



# IMPACT REPORT



City of Jacksonville, Florida  
**2019** Economic Development Partner Impact Report

# FROM THE MAYOR

Jacksonville is a city on the rise! Our growing economic momentum continues to attract increased jobs and opportunities, enhancing our positive reputation as an amazing place to live, work and play. With our business-friendly environment and thousands of new jobs across a variety of industries and sectors, Jacksonville is on track for continued success.

When I was elected four years ago, I committed to build and renew partnerships that bolster the economies of distressed and emerging communities throughout Jacksonville, while maximizing the return on investment for taxpayers. Joining me in these efforts are some

“Thanks to all partners for their leadership, cooperation, teamwork and vision.”



amazing partners, including the Downtown Investment Authority, Jacksonville Aviation Authority, Jacksonville Port Authority, Jacksonville Sports Council, Jacksonville Transportation Authority, JAXUSA Partnership, JEA, Office of Economic Development, Office of Sports & Entertainment and Visit Jacksonville.

This Economic Development Impact Report details the results of our collaborative efforts to strengthen our local economy and increase opportunities for the people of Jacksonville. In the last year, we have seen significant job growth in a number of industries, including numerous high-skilled and high-wage positions.

Thanks to all partners for their leadership, cooperation, teamwork and vision, and to the Northeast Florida Regional Council for its contributions to this report. Because of our combined efforts, Jacksonville is in a strong position for even greater success in the years ahead.

Sincerely,

**LENNY CURRY**  
Mayor

JACKSONVILLE NAMED  
**#8 City Where Quality  
of Life Is on the Rise**  
- SMARTASSET

# ECONOMIC IMPACT MODEL

## How Annual Impact Is Calculated

The Regional Economic Models, Inc. (REMI) model, often called an “econometric model,” is the economic simulation scenario used to provide data and analysis of economic development projects as outlined in this report.

Completed by the Northeast Florida Regional Council (NEFRC), the economic simulation scenario is conducted on economic development projects from July 1, 2018, through June 30, 2019.

The REMI model incorporates aspects of four major modeling approaches—Input-Output, General Equilibrium, Econometric and Economic Geography—to calculate the aggregate economic impact of the year’s projects.

The major economic data source used is the Bureau of Economic Analysis for sector industries, wages, personal income and earnings. The model consists of thousands of simultaneous equations with a structure that is relatively straightforward, captures the region’s industry structure and accounts for the impact of changes in industries closely tied to the local economy.

**The overall structure of the model can be summarized in five major blocks:**



Some of these projects may take several years to come into full fruition. Consideration of them all in 2019 allowed the NEFRC to control for anomalies that would be created by varying build-out dates.

This scenario considers all of the projects at their maximum potential in the current year and is representative of the long-term annual impacts of the projects.

# ECONOMIC IMPACT TO JACKSONVILLE

A total of 19 projects were modeled, with industry types including financial services, headquarters, advanced manufacturing, health & biomedical, logistics & distribution, information technology, and retail and professional services.

Collectively, the **19 projects** will create **2,246 direct new jobs** and will result in more than \$296 million of new direct private capital investment.

DISPOSABLE PERSONAL  
INCOME ANNUAL INCREASE:

\$435m

NEW DIRECT JOBS  
TO BE CREATED:

2,246

NEW INDIRECT JOBS  
TO BE CREATED:

3,308

COMPANY	INDUSTRY	DIRECT JOBS TO BE CREATED	TOTAL PRIVATE CAPITAL INVESTMENT
VyStar Credit Union	Financial Services	100	\$30,000,000
Genpact	Professional Services	300	\$500,000
Hinduja Global Solutions	Professional Services	500	Unknown
Rayonier Advanced Materials	Headquarters	79	\$790,000
Ecoco Jax	Advanced Manufacturing	150	\$11,000,000
Sorol Hospitality Equipts GmbH	Advanced Manufacturing	30	Unknown
Bonelli Enterprises-SE (Pella)	Advanced Manufacturing	135	\$7,050,000
Wayfair, Inc.	Logistics & Distribution	250	\$72,000,000
LaRose Industries (Cra-Z-Art)	Advanced Manufacturing	21	\$12,600,000
SL Controls	Health & Biomedical	20	Unknown
Ulta Salon, Cosmetics & Fragrance	Logistics & Distribution	150	\$37,500,000
1748 Bakehouse	Retail	6	\$295,000
Project Turtle	Advanced Manufacturing	108	\$21,800,000
WinSupply	Logistics & Distribution	50	\$5,000,000
UPS	Logistics & Distribution	87	\$50,000,000
Preferred Freezer Services	Logistics & Distribution	40	\$46,700,000
Baptist Health IRB Project	Health & Life Sciences	Unknown	Unknown
Tactical Air Support	Advanced Manufacturing	22	Unknown
Project Liberty	Information Technology	198	\$1,700,000
<b>TOTALS</b>		<b>2,246</b>	<b>\$296,935,000</b>

Several key economic measures were considered, including indirect job creation, increase to the Gross County Product, and Disposable Personal Income growth, based on impacts generated from these projects.

NEW DIRECT PRIVATE  
CAPITAL INVESTMENT:

\$296m+

GROSS COUNTY PRODUCT  
ANNUAL INCREASE:

\$872m

AVERAGE WAGE

\$75,650\*

\$65,552\*

\$65,552\*

\$69,519

\$50,000

\$71,662\*

\$46,472

\$33,000

\$53,298

\$57,228\*

\$46,346

\$32,000

\$53,298

\$51,383\*

\$57,540

\$47,775

Unknown

\$64,450

\$69,000

\* No data supplied, REMI  
default wages utilized.

# JACKSONVILLE ON THE MOVE

Jacksonville continues to attract company relocations and expansions to the area, as evident by the 19 economic development projects announced that will have significant impact to the local economy.

With more than 2,200 new jobs to be created and more than \$296 million in private capital investment into our economy, these economic development projects represent major companies and businesses in a variety of industries that choose Jacksonville for their operations.

**There are many agencies and organizations that work together for the advancement and progression of Jacksonville, driving economic development efforts that allow both local residents and businesses to find success.**

## These organizations include:



OFFICE OF  
ECONOMIC  
DEVELOPMENT



OFFICE OF  
SPORTS &  
ENTERTAINMENT





# DOWNTOWN INVESTMENT AUTHORITY (DIA)

DIA works to revitalize Jacksonville's urban core by utilizing Community Redevelopment Area (CRA) resources to spur economic development.

## MISSION:

To make Jacksonville's downtown economically vibrant and achieve sustainable growth, while making downtown the epicenter of business, entertainment, culture and education.

## ACCOMPLISHMENTS:

- Approved a 133-room Residence Inn hotel in Brooklyn / Riverside neighborhood of downtown; a 128-room Hyatt Place hotel in the central civic core area of downtown; a new 260,000 sq. ft. building for the WCH Critical Care at Baptist Medical Center; and a 133-unit, mixed-income multifamily development in the Brooklyn / Riverside neighborhood of downtown.
- Brought the North Florida Land Trust to the LaVilla neighborhood and executed a lease agreement and redevelopment agreement for the historic Brewster Hospital building.
- Approved the redevelopment of a long-vacant site at the gateway to downtown: Union and Broad streets; and allocated development rights for two new multifamily developments in the Cathedral District of downtown for a total of 256 multifamily units.
- Incentivized through a redevelopment agreement a mixed-use residential and hotel project, consisting of 127 hotel rooms in the historic, long-vacant Ambassador Hotel, and new construction of 200 multifamily units.
- Incentivized a new restaurant adjacent to the Northbank Riverwalk in the Brooklyn / Riverside neighborhood of downtown.
- Approved the sale of an undeveloped block within the central civic core for construction of the new JEA Headquarters building.
- Finalized a redevelopment strategy for the LaVilla neighborhood of downtown, resulting in a notice of disposition for approximately 4 acres of undeveloped property; and finalized the downtown parking strategy.

# JACKSONVILLE AVIATION AUTHORITY (JAA)

The Jacksonville Aviation Authority (JAA) owns and operates four airports within Duval County: Jacksonville International Airport (JAX), Jacksonville Executive at Craig Airport (CRG), Herlong Recreational Airport (HEG) and Cecil Airport (VQQ).

## MISSION:

To continue to grow as an economic engine for the City of Jacksonville and Northeast Florida.

## ACCOMPLISHMENTS:

- Continued to operate and maintain an integrated four-airport system that impacted the local economy by employing more than 38,000 people with a total economic impact to the community of \$6.2 billion annually.
- Awarded the contract for the design and construction management services for a new concourse B at JIA to accommodate growth and new airline service to Jacksonville. Six additional gates along with dedicated areas for concession offerings and airline club space are part of the project, with an estimated value of \$200 million and a completion date of January 2023.
- Began construction of a new Air Traffic Control and Spaceport Operations Center at Cecil Airport with an estimated cost of \$10 million. The project will support JAA's and the City's efforts to position Jacksonville as an industry leader in horizontal commercial space operations.
- Increased passenger activity at JIA by 16.9 percent, making it the fastest-growing mid-sized airport in the United States in 2018.
- Ran an annual operating budget of approximately \$66 million with over 300 employees. In addition to the operating budget, the Authority manages an annual capital program of approximately \$46 million, of which an estimated 75 percent is spent with local businesses under a local preference program.



## JACKSONVILLE PORT AUTHORITY (JAXPORT)

**JAXPORT is a full-service, international trade seaport located at the crossroads of the nation's railroad and highway networks in Northeast Florida. The Port Authority owns, maintains and markets three cargo terminals, an intermodal container railroad yard and a passenger cruise terminal, all along the St. Johns River.**

### **MISSION:**

Creating jobs and economic opportunity by offering the most competitive environment for the movement of cargo and people.

### **ACCOMPLISHMENTS:**

- Worked with the U.S. Army Corps of Engineers to continue the federal project to deepen Jacksonville's shipping channel from its current depth of 40 feet to 47 feet. The deepening project is ahead of schedule and could be completed as early as 2023, allowing larger vessels in the St. Johns River to bring more business to Jacksonville.
- Signed 25-year contracts with two major port tenants. One contract is with SSA Marine for the development and operation of a \$238 million container terminal at JAXPORT's Blount Island Marine Terminal – providing JAXPORT with one of the world's major terminal operators to handle international container shipments. JAXPORT also signed two 25-year lease agreements with AMPORTS, an existing JAXPORT tenant and one of the largest automobile processors in North America, for property on two JAXPORT cargo terminals. The company handles tens of thousands of imported and exported automobiles at JAXPORT for some of the world's largest automakers.
- Achieved a port record in FY 2018 for container handling, moving nearly 1.3 million containers (measured in 20-foot units). JAXPORT maintains its role as Florida's largest container port.
- Handled more than 665,000 vehicles in FY 2018, maintaining JAXPORT's role as the nation's second busiest vehicle-handling port.
- Welcomed a new homeported cruise ship from Carnival Cruise Lines to Jacksonville, the 2,056-passenger *Carnival Ecstasy*, replacing the *Carnival Elation*. The *Ecstasy* will carry approximately 200,000 cruise passengers per year on round trips between Jacksonville and the Bahamas for four- and five-night cruises.



# JACKSONVILLE SPORTS COUNCIL (JAXSPORTS)

The Jacksonville Sports Council (JAXSPORTS) is a nonprofit membership organization established in partnership with the City of Jacksonville and Gator Bowl Sports to serve as the mainframe for the growth and development of sporting events in Northeast Florida.

## MISSION:

To enhance and positively impact quality of life and community pride, along with generating economic impact and growth for Northeast Florida, through professional and amateur sports.

## ACCOMPLISHMENTS:

- Contributed more than \$250 million in estimated economic impact and exposure for Jacksonville through sports tourism.
- Economic impact was driven by the following sporting events:
  - Florida vs. Georgia Neutral Site College Football Classic
  - The 74th Annual TaxSlayer Gator Bowl Game
  - Sunshine Showdown Baseball Game: Florida vs. Florida State
  - NCAA March Madness Rounds 1 & 2
  - NCAA Track & Field Outdoor Championships
  - USGA Women's Four-Ball



# JACKSONVILLE TRANSPORTATION AUTHORITY (JTA)

JTA is an independent agency of the State of Florida, serving a population of 1.6 million residents in the Jacksonville metropolitan area with multimodal responsibilities, including local bus service and Bus Rapid Transit, paratransit service, Gameday Xpress, the Skyway and the St. Johns River Ferry. The Authority also plans, designs and builds roads and bridges under the JTAMobilityWorks program.

## MISSION:

To improve Northeast Florida's economy, environment and quality of life by providing safe, reliable, efficient and sustainable multimodal transportation services and facilities.

## ACCOMPLISHMENTS:

- Received \$12.5 million in funding for the first phase of the Ultimate Urban Circulator (U2C) Program, the Bay Street Innovation Corridor project in downtown Jacksonville.
- Opened the Red Line of the First Coast Flyer Bus Rapid Transit System, connecting downtown Jacksonville to the Beaches Communities.
- Began construction on the Jacksonville Regional Transportation Center at LaVilla, which will comprise a bus transfer facility and administrative offices of the JTA. The facility will serve as Jacksonville's own Grand Central Station of the South – a place where buses, customers, pedestrians and cyclists will all come together in an urban center in historic LaVilla.
- Completed Phase II of the St. Johns River Ferry overhaul project, which made critical improvements to the vessel, ferry slips and the terminal.
- Completed the Girvin Road project, which reconstructed the road to five lanes between Atlantic Boulevard and Ashley Melisse and three lanes between Ashley Melisse and McCormick, including curb and gutter, sidewalks and bike lanes.
- Secured a \$16.6 million capital investment grant for the First Coast Flyer (FCF) Southwest Corridor, branded the Orange Line, from downtown to the Clay County Orange Park Mall. Completed the Avenues Walk Park-n-Ride lot that will serve the Blue Line.
- Partnered with the City of Jacksonville, Florida Department of Transportation, FEC and CSX to secure \$17.6 million to alleviate rail and roadway congestion on the Southbank of downtown Jacksonville.



## JAXUSA PARTNERSHIP

JAXUSA Partnership, the private, nonprofit division of the JAX Chamber, is Northeast Florida's regional economic development initiative.

### MISSION:

To be a catalyst for economic growth and to maximize the seven-county region's unique resources to aggressively recruit jobs, talent and capital investment.

### ACCOMPLISHMENTS:

- Worked with the Office of Economic Development to announce new projects that will create direct jobs and private capital investment. See page 4 for a list of projects.
- Held quarterly workforce briefings in which more than 160 educators, community partners and business leaders participated. Workforce briefings are an initiative of JAXUSA and CareerSource Northeast Florida and aim to present topics related to high-growth, high-demand industries to develop workforce pipelines for businesses to grow and workers to find employment.
- Partnered with Florida State College at Jacksonville to add three "Form Your Future" events to the Earn Up initiative. The events were created to ensure that free applications for federal student aid (FAFSA) are completed and to educate Duval and Nassau county students and their guardians on financial aid and scholarship opportunities.
- Executed a digital marketing campaign that delivered more than 28 million impressions and more than 116 million clicks from leads to JAXUSA.org. During the campaign, the rate at which users clicked through to the website increased by 54 percent, visitor traffic to JAXUSA.org increased by 126 percent and page views increased by 145 percent, compared to the 2017 campaign.



# JEA

JEA provides essential energy, water and wastewater services to our community, making life better for everyone who lives in, works in and visits Jacksonville.

## MISSION:

To provide the best service by becoming the center of our customers' energy and water experience.

## ACCOMPLISHMENTS:

- Executed agreements to add up to 250 MW of universal solar by 2022, in addition to 34 MW installed and 5 MW currently in progress, making Jacksonville the largest solar city in the U.S.
- Completed Phase I of Water Purification Treatment Evaluation and Pilot Test, a partnership with St. Johns River Water Management District to test wastewater treatment technologies designed to ensure the sustainability of JEA's primary water supply.
- Launched Flex Pricing Pilot with the goal of creating a pricing platform for the future that provides revenue stability and delivers positive customer impact while promoting efficient system utilization.
- Launched customer Home Energy Management (HEM) tool pilot with first-ever smartphone residential demand control technology.
- Introduced a public/private partnership for organic recycling with Merchant Organics Recycling Facility (MORF) as the next generation in beneficial use.
- Reduced nitrogen discharge to the St. Johns River by 60 percent while population grew by 37 percent.
- Ongoing community support with employee donations to the United Way and Community Health Charities; volunteerism with organizations like Out Hunger with Farm Share and the 25th Annual Miracle on Ashley Street; JEA Ambassador program and participation in the JEA PowerPals Program, designed to educate elementary school students on the importance of electric safety inside and outside the home.



# OFFICE OF ECONOMIC DEVELOPMENT (OED)

The Office of Economic Development strives to provide economic opportunity to every family in Jacksonville. OED, working closely with JAXUSA and other partner organizations, oversees the city's economic development efforts.

## MISSION:

To enhance the quality of life for all of Jacksonville by developing and executing policies that strengthen the economy, broaden the tax base, and create opportunities for advancement of the workforce and local small business enterprises.

## ACCOMPLISHMENTS:

- Worked with JAXUSA Partnership to announce new projects that will create direct jobs and private capital investment. See page 4 for a list of projects.
- Progressed in development at Cecil Commerce Center that included the opening of Jinko Solar, a Chinese solar panel manufacturer, and Industry West, a Jacksonville-based e-commerce furniture business; the commencement of construction of a new facility for Wayfair and a \$7.5 million access road to a large industrial development site; and the signing of a new lease with Gryphon Marine.
- Progressed in Jacksonville's Community Redevelopment Areas (CRA): construction was completed for the \$30.5 million north access road project, and work began on the Interstate 95 and Airport Road interchange project within the JIA CRA. Construction was completed for a 66-unit townhome development and the Conceptual Master Stormwater Plan was finalized within the Renew Arlington CRA. Received approval of the Renew Arlington Zoning Overlay Ordinance, which establishes new performance standards for commercial property owners within the CRA boundary.
- Approved 41 façade renovation matching grants for small businesses in designated economically distressed areas (EDAs) throughout the city.
- Approved five nonresidential septic grants for commercial properties with failing septic systems within the Northwest Jacksonville Economic Development Fund Boundary.



## OFFICE OF SPORTS & ENTERTAINMENT

The Office of Sports & Entertainment consists of Sports, the Office of Special Events and the Film & Television Office. Its functions include but are not limited to relationship and contract management with stakeholders, SMG contract administration, Sports Complex Maintenance Fund (CMF) oversight, event management, permitting, marketing/PR, sponsorship development, production, Metropolitan Park programming and event customer service.

### MISSION:

To attract, host and create opportunities that positively influence economic impact and improve the quality of life and cultural engagement for residents, visitors and businesses.

### ACCOMPLISHMENTS:

- Produced nine events that yielded more than \$45 million in economic impact, approximately 500,000 in attendance and more than 5 million national television viewers.
- Worked with major events including Florida-Georgia, Fourth of July Celebration, Sea & Sky Airshow, Veterans Day Parade, Martin Luther King Jr. Breakfast, World of Nations Celebration, Jacksonville Jazz Festival and many others.
- Hosted 1,016 events with 2,340,842 in total guest attendance generated, at City of Jacksonville public facilities managed by SMG.



# VISIT JACKSONVILLE AND THE BEACHES

Visit Jacksonville is the leading destination resource for visitors and community stakeholders and a powerful economic development engine for Greater Jacksonville.

## MISSION:

To create and globally market, sell and promote an exceptional visitor experience resulting in greater community prosperity, pride and vitality.

## ACCOMPLISHMENTS:

- Attracted an estimated 7,397,370 overnight guests in Duval County in paid accommodations, a growth of 3 percent over the prior year.
- Hosted 91 site visits for clients considering booking Jacksonville meetings; hosted one client familiarization event in Jacksonville and five client events in target market cities; attended 34 industry conferences and trade shows; serviced more than 245 convention groups; and secured 219 bookings for 107,693 room nights. Estimated economic impact from meetings and groups - \$34,787,393, an increase of 4 percent over the prior year.
- Ran large-scale local advertising campaigns, which included street team events in Atlanta and Charlotte. Ran outdoor and digital advertising in major cities of New York, Chicago, Dallas, Washington, DC, and throughout the Southeast.
- Worked directly with more than 50 travel writers and freelancers, resulting in more than \$1 million in earned media placement annually in top travel magazines, websites and blogs featuring Jacksonville as a premier tourism destination.
- Continued a Social Media Influencers program hosting 18 travel influencers to expose Jacksonville to over 8 million Instagram and YouTube users.
- Launched new Visit Jax app, which features Things to Do, Events, Self-Guided Tours and a Trip Planner.
- Installed two new digital kiosks within the city for visitors to interact with, one at the Beaches Town Center and one at the Jacksonville Zoo & Gardens.
- Garnered national rankings, including #39 in the Top 50 Best American Cities - Resonance Consultancy, The 10 Best Big Cities to Live in Right Now - Times.com, #8 Best City for Millennials to Travel to in 2019 - Hometogo.com, Top 10 Christmas Towns - Coastal Living and The World's Best Surf Cities - surfline.com.

