

Accomplishments

2012-2016



The **Innovate Northeast Florida strategy** serves as a guide to **spur growth** in the region with specific goals and objectives identified for implementation. Recent accomplishments achieved in the strategy are outlined below.

Talent

Form employer advocacy councils

- Executive Human Resources Coalition formed to address mid-term workforce needs and connect top talent executives in region's largest employers.
- The **Talent Task Force**, made up of marketing, public relations and human resources professionals, was created to address talent attraction needs.

Create STEM focused career information in targeted industries and in key sub-clusters

- Forums** to highlight **advanced manufacturing, aviation, financial services, health care, IT and logistics industries** held with more than **600 in attendance** representing top education and business leaders.

Foster development of employer engagement in talent development

- Moved from convenings based on pipeline progress to key targeted sector, creating better alignment with CareerSource Northeast Florida and a **deeper conversation around hiring needs and skill gaps** in these sectors.
- Promote **early college partnerships** providing students with simultaneous high school and college credits, summer internships and a preferred job opportunity at the partner employer.
- Support startup and growth of the **STEM² Hub**, a business-led effort to increase interest in and access to STEM education in K-12.

Launch college completion collaboration

- Earn Up** launched in 2014, targeting high schoolers transitioning to college, exiting military and working adults with some college. This collaboration has attracted local recognition from the Jacksonville Business Journal and national funding from the Lumina Foundation.



Entrepreneurship and Innovation

Expand, refine and better connect the pool of capital for entrepreneurship

- JAXUSA Partnership sponsored the **Florida Venture Capital Forum** for the first time in six years.
- The **Council for Economic Collaboration** was formed to cultivate the entrepreneurial environment and is now a facet of **GrowJAX**.
- The **JAX Bridges** program has increased access to capital by \$2 million through partnerships with local accounting and financial institutions.



Consider the availability of state-level resources

- JAX Chamber achieved **Level 1 Economic Gardening Certification** through the Edward Lowe Foundation.
- Florida Small Business Development Center **received state funding** for FY13-16 **to increase capacity** for international trade, government contracting and growth acceleration.

Increase availability of high-tech assistance

- Completed three years of **Startup Quest**, a simulation providing assistance relative to commercialization and technology transfer.
- Grow FL strategic research** incorporated into the Chamber's entrepreneurial education offerings.
- The Small Business Development Center now has **full-service centers in Clay, Duval, Flagler, Nassau, Putnam and St. Johns counties**.

Increase opportunities for entrepreneurs to connect and learn from one another

- Created and launched **business portal** to connect both large and small business opportunities throughout the region.
- Connected the **entrepreneurial ecosystems of Denver and London to Jacksonville** to increase opportunities and communications.

Increase availability of affordable, sophisticated spaces for entrepreneurial ventures

- One Spark** hosted four successful events since 2013; more than 2,500 creators have participated and more than \$6 million in capital investments were made.



Business Climate

Improve Competitiveness of State of Florida for Economic Development

- JAX Chamber developed and **lobbied regional public policy agenda** with input from all seven counties that incorporated recommendations from the Florida Competitiveness Study.
- Partnered as a **Team Florida marketing investor** and helped secure \$10 million in annual funding for the new Florida "The Future is Here" branding campaign.
- Helped pass legislation that **eliminated the sales tax** on equipment used in manufacturing.



Ensure entire region has competitive incentives

- The City of Jacksonville is finalizing updates to its **Public Investment Policy**.
- Many regional partner counties have also updated their incentive policies to increase flexibility and shorten approval timeframes to meet client needs.

Re-invigorate Downtown Jacksonville

- The **Downtown Investment Authority** (DIA) was created to help promote investment and development activity within downtown Jacksonville. The DIA strategic redevelopment plan is in place and has been approved by the City Council.



Educate elected officials, both locally and at the state level, on the goals and tools available for economic development

- Conducted several Economic Development Forums** with regional county commissions to educate on goals and tools available for economic development.
- Nassau County, Clay County, Putnam County and Flagler County have all **engaged stakeholders** in additional economic development strategic planning initiatives in their respective counties.



Marketing

Increase economic development specific public relations nationally and internationally

- Combined PR and Marketing Advisory Committee with HR Committee to form a Talent Task Force to collaborate on an **online portal, FindYourJAX.com**, to help local companies recruit talent to the region.
- Advertised in Smart Briefs, **industry focused e-newsletters**, to target JAXUSA message. Spotlighted in **aviation, financial services, health care and IT** industry smart briefs.
- Worked with Burdette Ketchum to **pitch national and international** trade publications, securing articles in Forbes, Site Selection, DC Velocity, InBound Logistics and Industry Week.



Continue to invest in jaxusa.org website

- Enhanced the JAXUSA website and **integrated Pardot, an economic development based marketing automation system**, to better engage and communicate with national consultants and corporate executives.

Drop print advertising and take a green approach to marketing

- Utilized **ad networks** for the 2014-2016 ad campaigns. New **web visits increased** from 13,491 **to more than 85,000** and **impressions grew** from 11.1 million **to more than 30 million**.
- Redesigned ad creative to focus on **specific industries** and provide a call to action.

Create awareness of Northeast Florida's assets via social media

- #lovejax, a grassroots social media campaign launched in 2012, has gained momentum throughout the last five years. In 2015 alone, #lovejax averaged **200 tweets per day** and generated more than **474 million impressions**.
- Launched **truJAX initiative**, a community-wide collaboration to define Jacksonville's DNA and help shape a unified vision for the future.

Focus on marketing missions by JAXUSA leadership

- Hosted successful site consultant events, that brought more than two dozen **national site consultants and corporate executives** to the region, including hosting at THE PLAYERS Championship.
- Led outbound **sales missions to Atlanta** in 2013 and 2015. Met with close to 20 site consultants and hosted networking events with 60 corporate real estate executives and consultants.

**MORE THAN
30 MILLION
IMPRESSIONS**
(or number of times the ads were viewed)
COMPARED TO 11.3 MILLION IN 2014



Increased web visits from
13,491 to 85,115



Physical Infrastructure

- ▼ Rally local, state and federal legislators in support of Northeast Florida's pursuit of infrastructure funding
 - ▼ JAXPORT continues to receive infrastructure funding from the State and Federal government at unprecedented levels. The new **Intermodal Container Transfer Facility** was completed in 2016. **Milepoint** is currently under construction and funding has been approved to deepen the channel, which will accommodate larger vessels. The first phase of channel deepening is set to begin in spring 2017.
 - ▼ The **First Coast Expressway**, a 45 mile corridor connecting I-95 in St. Johns County to I-10 in Duval County is currently under construction.
 - ▼ Nassau County secured a special \$1 million appropriation in the state's FY 2015 budget to plan and design an above-grade railroad crossing at **Crawford Diamond Industrial Park**, designated as a megasite by McCallum Sweeny.
 - ▼ TOTE and Crowley are converting to Liquefied Natural Gas (LNG), which is prompting private investment in the construction of **LNG plants in Northeast Florida** that will exceed \$500 million in energy infrastructure upgrades.
- ▼ Identify and prioritize critical regional infrastructure projects before seeking funding
 - ▼ Developed **JAX Alliance** - the informed and engaged "Voice of Business" to drive infrastructure priorities including the North Rail Corridor.



Industry Updates

HEALTH AND LIFE SCIENCES

- ▼ Increase programming in biomedical industry
 - ▼ UNF Division of Continuing Education now offering a **Certification in Healthcare Information Technology**.
 - ▼ Jacksonville University now offers an engineering dual degree program that includes **biomedical engineering**.
 - ▼ **Secured 2016 BioFlorida Conference** in Jacksonville.
- ▼ Evaluate the possibility of attending industry events
 - ▼ Sponsored and participated in **Life Sciences CEO Forum**; held eight one-on-one meetings with company CEOs in the Jacksonville region.
 - ▼ Sponsored and formed life sciences panel discussion during **Florida Venture Forum Annual Meeting**.
 - ▼ **Secured 2016 BioFlorida Conference** in Jacksonville.
- ▼ Support development of wet lab and other medical-related research facilities
 - ▼ Supported Florida Blue with its 2014 **Healthbox accelerator program**.
 - ▼ UF Health pursuing creation of a **Bioscience Research Center**.
 - ▼ Mayo Clinic broke ground on new **Lung Restoration Center** that will include first ever



INFORMATION TECHNOLOGY



- ▼ Continue to develop bridge and degree programs for IT
 - ▼ Worked with University of North Florida as part of its **Computer Science Advisory Board**.
- ▼ Expand the role of the CIO Council
 - ▼ Engaging with St. Johns and Duval County public school districts to offer **teacher externships**.
 - ▼ Council member companies established an **IT Practicum with UNF**; an internship program allowing students to get early exposure to career opportunities in the region.





Industry Updates (continued)

FINANCIAL SERVICES

- Establish relationships with Financial Services companies globally
 - Partnered with Enterprise Florida to conduct **successful financial services sales missions** that have dramatically increased prospect activity for the sector.
 - Engaged with New York chapter of CoreNet Global** to increase corporate real estate contacts within the financial services industry.
 - High profile article placements in **Financial Times, The Wall Street Journal and Forbes** that highlighted the growing financial services industry in the region.

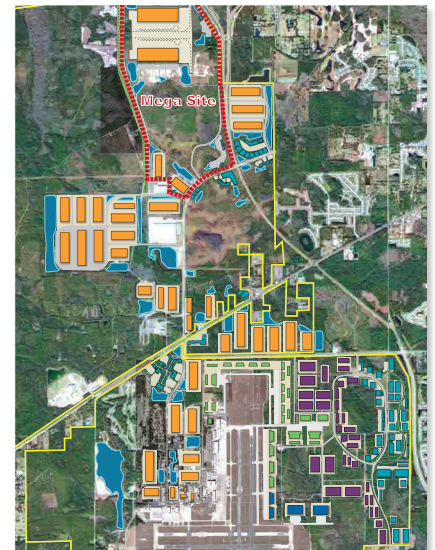


Deutsche Bank



AVIATION

- Brand Cecil Airport and Cecil Commerce Center as an aviation megasite
 - Attended the annual **MRO Conference**, 2013 and 2015 **Paris Air Show** and 2012, 2014 and 2016 **Farnborough Air Show**.
 - Partnered with Canadian-based aerospace business consultant to set up meetings with new companies to promote the **Cecil Commerce Center megasite**.
- Complete aviation supplier study
 - Completed database** of all National Aerospace and Defense Contractors Accreditation Program and other businesses be servicing aviation companies within a 200-mile radius.



LOGISTICS

- Highlight region's advantages to businesses through advanced distribution centers and multi-modal logistics opportunities
 - Continue to work closely with JAXPORT to **attract additional shipping routes** to the Northeast Florida region.
 - Presentations of **region's logistics assets** made at several U.S. and international conferences.
 - EFI international offices** providing information on region's logistics capabilities.
- Increase the appeal of Jacksonville to outside logistics workers considering relocation
 - Participated in the U.S. Department of Commerce **SelectUSA Summit**; to promote Northeast Florida's status as the anchor gateway to America's manufacturing sector.
- Identify next steps in establishment of new freight and logistics zone to accommodate specialized logistics projects
 - Work with JAXPORT, TPO and FDOT to **formally establish zone criteria**.
 - Help JAXPORT **market new intermodal freight transfer facility**.





Industry Updates (continued)

ADVANCED MANUFACTURING

- ▀ Increase programming and throughput of individuals with Advanced Manufacturing education and training
 - ▀ Worked with **Johnson & Johnson Vision Care** to integrate with school systems to establish **Florida Manufacturing Innovation Center** and an early college program with Englewood High School.
 - ▀ Partnered with Peterson High School to develop a **Manufacturing Career Academy**.
- ▀ Establish relationships with Advanced Manufacturing companies through involvement in industry associations and events
 - ▀ Joined the **Florida League of Defense Contractors** and worked with them to host the Defense Expo at Cecil Airport.
 - ▀ Active in the **Industrial Asset Management Council** and attend two conferences per year to learn latest industry trends and needs.
 - ▀ Active member of the **First Coast Manufacturers Association**.
- ▀ Transition exiting military personnel
 - ▀ Met with **Navy Regional Commander** and exiting military transition team to discuss employment opportunities and were invited to attend transition assistance training on base.
 - ▀ Partnered with **U.S. Chamber** to hold 2014 and 2015 **Hiring Our Heroes** events to connect military personnel to local companies.



ANHEUSER  BUSCH



THE **SAFARILAND**
GROUP



Contact JAXUSA Partnership for more information on the
Innovate Northeast Florida Strategy.

The purpose of **Innovate Northeast Florida** is to identify the target industries and sub-clusters that will **stimulate future economic growth** and create an **action plan** for growing those industries in our region.

InnovateNortheastFlorida.com

JAXUSA
PARTNERSHIP

