



JAXUSA Partnership's regional focus includes the seven counties of Northeast Florida. With 1.9 million residents, the region offers endless opportunities and a superior quality of life. The Jacksonville area continues to experience positive growth as more people discover its perfect balance between business opportunities and lifestyle.

FINANCIAL SERVICES

AREAS OF EXCELLENCE

- ▼ FINANCIAL SERVICES SUPPORT
- ▼ INVESTMENT BANKING
- ▼ MORTGAGE SALES AND SERVICE
- ▼ FINTECH
- ▼ INSURANCE

TOP EMPLOYERS



FAST FACTS

- 71,000+ finance graduates are ready to enter the workforce in Jacksonville.
- Plug-and-play office solutions with competitive lease rates and low taxes
- 20 major banks, insurance and investment services firms on the Fortune Global 500 list have operation centers in JAX.

POSITIVE TAX ADVANTAGES



NO

CORPORATE FRANCHISE TAX
STATE PERSONAL INCOME TAX
TAXES ON INVENTORIES

3

FORTUNE 500 COMPANIES

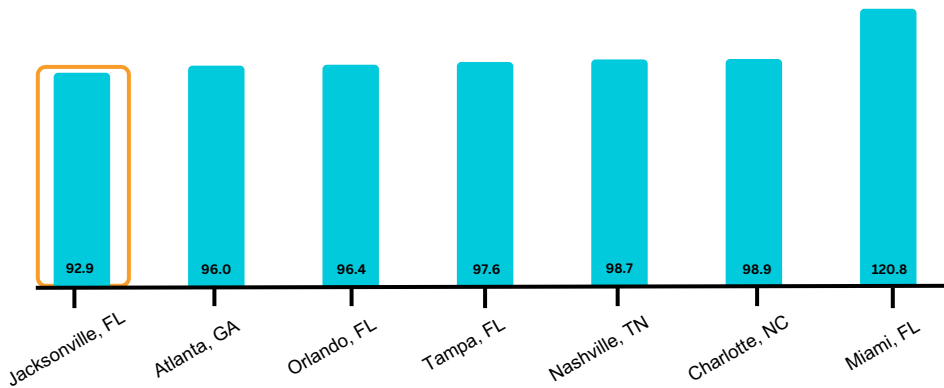
150+

NATIONAL, REGIONAL OR DIVISIONAL HQs

"Jacksonville has become one of the nation's most industrially diverse cities. The city continues to welcome companies across manufacturing, health care, technology/fintech and transportation, all of which are complimentary to the financial services industry. Deutsche Bank has seen the exciting change firsthand during its tenure in Jacksonville, and benefited from this growth. We have enjoyed the partnership with the City of Jacksonville and local colleges and universities to ensure a positive impact on our community, while also growing our collective talent in the workplace."

Brian Fay, Americas Head of Operations & Managing Director of Jacksonville, Deutsche Bank

FAVORABLE COST OF LIVING



Source: C2ER, Cost of Living Study, 2024 Annual

The Cost of Living Index measures relative price levels for consumer goods and services in participating areas. The national average equals 100 and each participant's index is read as a percentage of the average for all places.

MEDIAN FINANCIAL SERVICES SALARIES IN JACKSONVILLE

OCCUPATIONS	SALARY
Accountants and Auditors	\$81,200
Bookkeeping, Accounting, and Auditing Clerks	\$48,200
Credit Analyst	\$83,800
Customer Service Representatives	\$41,500
Financial and Investment Analysts	\$84,100
Financial Examiners	\$58,800
Financial Managers	\$144,800
General and Operations Managers	\$106,700
Information Security Analysts	\$115,500
Insurance Sales Agents	\$53,700
Loan Officers	\$74,600
Management Analysts	\$82,800
Personal Financial Advisors	\$129,400
Securities, Commodities and Financial Services Sales Agents	\$70,400
Tax Examiners and Collectors, and Revenue Agents	\$43,800

AFFORDABLE CONSTRUCTION & REAL ESTATE

Annual real estate lease rates

are below most major metro areas, averaging:



13% < U.S. AVG

Cost of Constructing New Facilities

\$25.34 PER SQ. FT TOTAL OFFICE RATE

10.3% TOTAL VACANCY RATE

Source: RSMMeans, 2024

JAX NAP provides **reliable network access and connectivity** through:

REDUCED RISK



LOWER COST



Connecting to JAX instead of traditional cities like Atlanta and Miami can save customers 20-30% in operating costs.



JACKSONVILLE INTERNATIONAL AIRPORT (JAX)

90+
NONSTOP DAILY FLIGHTS

40+
DIRECT U.S. AIRPORTS

NEARLY \$300 MILLION IN RECENT INFRASTRUCTURE IMPROVEMENTS

Source: Jacksonville Aviation Administration, 2024

Source: JobsEQ, 2024

THE JACKSONVILLE REGION IS A TALENT MAGNET



DYNAMIC WORKFORCE

- Total workforce is 885,000+
- Median age is 40
- Florida has the #2 Best Workforce in the United States (*CNBC*).



STEADY STREAM OF SKILLED WORKERS

- Professionals employed in the financial services industry is 56,000+.
- 7 regional colleges have degree or certificate programs with financial services concentrations.
- 10th most populous U.S. city



YOUNG PROFESSIONALS

- Top 5 City for Attracting College Graduates (*U.S. Census Bureau*)
- #1 City for Young Entrepreneurs (*Search Logistics*)
- #1 City in Florida for College Graduates (*Zumper*)



VETERANS

- Four major military installations
- High concentration of veterans in the labor force
- Top 10 Best City for Veterans (*Newsweek*)

OUTSTANDING EDUCATIONAL OPPORTUNITIES

HOME TO TOP SCHOOL DISTRICTS

The region has three of the top 15 Florida school districts.

COUNTY SCHOOL DISTRICT	RANK
St. Johns	2
Nassau	3
Clay	14

Out of 67 school districts in Florida

ONE OF THE BEST PLACES TO ATTEND COLLEGE

- Eight colleges, universities and state colleges in the region with a total enrollment of more than 56,510 in the region.
- University of North Florida, Jacksonville University and Flagler College consistently ranked on *U.S. News & World Report's* "Best Regional Colleges and Universities."
- The University of Florida, ranked as one of America's top public universities, has established a graduate campus in the heart of downtown Jacksonville.

MAJOR COLLEGES AND UNIVERSITIES IN OR NEAR JACKSONVILLE

COLLEGE/UNIVERSITY	ENROLLMENT
Edward Waters University	1,181
Flagler College	2,623
Florida State College at Jacksonville	20,363
Jacksonville University	3,837
St. Johns River State College	6,434
University of North Florida	16,406
Florida A&M University (FAMU)	9,215
Florida State University (FSU)	44,161
University of Central Florida	68,346
University of Florida	55,211

A QUALITY OF LIFE WORTH CELEBRATING

TOP CITY FOR RELOCATING

Jacksonville is the fourth fastest growing city in the United States. With an average commute time of 26 minutes giving way to a high quality of life in our urban, suburban and rural neighborhoods, there is something for everyone in the Jacksonville region. Expect a **lower cost of living than the U.S. average** and a **2nd Best U.S. Job Market** (*The Wall Street Journal*).

SPORTING EVENTS FOR THE WHOLE FAMILY

Sports enthusiasts can cheer for the **NFL Jacksonville Jaguars**, the **Jacksonville Jumbo Shrimp Triple-A baseball team**, the **Icemen Hockey Team** and the **Armada FC soccer team**. The region also features more than 85 elite golf courses, including acclaimed **THE PLAYERS Stadium Course at TPC Sawgrass**.

WORLD-CLASS HEALTH CARE

Home to **one of only three Mayo Clinic campuses** and **one of seven MD Anderson Cancer Center partnerships** in the country and several other distinguished area hospitals and medical research facilities, our region offers access to premier hospitals and health care facilities.

TOP ARTS & CULTURE DESTINATION

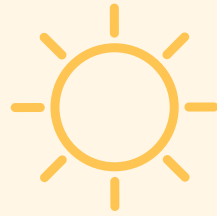
Jacksonville is consistently ranked a top city for arts and culture. Art lovers will appreciate the **Museum of Contemporary Art**, the **Cummer Museum of Art & Gardens** and more. The area is also home to several performing arts venues and the world-renowned **Jacksonville Symphony Orchestra**.

HEALTH & WELLNESS

Home to the **largest urban park system in the country** and extensive bodies of water, Jacksonville offers plentiful outdoor lifestyle activities whether surfing, hiking or biking. Couple that with farm-to-table restaurants sourcing local, family-run farms, luxurious spas and more than a dozen world-class running events, including the **Gate River Run** and **26.2 with DONNA Marathon**, the region is a haven for health and wellness.

THE JACKSONVILLE
AREA AVERAGES

**220 DAYS
OF SUNSHINE**
A YEAR



FOR MORE INFORMATION
ON THE REGION'S
QUALITY OF LIFE, VISIT
FINDYOURJAX.COM



JAXUSA Partnership is Jacksonville's regional economic development initiative supporting **Baker, Clay, Duval, Flagler, Nassau, Putnam** and **St. Johns** Counties. Let us know how we can help grow your company in Northeast Florida by contacting:

Greg Anderson, Vice President
904.366.6667 or ganderson@jaxusa.org