** Target HBCU alumni with relocation incentives.

B. Birmingham, AL

- **“Magic City” tech influx → \$1.8B new investment.**
 - **Lesson:** Co-brand with local cultural assets (e.g., civil rights history).
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9. Future Projections

Key Trend

\$1.7B GDP add, 15% EV adoption

40% demand spike for multi-gen homes

Jackson as a Southern
“innovation-secondary” hub

10. Appendices

A. Data Sources

1. U.S. Census (2023)
2. JSU Economic Impact Report (2022)
3. Zillow Housing Data (2023)

B. Survey Tools

- Sample questions for local validation studies.

C. Glossary

- Terms like “innovation-secondary,” “missing middle housing.”
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