

# JACKSONVILLE'S E-COMMERCE INDUSTRY

## Why Jacksonville?

Located along the East Coast of the United States, Jacksonville is **home to three Fortune 500 headquarters**, thriving businesses and startups, and waterways that inspire innovation and well-being. With nearly 1.9 million residents, the seven-county Jacksonville region is consistently named a supernova market by Urban Land Institute, designated for its sustained population and job growth; above average levels of economic diversity and white-collar employment; and strong investor appeal.\*

Delivering the perfect combination of talent, infrastructure and available office and industrial space, the region is risk averse and not dependent on any one industry. Instead, Jacksonville offers a diverse industry mix due to its range of assets in environment, infrastructure, talent and education.



## E-Commerce

The Jacksonville region has been the strategic choice for e-commerce companies of all stages and sizes due to the area's strengths in real estate, transportation and workforce development.

The Jacksonville region has a significant land mass with warehouse space that can support any e-commerce organization. With approximately **4.5 million square feet (418,063 square meters) of industrial space** currently under construction (CoStar August 2024), which complements shovel-ready land at industrial parks that are tailor made for e-commerce operations. Jacksonville has an industrial footprint that is constantly growing due to global investment demand from real estate developers and commerce.

E-commerce companies need to be able to ship products anywhere in the world and **Jacksonville's location as the westernmost city on the U.S. East Coast** and infrastructure give e-commerce companies a competitive edge. The region's logistics network of two deep-water ports, three interstates, four railroads and diversified airport system makes Jacksonville as one of the best cities for logistics infrastructure according to Global Trade Magazine. Several third-party logistics and final mile delivery partners, including UPS and FedEx, have growing sortation and distribution facilities within the region.

The region also fosters talent development for e-commerce. From preparing the next generation of talent to innovation upskilling to accommodate the industry's growth, our region's school districts and institutes of higher learning have focused curriculum and training, certificates, career academies and degrees in the fields of logistics and e-commerce.

### Key E-Commerce Employers in Jacksonville:

- Amazon
- Industry West
- 1A Auto
- Fanatics
- Michael's
- The Kroger Company
- Wayfair
- Samsung
- Starsong & Co.
- Article
- Sysco
- Williams-Sonoma
- Ulta
- Walmart
- Margo Garden Products
- Bacardi
- Coach

## E-Commerce Highlights

### Crowley Center for Transportation and Logistics:

Jacksonville-based Crowley Maritime Corporation, a leader in logistics, marine and energy solutions, **donated US\$2.5 million to the University of North Florida for the creation and operation of the Crowley Center for Transportation and Logistics (CCTL)**. This center of excellence will establish a commitment to the growth and development of skilled, talented students in transportation and logistics, to create a world-class pool of talent for the region's logistics industry. The university's Coggin College of Business is already considered among the best in the nation due to regional corporate support and a high-tech Logistics IT Solutions Lab for students to learn about supply chain tools and solutions.

### 1A Auto:

1A Auto, a prominent retailer of auto parts, opened its 86,800-square-foot distribution center near JAXPORT's Blount Island Marine Terminal in 2022. The company will use the facility to same-day ship imported auto accessories and repair parts from Asia for distribution throughout the Southeast United States. 1A Auto's Head of Logistics, Rich Higgins stated that the facility's proximity to the port, rail service, the airport and 3PL UPS' sortation center "makes Jacksonville an excellent logistics location for retail and ecommerce in particular... We're able to reach virtually 100 percent of our customers in Florida overnight from Jacksonville, which was a real selling point for us."

The completion of JAXPORT's **harbor deepening project** of the St. Johns River to 47 feet through Blount Island Terminal allows the port to handle post-Panamax ships with more tonnage and without congestion. The port is the first U.S. East Coast port-of-call for fully loaded vessels of this size.

### FTZ No. 64: Florida's Largest Free/Foreign Trade Zone

At more than 5,000 square miles and more than 156 million square feet of distribution center and warehousing space, Northeast Florida's free/foreign trade zone (FTZ) is the largest in the state. The FTZ encompasses ten Florida counties including all seven counties of the Jacksonville region, all within proximity to administering agency JAXPORT. The FTZ is a secure area under U.S. Customs and Border Protection supervision that is structured to alleviate the pain points of for international e-commerce shippers such as providing cost savings, reducing risks and increasing efficiencies.

There are more than **131,935 university graduates annually in advanced transportation and logistics-supported majors** within a 250-mile radius of Jacksonville.

Source: JobsEQ

### About JAXUSA Partnership

JAXUSA Partnership, a division of JAX Chamber, is Jacksonville's regional economic development initiative. Using strategic research and targeted marketing, JAXUSA focuses on recruiting new companies, increasing private capital investment and expanding the existing business community. Economic development partners in the seven-county region situated in Northeast Florida comprise the strong partnership that drives the business development process.



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