



2022 ANNUAL REPORT



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Dear Colleagues and Supporters:

Four years ago, we embarked on the most tenacious strategic plan to date for JAXUSA Partnership – Elevate Northeast Florida. At the time, the plan tackled a deepening of target industries, advancing education in the region and its workforce, emboldening our region’s brand for business and talent across the globe, and growing our innovation ecosystem.



Elevate Northeast Florida was the right plan at the right time.

One year after the plan’s launch, no one could have imagined what our region (and the world!) would encounter and the actions taken to not only thrive, but survive. The strategic plan helped us navigate through unprecedented and unforeseen factors of a global pandemic, inflation fears, geopolitical uncertainty and the elimination of the state’s primary incentive tool for attracting business.

And, as a community, we pulled together to meet and exceed the objectives of Elevate one year earlier than expected. Northeast Florida weathered the storms, coming through it all stronger and ready to take on the next opportunity.

As we shift to our new five-year strategic plan, **The Future is Now – Northeast Florida**, we acknowledge the groundwork that Elevate laid out to continue our success as a region. The plan’s vision is to create a thriving economy that embraces regionalism by investing in our diverse talent base and vibrant communities. **This vision is set up for achievement due to Elevate’s progress.**

We are proud of the accomplishments of the last year, and as we turn the corner on Elevate, we have much to look forward to as we roll up our sleeves and dig into our region’s prosperous future.

Regards,

A handwritten signature in black ink, appearing to read "Arenda". The signature is written in a cursive, flowing style.

2022 ACCOMPLISHMENTS

JAXUSA's expeditious completion of the Elevate Northeast Florida plan enabled the team, partners and stakeholders to make strides in advancing our global reputation to recruit business, prepare our existing population for career opportunities and attract skilled workforce, and support the building of a world-class infrastructure. **In 2022, the JAXUSA team, with its partners and stakeholders, accomplished a great deal toward improving the region's circumstances for economic prosperity.**



BUSINESS DEVELOPMENT

As Northeast Florida experienced over the last few years, increased awareness of benefits and assets our region provides continued to generate heavy interest from expanding and relocating businesses. In 2022, Northeast Florida welcomed **19 business expansion** and relocation

announcements, including seven headquarters operations. Through these announced projects, **the region added nearly 2,300 jobs and \$655.5 million in private capital investment.**

COMPANY NAME	PRIMARY TARGET INDUSTRY	NEW JOBS	CAPITAL INVESTMENT
EXPANSIONS			
BHE GT&S	Advanced Manufacturing	10	\$113,000,000
Johnson & Johnson Vision	Life Sciences	100	\$200,000,000
Olympus Insurance Company	Financial Services	200	\$0
SEMCO Southeastern Metals	Advanced Manufacturing	0	\$3,700,000
NEW			
Addix Sportswear	Advanced Manufacturing	40	\$679,000
Allegis Group	Corporate Operations	500	\$1,300,000
Arcadia Cold Jacksonville, LLC	Transportation & Logistics	76	\$86,500,000
Birdsong Hearing Benefits	Life Sciences	100	\$0
Boeing MRO facility at Cecil	Advanced Manufacturing	75	\$26,000,000
Ferrosorce LLC	Transportation & Logistics	20	\$2,269,000
Fincantieri Marine Systems	Advanced Manufacturing	300	\$39,000,000
FreezPak Logistics	Transportation & Logistics	80	\$116,000,000
Nateen	Advanced Manufacturing	50	\$5,300,000
Paysafe	Financial Services	600	\$51,500,000
Project Dessert	Life Sciences	10	\$0
Shore Manufacturing, LLC	Advanced Manufacturing	20	\$2,500,000
Spida USA, LLC	Advanced Manufacturing	60	\$5,800,000
Thybar Corporation	Advanced Manufacturing	10	\$400,000
U.S. Chrome Corporation	Advanced Manufacturing	10	\$1,600,000
		2,261	\$655,548,000

BUSINESS DEVELOPMENT (CONT.)

Additionally, the JAXUSA team and Northeast Florida delegation doubled down on recruitment outreach in the United Kingdom with three separate events: Farnborough Air Show, London Fintech Week and the annual UK Sales Mission. **International outreach continues to be a priority for the region**, and as such, these opportunities help strengthen our brand presence to increase the pipeline of prospective clients and potential talent. In fact, it was at the 2022 UK Sales Mission where the deal to bring Paysafe's North American headquarters to Jacksonville was struck.

The region's health care ecosystem is one of the largest and most innovative in the nation with world-class patient care and cutting-edge biomedical and health tech

1 of 5 Supernova Cities

- Urban Land Institute, November 2022

companies. To showcase this ingenuity, JAXUSA held a medical innovation summit with more than **300 attendees and local medical experts** on groundbreaking work being undertaken in our area hospitals. The summit generated new biomedical business and increased interest in medical-related talent to relocate through videoed recordings of the speaker presentations and subsequent marketing outreach.

MARKETING & BUSINESS INTELLIGENCE

The Jacksonville region continued its brand awareness growth trajectory in 2022. The integrated marketing program consisting of advertising, website, content creation, target industry marketing, site consultant outreach, public relations and experiential marketing campaigns worked to reinforce the region's reputation as an ideal location for both business and talent. The program drew awareness of Northeast Florida's business advantages to corporate decision makers and site consultants as well as worked to attract and retain the skilled talent needed to drive growth for the companies and economy at large.

Earned media coverage in 2022 garnered **5.5 billion impressions** and **\$21 million in advertising value equivalency** over the course of the year.

Digital advertising continued to be one of the most effective tools at generating traffic to JAXUSA's two websites, JAXUSA.org and FindYourJAX.com. On the business recruitment front, a combination of display, retargeting, native articles, banner and industry-focused LinkedIn paid posts were used to generate **17.9 million impressions**, up from 83 percent the prior year. This activity drove nearly **36,500 clicks** to specific target industry pages on the website. Two hyper-targeted LinkedIn advertising campaigns with Enterprise Florida and London Fintech Week generated an additional **108,900 impressions** and **90 clicks** to the website.



MARKETING & BUSINESS INTELLIGENCE (CONT.)

Video advertising also played a role, with JAXUSA's 2022 video campaign, **A Seat at the Table**, which positioned executives in moderated roundtables held in casual environments to answer the question, "Why Jacksonville?" The series encompassed four roundtables including industry executives from each of the target industries; supply chain and logistics; tech and innovation; and women executives as thought leaders sharing their views of business friendliness, quality of life, education, talent and more. The videos were shared through social media, digital advertising, email marketing and web assets. Given that recent surveys of decision makers find that conversations with industry peers are the top factor in location decisions, video participants were encouraged to send the videos to their industry peers.



8th best U.S. city for foreign business

- Financial Times, October 2022

For talent attraction, JAXUSA used a combination of advertising placed through Google search and display advertising and social media advertising to reach a targeted college age/young professional to discover FindYourJAX.com. Highlights through these methods included, top keywords for traffic to the website related to jobs and quality of life in the region, performing well above industry average. Retargeting display advertising received more than **500 million impressions** and **141 goal conversions** to the website's job board, neighborhood quiz, cost-of-living calculator and commute times widget. Overall, more than **11,000 goal completions** occurred through the digital advertising efforts, an **increase of 71 percent** over the prior year.



MARKETING & BUSINESS INTELLIGENCE (CONT.)

Understanding that 80 percent of residents visit a destination before deciding to relocate, a large coordinated marketing campaign surrounding the Florida vs. Georgia football game was created to capture the attention of visiting fans. Through the Find Your JAX initiative, JAXUSA developed an omnichannel experiential marketing campaign using Waze advertising, Google search expansion, geotargeted Facebook advertising and Uber and Lyft car wraps. Fifteen cars were wrapped in Find Your JAX branding driving around TIAA Bank Field before, during and after the football game as well as the following three weeks. Overall, there were **225,700 impressions** of the marketing assets and nearly **6,000 clicks/QR scans** to the website during the program.



JAXUSA's uses data and the stories behind the data as a driver for all activities. Much of this information is used for responses to proposal requests, talking points and presentations. JAXUSA wanted to give investors and stakeholders a better understanding of local and national trends and how Northeast Florida stacks up, as well as eliminate inaccurate regional storylines in easy-to-remember info nuggets.

To do this, JAXUSA created and disseminated the Quarterly Economic Snapshot, providing data that can be used in personal and professional conversations to assist in word-of-mouth marketing for business and talent recruitment. Response has been positive.

TALENT DEVELOPMENT

Through JAXUSA's Earn Up Initiative, the talent development team works under a set of strategic goals:

- Elevating and facilitating engagement of business, K-12 and post-secondary education and community-based organizations in talent recruitment and development through shared collaboratives;
- Increasing the awareness of regional target and support industries and the viable career pathways available to our region's high school students, adults in career transition and veterans through targeted campaigns that highlight the assets of our region and facilitate retention of regional talent;
- Enhancing and amplifying employer engagement activities that support the recruitment and development of our region's talent; and
- Supporting credentials-of-value initiatives that accentuate the importance of high school completion and attainment of credentials beyond high school to meet business and industry needs.

TALENT DEVELOPMENT (CONT.)

Talent shortages continue to plague the nation, with estimates from DCI's 2022 Talent Wars showing that there were **11.6 million** open jobs and only **6 million** actively unemployed individuals for every available job – approximately two jobs for every one worker.

As the Jacksonville region is growing at a rate double that of the United States, educators and employers have an opportunity to make positive gains in implementing an understanding of career pathways to the development of current and future workforce toward growing industries locally. One such method has been in facilitating and participating in training and educational events.

Top 25 Best City for Gen Z Professionals

- *CommercialCafe, September 2022*

In 2022, the team facilitated **121 events** and connected with more than **2,600 community-based organizations**, secondary and post-secondary partners. Understanding that the cost of higher education can be a barrier to those whose desired career paths require it, the team also assists in regional events for FAFSA completion, which provide federal student aid funding. Last year, JAXUSA assisted in **11 regional FAFSA events** and impacted more than **400 participants** by sharing career pathway resources and encouraging form completion.



There was a strengthened effort to increase employer engagement last year with the launch of the Talent Champions Award and the "Invest in Your Future" initiative. For the former, JAXUSA luncheons provide a platform for sharing best practices of business leaders through its awards program. At the 2022 summer luncheon, JAXUSA presented the first Talent Champions Award to Black Knight for its commitment to recruitment, development and retention of talent in our region. The company's focus on reaching the region's youth and teachers, and upskilling their own employees can serve as a model to local companies for creating a pipeline of current and future workforce.

The "Invest in Your Future" initiative was designed to enable talent to explore and link up with internships, apprenticeships, job fairs, company tours, mentoring, job shadowing, career training and more, to better connect them with careers and employers here in Northeast Florida.

Likewise, it allows companies and their employees to engage with school districts and postsecondary institutions to meet students where they are and help develop talent for future hire. In the first six months since its launch, 26 companies registered for the program, which gives local students a first-hand understanding of the careers and companies available here, so they do not leave the region and gives employers the opportunity to build homegrown talent with the skills needed for their success. Communication of the



program to intended audiences was enhanced to launch new aspects of the website, EarnUp.org, and a regular social media campaign on Instagram and Facebook. Through the first campaign, Earn Up social media created more than **70,000 impressions** and nearly **2,500 visits** to the website.

In 2022, JAXUSA was recognized for **three awards** in the areas of **Talent Development** and **Business Recruitment**:

- Workforce Innovator Award, Earn Up Career Pathways Campaign, Florida College Access Network (FCAN);
- Deal of the Year – Urban Category, Dun & Bradstreet headquarters relocation; Florida Economic Development Council (FEDC); and
- Gold Award of Excellence, Best in Show Runner Up – Talent Development and Retention, Earn Up Career Pathways Campaign, International Economic Development Council (IEDC).

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 **167 companies and partners** that invest in JAXUSA understand the importance and benefit of economic development in our region. More than 72 percent of JAXUSA Partnership's budget is funded by private investment and we are proud of the unwavering commitment our regional companies have shown to the growth and prosperity of Northeast Florida.



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.

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