

BUSINESS DEVELOPMENT

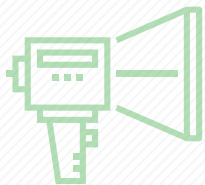
MORE THAN

5,000
JOBS



\$633.1 MILLION

in new capital
INVESTMENT



15

company announcements



7 new company
LOCATIONS

8 local business
EXPANSIONS



MARKETING

JAX DIGITAL ADVERTISING

campaign increases number
of visits to jaxusa.org

BY 230%



TARGETED INDUSTRY-SPECIFIC
SmartBrief newsletters
generated more than

858,000



impressions about JAX



NEW PODCAST
series developed called
THE JAX CURRENT

that highlights local business executives



**FINDYOUR
JAX.COM**

WON THE

innovation in marketing award
for **BEST WEBSITE** by the
Florida Economic Development Council

SITE CONSULTANT

communication outreach averages

**31% OPEN RATE &
17% click through rate,**



significantly higher than industry standards

WORKFORCE DEVELOPMENT

ENGAGED MORE THAN

300



BUSINESS AND EDUCATIONAL LEADERS
AT SIX REGIONAL
INDUSTRY SECTOR FORUMS

EARN UP collaboration adds more than

10K

NEW DEGREES
to Northeast Florida and
OVER \$2,250,000



in regional Pell grant funding for
the 16-17 school year

RANKINGS



TIME named JAX as
**#2 MOST
Up-and-Coming
City in America**

Money ranked JAX as

#7 BEST CITY FOR JOB SEEKERS

Global Trade named JAX a

TOP GLOBAL CITY

ZipRecruiter named JAX

#9 HOTTEST CITY FOR TECH JOBS

Forbes named JAX **#2 City to
Invest in Housing, #5 Fastest-
Growing City and #12 best
city for Young Professionals**