

**JAXUSA**  
PARTNERSHIP

ANNUAL  
REPORT 2019



Dear Colleagues and Supporters:

At the time of this report, the world is in an unprecedented place. All of us are facing situations never before experienced, and our thoughts and hearts go out to those affected.

We reflect on 2019 with pride as we accomplished a great deal for our region. Our team was stalwart in its support of our mission to be a catalyst for economic growth, capital investment, and talent acquisition and development. Through those efforts and with the support of the community, we were able to generate more than 2,300 jobs for the region's workforce and more than \$354 million in private capital investment. Companies from all over the world continue to see Northeast Florida as a home for their businesses and employees.

We also continue to focus on implementing our long-term strategy of positioning the region as an optimal destination for commerce and talent. We are through the first year of our region's strategic plan, Elevate Northeast Florida, and will continue to build upon that framework this coming year and in the years ahead.



The coming months will no doubt bring us challenges, but I remain confident in our country, our region and our people. On behalf of all of us at JAXUSA Partnership, we wish you and our community safety, strength and prosperity.

Regards,

*Alexander*

# ELEVATE NORTHEAST FLORIDA

In 2019, the first year of the Elevate Northeast Florida strategic plan, JAXUSA and its partners accomplished many of the recommendations of the plan's four pillars. While JAXUSA has four more years to achieve the goals outlined in the plan, the actions taken propelled the region one step closer toward reaching the vision of becoming the highest-performing economy in the nation. Some of the 2019 highlights include:



## EMPOWERING PARTNERSHIPS TO ADVANCE EDUCATION AND THE WORKFORCE

- Hired JAXUSA VP of Talent Development to build bridges between education and employers in the region to create career pathways for students to obtain jobs upon graduation.
- Strengthened the Talent Advancement Network (TAN) to serve as a collaboration of HR professionals at the region's corporations that are committed to creating a stronger regional talent base by improving the relationships between educational systems, target industries and businesses.
- Supported and enforced efforts to engage youth and adults in completing postsecondary credentials through FAFSA completion events with local school districts, colleges and community organizations.
- Worked to build awareness of the Earn Up initiative, identifying unused scholarship funding and advocating usage to support degree completion.
- Supported Gov. DeSantis' call for new educational programs to reduce talent development gaps in the areas of IT and fintech specifically.



## AMPLIFYING LEADERSHIP AS A PREEMINENT SMART REGION

- Participated in the collaborative group that launched the regional open data exchange allowing government agencies and companies to share information, such as pedestrian and vehicle flow rates, as well as parking management pilot programs, pavement analytics projects and intelligence software limiting storm condition overflows.
- Met with legislators, associations and corporations in D.C. and Las Vegas to educate, learn and initiate smart region innovation for the region.
- Advocated for local legislation to designate the Bay Street Innovation Corridor as a three-mile stretch where companies can innovate and test ideas.
- Received a federal grant from the U.S. Department of Transportation to implement the first phase of the Ultimate Urban Circulator (U<sup>2</sup>C) along Bay Street.

## EMBOLDENING GLOBAL BRAND AND EXPANDING AWARENESS OF REGION

- Implemented water assets through JAXUSA brand style, key messages and storytelling in digital advertising, on the website, in marketing collateral, in content and more.
- Increased resources in both head count and funding to intensify global brand awareness.
- Upgraded customer relationship management system to be utilized by all partner counties to further strengthen the marketing alliance within the region.
- Launched a true talent-attraction marketing campaign, Find Your JAX, with a new, informative and dynamic website as a first step in reaching potential new talent.

## DEEPENING TARGET INDUSTRIES AND INTENSIFYING SUPPORT FOR GROWTH

- Validated the five target industries that are successful in the region based on assets that allow for growth. Those industries include:



**Advanced  
Manufacturing**



**Advanced  
Transportation  
& Logistics**



**IT &  
Innovation**



**Financial  
Services**



**Health &  
Biomedical**

- Hosted meetings with financial services companies in the region to identify gaps in the talent pipeline and support fintech development and growth, an emerging industry in the region.
- Attended trade shows and meetings in Texas, Minnesota, Paris and the U.K. to advance the health and biomedical, aviation and aerospace manufacturing, fintech, and logistics industries.
- Promoted the region's extensive LNG ecosystem to visiting foreign delegations and embassy representatives and through marketing platforms.
- Developed pilot program under JAX Bridges to serve as a pre-accelerator for startup entrepreneurs.

# JACKSONVILLE MSA 6TH FASTEST-GROWING LARGE METRO

(U.S. CENSUS REPORT, APRIL)

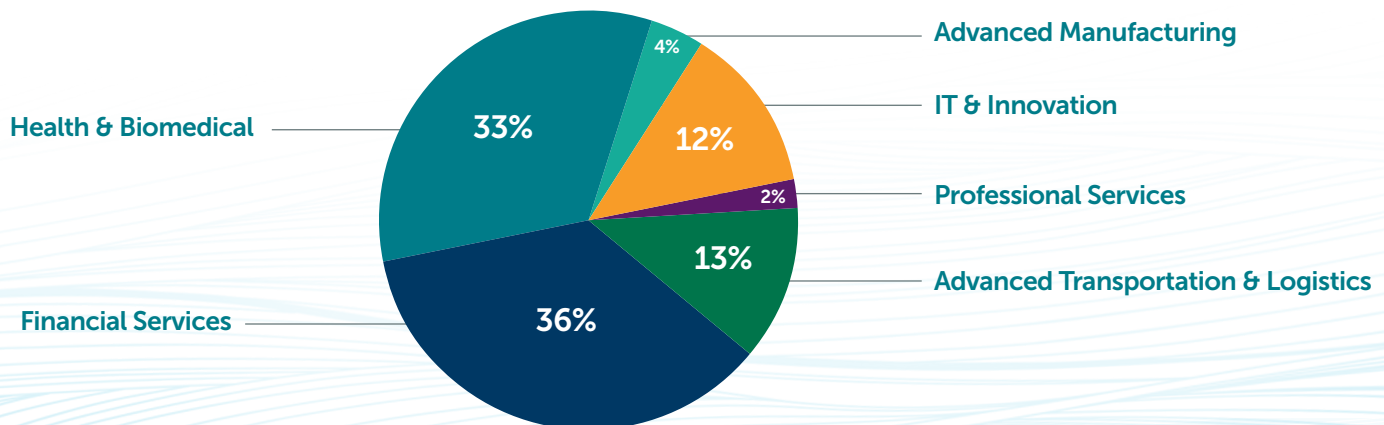
# BUSINESS DEVELOPMENT

In 2019, JAXUSA had a successful year generating **15 announcements** among the five target industries. These projects added more than **2,300 jobs** for the region’s workforce and more than **\$354 million in private capital investment**. The region continued to see interest from foreign direct investment, with more than **\$15 million in capital investment** from international projects originating in Argentina and the U.K.

## 2019 PROJECTS

COMPANY NAME	PRIMARY TARGET INDUSTRY	NEW JOBS	CAPITAL INVESTMENT
<b>EXPANSIONS</b>			
Emtec	IT & Innovation	75	-
FIS	Financial Services	500	\$150 million
Florida Blue	Health & Biomedical	-	\$22.5 million
GuideWell	Health & Biomedical	750	-
SS&C Technologies	IT & Innovation	198	\$1.7 million
UPS	Advanced Transportation & Logistics	87	\$50 million
<b>NEW</b>			
Acreage Holdings	Advanced Manufacturing	75	\$15 million
Arena Investors	Financial Services	20	-
Axionlog	Advanced Transportation & Logistics	25	\$15 million
Lineage Logistics (formerly Preferred Freezer Services)	Advanced Transportation & Logistics	40	\$52 million
SmartStream	Professional Services	20	\$110,000
SoFi	Financial Services	300	\$5.5 million
Tactical Air Support	Professional Services	22	-
Ultra Beauty	Advanced Transportation & Logistics	150	\$37.5 million
WinSupply	Advanced Transportation & Logistics	50	\$5 million

## TARGET INDUSTRY ANNOUNCEMENTS, BY JOBS



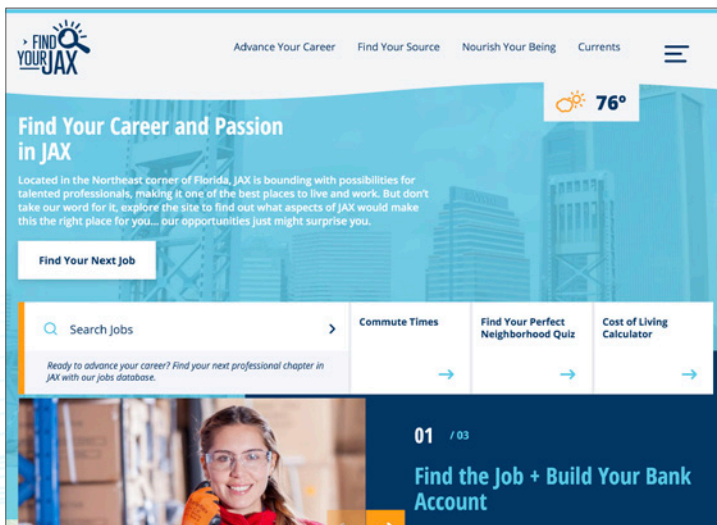
# MARKETING AND BUSINESS INTELLIGENCE

During the year, JAXUSA executed advertising, website, content creation, target-industry marketing, site-consultant outreach and public relations strategies that positioned our community as an attractive destination to business and talent.

Taking steps to embolden our global brand awareness was a key focus in 2019. With a new brand style guide, including color palette, imagery and language, the marketing strategy implemented a new look and feel for [JAXUSA.org](http://JAXUSA.org), client presentations and marketing collateral.



The 2019 digital advertising campaign ran from Jan. 28 to May 20 and consisted of digital ads that drove c-suite executives, business decision-makers and site consultants to JAXUSA.org to raise awareness and highlight the competitive strengths of our diverse economy. Through a series of LinkedIn, native and programmatic advertising, the campaign generated more than **40 million impressions** and more than **97,400 qualified clicks** to JAXUSA.org with high-performing click-through rates.



From the talent attraction perspective, JAXUSA launched the first initiative of its **Find Your JAX** campaign with a new website experience for potential new residents. The new site offers imagery, lifestyle and livability information, interactive tools to determine where to live and commute times, job opportunities, ambassador testimonials, and content to promote the region. The site was developed based on a combination of in-market focus groups and perception survey responses from young professionals and college students who live in target and competitive markets.

# TALENT DEVELOPMENT

The region has five of the **top 25 Florida school districts** and high-quality postsecondary colleges and universities with emphasis on career pathways for our target industries. Developing our future workforce to understand the skills needed to succeed in our target industries allows us to offer an excellent education and help our students find job opportunities among our local companies. Last year, JAXUSA deepened the engagement activities between the education and corporate communities throughout the region guided by our Talent Advancement Network.

## EDUCATION AND INDUSTRY ENGAGEMENT

There has been confusion in aligning education to the region's target industries and how to best support local companies in these industries with a talent pipeline from our K-12 and postsecondary institutions. Therefore, JAXUSA and CareerSource Northeast Florida hosted workforce briefings to inform more than **130 regional educators** on workforce opportunities in specific growing industries and the career pathway resources they need to guide students. In areas where there were existing talent gaps for growing industries in Northeast Florida, JAXUSA leveraged business and education relationships to support the expansion of educational programming at all levels to include data analytics and business intelligence, engineering support for aviation, and fintech programming.



In addition, JAXUSA supported the Talent Advancement Partnership (TAP), which includes the region's seven school districts, state colleges and CareerSource, by identifying local employer needs by industry. In particular, we provided employer-validated information on meaningful industry certifications necessary to support funding for Career and Technical Education (CTE), which is a growing need.

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## JACKSONVILLE LISTED AS #1 CITY FOR TALENT ATTRACTION

(EMSI, NOVEMBER)

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## EARN UP

In order to reach the state goal of 60 percent attainment for residents in industry certification, postsecondary certificate or degree, JAXUSA was involved in several initiatives that amplified the Earn Up initiative in 2019, including seeing approximately **400 regional students and their families** attending FAFSA events such as "Form Your Future" at Florida State College at Jacksonville and "FAFSA Frenzy" at St. Johns River State College.

### THE REGION HAS FIVE OF THE STATE'S TOP 25 SCHOOL DISTRICTS:

- |              |             |
|--------------|-------------|
| 1. St. Johns | 21. Flagler |
| 4. Nassau    | 25. Duval   |
| 8. Clay      |             |

# INVESTOR RELATIONS

JAXUSA's mission is to be a catalyst for economic growth and to maximize the region's unique resources to aggressively recruit jobs and capital investment. The commitment and support of our investors and partners to keep our region competitive for business and talent attraction is invaluable.

The **137 companies and partners** that invest in JAXUSA programs understand the importance and benefit of economic development in our region. **Seven new private-sector investors with a combined investment of \$48,750** joined JAXUSA in 2019. Nearly 70 percent of the JAXUSA Partnership 2019 budget was funded by private investment.

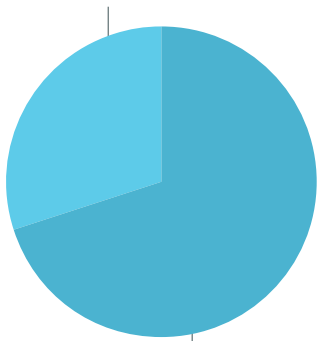
**137**

**Companies & Partners  
Invested in JAXUSA  
Programs**

**7**

**New Private-  
Sector Investors  
in 2019**

Public Investment



Private Investment

**70%**

**amount of budget funded  
by private investment  
in 2019**

## JACKSONVILLE LISTED AS 20 **EMERGING TECH MARKETS TO WATCH**

(SITE SELECTION GROUP, JUNE)

## JACKSONVILLE IN TOP 20 BEST TECH CITIES

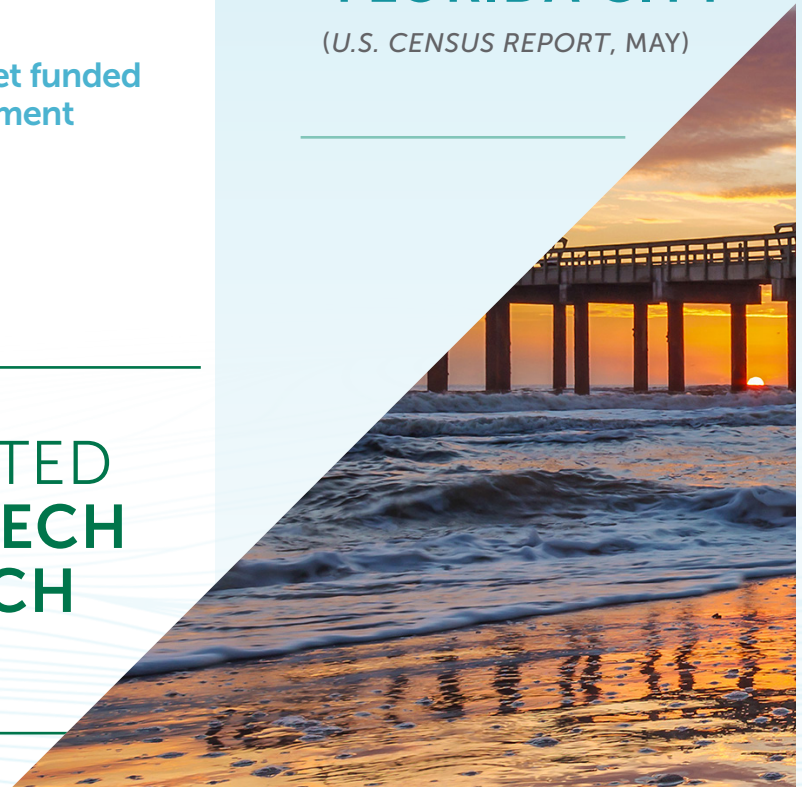
(COMPTIA, DECEMBER)

## JACKSONVILLE #12 BEST CITY TO START A BUSINESS

(WALLETHUB, MAY)

## JACKSONVILLE FASTEST- GROWING FLORIDA CITY

(U.S. CENSUS REPORT, MAY)





JAXUSA Partnership, the private nonprofit division of JAX Chamber, is Jacksonville's regional economic development initiative overseeing the efforts of the seven counties in Northeast Florida.

**BAKER | CLAY | DUVAL | FLAGLER | NASSAU | PUTNAM | ST. JOHNS**

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