



JAX USA
PARTNERSHIP
THE JACKSONVILLE REGION

MARKETING REPORT

JAX MARKS THE SPOT

OCTOBER 1, 2024 – SEPTEMBER 30, 2025

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

JAXUSA PARTNERSHIP

Serves as the lead economic development organization for the Jacksonville region, driving business recruitment, talent attraction and workforce development across Northeast Florida.

A strong, strategic marketing program is essential to amplifying JAXUSA's efforts, ensuring that Northeast Florida's competitive advantages are clearly communicated to the right audiences. By raising awareness of the region's economic strengths, business-friendly environment, quality of life and career opportunities, the program helps attract new investment, retain local talent and position the Jacksonville region as a top choice for companies and professionals alike.

The marketing program uses an integrated approach to build awareness of Northeast Florida's business advantages to C-suite decision makers and site consultants with JAXUSA, attracting and retaining skilled talent through Find Your JAX and promoting the ample career pathways in the Jacksonville region to build our talent pipeline through Earn Up.

Annually, JAXUSA spends more than \$1 million in funding on marketing efforts to reinforce Northeast Florida's reputation as a world-class destination for business and quality of life. JAXUSA uses Regional Partner and private funding for the following: website development, digital advertising, content marketing, public relations and social media to brand our region's key industries; outreach to potential and future local talent, site selectors and corporate decision makers; and global branding and awareness.

JAXUSA's strategic marketing efforts have helped position the region as a top choice for business and talent, leading to major project wins across a diverse range of industries. From October 2024-September 2025, JAXUSA announced 11 company relocations or expansions that created more than 2,600 jobs and \$1 billion in capital investment for the Jacksonville region.

This report provides an overview of marketing initiatives that were implemented from October 2024 through September 2025.

Thanks to the community investment in our organization, JAXUSA's work has led the region to receive national recognition and top rankings – amplifying Northeast Florida's unique attributes, economic development strengths and overall value for business and talent.

2nd Hottest Job Market in the U.S. & #1 on the East Coast

- *The Wall Street Journal*

#3 Large City for Economic Growth

- *Coworking Café*

#2 County with the Most Corporate Facility Deals Along the I-95 Corridor

- *Conway Projects Database*

Top 5 City for Attracting College Graduates

- *U.S. Census Bureau*

Top 10 Moving Destination

- *PODS Moving & Storage*

10th Most Populous City & Top 10 Fastest-Growing City

- *U.S. Census Bureau*
(Ranked 12th Populous in 2019)

1 of 5 Supernova Cities

- *Urban Land Institute (Since 2022)*

JAXUSA PARTNERSHIP

BUSINESS RECRUITMENT

Companies are choosing to relocate, expand and stay in Northeast Florida thanks to our business-friendly climate, world-class infrastructure, available talent, quality of life and more – JAXUSA’s marketing efforts promote these unmatched business advantages, capturing the attention of industry leaders across the globe. As a result, companies see the region as the desired destination to expand and succeed.

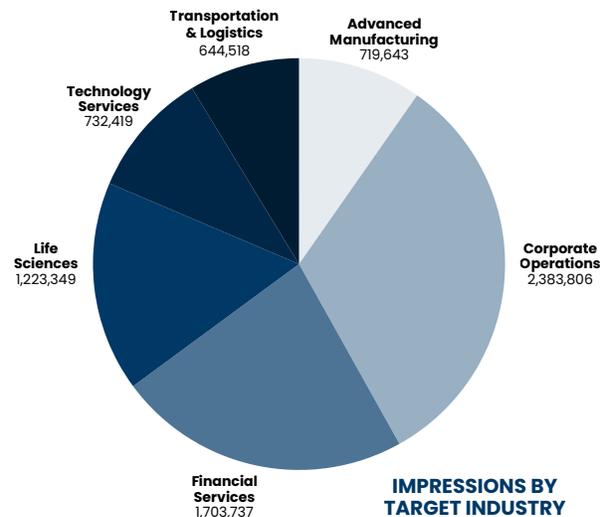
**TOTAL WEBSITE
ACTIVITY:
133K USERS**

DIGITAL ADVERTISING ANNUAL CAMPAIGN

JAXUSA runs an annual digital advertising campaign that builds awareness of the Jacksonville region as the desired destination to do business by generating impressions and driving quality traffic (C-suite executives & company decision makers) to the target industry pages on the JAXUSA website. In previous years, the campaign was industry-agnostic and ran throughout the East Coast. This year, the campaign was industry-specific and targeted select competitor cities for each industry.

Launched in May, the display campaign was designed to engage VP-level and above decision-makers across the region’s six target industries: Advanced Manufacturing, Financial Services, Corporate Operations, Life Sciences, Technology Services and Transportation & Logistics.

Overall performance exceeded standard B2B benchmarks, indicating strong audience engagement and efficient use of media spend. The campaign maintained a steady pacing, with impressions and engagement levels aligned proportionally with audience sizes across industries.



SPECIALIZED EVENT CAMPAIGNS

JAXUSA executed a variety of industry-focused digital advertising campaigns surrounding economic development missions and events. Event advertising resulted in 2.14 million impressions, 100,960 clicks to the JAXUSA website and exposure to key global industry business prospects.



UK ECONOMIC DEVELOPMENT MISSION 2024

In October 2024, JAXUSA launched a LinkedIn campaign in London to increase awareness and interest among finance and fintech business leaders about Jacksonville as a primary destination for US Operations. The goal was to position the region as the go-to hub for fintech operations in the US. Messaging was in market before, during and after the JAX delegation were in London and delivered 71,932 impressions & 202 clicks to jaxusa.org.

FOOD MANUFACTURING ROUNDTABLE

In February 2025, JAXUSA conducted a LinkedIn campaign surrounding the Roundtable. The goal was to increase awareness and interest among leaders in the food and beverage manufacturing industry. The JAXUSA brand was in the market before, during and after the event so that event attendees would have awareness of JAXUSA prior to meeting with JAXUSA team members at the event. The campaign resulted in 66,800 impressions & 464 clicks and reached 17.7% of the members in the target audience an average of 10 times.

UK FINTECH WEEK 2025

In April and May 2025, we returned to London for FinTech week. The goal was to position Northeast Florida as the go-to hub for fintech operations in the US, fostering meaningful connections and encourage strategic relocations or expansions. This LinkedIn campaign resulted in 19,425 impressions & 69 clicks.



PARIS AIR SHOW

In support of JAXUSA's presence at the 2025 Paris Air Show (June 16–22), a strategic digital campaign was executed to boost brand awareness among key transportation industry decision-makers attending or engaging with the event. The campaign utilized two key digital channels – LinkedIn and Geo-targeted Google display advertising around the event venues. Combined, these channels resulted in 1,983,750 impressions & 28,495 clicks to the website. In addition, the team handed out custom-made Challenge Coins during prospect and stakeholder meetings to drive home a memorable engagement with JAXUSA.

CONTENT & TARGET INDUSTRY MARKETING

BRAND REFRESH

As the number one job market on the East Coast and a booming destination for economic growth, the Jacksonville region is attracting businesses from all over the world. We knew our economic development organization needed to reflect the innovation and excitement happening in the region, so we took a look at our brand and realized we could benefit from a refresh.

At the heart of our new look is one powerful word: convergence. Why? Because it takes more than one factor to build a great business – it's the coming together of many that makes success possible. The Jacksonville region is the perfect convergence point, creating an environment where both business and talent can thrive. Here, businesses meet growth, visionaries meet prosperity and talent meets opportunity.

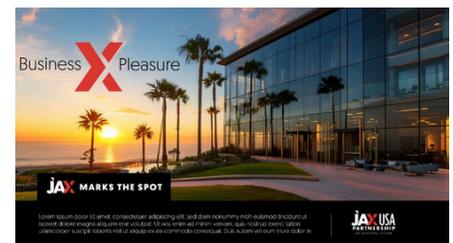
As we explored the idea of “convergence,” we saw the perfect symbol hiding in plain sight: the “X” in our JAXUSA logo. The symbol “X” has stood for many things – “an unknown quantity” in algebra, the “power to multiply” in mathematics, a marker of something of great importance such as used on a map and even a visual symbol of a crossroads – while all of these are powerful, we decided to focus on the last two. The “X” found in “JAX” is visual shorthand for the nexus of, or connection to, a great many of our region’s unique resources and a denotation of the perfect place to relocate or expand one’s business to ensure success.

We first did a trial run of the “new look” during the 2024 London Economic Development Mission. We used it in our advertisements throughout Wembley Stadium during the Jaguars game, in our collateral shared during business meetings and in our digital advertisements to key fintech companies. With overwhelmingly positive feedback on an international stage, we knew that this was the direction we needed to go.

Since launching this creative expression of the brand, we’ve rolled out the identity through a series of campaigns nationally and internationally. All collateral has also been updated to keep a consistent look.

JAXUSA’s new look reflects our modern economy and the leadership the region is playing in growth in the United States – because, when businesses are looking for a place to thrive and grow, “JAX Marks the Spot.”

The brand will continue to evolve as the Jacksonville region attracts new businesses, investment, talent and opportunity.



JAGUARS ADVERTISING – LONDON 2024

In alignment with JAXUSA’s annual UK economic development mission, we ran an advertising campaign surrounding the Jacksonville Jaguars game in London. JAXUSA advertisements ran during the game on the jumbotron and concourse televisions, which had the highest attendance ever for an NFL game at Wembley Stadium with more than 86,000 people.

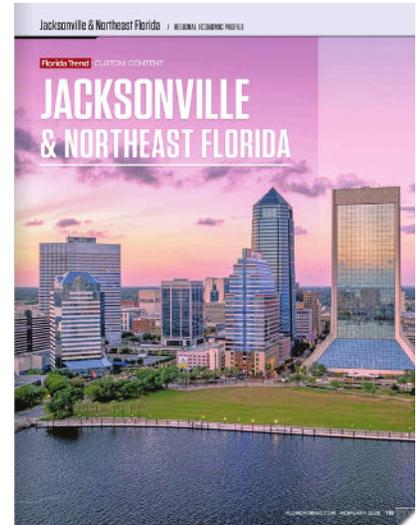
This international exposure placed Jacksonville and JAXUSA in front of a global audience, showcasing the region’s strengths to business leaders, investors and fans from around the world. The campaign elevated brand awareness and positioned the region as a premier destination for business and talent.



FLORIDA TREND – NORTHEAST FLORIDA SPOTLIGHT

The February 2025 issue of Florida Trend features an in-depth look at the positive momentum taking place in the Jacksonville region in its “Jacksonville & Northeast Florida” regional economic profile. The 36-page spotlight highlights Northeast Florida’s thriving industries, transportation infrastructure, health care, education and development.

Written from roundtable discussions with business and community leaders throughout the region, this spotlight was shared with prospect companies and site consultants throughout the country to show that Northeast Florida is a desired destination for business and talent alike. The piece was further amplified through distribution to Florida Trend’s extensive audience of more than 292,000 readers.



SITE SELECTION MAGAZINE – DUVAL #2 COUNTY FOR PROJECT ACTIVITY ALONG I-95 CORRIDOR

In September, the Jacksonville region was featured in the I-95 Corridor Site Selection Report in Site Selection Magazine. After participating in interviews with the publication, JAXUSA was able to highlight the region’s momentum in infrastructure, business expansion and innovation, reinforcing the region’s position as a top destination for companies seeking long-term growth. JAXUSA also placed an ad in the publication, amplifying visibility to the publication’s 41,000 corporate subscribers.



PRINT & DIGITAL ADVERTISEMENTS

Throughout the year, JAXUSA executed a strategic mix of digital and print advertising to reinforce brand identity and elevate visibility within the business community. Targeted, industry-specific placements included the 2025 Logistics Management special report about JAXPORT, the JAXPORT Directory and more. Broader business-focused outreach was achieved through placements in publications like Florida Trend or event programs.

PUBLIC RELATIONS

JAXUSA executes a media strategy highlighting the Jacksonville region's assets for business decision makers as well as young professionals. Included in this strategy is Jacksonville's top-ranking job market, key industries (such as financial technology and life sciences), affordability, a strong entrepreneurial ecosystem and more. JAXUSA developed several key storylines that showcased data and rankings surrounding the region's rapidly growing economy, local leaders and businesses that have recently relocated to the area. Outreach efforts to a combination of top-tier business, economic development and lifestyle outlets resulted in print and digital coverage reaching a diverse audience of talent, industry experts and c-suite executives across the country.

PROJECT ANNOUNCEMENTS

JAXUSA Partnership serves as the convener when projects are ready to be announced, working with the company and government partners to draft a media release and coordinate any event related to the news. In December, JAXUSA worked with city and state leaders, along with company leadership to announce Intercontinental Exchange (ICE) coming to Jacksonville in a news conference on the front plaza of JAX Chamber in December 2024. We work with local media to generate coverage of the event and monitors the reach and estimated value of that coverage for JAXUSA.

Each project is different and is primarily driven by the company's goals in the immediate term with the announcement. Some companies, like the recently announced Sam's Club, have chosen to issue a news release shortly after City Council approval and then do a larger media event around the opening of the center. Planning the announcement is a balance of strategically working with the company on the right timing and exposure for them as they are entering the market or expanding, and at the same time getting positive media coverage for the city and state as a business-friendly destination for economic growth.

ICE - DECEMBER 2024



SAM'S CLUB - APRIL 2025



BAE SYSTEMS - JUNE 2025



IN-MARKET MEDIA

Branding Northeast Florida for economic development includes positioning leaders as experts in the field and highlighting the elements that make Jacksonville an attractive region for companies to invest. Some examples include working with JAXUSA President Aundra Wallace and the Jacksonville Daily Record on pieces including the strengths and latest developments in Transportation and Logistics, and highlighting efforts to attract and retain top talent. This also includes statewide work with Florida Trend for their annual look at the state economy, highlighting the strengths of our region.

Events and panel discussions are also part of the strategy, and we develop and maintain strong relationships with local media to stay in touch on opportunities. This year, JAXUSA President Aundra Wallace was featured on an Economic Outlook Panel hosted by the Jacksonville Business Journal with other local experts and more than 100 business leaders in attendance thanks to our media connections.

RESULTS

69
Articles

19.4M
Reach

\$179K
Ad Equivalency

SPEAKING ENGAGEMENTS

JAXUSA leadership participated in more than 30 speaking engagements to raise awareness of the organization, share expertise and emphasize the importance of economic development to the region's long-term growth. Local organizations and events included the North Florida Association of Financial Planners, University of North Florida Employer Summit, Putnam County Chamber of Commerce Economic Development Luncheon, Jacksonville Business Journal's Advanced Manufacturing Roundtable and more. Beyond the region, JAXUSA showcased Jacksonville's innovative project wins on a panel at the Florida Chamber Summit and contributed to a national conversation on economic development trends at the IEDC Annual Conference in Detroit.

HOSTING GLOBAL BUSINESS LEADERS

JAXUSA regularly hosts international delegations, including representatives from countries such as Canada and Taiwan, to showcase the Jacksonville region as a premier destination for business. Through presentations and guided tours of the region, we highlight our strategic advantages, workforce, infrastructure and thriving economy. These visits help build global awareness and reinforce Northeast Florida's reputation as a dynamic hub for investment and growth.



UK ROUNDTABLES

In December, JAXUSA hosted a delegation of UK business leaders for a series of focused roundtables on the financial services industry and infrastructure here in the Jacksonville region. These meetings aligned with the MOU between the UK and the State of Florida that was signed in 2023 to increase business relationships, trade, bilateral investment and academic research, and was a timely follow up from the economic development mission to London.

ASSOCIATION OF BRITISH HEALTHTECH INDUSTRIES' US ACCELERATOR

In December, JAXUSA hosted a delegation of UK business leaders for a series of focused roundtables on the financial services industry and infrastructure here in the Jacksonville region. These meetings aligned with the MOU between the UK and the State of Florida that was signed in 2023 to increase business relationships, trade, bilateral investment and academic research, and was a timely follow up from the economic development mission to London.

ON THE GLOBAL STAGE: PARTNERSHIP WITH *THE WALL STREET JOURNAL*

In the summer of 2025, the explosion of AI coverage in news, industry and the public had reached levels that brought about an opportunity. Following the visit from the US Chamber of Commerce to experience the JAX Chamber Innovation Center, it became clear that Jacksonville's AI story was extremely relevant, timely and an impressive achievement that needed to be elevated to a larger audience.

Looking for a prominent media news source to help tell the story, we partnered with *The Wall Street Journal* digital team to execute a content partnership to host an article penned by President Aundra Wallace and Chief Innovation Officer Dr. Carlton Robinson. The article, titled "Jacksonville's AI-Powered Ascent: A Blueprint for Steady Growth," showcases how the AI initiatives led by the JAX Chamber, and JAXUSA's recent innovative project wins from companies like HOLON and Otto Aerospace, are attracting major investments, creating high-quality jobs, and positioning the region as a model for resilient, diversified growth in an unpredictable economic landscape.

Supported by traffic drivers across the WSJ ecosystem (including Apple News), the partnership has resulted in nearly 1 million impressions and more than 2,700 clicks to the article as of September 30th.



GLOBAL ENGAGEMENT THROUGH SELECTFLORIDA TRADE MISSIONS

Through participation in the SelectFlorida Partner Program this year, JAXUSA strengthened its international outreach and elevated Northeast Florida's profile on the global stage. The program provides access to premier domestic and international trade shows, site selector events and business development missions designed to expand networks, generate leads and enhance visibility for Florida communities. For JAXUSA, this partnership serves as a strategic platform to promote the region's competitive advantages and engage directly with global industry leaders exploring U.S. expansion opportunities.

In November, JAXUSA joined SelectFlorida in Italy for a transportation and logistics trade mission, further positioning the region as a strategic gateway for global commerce and investment. In June, a delegation from JAXUSA, JAX Chamber, Haskell and the Jacksonville Aviation Authority attended the Paris Air Show. In addition to co-hosting a booth highlighting the region's growing aviation and manufacturing ecosystem with the delegation, JAXUSA also participated in SelectFlorida's booth within the U.S. Pavilion. This dual presence increased Northeast Florida's visibility among global aerospace and advanced manufacturing leaders, establishing valuable connections and potential investment opportunities.

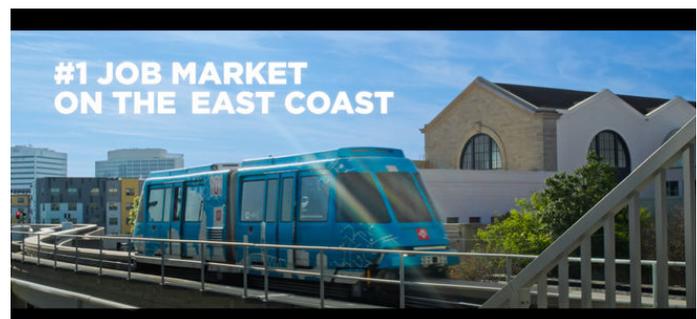
VIDEO PRODUCTION

JAX MARKS THE SPOT FOR FINANCIAL SERVICES

As part of JAXUSA's global business recruitment efforts, we placed a heavy focus on financial services, specifically fintech, during the 2024 annual economic development mission to London. We unveiled a new video promoting the financial services industry in the Jacksonville region titled "JAX Marks the Spot for Financial Services."

JAX MARKS THE SPOT FOR BUSINESS GROWTH

The 2025 Business Recruitment video showcases the Jacksonville region's new brand and highlights why the region is a premier destination for business growth. Featuring our highly skilled workforce, diverse industries and exceptional quality of life, the video emphasizes how Northeast Florida offers unmatched opportunities that drive long-term success. From strategic location advantages to a supportive business environment, it demonstrates why leading companies are choosing to relocate and expand in Northeast Florida because "JAX Marks the Spot."



AWARD-WINNING PROJECTS DRIVING REGIONAL GROWTH

FEDC AWARDS

JAXUSA Partnership and St. Johns County were both honored with “Deals of the Year” by the Florida Economic Development Council this year. The two projects had a combined investment of \$245 million and a planned 550 jobs for Northeast Florida.

JAXUSA won the Regional Deal of the Year for HOLON, a planned 500,000-square-foot autonomous vehicle manufacturing facility in Jacksonville. St. Johns County was honored with the Urban Deal of the Year for the Publix Super Markets central fill pharmaceutical facility that will fill 500,000 prescriptions a week when it opens and up to 1 million weekly at full capacity.



FIND YOUR JAX

TALENT ATTRACTION

Find Your JAX, JAXUSA Partnership’s talent attraction initiative, showcases why Northeast Florida is an ideal place to live and work. With multiple career opportunities across diverse industries and a great quality of life, the Jacksonville region is a top destination for professionals. JAX offers unique neighborhoods, attractions for all ages and a thriving job market.

To attract talent from outside the region and strengthen Northeast Florida’s talent pipeline, Find Your JAX runs digital advertisements that highlight the initiative and encourage users to visit the website to learn more about living and working in the region. Beyond digital advertising, the program also creates compelling content, promotes local events, shares stories that showcase Northeast Florida’s lifestyle and career opportunities and more to engage potential talent on multiple levels and build a stronger connection to encourage a relocation to the region.



So Much More by the Shore

Located in the Northeast corner of sunny Florida, JAX is a coastal paradise abounding with a balance of big-city amenities and laidback beach living for a winning blend of live-work-play brilliance. With stunning natural landscapes, vibrant cultural offerings and job opportunities galore, it's no wonder Northeast Florida is a magnet for talented professionals looking for a place where advancement meets abundance. Here, you'll go from the waves to the workplace in just minutes. How will you find your JAX?

By The Numbers

7 Counties	1.9M Population	220 Days of Sunshine
0 Inches of Snowfall		
87 Miles of Atlantic Coastline	39 Median Age	25 Minute Average Commute
5,000+ Job Opportunities		



JAX Ranked as #2 Hottest Job Market

Spice Up Date Night with Unique JAX Activities

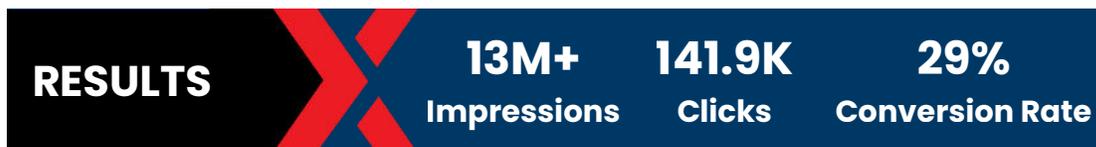
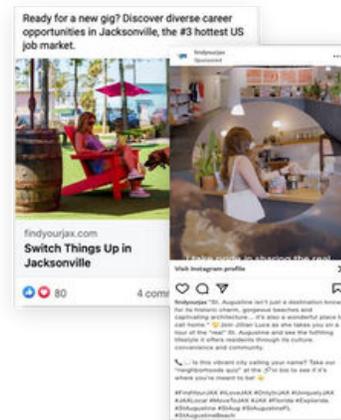
Run, Don't Walk, into the New Year in JAX

SOCIAL MEDIA & DIGITAL ADVERTISING

ANNUAL CAMPAIGN

With talent supply cited among the top concerns for business leaders globally, JAXUSA continues to prioritize proactive talent attraction efforts. Grounded in a research-backed understanding of how professionals make decisions about where they live and work, JAXUSA continued to partner with national place-marketing DCI in 2025 to activate the Find Your JAX campaign.

The data-driven digital advertising program targets four strategic audience segments with tailored messaging: active job seekers and recent graduates demonstrating intent to relocate, residents of higher-cost metros where Jacksonville's affordability represents significant advantages, young professionals in peer markets who may not have the Jacksonville region on their radar and engaged prospects who have already explored FindYourJAX.com content.



TOP PAID FYJ MARKETS



EVENT ADVERTISING

TAXSLAYER GATOR BOWL

In January, JAXUSA ran a targeted advertising campaign around the TaxSlayer Gator Bowl to reach college students and young professionals visiting for the game, promoting Find Your JAX. The campaign included digital display ads, out-of-home video screens in high-traffic locations like bars, retail stores and casual dining spots, Google ads on YouTube and Gmail as well as a mobile billboard circulating key areas around the stadium before, during and after the game.

The campaign reached more than half a million people, with top-performing demographics including job seekers and college students, successfully intercepting thousands of potential residents and workers at a moment of peak receptivity, transforming a sporting event into a talent recruitment opportunity that showcased Northeast Florida's appeal beyond game day.

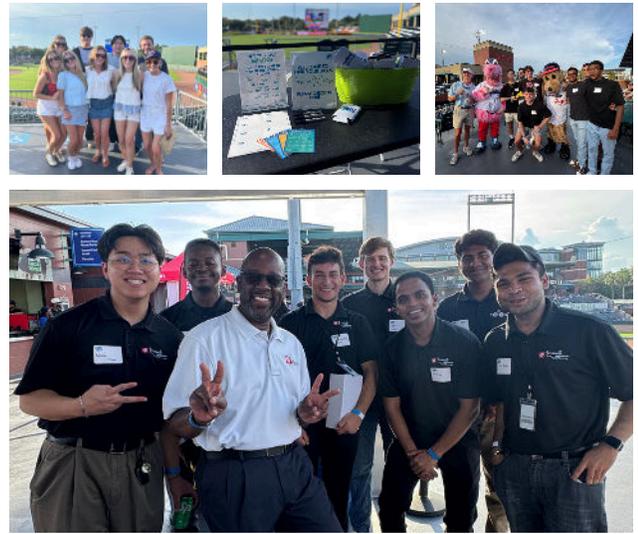
Although game attendance was down due to weather, our video ads were seen by more than 136,000 people, which is double the stadium's maximum capacity of 68,000. Similarly, the mobile billboard was viewed by more than 73,000 people, more than double the 31,300 in attendance, demonstrating strong reach and visibility throughout the community.



EVENTS

FIND YOUR JAX INTERN MIXER

JAXUSA Partnership hosted its inaugural Find Your JAX Intern Mixer in July and had more than 70 participants. Interns from 10 local companies in Northeast Florida gathered for a night of baseball, food and networking, discovering why the Jacksonville region is the ideal destination to live and work.



CONTENT DEVELOPMENT

WEBSITE UPDATES

The Find Your JAX website is continuously refreshed with new and relevant content, including regularly updated blogs that give users a deeper look into the lifestyle and culture of Northeast Florida. From highlighting popular events and seasonal activities to showcasing the distinctive qualities of each county, the site features a wide range of engaging topics. These blogs enhance Find Your JAX by providing timely, insider perspectives that go beyond the core information available on the site.



Blog Posts

The Hidden Speakeasies of JAX

"What's the password?" Hidden bars, AKA speakeasies, are becoming more prevalent



Blog Posts

A Guide to Putnam County

If living right by the water sounds like a good time, Putnam County is the perfect spot to be. This county is home to multiple



Blog Posts

Best Dog Parks Around JAX

Attention all dog parents! Don't let your pup miss out on Northeast Florida's 220 days of sunshine and ideal climate – take them out

FIND YOUR JAX AMBASSADOR PROGRAM

The Find Your JAX Ambassador Program was revamped and relaunched this year. The FYJ Ambassador program spotlights young professionals that live in Northeast Florida and are proud to call it their home. Each ambassador is featured on Find Your JAX's website and social media platforms, and they share their favorite attractions, what they do for work and why they believe other talent should move to the region. This program was created to encourage young professionals to make the move and to showcase why JAX is a great place to live and work.



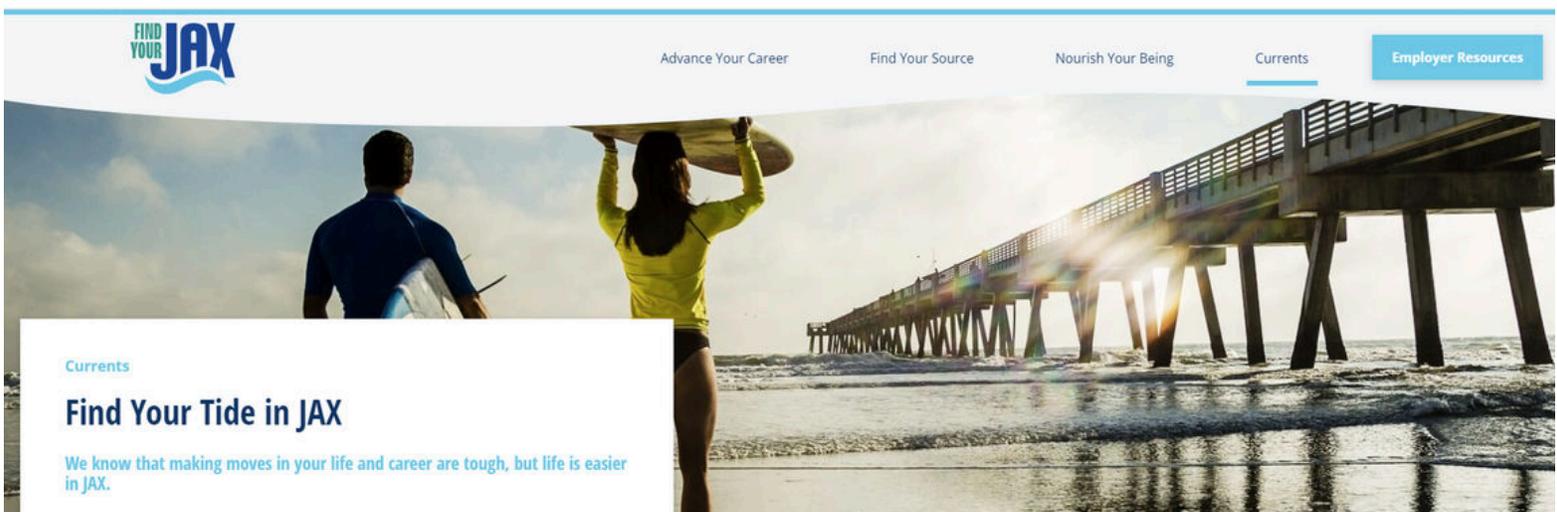
SEO OPTIMIZATION

JAXUSA's talent attraction SEO strategy is evolving to meet the fundamental shift in how people search for and consume information online. With the rise of AI-powered search features, the traditional metrics of SEO success are being redefined. Rather than simply driving clicks, our strategy now focuses on establishing FindYourJAX.com as the authoritative source on AI platforms and search engines reference when answering questions about Jacksonville and Northeast Florida as a place to live and work. This past fiscal year, organic traffic drove 15,196 users to the site with an average engagement rate of 66%. September 2025 had a 69.98% engagement rate, compared to 62% in October 2024.

The true measure of SEO impact in this new landscape is visibility and authority, where FindYourJAX.com has achieved remarkable growth:

- Total impressions increased by over 1,000% (895.7K) compared to the previous year—meaning Jacksonville appears in search results exponentially more often.
- Average position improved by 8% (11), making it easier for active searchers to find content about the Jacksonville region.
- Total clicks increased 722% (15.1K), demonstrating that despite changing search behaviors, substantially more people are reaching the website through organic search.
- FindYourJAX.com consistently ranks in AI Overviews, ensuring Northeast Florida's story appears in AI-generated responses that shape searcher perceptions.
- Key topics like Cost-of-Living rank in the top 10 organic pages, indicating that our content optimization strategy aligns with the information that talent most wants to see when considering a relocation. The pages that continue to perform the best from a keyword and organic ranking standpoint continue to be in-depth blog posts that highlight the positive attributes of living in the Jacksonville region.

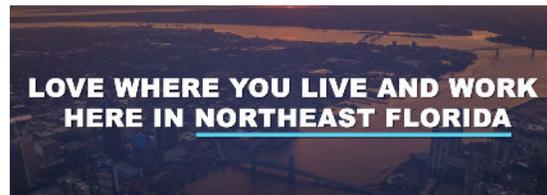
By positioning FindYourJAX.com as the definitive source for Jacksonville talent attraction content, our SEO strategy ensures that whether prospects click through to the full website or consume information through AI-generated summaries, they encounter Northeast Florida's compelling narrative at the critical moment of their search journey.



VIDEO PRODUCTION

LOVE WHERE YOU LIVE & WORK IN JAX

The 2025 Quality of Life video highlights JAXUSA's Find Your JAX initiative, which focuses on recruiting and retaining top talent to ensure the region's workforce remains a competitive advantage. The video showcases Northeast Florida's superior quality of life, vibrant communities and abundant opportunities, encouraging young professionals to make the move to Northeast Florida. By emphasizing the region's ideal work-life balance, it reinforces why young professionals can love where they live and work in the Jacksonville region.



EARN UP

TALENT DEVELOPMENT

Earn Up is JAXUSA's talent development initiative that provides a three-pronged approach of talent attraction, development and connection to the Jacksonville region. The talent ecosystem is a strategic partnership of educational institutions, businesses and community leaders that is focused on actualizing a vision of an optimized workforce that supports the long-term economic growth and prosperity of Northeast Florida.

The initiative fosters collaboration among regional stakeholders, aligning education and training, sharing best practices and supporting projects that advance talent. JAXUSA acts as a conduit, creating meaningful connections that raise awareness of Career Pathways and strengthens ties between the workforce and the business community.

The JAXUSA Talent Development Team actively engages with the region's talent development ecosystem to ensure a steady pipeline of skilled workers that is reflective of employer needs for years to come. These activities ranged from supporting regional high school and college career fairs, industry-specific functions, business networking events and more.

Between October 2024 and September 2025, the Earn Up team participated in 331 events, activities and communications, impacting more than 12,400 individuals from our local school districts, colleges and universities, community-based organizations and colleges outside of the region as well.

RESULTS

331
Touchpoints

12.4K
Impacted

CAREER PATHWAYS

Earn Up's Career Pathways initiative educates current and future talent on career opportunities in the Jacksonville region, focusing on Northeast Florida's target industries – Advanced Manufacturing, Corporate Operations, Financial Services, Life Sciences, Technology Services and Transportation & Logistics – along with key subspecialties and support industries.

The initiative connects education, training and hands-on experience to help high school and college students, adult learners and veterans understand career options, succeed individually and stay in the region's workforce.

Career Pathways content includes industry-specific insights, workforce trends and spotlights on local professionals on the Earn Up website and social media. A bi-monthly e-newsletter is also distributed to keep business and community leaders informed on accomplishments, developments and programming.

The team attends career fairs at local colleges and universities to retain talent already living in the region and participates in career fairs at schools outside the region, such as Florida State University and the University of Florida, to attract new talent to the region.



EMPLOYER ENGAGEMENT

The Employer Engagement campaign creates a direct link between the region's employers and the talent that will drive their success now and in the future. JAXUSA facilitates employer engagement through an online form to participate in workforce initiatives, including work-based learning opportunities, classroom presentations, job fairs, job shadowing and internships, helping connect talent with meaningful career experiences in the region.

JAXUSA also serves as the voice of business providing data, research and employer connections to school districts, colleges, and community-based organizations ensuring alignment between our region's growth and the jobs of the future.



PARTNERSHIPS TO BUILD NORTHEAST FLORIDA'S TALENT PIPELINE

JAXUSA continues to strengthen connections between education, industry and the next generation of the Jacksonville region's workforce. Through a variety of programs and partnerships, Earn Up provides students, educators and young professionals with hands-on experiences, industry insights and career resources to prepare them for meaningful careers in the region.

EDUCATOR EXTERNSHIP

JAXUSA hosted an educator externship in June, aimed at increasing awareness of the transportation and logistics industry in collaboration with local industry leaders from throughout the region. The purpose of the externship was to strengthen the connection between education and industry to ensure classroom learning that reflects current and future workforce needs.

Partners included CSX, Jacksonville Aviation Authority, University of North Florida, The Suddath Companies, JAXPORT, Jacksonville Transportation Authority and Southeast Toyota Distributors.



LEVEL UP BOOTCAMP

JAXUSA hosted an inaugural "Level Up Bootcamp" in July, in partnership with FSCJ, where high school juniors and seniors spent two weeks learning about the region's target industries and how to build a successful career in the Jacksonville region.

During the camp, students were exposed to Northeast Florida companies, ACT/SAT prep, FAFSA resources, student resources and programs at FSCJ and more.



UNIVERSITY OF FLORIDA'S BEYOND120

In September, JAXUSA hosted its third annual Beyond 120 event for a group of 35 students from the University of Florida's College of Arts & Sciences who traveled to Jacksonville from Gainesville to hear from corporate operations leaders, share resumes and explore new opportunities to grow and differentiate themselves as they get ready to enter the workforce.

A special thanks to host companies, Vystar and Haskell, as well as the panelists and recruiters from the region.



RETAINING EMERGING TALENT IN JAX

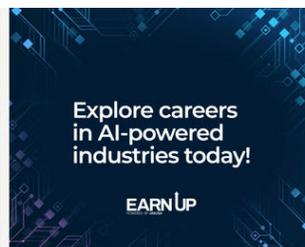
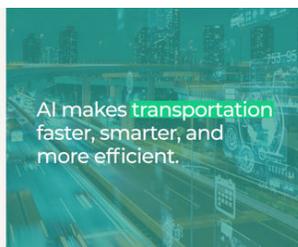
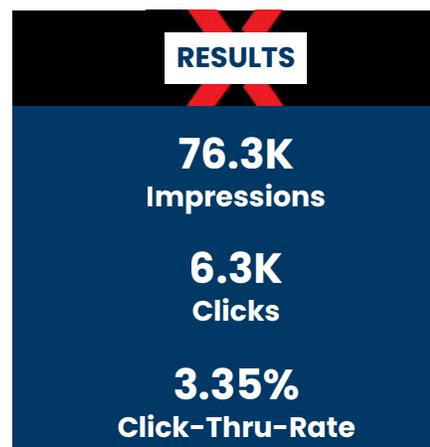
Throughout the summer, the JAXUSA talent development team shared career pathway information and resources with 10 intern groups from local companies. The team provides an overview of both Earn Up and Find Your JAX to supplement the experiential learning opportunities the companies are providing their interns.

The overall aim is to ensure interns have the most updated and specific information to build a meaningful career pathway in Northeast Florida, helping retain talent in the region.

SOCIAL MEDIA & DIGITAL ADVERTISING

ANNUAL CAMPAIGN

Earn Up amplified its social media presence with its annual campaign, reaching high school students, parents, adult learners, and veterans with content designed to guide key career milestones. Using Facebook and Instagram, the campaign highlighted Career Pathways, Connect to Companies, FAFSA, industry insights, job opportunities, and resources for veterans and their spouses.



CONTENT DEVELOPMENT

BLOGS

Earn up remains focused on supporting Northeast Florida's world-class talent pipeline. One way it accomplishes this goal is through its blog page, which serves as a strategic platform for sharing a variety of topics, such as career and technical education, career pathways and planning, and internships and apprenticeships.

A few of Earn Up's most recent blogs include a two-part series on top Northeast Florida Companies for young professionals, "Jacksonville, FL: A Rising Tech Hub of Note," "Career Paths for High School Graduates: Great Jobs Without a College Degree" and "Boost Your Portfolio: Technology Skills to Learn While Still in School."

By regularly updating and writing new blogs, Earn Up highlights the evolving needs of target and support industries and ultimately support the overall mission of building a strong talent pipeline within the region that meets current and future employer needs.



After a rocky 2020, Jacksonville is the fastest-growing city in the Southeast. And it's not just because of the weather. Jacksonville, Florida has emerged as a tech center in the long run. The city of Jacksonville is working to become a leading tech hub in the Southeast. Jacksonville has built a reputation as a rising tech hub that combines the best of both worlds: traditional and modern. Jacksonville is a rising tech hub that combines the best of both worlds: traditional and modern. Jacksonville is a rising tech hub that combines the best of both worlds: traditional and modern.



CAREER PATHWAYS QUIZ

Earn Up launched a new Career Pathways Quiz this year to help students, job seekers and career changers explore their strengths, interests and values. The quiz connects users with three of the region's target industries, providing personalized guidance and highlighting the region's thriving career opportunities. This is a fun, interactive way to discover the paths where users can grow, succeed, and make their mark in the local workforce.

Since launching the quiz in March, nearly 2,000 users have taken the Career Pathways Quiz, discovering exciting opportunities where they can succeed across the Jacksonville region's thriving industries.



SEO OPTIMIZATION

When people are looking for career and talent resources, search engines are often their first stop. Earn Up keeps EarnUp.org fresh by regularly adding new content based on trending topics and current events. By staying up-to-date and linking to trusted sites, the website stays easy to find and reaches even more users across the region.



WORKFORCE BRIEFINGS

Earn Up hosted an employer-driven briefing four times this past year, providing a target industry overview with current, region-specific data. Career Path Chats allow attendees to hear from industry leaders about growth, innovation and opportunities in Northeast Florida.



The audience includes talent stakeholders from across the region, such as secondary and post-secondary educators and community-based organization representatives. Attendees use these insights to update curriculum, deepen student awareness of industries and share knowledge with colleagues. Video recordings are then posted on the Earn Up YouTube channel.



SHOWCASING NORTHEAST FLORIDA'S WORKFORCE LEADERSHIP

In May, JAXUSA's talent development team shared our workforce development efforts at Florida College Access Network's Talent Strong Florida Summit, highlighting Earn Up's career pathways initiative, industry-education partnerships and more.



The Summit fosters collaboration by drawing lessons from the field, addressing pressing policy challenges and sparking meaningful change across Florida's education and workforce landscape. By sharing our region's success at the state level, we help showcase the Jacksonville region as a model for effective collaboration between business, education and community partners.

VIDEO PRODUCTION

EARN UP'S SUCCESS STORIES SERIES

The Success Stories series, launched this year with Earn Up, highlights local talent working at companies across Northeast Florida's key industries and shows how individuals can build successful careers in the region. By promoting the talent here in the region and real job opportunities, the series reinforces Northeast Florida as a hub for professional growth and talent development.



2024-2025 SUMMARY

JAXUSA's marketing program plays a critical role in business recruitment, talent attraction and workforce development for Northeast Florida. By promoting the region as a premier place to live, work and grow, the program helps attract new businesses, retain skilled talent and build a sustainable talent pipeline for the future.

The integrated approach ensures that both companies and professionals recognize Northeast Florida's value, supporting long-term economic growth and a dynamic, competitive regional economy.



JAXUSA.ORG

BUSINESS RECRUITMENT

10 million C-suite executives & business decision makers reached through digital advertising and 15,000 explored relocating or expanding operations to Northeast Florida by visiting the JAXUSA website.



FINDYOURJAX.COM

TALENT ATTRACTION

14 million young professionals reached through advertising & SEO optimization and 157,000 learned more about relocating to Northeast Florida and the region's quality of life by visiting the Find Your JAX website.



EARNUP.ORG

TALENT DEVELOPMENT

288,000 students, parents, young professionals and veterans reached through advertising & SEO optimization and 9,500 learned how to build a successful career pathway in Northeast Florida by visiting the Earn Up website.

JAXUSA remains committed to advancing its strategic marketing initiatives that position Northeast Florida as a leading destination for business and talent, creating a lasting impact across the region.