



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

- More than **64,800+** people are employed in Jacksonville's financial services industry
- 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

# 4

FORTUNE 500  
COMPANIES

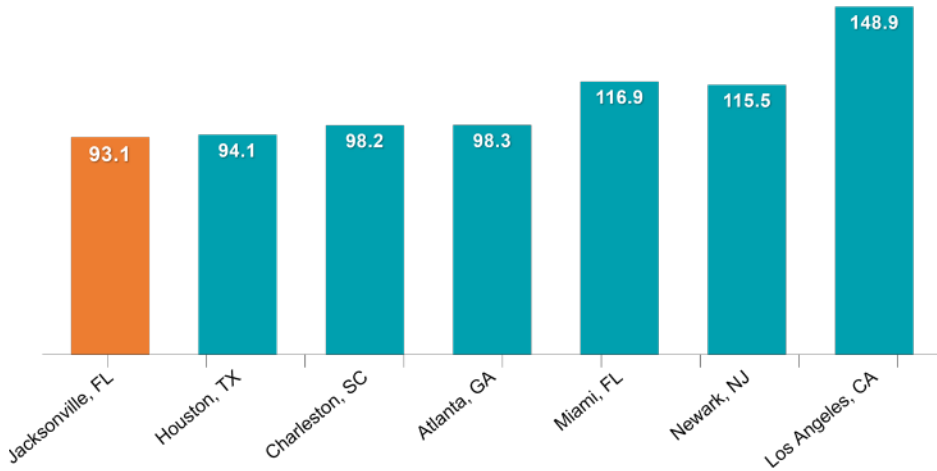
# 150+

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, 2023 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.

### AFFORDABLE CONSTRUCTION & REAL ESTATE

#### Annual real estate lease rates

are below most major metro areas, averaging:



**15% < U.S. AVG**

Cost of Constructing New Facilities

**\$20.77** PER SQ. FT TOTAL OFFICE RATE

**10.6%** TOTAL VACANCY RATE

Source: CoStar 2022 Annual

### 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)

**85+**  
NONSTOP DAILY FLIGHTS

**40+**  
DIRECT U.S. AIRPORTS

**\$18**  
MILLION

ANNUAL INFRASTRUCTURE IMPROVEMENTS

Source: Jacksonville Aviation Administration

## MEDIAN FINANCIAL SERVICES SALARIES IN JACKSONVILLE

OCCUPATIONS	SALARY
Accountants and Auditors	\$66,600
Bill and Account Collectors	\$40,500
Bookkeeping, Accounting, and Auditing Clerks	\$41,500
Brokerage Clerks	\$50,400
Claims Adjusters, Examiners, and Investigators	\$64,100
Computer User Support Specialists	\$50,800
Credit Analysts	\$83,000
Customer Service Representatives	\$39,100
Financial and Investment Analysts	\$67,800
Financial Managers	\$131,500
General and Operations Managers	\$82,000
Information Security Analysts	\$108,900
Insurance Claims and Policy Processing Clerks	\$40,300
Insurance Sales Agents	\$41,500
Insurance Underwriters	\$65,800
Loan Interviewers and Clerks	\$50,400
Loan Officers	\$63,600
Management Analysts	\$81,800
Personal Financial Advisors	\$101,300
Securities, Commodities, and Financial Services Sales Agents	\$65,400
Title Examiners, Abstractors, and Searchers	\$49,800
Training and Development Specialists	\$64,700

Source: JobsEQ, Q4 2022

## THE JACKSONVILLE REGION IS A TALENT MAGNET



### DYNAMIC WORKFORCE

- Total workforce is 872,000+
- Labor force increased 4.5%, which is the largest increase in 30+ years (2022)
- Median age is 39



### STEADY STREAM OF SKILLED WORKERS

- Jacksonville is the fastest growing metro in Florida. (JLL)
- Jacksonville MSA ranked in the Top 20 large metros for employment growth (U.S. Bureau of Labor Statistics)
- Top 10 city for workforce confidence (LinkedIn)



### YOUNG PROFESSIONALS

- Top Five City Where Millennials are Moving (Smart Asset)
- 54% of students in post-secondary institutions stay local after graduation, more than all FL college cities



### VETERANS

- Four major military installations
- More than 3,000 exiting members of the military choose to stay in Jacksonville annually
- Jacksonville ranked Top 5 Best City for College-Educated Veterans (LinkedIn)

Sources: ESRI 2023, U.S. Census 2020, JobsEQ 2022

## OUTSTANDING EDUCATIONAL OPPORTUNITIES

### HOME TO TOP SCHOOL DISTRICTS

The region has three of the top 10 Florida school districts.

COUNTY SCHOOL DISTRICT	RANK
St. Johns	1
Nassau	2
Clay	10
Flagler	18

Out of 67 school districts in Florida

### ONE OF THE BEST PLACES TO ATTEND COLLEGE

- Thirteen colleges, universities and state colleges
- Total enrollment of more than 62,000
- University of North Florida, Jacksonville University and Flagler College consistently ranked on *U.S. News & World Report's* "Best Regional Colleges and Universities"

### MAJOR COLLEGES AND UNIVERSITIES IN OR NEAR JACKSONVILLE

COLLEGE/UNIVERSITY	ENROLLMENT
University of North Florida (UNF)	16,930
Jacksonville University (JU)	4,050
Florida State College at Jacksonville (FSCJ)	22,340
Flagler College	2,690
St. Johns River State College	6,830
University of Florida (UF)	53,370
University of Central Florida	71,880
Florida State University (FSU)	43,570
Florida A&M University (FAMU)	9,180
Edward Waters University	2,270



## A QUALITY OF LIFE WORTH CELEBRATING

### ▼ TOP CITY FOR RELOCATING

Jacksonville had one of the highest population growth rates in 2022. 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 3rd 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** and the **Armada FC soccer team**. The region also features more than 85 elite golf courses, including famed **THE PLAYERS Stadium Course at TPC Sawgrass**.

### ▼ WORLD-CLASS HEALTH CARE

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

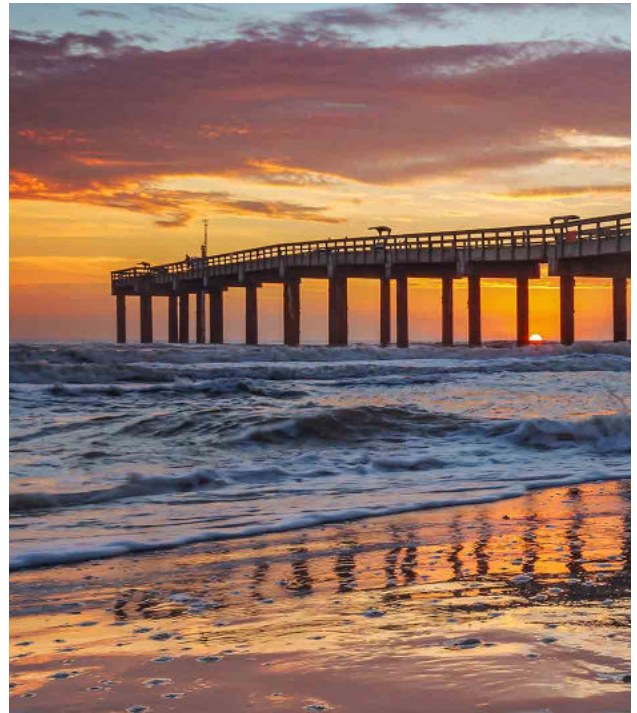
### ▼ TOP ARTS & CULTURE DESTINATION

Jacksonville is consistently ranked a top city for arts and culture. Art lovers will appreciate the **Museum of Contemporary Art, 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-fork restaurants sourcing local ingredients from 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](http://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:

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