

JACKSONVILLE & NORTHEAST FLORIDA

Baker, Clay, Duval, Flagler, Nassau,
Putnam and St. Johns Counties



PHOTO: KETTERMAN PHOTOGRAPHY

JACKSONVILLE & NORTHEAST FLORIDA

Baker, Clay, Duval, Flagler, Nassau,
Putnam and St. Johns Counties

A City of Bridges

by: Laura Hampton

Running through the center of downtown Jacksonville, the St. Johns River separates the urban core of the north bank from the laid-back, historically rural south bank. Even before the first bridge was built in 1921, the city's residents recognized the need to access both sides, which you can do today over seven distinctly different bridges.



Florida Trend
CUSTOM CONTENT



PHOTO: KETTERMAN PHOTOGRAPHY

JACKSONVILLE AT A GLANCE

949,611	Population
834,700	Employment
3.70%	Unemployment
\$54,700	Median Household Income
80,000	Park Acres
840	Square Miles Land Mass

MAJOR WATERWAYS

22	Miles of Beaches
40	Miles of Intracoastal Waterway, Canals, Marshes and Channels

St. Johns River

SOURCES: U.S. CENSUS BUREAU, U.S. BUREAU OF LABOR STATISTICS, VISIT JACKSONVILLE



DOWNTOWN JACKSONVILLE IS A HUB OF FINANCIAL ACTIVITY AND THE EPICENTER OF AREA BUSINESS

Bridging the Past and Future

Much like the city's bridges connect the north and south banks of the St. Johns River, Jacksonville's leaders are building a bridge between the past and the future.

City and county governments are working together with business leaders to take advantage of momentum that has been building for a decade to strengthen the city's urban core.

Currently, more than a \$1.5 billion is being invested in revitalizing downtown Jacksonville, and another \$2.7 billion is under review or waiting to be reviewed by the Downtown Investment Authority (DIA), says Aundra Wallace, president of JAXUSA Partnership.

The DIA's mission is to revitalize Jacksonville's urban core using Community Redevelopment Area resources to spur economic development.

"Jacksonville has hit its stride, and things are really, really looking up," Wallace says.

Though the city is focusing on executing capital improvement projects and

attracting businesses downtown, its leaders recognize the need to maintain Jacksonville's enviable quality of life.

Initiatives that back local restaurants, retail and entertainment are encouraged, as well as organizations that help maintain the region's pristine beaches and estuarine ecosystems.

Supporting a vibrant, culturally diverse community means residents will continue to enjoy living, working and playing in Jacksonville, but it also helps attract the growing number of digital nomads discovering Northeast Florida, as well as millions of annual tourists — a \$3.8 billion industry in Duval County alone.

Though Jacksonville has been growing steadily for the last 10 years — gaining more than 100,000 residents between the 2010 and 2020 U.S. Census — the last two pandemic years have seen an influx of remote workers migrating south.

In April 2021, Yelp and Zillow ranked Jacksonville the No.1 Top U.S. metro for digital nomads.



MAIN STREET BRIDGE



HEADQUARTERED IN JACKSONVILLE, FORTUNE 500 COMPANY FIS EMPLOYS APPROXIMATELY 70,000 PEOPLE WORLDWIDE

JACKSONVILLE BY ANY OTHER NAME

Nicknames for Jacksonville and Northeast Florida

- » City of Bridges
- » First Coast
- » Jax
- » Duval
- » J-ville
- » River City



Using a Digital Nomad Index, Yelp and Zillow worked together to rank cities based on the best mix of available and affordable rental housing and sought-after community amenities. Jacksonville ranked for outdoor scenic views, year-round weather and enjoyable activities.

In addition to the city moving forward on decades-old revitalization initiatives, plans for attracting businesses to the region have found success in recent years.

Drawn by a talented, diverse workforce, a pro-business culture and an exceptional quality of life, several companies have chosen Jacksonville for their headquarters or have recommitted to Jacksonville as their home base.

American Roll-on Roll-off Carrier Group: In June 2021, American Roll-on Roll-off Carrier Group, a global logistics and shipping services company, relocated its corporate headquarters to Ponte Vedra Beach from New Jersey.

Dun & Bradstreet: In May 2021, the business data and analytics provider Dun & Bradstreet announced plans to relocate its headquarters from New Jersey to Jacksonville bringing 500 jobs to the region.

FIS: In October 2020, the financial technology company FIS began construction on a 12-story, 386,000-sq.-ft. world headquarters in downtown's Brooklyn neighborhood. The \$145-million building and adjacent eight-level parking garage are expected to be completed in June 2022.

Nymbus: In October 2021, the financial technology company Nymbus announced plans to relocate its headquarters from South Florida to Jacksonville.

Redwire: In September 2020, Redwire, a design, engineering and manufacturing company that creates products for use in space, selected Jacksonville for its corporate headquarters after acquiring Made in Space, a Jacksonville-based company.

Clearly, the secret is out. From world-class sports, entertainment and outdoor recreation to top-quality personal finance, health care and education services, Jacksonville has it all.



THE STORY OF
JACKSONVILLE IS A
STORY OF THE RIVER."



BILL ADAMS
ATTORNEY AND DOWNTOWN
INVESTMENT AUTHORITY
BOARD MEMBER

BY THE NUMBERS:
DOWNTOWN
PROJECTS

\$1.8 B Under Construction

\$1.4 B In Review

\$1.2 B Proposed

\$204.4 M Completed since 2020

135 Hotel Rooms Under Construction

552 Residential Units Under Construction

539,000 Square Feet of Office Space Under Construction

SOURCE: DOWNTOWN INVESTMENT INC.



A COMPREHENSIVE PROJECT TO RESTORE AND REUSE THE HISTORIC LAURA STREET TRIO WAS RECENTLY APPROVED BY JACKSONVILLE CITY COUNCIL

A Sound Investment

Though the pandemic has presented supply chain and labor challenges in recent years, Jacksonville's Downtown Investment Authority (DIA) reports forward movement on several high-profile projects.

Of the many multimillion-dollar projects underway, some will help preserve the city's rich cultural heritage, and others will propel Jacksonville into a first-class riverfront tourist destination.

Though Jacksonville's downtown is home to many striking structures that mark the passage of time since the Great Fire of 1901, not all of them can be repurposed.

"A lot of the buildings simply weren't maintained," says Bill Adams, managing shareholder at Gunster and DIA board member. "It takes a Herculean effort to bring these buildings back online, and you've got to have a determined developer who's willing to take on all that risk."

Luckily, some developers will, and their determination along with the determination of some forward-thinking visionaries is driving Jacksonville through some pretty exciting changes.

"If we hopped in a time machine and went 40 years into the future, you're going to see this sort of mix and match ... these pockets of brand-new construction and this historical preservation. It will be really interesting to see," Adams says.



THE CITY OF JACKSONVILLE IS INVESTING IN ITSELF FINANCIALLY, AND WHEN YOU DO THAT, YOU'RE GOING TO SPUR PRIVATE DEVELOPMENT."



AUN德拉·华莱士
PRESIDENT, JAXUSA PARTNERSHIP



DOWNTOWN JACKSONVILLE



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Availability

IN JAX, BUSINESS IS LOOKING UP.

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Preserving the Past

BARNETT BUILDING

When the building was constructed in 1926 for Barnett Bank, the 18-story tower was the tallest in downtown Jacksonville. Though bringing the decayed structure back to life began in the early 2000s, renovations were not completed until 2019. Part of a \$90-million Laura Street Trio / Barnett Building rehabilitation project, the mixed-used building is now home to the University of North Florida Center for Entrepreneurship, commercial offices and the Residences at Barnett apartments.

LAURA STREET TRIO

Constructed in the wake of the 1901 fire, the three buildings near Laura Street are recognized as "the most significant" historic buildings in Jacksonville. The "trio" is comprised of the Florida National Bank, built in

1902; the Bisbee Building, built in 1908; and the Florida Life Building, built in 1912. Plans for the site include adding a 140-room Marriott Bonvoy-Autograph Collection Hotel (including 86 hotel rooms in the historic buildings), a high-end "sophisticated southern" restaurant, and a rooftop bar.

AMBASSADOR HOTEL

Originally opened in 1924, the building was rebranded as the Ambassador Hotel in 1955. Though the property was listed on the National Register of Historic Places in 1983, it declined throughout the 1990s and was condemned in 1998. After a 25-year vacancy, the Augustine Development Group purchased the property in 2018 and announced plans to build a 100-room hotel, a 200-unit apartment facility and a parking garage. Final plans for the property are currently under review.

EMERALD TRAIL MASTER PLAN

In August 2021, construction began on a 100-year-old plan to connect Jacksonville's historic neighborhoods. Originally conceived by famed architect Henry Klutho and called the Emerald Necklace, the vision of building a trail system connecting Jacksonville's historic neighborhoods was revived in 2013 by Groundwork Jacksonville. Through the nonprofit organization, a steering committee comprised of local city, community and business representatives revived what has now become the Emerald Trail Master Plan and began implementation. Once completed in 2029, the project will include 30 miles of trails, greenways and parks that will encircle Jacksonville's urban core and link 14 historic neighborhoods to downtown as well as to Hogan's Creek, McCoy's Creek and the St. Johns River.

Shaping the Future

RIVERFRONT PLAZA

At the site of the former Jacksonville Landing and in the heart of downtown, a 151-foot public art piece will greet the city's residents and visitors as they cross the Main Street Bridge. The centerpiece of the city's new Riverfront Plaza, the art installation was designed by Perkins&Will, based out of Chicago.

An open green space on the banks of the St. Johns, Riverfront Plaza is managed by the city's parks and recreation branch. Other plans for the estimated \$30-million park project include a large central lawn, a playground, a splash pad, a beer garden and a sky garden terrace.

THE SHIPYARDS

Plans for Jacksonville Jaguars' owner Shad Khan's downtown riverfront development are moving forward since the city council approved taxpayer support in October 2021. On the site of Jacksonville's formerly bustling shipyards and near TIAA Bank Field, Phase I of the \$400-million Jacksonville Shipyards project will include a Four Seasons hotel, a restored Metropolitan Park, a six-story office building and a modernized city-owned marina. Phase II of the project will include an orthopedic center and residential units.



THE STAINLESS STEEL "JAX" SCULPTURE
WILL WELCOME VISITORS AT RIVERFRONT PLAZA

RIVERS EDGE

Work has begun on the long-awaited 32-acre development along the south bank of the St. Johns River. Rivers Edge, once completed, will provide breathtaking views of Jacksonville's downtown skyline. Plans for the \$535-million project call for 950 residential units, 147 hotel rooms, 200,000 square feet of office space, 134,000 square feet of retail space, a 125-slip marina and public park space.



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We are also a proud partner with numerous area organizations, such as Duval County Public Schools, MOSH, Junior Achievement and others, providing educational and financial resources to ensure the future leaders in our community keep our local economy growing strong, too.

And, we're continuing to future-proof our city by making infrastructure improvements, investing in diverse energy sources like solar and nuclear, and electrifying our fleet.

Because we know Northeast Florida is an incredible place to live and do business, we're doing everything in our power to keep it that way.

Learn more about our ongoing economic development efforts at jea.com.



Building [^]Community
a Stronger

FLYING HIGH

Opened in May 2021, the Jacksonville Regional Transportation Center (JRTC) at LaVilla houses administrative headquarters and is the central multimodal hub that connects all area customers to downtown Jacksonville and the Greater Northeast Florida region.

The main bus transfer facility in downtown Jacksonville supports JTA bus routes, the First Coast Flyer bus rapid transit system, the Skyway, Express Select regional shuttles, paratransit, and other city transportation modes and programs. The JRTC at LaVilla is integrated with the Intercity Bus Terminal where customers can continue their journey outside of Jacksonville with Greyhound and Megabus.

JTA's vision for replacing, modernizing and expanding the Skyway is the Ultimate Urban Circulator autonomous vehicle network. This three-phase project will expand the system throughout downtown Jacksonville and connect urban core neighborhoods creating the nation's first public transportation service powered by zero emission, electric autonomous vehicles.

JRTC SKYLINE



JAXPORT IS FLORIDA'S LARGEST CONTAINER PORT AND ONE OF THE NATION'S LARGEST VEHICLE-HANDLING PORTS

Gateway to the Southeast

Situated at the intersection of I-10 and I-95, Jacksonville has taken advantage of its strategic geographic location in the Southeastern U.S. Over the last 15 years, the River City has earned a reputation as a major player in the logistics game.

Served by three railroads — CSX, Norfolk Southern Railroad and Florida East Coast Railway — and two deep-water ports — Jacksonville Port Authority (Jaxport) and the Port of Fernandina — as well as an international airport, the region is increasingly recognized for its ability to transport goods quickly to consumers, even during the pandemic when many supply chains were experiencing bottlenecks.

"We have had no congestion," says Robert Peek, director and general manager of Business Development at Jaxport. "We have berths available. We have cranes available. We have 100 trucking berths that sit at our port, so there's a lot of truck capacity."

DEEP IMPACT

In 2018, the U.S. Army Corps of Engineers started a project to deepen the Jacksonville shipping channel from a

depth of 40 feet to 47 feet. The \$484-million project is expected to be completed in June 2022, three years ahead of schedule.

The project will help Jaxport retain the Asian container cargo business it has developed over the last 15 years since those ships continue to increase in size. A deeper channel will also attract new business, which has already started in anticipation of the deeper shipping channel.

AMERICAN ROLL-ON ROLL-OFF CARRIER HQ

While some ports specialize in one or two types of cargo, Jaxport handles a wide range of shipments from automobiles to forest products.

In July 2021, American Roll-on Roll-off Group (ARC) relocated its headquarters from New Jersey to Ponte Vedra Beach. A global logistics and shipping services company, ARC carries wheeled cargo, such as cars, trucks, trailers and aircraft, as well as other types of cargo, including household goods and breakbulk project cargo.

Though many factors weighed into the decision, ARC Senior Vice President Commercial Chris Heibel cited proximity



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AMERICAN ROLL-ON ROLL-OFF CARRIER

to "many of the shipping and logistics companies we already work with" as one of the main reasons for the move.

COLD STORAGE HUB

In recent years, logistics providers in Northeast Florida have created a world-class cold-storage infrastructure.

In 2018, Crowley Logistics opened its second Florida CrowleyFresh cold-storage facility on Jacksonville's westside. Currently, Flexcold is building a \$47-million cold-storage center in north Jacksonville. The 149,000-sq.-ft. facility is set to open in the summer 2022. These facilities join Aqua Gulf Transport, Lineage Logistics, AJC Logistics, Burris Logistics and Seaonus in providing more than 30 million cubic feet of temperature-controlled warehousing space in the region.

Working together with Jaxport and area trucking companies, these providers help perishable food shippers from South America, Central America, the Caribbean, Puerto Rico and the Asian Market move fresh and frozen cargo from port to market quickly.



FROM A ONE-DAY TRUCK DRIVE, YOU CAN REACH NEARLY 100 MILLION CONSUMERS FROM JACKSONVILLE."



ROBERT PEEK
DIRECTOR & GENERAL
MANAGER OF BUSINESS
DEVELOPMENT, JAXPORT

JAXPORT CARGO TYPES

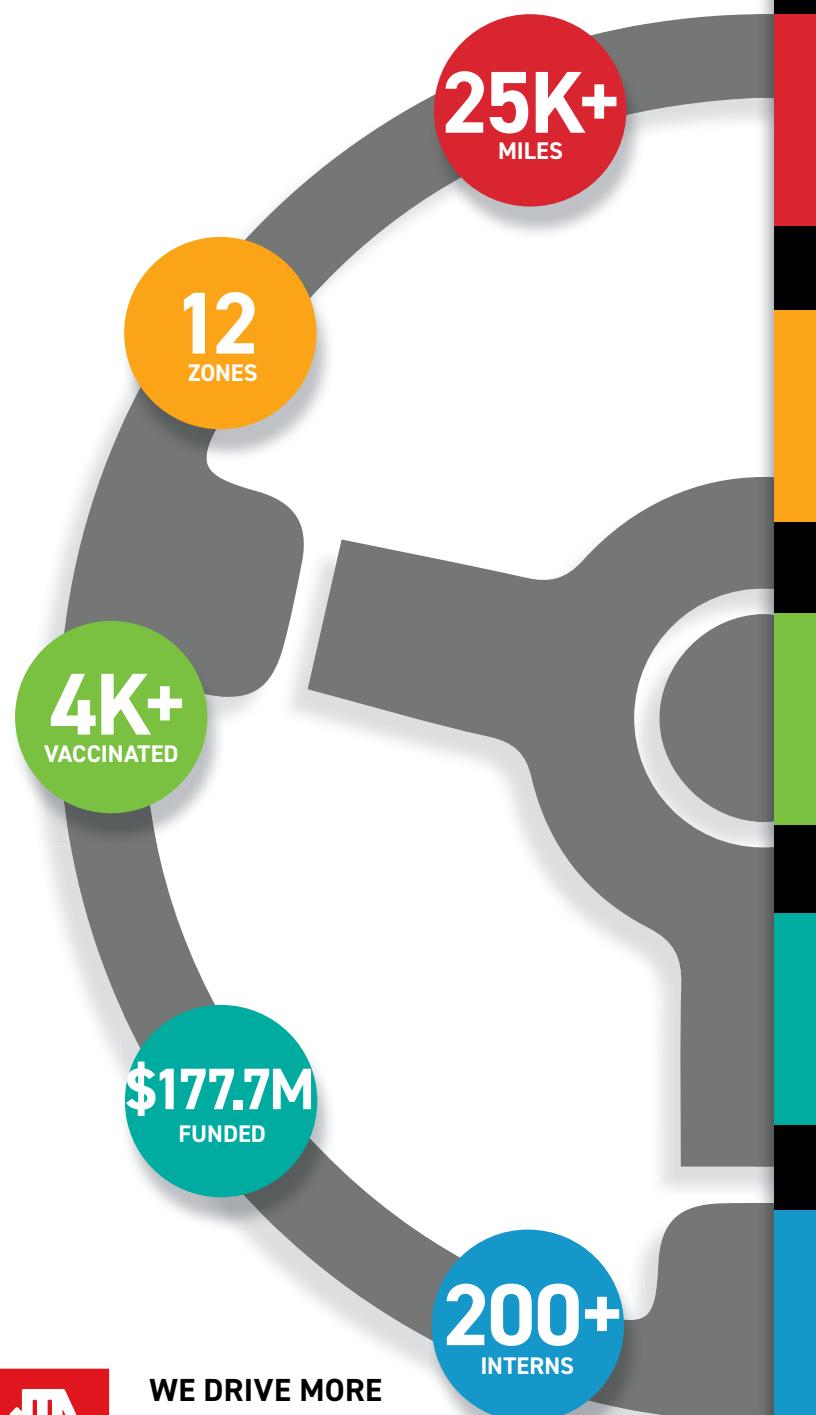
- Autos
- Breakbulk (general cargo)
- Bulk
- Containerized
- Forest Products
- Fresh & Frozen
- Heavy Lift
- High & Heavy (roll on-roll off)
- LNG (liquefied natural gas)
- Military



Jacksonville Transportation Authority

We are driving the future of transportation and economic growth and sustainability in the region to create a better Northeast Florida for everyone.

DRIVING NORTHEAST FLORIDA FORWARD



MILES DRIVEN DAILY

JTA buses drive 25,500 miles daily.

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JTA provides door-to-door service in 12 areas.

PEOPLE VACCINATED

Wellness on Wheels
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CONSTRUCTION PROJECTS

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NEW COMMAND AT CECIL SPACEPORT

MATTHEW BOCCINO
MANAGING DIRECTOR, CECIL SPACEPORT



Bocchino took command of Cecil Spaceport's operations in July 2021 after more than 12 years with the Jacksonville Aviation Authority (JAA).

As managing director, Bocchino will direct the spaceport infrastructure, establish operational protocols and manage the development of telemetry and range safety.

A licensed pilot and an accredited member of the American Association of Airport Executives, he has also worked with the city of Fort Lauderdale in airport operations.



NEARLY 6 MILLION PASSENGERS TRAVEL THROUGH JACKSONVILLE INTERNATIONAL AIRPORT (JIA) EACH YEAR

Preparing for Active Airways

Serving Northeast Florida as well as Southeast Georgia, Jacksonville International Airport (JIA) can book a direct flight to most major cities in the U.S. Several regional carriers and eight major airlines operate out of the airport, and they are adding new flights all the time.

The airport resumed service to Los Angeles in March 2021, after a 12-year hiatus. The daily nonstop flight is offered by JetBlue. In August 2021, Frontier Airlines added a nonstop flight to San Juan, Puerto Rico, and in April 2022, Sun Country Airlines will begin offering a seasonal flight from Minneapolis-St. Paul.

BACK ON COURSE

After a couple of turbulent pandemic years, JIA has noticed a return of leisure travelers. The airport's livelihood, however, comes from other sources.

"Jacksonville is more of a business destination," says Mark VanLoh, president & CEO of the Jacksonville Aviation Authority (JAA).

It is only a matter of time before business travel resumes, and VanLoh is confident the airport will be bustling once again as travel to and from Europe increases.

"It's a huge market for us," VanLoh says. "The Europeans who own condos and timeshares haven't been here in two years.

We think we'll see a huge demand for all the Europeans to come back to Florida to visit their property."

In fact, JAA is so confident about the future, plans to rebuild Concourse B have been revived after two years on the shelf. The renovation was scrapped in May 2020 when passenger traffic plummeted from 10,000 a day to 400.

The plan to rebuild Concourse B, the airport's third concourse, was initiated in 2019 after reporting a record number of travelers — over 6 million. At the time, Jacksonville was the fastest growing mid-size airport in the United States.

In August 2021, the JAA board approved \$3 million of the estimated \$15.6 million needed to resume design of Concourse B. Total cost for the new concourse and bypass taxiway will be between \$272 million and \$275 million.

POISED FOR FLIGHT

Though Cecil Spaceport has been preparing to launch flights into near Earth orbit for more than a decade, activities in the last couple of years have moved plans closer than ever to taking off.

A former U.S. Navy base on Jacksonville's westside, Cecil Spaceport is one of 13 commercially licensed spaceports in the



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country. In 2010, the site received environmental and Federal Aviation Administration approval to conduct testing on horizontal spaceflights.

Though the pandemic slowed progress, officials are targeting mid-2022 for completion of Cecil Spaceport's first test launch. Several companies have announced plans to perform test flights as soon as possible.

Air Force Space and Missile Systems awarded Aevum Inc. a \$4.9 million contract in 2019 to launch small satellites to low Earth orbit from Cecil Spaceport. Several years ago, Space Perspective announced plans to fly passenger and research payloads to the edge of space. Though the company's first test was from Kennedy Space Center in June 2021, it has announced plans to launch from Cecil Spaceport as well.

In February 2021, Space Engine Systems entered negotiations to make Jacksonville its North American operations base. The Canadian aerospace company plans to build a propulsion system for hypersonic aircraft.

In addition to companies itching to blast off, the aerospace giant Boeing began construction on a new 394,000- sq.-ft. facility in October 2021.

"We're seeing massive development projects coming to Cecil," VanLoh says.

Boeing, which has been a tenant for more than 20 years, is constructing a new \$145-million facility on 30 acres near its current building. The facility will house all of Boeing's on-site operations and will include a 270,000-sq.-ft. hangar as well as 100,000 square feet of office and support shop space.

Once completed in 2023, the new facility will add 400 jobs to its existing on-site workforce of 350.

At its Jacksonville operation, Boeing provides structural repairs to F/A-18s and EA-18G flight control surfaces and converts F/A-19 Super Hornets into flight demonstration aircraft for



AEVUM HAS UNVEILED THE RAVN X UNMANNED AIRCRAFT SYSTEM DESIGNED TO LAUNCH SMALL PAYLOADS TO ORBIT

the Navy's Blue Hornets team. Boeing also supports the U.S. Air Force's QF-16 program, which converts retired F-16s into autonomous aerial targets used for combat training and testing.

COMMERCIAL ACCESS

In addition to aerospace activities, Cecil Commerce Center is moving forward with plans to become "one of the most sought-after locations in the Southeast for manufacturing, supply chain logistics and industrial end users."

In July 2020, the Boston-based online home furnishings retailer Wayfair opened a fulfillment center on 103rd Street. The 1,012,567-sq.-ft. building brought 250 jobs to the region with an average salary of \$33,000.

In March 2021, the city approved construction for a \$40.4 million Amazon storage facility at Cecil Commerce Center. The 278,237-sq.-ft. facility will be built on a 37.5-acre parcel.

BUILDING MOMENTUM

Though Cecil Spaceport has a mission to "host the interstellar businesses of tomorrow," JAA has the foresight to build the necessary infrastructure today.

The new Dr. Norman Thagard Mission Control Center was dedicated in July

2020. Thagard was the first American to ride to space on board a Russian vehicle as well as a graduate of Paxon High School in Jacksonville. The 126-foot air traffic control tower is three times higher than the former tower, which was built when the site was a naval air station.

To pave the way for more than 400 acres of aviation and aerospace development, several organizations have pulled together to fund a \$20-million infrastructure project. The Cecil Spaceport Phase 1 Utility Corridor project will provide an 8,600-foot access road connecting the west side of the property with the east side as well as providing access to 103rd Street. Currently, the access is a dirt-and-gravel road overgrown with vegetation.

The project will also provide water, sewer and electric utilities to the eastern portion of Cecil Spaceport.

Funding will be provided by Governor Ron DeSantis' Job Growth Fund (\$6 million), Space Florida (\$3 million), JAA (\$7 million) and the Florida Department of Transportation (\$4 million).

The project is expected to be completed in 2023.



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To Market, To Market

As Northeast Florida's transportation and logistics infrastructure grows, along with its highly skilled workforce and low operational costs, more manufacturers are finding their way to the region.

With access to customers via rail, air, ocean and highway, products are easily shipped anywhere in the world from Northeast Florida, and logistics center mega-sites like Cecil Commerce Center and Crawford Diamond Industrial Park provide ample manufacturing and warehousing space.

Though the region has attracted some major companies through the years, including Anheuser-Busch, Johnson & Johnson Vision, Northrop Grumman and Baker Hughes, most of Jacksonville's approximately 1,100 manufacturers are small to medium size, says Steve Stagon, Ph.D., University of North Florida mechanical engineering associate professor. Stagon helped create UNF's new Bachelor of Science in Advanced Manufacturing program in response to the needs of companies in the region.

Traditionally, Northeast Florida has seen success in agribusiness manufacturing as well as manufacturing aircraft and aviation components, metal products and machinery. Bottling companies have also enjoyed decades of success in Jacksonville, and in recent years, medical device manufacturing has grown in the region.

Today, manufacturing provides more than 34,000 jobs, according to the First Coast Manufacturers Association website, and nearly 15% of the total gross regional product.

SHOOTING FOR THE STARS

As an industry, commercial aerospace is growing rapidly on the First Coast.



E-2D PREPARES TO TAKE FLIGHT AT THE NORTHROP GRUMMAN AIRCRAFT INTEGRATION CENTER OF EXCELLENCE IN ST. AUGUSTINE

Cecil Spaceport is one of only three FAA-authorized horizontal launch spaceports on the East Coast, and several operators are scrambling to launch Cecil's first test flight by the end of 2022.

As the commercial space industry heats up, new service providers and manufacturers are moving into the region.

In June 2020, the product manufacturer Redwire announced plans to make Jacksonville its headquarters. The company, which makes products like 3D printers for use in space, is the world leader of in-space manufacturing.

Aerospace manufacturer Northrop Grumman has been operating in St. Augustine since the 1980s. Home to E-2D Advanced Hawkeye production, Northrop Grumman employs more than 1,200 and is consistently found on lists of the region's top employers.

An all-weather, carrier-capable tactical airborne early warning aircraft, the E-2D Advanced Hawkeye is used by the U.S. Navy to sweep ahead of a strike and manage the mission.

RESPONDING TO EVER-CHANGING NEEDS

Jacksonville's bottling plants may have been around for decades, but they are not resting on their laurels.

"The bottling plants — Coca Cola, Anheuser-Busch, Bacardi — they are all doing massive manufacturing layouts," Stagon says. "They have massive manufacturing facilities where they're consistently trying to improve productivity and cut down on process costs."

In August 2021, Anheuser-Busch announced plans to move its production of the Belgian lager Stella Artois to the U.S. The Jacksonville plant,



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VERY FIRST SATELLITE
THAT IS GOING TO
MANUFACTURE AND
ASSEMBLE ITSELF
ON ORBIT."



ANDREW RUSH
PRESIDENT AND COO,
REDWIRE

which has been operating since 1969, was one of the company's four plants selected to manufacturer and bottle the product in the U.S.

Located on the northside of Jacksonville near Anheuser-Busch, Bacardi USA produces 45,000 cases of rum daily and supplies 100% of the Bacardi rum consumed in the U.S.

In response to the Covid-19 pandemic, Bacardi pivoted its operations, and out of its Jacksonville Operations Center, the company produced more than 24,000 gallons of hand sanitizer for first responders and medical professionals across the state.

In March 2021, Bacardi announced plans to create the first biodegradable spirits bottle. Working with Jacksonville-based biotech company Danimer Scientific, the 100% biodegradable bottles are made with poly-hydroxyalkanoates (PHA), a material made by fermenting sugar or starch feedstock.

MEETING DEMAND

Jacksonville's reputation as a center for cutting-edge health care continues to grow, and along with it, the number of medical device manufacturers.

Some regional medical device manufacturers include Zimmer Biomet, which manufactures craniofacial products; KLS Martin Group, which focuses on precision 3D printing and product milling for reconstructive surgery; and Treace Medical Concepts, which makes devices for bunion surgery.

In addition to small- and medium-sized medical device manufacturers, Northeast Florida is home to several large manufacturing companies including Medtronic and Johnson & Johnson Vision, both of which have announced expansion plans in recent months.

In August 2021, Medtronic expanded its Jacksonville-based operation by acquiring Intersect ENT, a California company that makes sinus implants to treat patients with chronic

rhinosinusitis. The Dublin-Ireland-based medical technologies company employs more than 600 in its surgical technologies division Medtronic Xomed Inc. in Jacksonville, where they manufacture products for the diagnosis and treatment of ear, nose and throat diseases as well as cranial, spinal and neurological conditions.

In October 2021, Johnson & Johnson Vision announced plans to expand its Jacksonville operation bringing an additional 100 jobs. The company, which currently employs 1,800, makes nearly 1.7 billion disposable contact lenses in its southside Jacksonville plant each year.

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A NEW WAVE OF TOURISM

Home to three teaching hospitals and several world-class health facilities, Jacksonville is seeing a growing health-related tourism industry.

UF Health Jacksonville, Wolfson Children's Hospital and Mayo Clinic Florida all host hundreds of medical professionals each year who visit their hospitals to learn about the latest treatments and procedures.

With renowned centers for cancer treatment, cardiac health and advanced rehabilitation therapy, patients, too, are traveling to the region to make use of Northeast Florida's state-of-the-art facilities and medical care.

Recognizing the need to make medical-related visitors comfortable, Mayo Clinic has announced plans to build several facilities for patients and their families, beginning with a \$70-million Hilton on its Jacksonville campus. Amenities for the eight-story, 252-room hotel property will include a fitness center and an outdoor pool.



THE NEW SEVEN-STORY BOROWY TOWER AT WOLFSON CHILDREN'S HOSPITAL AND BAPTIST MEDICAL CENTER

A Hot Market for Health Care

Northeast Florida has long been a center for quality medical care, but a growing population and recent changes in legislation are making health care a white-hot market right now.

"It's becoming even more highly competitive," says Michael Mayo, president and CEO of Baptist Health.

Jacksonville has been on a 20-year growth spurt, but over the last two years, people have migrated south in record numbers.

"Northeast Florida is the beneficiary of changes in the landscape related to the pandemic," says Brad Talbert, president and CEO of Memorial Hospital Jacksonville.

As offices were shut down and employees were sent home to work, many companies found it saved money, and many employees liked the flexibility it provided. As a result, employers now offer more remote-work options, and employees are no longer tied to a geographic location, giving rise to an increasing number of digital nomads.

"They can live anywhere, and many have found the quality of life better here in Jacksonville," Talbert says.

As more and more people move to the region, logically, the demand for services increase. Local health care systems are answering the call by expanding services either on existing campuses or through building new facilities throughout the region, an option that has recently gotten easier.

In 2019, Gov. Ron DeSantis signed House Bill 21 into law, eliminating a portion of Florida's Certificate of Need program for hospitals. With the change, hospitals are no longer required to prove a region "needs" additional medical care to expand.

"You'll see many more players entering this market as well as growth initiatives because there's no requirement on that certificate of need," Mayo says.

Virtually all five major health systems in Jacksonville are undertaking expansions in some way, either by expanding services on existing campuses or building new facilities.



MAYO CLINIC CAMPUS-BASED HILTON



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HOSPITAL HIGHLIGHTS

ASCENSION HEALTH

Ascension St. Vincent's is building its fourth northeast Florida hospital at I-95 and County Road 210. The \$115-million, 150,000-sq.-ft. facility will house 56 beds including an eight-bed ICU.

BAPTIST HEALTH

A \$187-million Wolfson Children's Critical Care Tower and Baptist Medical Center entrance project is scheduled for completion in February 2022. The new tower increases the number of NICU beds from 56 to 92 at the second largest children's hospital in the state.

The new 100-bed, full-service Baptist Clay Hospital is expected to be completed in July 2022. The \$235-million project on a 32-acre campus in Fleming Island will include women's services and enhanced cardiology services.

HCA HEALTHCARE

Orange Park Medical Center completed a \$126 million, 101,435-sq.-ft. expansion in 2020. New facilities include a patient tower and new dining and kitchen space. The medical center has announced plans for a second \$34-million expansion to be completed in fall 2023. The expansion will include 48 private patient rooms and a 20-bed ICU.



UF HEALTH PROTON THERAPY INSTITUTE



FLAGLER HOSPITAL WAS RECENTLY NAMED A TOP GENERAL HOSPITAL NATIONALLY FOR OUTSTANDING QUALITY AND SAFETY BY THE LEAPFROG GROUP

MAYO CLINIC FLORIDA

Mayo Clinic Jacksonville is tackling multiple expansion projects totaling \$460 million. Planned facilities include a five-floor, 120,000-sq.-ft. building addition with space for eight operating rooms, an integrated oncology building for proton beam therapy as well as America's first carbon ion therapy unit, and a 12,000-sq.-ft. emergency department expansion to include 14 new emergency department rooms and 10 short-stay rooms.

UF HEALTH JACKSONVILLE

UF Health Jacksonville has completed the final phase of its multi-year,

\$39-million project, the UF Health Proton Therapy Institute. The facility has five treatment rooms and two accelerators, used to speed up the protons and treatment for cancer patients.

In October 2021, UF Health received a permit to build a \$6 million freestanding emergency and urgent care facility in North Jacksonville.



—
HEALTH CARE IN
JACKSONVILLE IS HOT
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ALONG WITH ALL OUR
COMPETITORS, ARE
GROWING.”



BRAD TALBERT
PRESIDENT & CEO,
MEMORIAL HOSPITAL

Breaking Ground on Breakthrough Care.

Flagler Health+ is Coming Soon to Durbin Park



Flagler Health+ is bringing a breakthrough health and wellness experience to residents of Northeast Florida. The 42-acre campus will feature the state-of-the-art Flagler Health+ Durbin Park Hospital, an outpatient surgery center, as well as family medicine, specialty care, urgent care, imaging, laboratory services, one of the largest YMCAs in Northeast Florida, community engagement space and more. Flagler Health+ is bringing you next-level care, right next door.

[Visit FlaglerHealth.org/DurbinPark for more information.](http://FlaglerHealth.org/DurbinPark)



BY THE NUMBERS:

DUVAL COUNTY PUBLIC SCHOOLS

127,165 Students

8,284 Teachers

194 Schools

35 Charter Schools

90.2% Graduation Rate

3.7% Dropout Rate

798 Job Certifications Earned
2019/2020

14 Business Partnerships

SOURCE: DUVAL COUNTY PUBLIC SCHOOLS WEBSITE

ENROLLMENT: STATE UNIVERSITIES AND STATE COLLEGES

**University of North Florida,
Jacksonville**
14,662

**Florida State College at
Jacksonville**
24,605

St. Johns River State College
8,214



THE DUVAL COUNTY SCHOOL SYSTEM OFFERS MORE THAN 50 "CAREER ACADEMIES" TO HIGH SCHOOLERS

Businesses Get Creative in Training Employees of the Future

Northeast Florida's educational institutions take a proactive approach to workforce development, and their efforts start early.

"In Duval County, your career and technical education is a K-12 experience," says Jill Fierle, director of career and technical education at Duval County Public Schools.

In elementary school, students are exposed to science, technology, engineering and mathematics (STEM)-related activities. Many of the activities are focused on technology, but all are intended to help students discover their interests and natural abilities, so they can choose the electives in middle school that will help in future careers.

Once a student hits high school, however, the career-preparation opportunities explode. The Duval County School System offers more than 50 "career academies" to high schoolers. Through the career academies, instructors provide a variety of experiences to help students fully explore a given occupation. Instructors work with an advisory board of industry professionals to build a curriculum that includes work-based learning activities such as field trips,

guest speakers, internships and job shadowing. Options for the academies include IT, agriculture, business and engineering, among others.

"We really are a full pipeline," Fierle says.

In addition to academies where students learn special skills, the school system partners with area businesses to provide on-the-job training opportunities.

For example, VyStar Credit Union, which is headquartered in Jacksonville, has converted classrooms into branches on 18 high school campuses in Northeast Florida. Through VyStar's High School Branch Program, students not only learn about valuable key financial services but also about personal finance, which will help in any career.

In Duval County, Fierle says VyStar has hired 50 students as paid interns. Approximately 20 of them have continued working with VyStar after graduation.

Duval County has partnered with Johnson & Johnson Vision, and a new partnership with Jacksonville Electric Authority (JEA)

Leading the Way in Florida's FinTech Training



Florida State College
at Jacksonville

in partnership with St. Johns River State College

FinTech is a fast-growing industry. Get the skills to stay competitive.

The Northeast Florida FinTech Initiative provides financial technology **training and certifications in blockchain, mobile applications, machine learning, cloud-based data management and more.** With a mission to equip Floridians with skills that are in demand by this growing industry, individuals will be on a path to a successful career.

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- **FinTech Support Technician Boot Camp Academy** — *Coming Soon!*

Students will also have access to job placement assistance, scholarships and internships.

To learn more, contact fintech@fscj.edu or visit fscj.edu/fintech

will be established in 2022. The JEA academy will have two pathways: water technology and electricity.

CREATING A TALENT PIPELINE

As businesses continue to struggle with a lack of qualified workers, partnerships with all levels of education providers are likely to increase. In addition to public school career development initiatives, colleges and universities are increasingly working with business leaders to help fill vacant positions in the region.

JU HEALTH CARE PARTNERSHIPS

The health care industry has experienced staff shortages for more than a decade, but the problem increased with the pandemic. Many health care workers left their jobs because of pandemic-related burnout, and others who were close to retirement took the option to move on.

The combination of a shrinking staff and growing population has forced area hospitals and other health care providers to look for alternatives in training and recruiting workers. Some have partnered with local colleges and universities to create a pipeline of qualified employees.

Jacksonville University (JU) and Brooks Rehabilitation have had a long-standing partnership, but the relationship expanded in October 2021 when the health care provider committed \$1.5 million to support a Doctor of Physical Therapy program at UNF's Brooks Rehabilitation College of Healthcare Sciences School of Applied Health Sciences.

In addition to financial support, Brooks Rehabilitation will provide the facility and trained physical therapists to help students through 900 hours (or 30 weeks) of clinicals. The money will also be used to create the Brooks Rehabilitation Nursing Excellence Scholarship program within the Keigwin School of Nursing.

JU also partnered with Baptist Health in 2021 to create a one-of-a-kind,



BAPTIST MEDICAL CENTER JACKSONVILLE PARTNERS WITH JACKSONVILLE UNIVERSITY IN JU'S ACCELERATED BACHELOR OF SCIENCE IN NURSING (ABSN) PROGRAM

12-month accelerated nursing program. The program is open to anyone with a bachelor's degree in any field. Students who complete all academic, clinical and licensure requirements can earn a work-promise agreement with Baptist Health.

For the accelerated nursing program, Baptist Health and JU have combined educational resources to train students. In addition to providing experienced nurses to teach as adjunct professors, the health care system is providing supplies, equipment and a facility for hands-on skill training.

UNF TRANSPORTATION & LOGISTICS CENTER

With two deep-water ports, three major interstates, three major railroads and an international airport, Jacksonville has a growing reputation as one of the nation's top logistics hubs.

To support the industry, the University of North Florida (UNF) has partnered with Crowley Maritime Corporation to create and operate the Crowley Center for Transportation and Logistics on the UNF campus.

Through a \$2.5 million endowment from Crowley, UNF will establish the center in the Coggin College of Business, which will support



OUR JOB IS TO MAKE SURE OUR KIDS ARE SUCCESSFUL IN OUR COMMUNITIES WHEN THEY LEAVE US, AND IF WE HAVEN'T DONE THAT, WE HAVEN'T DONE OUR JOB."



JILL FIERLE
DIRECTOR OF CAREER AND
TECHNICAL EDUCATION, DUVAL
COUNTY PUBLIC SCHOOLS

transportation logistics education, research and industry engagement.

In addition to providing funds for national research and increased research partnerships with industry leaders, the funding will allow the college to attract students from across the country.

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Masterminding Abundant Amenities

Historic downtown neighborhoods, laid-back beachside villages and salt-of-the-earth agricultural communities converge in Northeast Florida, giving home buyers hundreds of options in selecting their neighborhood vibe.

Outside the urban core, the region's property developers have long built communities anchored by lifestyle amenities, starting with golf communities that have been around since the 1960s.

In recent years, however, developers have upped the game with large-scale master-planned communities that offer environmentally friendly green spaces along with recreational and commercial amenities.

With the development of Nocatee, a large master-planned community in northern St. Johns County, builders started seeing the potential Northeast Florida has for creating cohesive life-style-centered communities that create a sense of community, and provide an excellent quality of life for residents.

NOCATEE

Developed by the PARC Group, Nocatee's coastal community includes six village-like neighborhoods, a thriving town center and more than 5,000 acres of parks and nature preserves.

Nocatee has grown into one of the most successful master-planned communities in the country. In 2020, the real estate consulting firm Robert Charles Lesser & Co. LLC ranked Nocatee the No. 8 Top Selling Master-Planned Community in the U.S.

Taking its name from the Timucuan tribes that inhabited Northeast Florida for thousands of years, Nocatee promotes a healthy lifestyle through



NOCATEE DEL WEBB NEIGHBORHOOD

14 parks and amenities, including a fitness club, hiking and biking trails, and a kayak launch on the Intracoastal Waterway.

Located east of I-95 between Jacksonville and St. Augustine, Nocatee is just 2.5 miles to the nearest beach. Anchored by the largest Publix in the region, the town center has continued to grow with restaurants, retail shops and community service providers.

WILDLIGHT

Located north of Jacksonville, Wildlight is a 2,900-acre master-planned community near Fernandina Beach.

Developed by Raydient Places + Properties, a subsidiary of Rayonier, Wildlight capitalizes on its unique location in "Florida Lowcountry."

Lowcountry refers to a region in the Southeastern U.S. that runs along a chain of barrier islands known as Sea Islands, which actually stretch from the St. Johns River in Jacksonville to the Santee River in South Carolina.

In styling Wildlight, Raydient Places + Properties sought to bring the Lowcountry aesthetic to its single-family and townhouse home design. Though the homes are inspired by 19th century Southern architecture, they have a contemporary perspective.

ETOWN

Following the success of Nocatee, the PARC Group set out to create a community to embrace the best of 21st-century living.

A master-planned community located between the Flagler Center Office Park and the St. Johns Town Center, eTown lifestyle is centered around modern living, sustainability and smart technology.

A mix of single-family homes and apartments, eTown's five-acre Recharge Amenity Center features a resort-style pool, a high-tech fitness center and an outdoor lawn for yoga.

SEVEN PINES

The newest master-planned community in Northeast Florida, developers ICI Homes, David Weekley Homes and the Skinner Family broke ground on Seven Pines in February 2021.

Located on Jacksonville's southside, plans for Seven Pines include 1,000 acres of new homes, walkable neighborhoods and a village center.

Centered around a 34-acre Center Park with a lake and two miles of walking trail, Seven Pines pays tribute to the seven Skinner brothers who have more than 70 years of history with the property and the city of Jacksonville.



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Dun & Bradstreet

Specializes in business decisioning data and analytics

Finxact

Specializes in back-end systems that process daily banking transactions

FIS

Specializes in technological solutions to merchants, banks and capital market companies

JaxNAP

Offers enterprise networks, cloud and co-location services to financial, health care, law firms and educational services industries

Nymbus

Specializes in technology solutions for banks and credit unions

Smartstream Technologies

Provides technology and business support services for financial institutions

SoFi

Provides financial products through mobile app and desktop interfaces

SS&C Advent

Specializes in financial technology solutions for asset management, wealth management and alternative investments.



ICONIC LANDMARK OF THE JACKSONVILLE SKYLINE, THE WELLS FARGO CENTER IS HOME TO WELLS FARGO BANKING OPERATIONS AND OTHER LEGAL AND FINANCIAL COMPANIES

Financially Sound

Finance and insurance industries are the third largest civilian-worker employers in Northeast Florida, employing more than 62,000 across the region.

The city's strong reputation in financial services has drawn major players, including Bank of America, Deutsche Bank, TIAA Bank and Florida Blue. And, in recent years, financial technology (fintech) companies have found a favorable business environment too.

Fintech companies such as FIS and Black Knight have made Jacksonville their headquarters, and other major players, such as SS&C Technologies and SoFi, have built regional offices in the city.

Though fintech companies are fast growing in Jacksonville, traditional banking and finance companies are also reporting solid financial strength and continued growth.

PREPARING FOR TOMORROW

In October 2021, Bank of America announced plans for a \$150-million renovation of its operations center. The three-year renovation project involves 800,000 square feet of leased space, with planned completion in 2023.

"The project demonstrates our commitment to the Jacksonville community as well as the talent that we see in this market," says Mark Bennett, president of Bank of America Jacksonville.

To ensure a pool of qualified workers, Bank of America is working with local colleges and universities to create a talent pipeline, and has committed to raising its employees' salaries to \$25 an hour by 2025.

FINTECH BOOM

With the \$145-million world headquarters scheduled for completion in June 2022, FIS will add 500 employees to its current 1,200-plus employee base located in three Jacksonville locations.

In the last year, two fintech companies have announced plans to relocate their headquarters to Jacksonville.

Established business data and analytics provider Dun & Bradstreet announced plans to move its headquarters from New Jersey to Jacksonville in May 2021, bringing 500 jobs to the region.

In October 2021, the financial technology company Nymbus began moving its headquarters from South Florida to Jacksonville. The company will share the space with its partner, VyStar Credit Union.

These companies join more than a half dozen others that are, together, turning Jacksonville into a world-class financial technology hub.



FINTECH THAT MOVES MORE THAN JUST MONEY

At FIS, we're the destination for innovation. We enable 99% of the world's GDP, making it possible for \$41T to make its way around the world. We connect global businesses with local commerce, with a non-stop focus on innovating our way to a brighter future.

We're advancing the way the world pays, banks and invests. We're not just moving money, we're moving the world into a fintech-enabled future.

Learn more at www.fisglobal.com.



HOMETOWN FANS ROOT FOR THE JACKSONVILLE JAGUARS

Sports are Positioned to Win in Northeast Florida

Home to the annual Florida-Georgia college football game since 1933, Jacksonville has long known the value of sports from quality-of-life enhancements to the economic potential.

By current estimates, the Florida-Georgia game has an economic impact of more than \$30 million, and the annual Gator Bowl brings in an estimated \$25 million.

These games along with the NFL's Jacksonville Jaguars games, THE PLAYERS championship golf tournament and other sporting events in the region, including high-profile races like the 26.2 with Donna Marathon and the Gate River Run, bring in an estimated \$250 million, according to the nonprofit organization JAXSPORTS.

But spending is only part of the equation. Professional-level sporting events add to the vibrant culture necessary to attract new businesses and a talented workforce.

BUILDING THE STADIUM OF THE FUTURE
Year over year, fans vote with their dollars to keep the Jacksonville Jaguars playing at TIAA Bank Field. In October

2021, it was the city council's turn to vote for continued support of an NFL team.

The council approved a new partnership with the Jaguars to build a \$120-million Sports Performance Center. The cost of the 125,000-sq.-ft. facility will be split 50/50 between the city of Jacksonville and the Jaguars, with the Jaguars assuming any cost overruns.

Constructed on the site of the football franchise's current practice fields, the performance center will house locker rooms, training and medical facilities, office space and a draft room.

Mark Lamping, president of the Jacksonville Jaguars, says the center is a crucial first step in turning TIAA Bank Field into the stadium of the future.

"In addition to supporting the development of our players and supporting the competitiveness of the NFL team, this new performance center puts us in a position to effectively move forward with the necessary major renovation of the stadium," Lamping says.

Though renovations to the stadium are years away, construction on the sports performance center will begin in early 2022, immediately following the 2021 NFL season.

WELCOME HOME, PGA TOUR

Though PGA Tour headquarters has been in Ponte Vedra Beach since the 1970s, the golf organization opened its new 187,000-sq.-ft., state-of-the-art facility in January 2021.

The new headquarters houses more than 750 employees and boasts a plethora of amenities. In addition to 150 display screens, the building includes four outdoor terraces, six wellness centers, a fitness center and a café.

With the \$65-million headquarters, the PGA Tour was able to bring together offices that were spread out into 17 separate buildings on its TPC Sawgrass campus.

Like the famous "Island Green" 17th hole at THE PLAYERS stadium course, the new PGA Tour headquarters is surrounded by a large freshwater lake, a design feature conceived by London-based architects Foster + Partners.

A LEAGUE OF THEIR OWN

Sports fans in Northeast Florida have much to cheer about. In addition to world-class football and golf events, supporters can catch a professional hockey game with the Jacksonville Icemen or a minor league baseball game with the Jacksonville Jumbo Shrimp.

In addition to being home to the Icemen, the VyStar Veterans Memorial Arena hosts games for the professional minor league basketball team Jacksonville Giants and the professional indoor football team Jacksonville Sharks.

On the athletes' off nights, the arena hosts concerts with big name acts such as James Taylor, Elton John, Imagine Dragons and Justin Bieber, as well as comedy shows and family entertainment.

FORWARD PROGRESS FOR DOWNTOWN JACKSONVILLE

The Jaguars and Iguana Investments are set to reimagine the downtown Jacksonville riverfront experience and provide a catalyst for future growth and investment beginning with these exciting, new projects.



THE SHIPYARDS

Jacksonville's waterfront renaissance begins with:

- » Landmark Four Seasons Hotel and Residences
- » Six-story Class A office building with waterfront views
- » Modernized marina and amenities
- » Reimagined public parks



JAGUAR SPORTS PERFORMANCE CENTER

Paving the way for the stadium of the future, this two-level indoor/outdoor practice facility will feature:

- » Two full-size outdoor grass practice fields
- » Indoor full-size practice field
- » Locker rooms and training areas
- » Meeting rooms and medical facilities
- » 2,300 bleacher seats for fans
- » A year-round Jaguars team store
- » Concession areas





POPULATION - 28,259

CITIES AND TOWNS

Glen St. Mary, Macclenny

TOP 3 INDUSTRIES

Timber, Distribution, Public Sector

Baker County

West of Jacksonville on I-10, Baker County's "Old Florida" roots are still evident today. Originally covered with pine flatwoods and cypress-hardwood swamp, the region grew up around the timber and turpentine industries in the late 1800s.

To date, most of the development in Baker County has been around the town of Macclenny where the town center boasts more than a dozen one-of-a-kind, locally owned restaurants.

Recreationally, the wide-open spaces provide entertainment for residents and visitors. Hunting, fishing and

boating are popular activities, along with hiking and kayaking in the approximately 50,000 acres of Osceola National Forest as well as along the St. Mary's River, which divides Georgia and Florida.

Future development plans will focus on advanced manufacturing and the logistics/distribution industries. Currently, Baker County is home to a Walmart food distribution center that employs 600. In November 2020, S2A Modular announced plans to build an East Coast MegaFactory near the Walmart Distribution Center, bringing 250 jobs.

Clay County

One-third commercial, one-third rural and one-third military, Clay County has been known as a bedroom community historically. That is changing rapidly.

In the northern part of the county, Orange Park serves as the urban center. Just 15 minutes from Naval Air Station Jacksonville and 20 minutes from Cecil Commerce Center and Airport, Orange Park is home to a 100-store indoor mall, a 365-inpatient bed hospital and dozens of retail, restaurant and service establishments.

As the ambitious First Coast Expressway (scheduled for completion in 2028) cuts through the county on its way to I-95 near World Golf Village, businesses will continue to spring up along the way.

Though areas of Clay County are growing rapidly, the southern portion has maintained, and will continue to maintain, its agricultural roots. The region boasts an active UF Institute of Food and Agricultural Sciences center. According to the Clay County



POPULATION - 218,245

CITIES AND TOWNS

Green Cove Springs, Keystone Heights, Orange Park, Penney Farms

TOP 3 INDUSTRIES

Health Care, Retail, Construction

**Today's a great day
for North Florida.**



Making a great place even better means making today count. We're proud to be a part of Florida's past, present and future and excited about our expanded presence in North Florida.

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Duval County

The largest of the seven counties in Northeast Florida, both in population and land area, Duval County is the urban and industrial center of the region.

Though the city of Jacksonville takes up 875 of the county's 918 square miles, some of the region's best beaches are in Duval.

Split into three separate municipalities, Atlantic Beach, Neptune Beach and Jacksonville Beach provide sand, sun and fun for Jacksonville's residents and visitors.

Just 20 miles west of downtown Jacksonville, Baldwin along with the beach communities maintained some independence when other



POPULATION - 995,567

CITIES AND TOWNS

Atlantic Beach, Baldwin, Jacksonville, Jacksonville Beach, Neptune Beach

TOP 3 INDUSTRIES

Health Care, Retail, Finance & Insurance

small communities consolidated with the city in 1968. Home to the Camp Milton Historic Preserve and the starting point for the 14.5-mile Jacksonville-Baldwin Rail Trail, Baldwin has a population of 1,396.



POPULATION - 90,352

CITIES AND TOWNS

Callahan, Fernandina Beach, Hilliard, Yulee

TOP 3 INDUSTRIES

Health Care, Retail, Hospitality & Tourism

Nassau County

A community that grew up around the historic fishing village of Fernandina Beach, the county's pristine beaches and luxury golf resorts draw hundreds of thousands of visitors each year.

Amelia Island's Ritz-Carlton and Omni resorts take advantage of stunning barrier island acreage and pristine beaches along the Atlantic coast. The properties, known for upscale amenities, offer world-class dining, full-service spas and championship golf.

The west side of the county, though historically rural, has experienced tremendous growth in recent years. Development of Rayonier's master-planned Wildlight community and infrastructure improvements at the Crawford Diamond industrial site have led the way for new residents and businesses to find a home in Nassau County.

In addition to providing the location for Rayonier's 55,000-sq.-ft. corporate headquarters, the Wildlight neighborhood includes a mix of bungalows, cottages, apartments and townhomes along with restaurants, parks, trail systems and an elementary school.

The Crawford Diamond industrial site has been approved for 10.5 million square feet of heavy industrial land use including manufacturing, assembly, warehouse and distribution as well as an intermodal inland port logistics center.

Flagler County

A laid-back coastal community, Flagler County officials and residents are determined to maintain a nature-based lifestyle while welcoming new businesses.

Home to the town of Marineland and Marineland Dolphin Adventure, the northern part of the county is a hub for research and conservation. The River-to-Sea Preserve, set in the middle of the Guana Tolomato Matanzas National Estuarine Research Reserve, is recognized as one of the most productive ecosystems on the planet.

Palm Coast is the most populated city and boasts a vibrant art scene and a community theater.

Located on a one-mile stretch of A1A, Flagler Beach is an Old Florida-style beach community with mom-and-pop restaurants and retail shops. In October 2021, the city of Flagler Beach announced plans to replace the beach's iconic wood pier.



POPULATION - 115,378

CITIES AND TOWNS

Beverly Beach, Bunnell, Flagler Beach, Palm Coast

TOP 3 INDUSTRIES

Retail, Health Care, Hospitality & Tourism

The new \$10-million, 800-foot pier will be made of concrete.

Tourism and winter migration are big economic drivers, but the region attracts businesses for its high quality of life and low tax requirements. The Flagler County economy is ideally suited to support advanced manufacturing, aviation, life sciences, information technology and agriculture industries.



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Dr. Mark Moon is board-certified in internal medicine, fellowship-trained in integrative medicine, and has received a Masters in Health Care Delivery Science from Dartmouth College. To learn more, visit FlaglerSignaturePlus.com.



POPULATION - 73,321

CITIES AND TOWNS

Crescent City, Interlachen, Palatka,
Pomona Park, Welaka

TOP 3 INDUSTRIES

Manufacturing, Retail, Health Care

Putnam County

A rural community with 60 miles of waterfront property on the St. Johns River, Putnam County's agricultural roots run deep.

Vegetable crops are the major economic driver in the region, representing \$35 million in products sold. The rest of the county's 84,656 agricultural acres are taken up with livestock, mainly beef cattle, and forestry.

Though Putnam County has industry with pulp and paper production, manufacturing and health care are among the largest employers.

The county seat and the most populated town in the county, Palatka is a

cultural center with chain and local restaurants, a medical center and two performing arts venues: the Larimer Arts Center and the Studio Theater at the Florida School of the Arts on the St. Johns River State College Campus.

Though the county is proud of its rural roots, Dana Jones, president of the Putnam County Chamber of Commerce, says community officials and residents welcome balanced growth with advanced manufacturing, aviation and aerospace, health & life sciences, information technology, logistics & distribution and water-related technologies being the top targeted industries.

St. Johns County

Home to the oldest city in the U.S. and TPC Sawgrass, St. Johns County hosts millions of visitors each year.

St. Augustine has an array of authentic historical experiences where people can learn about the region's original inhabitants and European settlement, says Richard Goldman, president & CEO of the St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau.

"But we also have an amazing food scene."

The county boasts hundreds of independently owned restaurants, and several are led by award-winning chefs, which helped St. Augustine earn the No. 1 spot on Southern Living magazine's "Best Food Towns in the South" in 2019.

Hospitality workers make up 20% of St. Johns County's workforce. The second highest occupation in the county, after health care and education,



hospitality includes workers in hotels, resorts and restaurants.

The PGA Tour is the sixth largest employer in the county, and Northrop Grumman is the fifth largest with 1,110 employees.

St. Johns County is home to manufacturing companies Carlisle Interconnect Technologies and Hydro Extrusion, which together employ nearly 1,000.

POPULATION - 273,425

CITIES AND TOWNS

St. Augustine, St. Augustine Beach

TOP 3 INDUSTRIES

Health Care, Hospitality & Tourism,
Manufacturing



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JACKSONVILLE PORT AUTHORITY

NO. 1 CONTAINER PORT BY
VOLUME IN FLORIDA

616K+ VEHICLES HANDLED
IN 2021

138K+ FLORIDA JOBS
SUPPORTED

\$31.1B ANNUAL ECONOMIC
IMPACT

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Deputy County Administrator – Strategic Affairs, St. Johns County

Russell E. Armistead

CEO, UF Health Jacksonville

John Avendano

President, Florida State College at Jacksonville

Ken Babby

Owner & CEO, Jacksonville Jumbo Shrimp Baseball Club

Douglas M. Baer

President & CEO, Brooks Rehabilitation

Jason Barrett

President & CEO, Flagler Health

Mark K. Bennett

President, Bank of America Jacksonville

Lori Boyer

CEO, City of Jacksonville's Downtown Investment Authority (DIA)

Michael J. Brannigan

President & CEO, The Suddath Companies

Henry K. Brown

CEO, Miller Electric Company

Brian Bucher

Regional President, Northern Florida, PNC Bank

Carolyn Clark

Executive Director, ULI North Florida

Michael Corrigan

President & CEO, Visit Jacksonville

Tim Cost

President, Jacksonville University

Lenny Curry

Mayor, City of Jacksonville

Daniel Davis

President & CEO, JAX Chamber

Emily Dawkins

North Florida Regional President, Truist

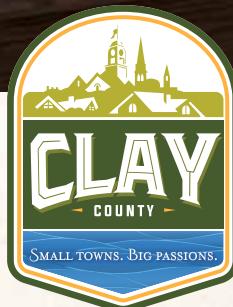


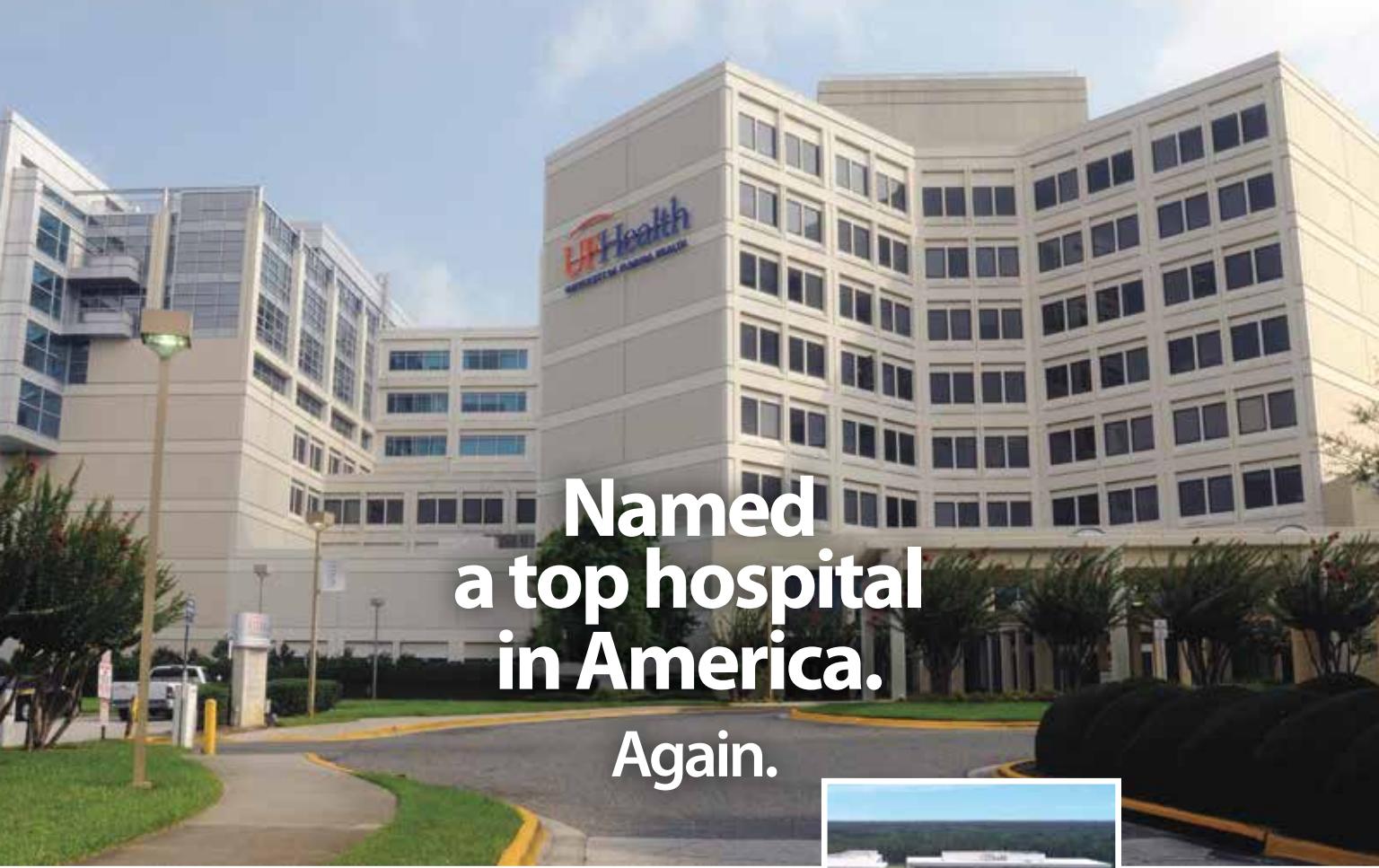
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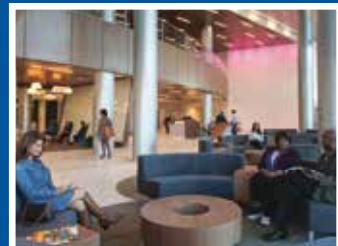
Named a top hospital in America. Again.

UF Health Jacksonville and UF Health North have once again been named among the top hospitals in the country by Healthgrades, a leading national medical review organization.

And this year, UF Health North has also been named a top hospital for overall patient care. Plus, three specialties were singled out for distinction: cranial neurosurgery, coronary intervention and pulmonary care.

This honor is possible because of the dedication of our more than 5,000 physicians and staff who provide a level of comprehensive, compassionate care found in only a few hospitals throughout the nation.

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UFHealth
UNIVERSITY OF FLORIDA HEALTH



OR



WHICH WILL BOOST OUR ECONOMY?

If agriculture and tourism are the top contributors to Florida's GDP, shouldn't we be doing everything in our power to preserve our precious land?

North Florida Land Trust has made this commitment, and we invite you to join us!



John A. Delaney
President, Flagler College

Orv Dothage
Senior Manager, Northrop Grumman

G. Ray Driver, Jr.
Managing Partner, Driver, McAfee, Hawthorne & Diebenow

A. Zachary Faison, Jr.
President & CEO, Edward Waters University

Bruce Ferguson
President & CEO, CareerSource Northeast Florida

Steve Fischer
CEO, TIAA Bank

James M. Foote
President & CEO, CSX

Chris Force
Principal, First Coast Technical College

Nathaniel P. Ford, Sr.
CEO, Jacksonville Transportation Authority

Jim B. Gattoni
President & CEO, Landstar

Patrick "Pat" Geraghty
President & CEO, GuideWell Mutual Holding Corporation, Florida Blue and GuideWell Group

Anthony Glenn
Head of Jacksonville Office, Macquarie Group

Richard Goldman
President & CEO, St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau

Jacob "Jake" Gordon
CEO, Downtown Vision, Inc.

Eric Green
CEO, Jaxport

Diana Greene
Superintendent, Duval County Public Schools

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Executive Managing Director, CBRE's Florida region

Sara Hale
Managing Partner & Co-Founder, Coastal Cloud

Warren Helm
Boeing Cecil Field Site Director, The Boeing Company

Anthony Jabbour
CEO, Black Knight and Dun & Bradstreet

Timothy H. Johnson
Executive Director, Jacksonville Police & Fire Pension Fund

Dolores Key
Economic Development Manager, Flagler County

Shad Khan
Owner, Jacksonville Jaguars

Stuart Klein
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Mari Kuraishi
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Gil Langley
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Steven Libman
President & CEO, Jacksonville Symphony

Linda Lindenmoyer
Vice President of Relocation Services, Berkshire Hathaway HomeServices Florida Network Realty

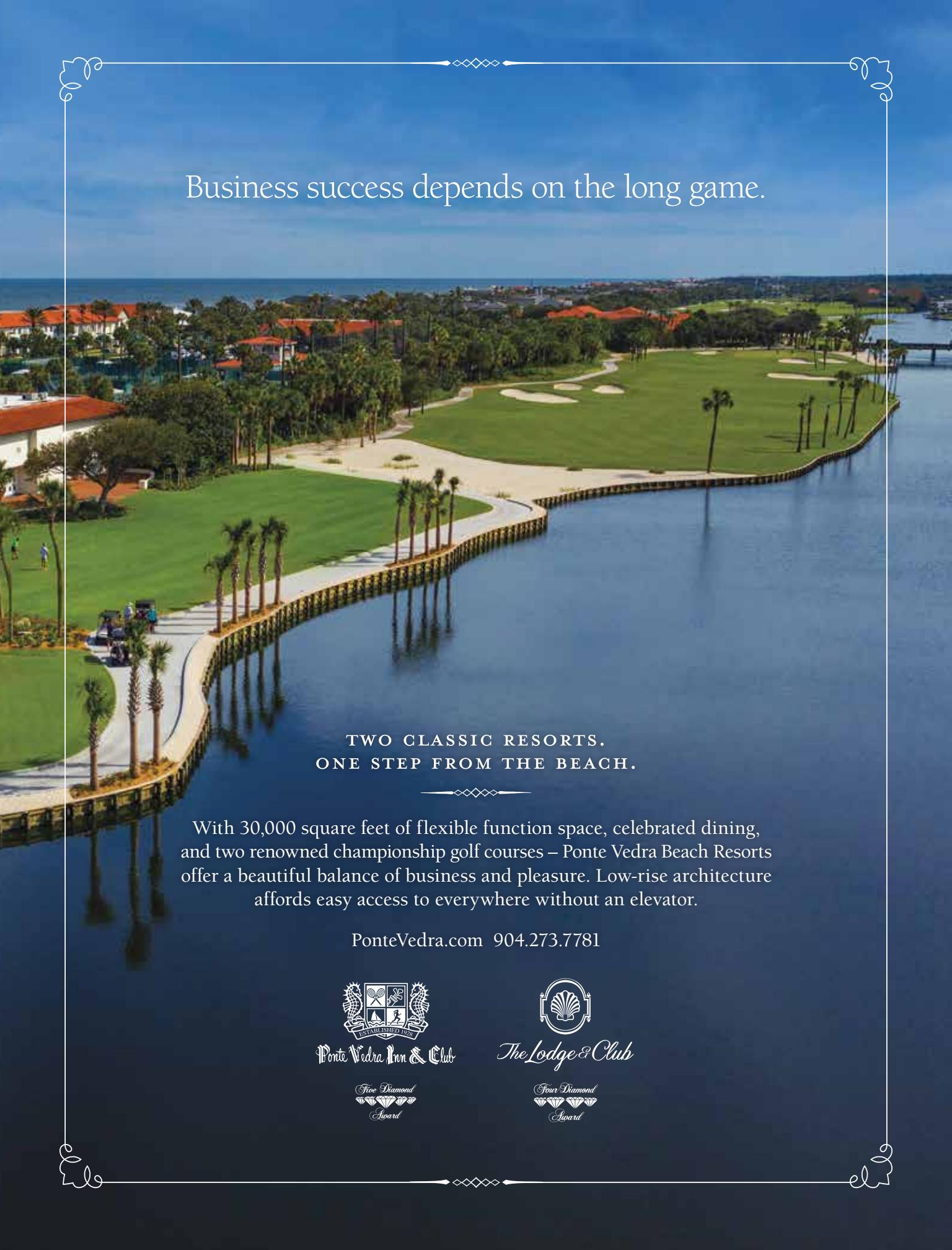
Craig Mandeville
CEO & Founder, Forcura

Eric K. Mann
President & CEO, YMCA of Florida's First Coast

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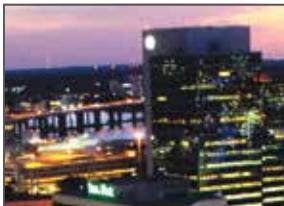
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Elizabeth Payne

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President & CEO, St. Johns County
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Jared Rice

Executive Director, THE PLAYERS
Championship

Sharon Rowlands

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Sam Ruiz

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