

CITY OF JACKSONVILLE
ECONOMIC DEVELOPMENT

2022

PARTNER IMPACT REPORT

FROM THE MAYOR

Jacksonville continues to attract exciting economic development opportunities, growing its reputation as a phenomenal place to live, work, and play. With new and sustained growth, a friendly and vibrant business environment, and thousands of new jobs across a variety of globally recognized industries and sectors, our city is on the road to continued success.

When I was elected to office in 2015, I made an unwavering commitment to our community to create new and bolster existing partnerships that enhance the economies of communities throughout Jacksonville, while increasing the return on investment for Jacksonville's taxpayers. Joining me in leading these efforts across the community are some remarkable and dedicated partners, including the **Downtown Investment Authority, Gator Bowl Sports, Jacksonville Aviation Authority, Jacksonville Port Authority, Jacksonville Transportation Authority, JAXUSA Partnership, JEA, Office of Economic Development**, the city's **Division of Sports & Entertainment**, and **Visit Jacksonville**.

This Economic Development Partner Impact Report details the results of our collaborative efforts to expand opportunities for the people of Jacksonville and strengthen our local economy. Over the past year, we have seen significant job growth in a multitude of industries, including numerous high-skill and high-wage positions. Included in this growth is our significant momentum in the Financial Technology (FINTECH), Logistics, and Defense sectors. Just this past year, the hard work of our partnership has directly created **over 1,800 new jobs**. With more than **\$459 million in capital investments**, it is clear that Jacksonville is well on its way toward our vision of a national hub of commerce, entertainment, and family life.

I want to extend a heartfelt thank-you to all partners for their tremendous leadership, cooperation, teamwork, and vision. I also want to recognize the **Northeast Florida Regional Council** for its contributions to this annual report. Because of our combined efforts and achievements over the past year, Jacksonville is well positioned for even greater and bigger successes in the years ahead.

Sincerely,



Lenny Curry
MAYOR



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, 2021, through June 30, 2022.

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 to full fruition. Consideration of them all in 2022 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.

JACKSONVILLE ON THE MOVE

Jacksonville continues to attract company relocations and expansions, as evidenced by the **14 economic development projects announced that will have a significant impact on the local economy.**

With more than 1,800 new jobs to be created and more than \$459 million in private capital investment into our economy, **these economic development projects represent major companies and businesses in a variety of industries** that have chosen 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



DIVISION OF SPORTS & ENTERTAINMENT



ECONOMIC IMPACT TO JACKSONVILLE

A total of **14 projects** were modeled, with industry types including aviation and aerospace, manufacturing, finance and insurance, and more.

Collectively, the 14 projects will create a projected **1,833 direct new jobs** and will result in more than **\$459 million of new direct private capital investment.**

GROSS COUNTY
PRODUCT ANNUAL
INCREASE:

\$492M

DIRECT JOBS TO
BE CREATED:

1,833

TOTAL
PRIVATE CAPITAL
INVESTMENT:

\$459M

COMPANY	INDUSTRY	DIRECT JOBS TO BE CREATED	TOTAL PRIVATE CAPITAL INVESTMENT	AVERAGE WAGE
The Boeing Company	Aircraft Manufacturing	334	\$116,500,000	\$65,000
Eastern Wire Products, Inc.	Manufacturing	10	\$4,461,905	\$32,500
Nymbus	Information	407	\$6,400,000	\$97,000
CertainTeed Gypsum Operating Company, LLC	Transportation & Warehousing	32	\$69,300,000	\$45,000
Concept Development, Inc.	Retail Trade	4	\$2,119,864	\$26,000
Centro Automotive Corporation	Manufacturing	34	\$25,000,000	\$52,000
Johnson & Johnson Vision	Manufacturing	100	\$200,000,000	\$65,000
NATEEN	Manufacturing	50	\$5,300,000	\$40,000
Pritchard Hospitality	Accommodation	10	\$13,330,000	\$24,134 *
Florida Mechanical Systems, Inc.	Construction	60	\$15,300,000	\$83,700
Fruit of Barren Trees, LLC	Other Real Estate	7	\$670,000	\$34,700
Allegis Group, Inc.	Employment Services	500	\$1,300,000	\$53,000
TD Bank	Finance & Insurance	250	\$0	\$95,644 *
OnPay Solutions	Information	35	\$0	\$150,195 *
TOTALS		1,833	\$459,681,769	

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.

* No data supplied; REMI default wages utilized.



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DOWNTOWN INVESTMENT AUTHORITY (DIA)

The Downtown Investment Authority (DIA) works to revitalize Jacksonville’s central business district by utilizing Community Redevelopment Area (CRA) resources to spur economic development.

ACCOMPLISHMENTS

- Executed redevelopment/development agreements with:
 - **Iguana Investments of Florida** to build a 170-room **Four Seasons** hotel, 25 Class A condos, 141,000 sq. ft. of office space, 46,000 sq. ft. of restaurant/retail space, 9,500 sq. ft. of event space, and 250 structured parking spaces with a capital investment of **\$301 million**.
 - **JWB Real Estate Capital, LLC** for rehabilitation of a historic downtown building for 10,000 sq. ft. of office space and 8,600 sq. ft. of restaurant/retail space with estimated redevelopment costs of **\$2.9 million**.
 - **Fuqua Development, LLC** to build 378 multifamily units, 51,000 sq. ft. of restaurant/retail space (including a major grocer), and 580 structured parking spaces with a capital investment of **\$164 million**.
 - **Kelco Brooklyn, LLC** to build a 100 room select-service hotel under the Home2 Suites brand of Hilton Hotel and 2,000 sq. ft. of restaurant space with a capital investment of **\$14.7 million**.
- Authorized redevelopment agreements with:
 - **Augustine Development Group** to build 100 new multifamily units, 5,250 sq. ft. of restaurant/retail space, and 440 structured parking spaces, and for the rehabilitation of a historic downtown building for 36 multifamily units and 3,200 sq. ft. of restaurant/retail space with estimated new construction and redevelopment costs of **\$49 million**.
 - **Lotus Commercial USA, LLC** for the rehabilitation of a historic downtown building for 40 residential units and 3,800 sq. ft. of commercial/retail space with anticipated redevelopment costs of **\$17.7 million**.
 - **Fincantieri Marine Repair, LLC** for on-site repair and maintenance operations updates with a capital investment of **\$29 million**.
 - **Corner Lot Development Group** to build 340 multifamily units and 425 structured parking spaces with a minimum capital investment of **\$70 million**.
- Approved the takeover of operations for three **downtown parking garages** with a combined **2,800 parking spaces**.
- Deployed **mobile parking-payment app** to facilitate the use of the central business district.
- Completed final design for **restoration of two-way traffic** on Forsyth and Adams streets.



GATOR BOWL SPORTS

Gator Bowl Sports is a nonprofit membership organization established to serve as the facilitator of collegiate sporting events in Northeast Florida. Gator Bowl Sports serves as the parent company of the TaxSlayer Gator Bowl and Gator Bowl Charities.

This year's TaxSlayer Gator Bowl was certainly one for the record books! College football having navigated the regular season with no COVID-19-related issues, the TaxSlayer Gator Bowl was set to host Wake Forest versus Texas A&M on December 31, 2021.

Those plans were derailed when Texas A&M had to withdraw their participation a mere six days prior to kickoff due to a COVID-19 outbreak within their football team. **In a traditional year, the TaxSlayer Gator Bowl generates an average \$12 million of direct economic impact to our community as a result of this game**, so it was imperative to find a replacement for Texas A&M.

In partnership with the **NCAA**, the **Atlantic Coast Conference**, and the **Big Ten Conference**, the **volunteer leadership and staff of Gator Bowl Sports** pulled off the greatest comeback in Gator Bowl history and successfully executed the 77th TaxSlayer Gator Bowl game, which featured Wake Forest versus Rutgers.

ACCOMPLISHMENTS

- National television viewership of **3.5 million** on ESPN.
- Executed a full week of TaxSlayer Gator Bowl game-related activities.
 - Coordinated Wake Forest and Rutgers **team visits** to NAS Jax and Topgolf.
 - Players packed **1,000 backpacks** of nonperishable food to be distributed to local elementary schools in partnership with **First Coast Blessings in a Backpack**.
- Hosted a sold-out crowd for the annual University of Florida versus Florida State University baseball game at 121 Financial Ballpark in March 2022.
- Gator Bowl Charities provided over **\$275,000 in support of Northeast Florida youth programs** and impacted more than **4,200 local youth**.



JACKSONVILLE AVIATION AUTHORITY (JAA)

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

ACCOMPLISHMENTS

- JAX welcomed two new airlines: **Breeze Airways** and **Sun Country**, adding new service to Columbus, Hartford, Las Vegas, New Orleans, Minneapolis-St. Paul, New York, Providence, and Richmond.
- The JAA and The Boeing Company are well underway with the construction of a **370,000 sq. ft. facility at Cecil Airport** with an estimated completion date of **August 2023**. The new facility will be the site of major maintenance and overhaul activities for the F-18 and P-8 aircraft. Once fully operational, **the facility will support 800 jobs** and make **Boeing the largest tenant** at Cecil.
- Construction is underway on the **Mission Control Center at Cecil Spaceport**. The state-of-the-art facility will support launch activities and rocket motor testing operations for the rapidly growing horizontal commercial space sector.
- **The JAA Board of Directors approved a \$300 million terminal expansion program** for Jacksonville International Airport. The program includes the construction of a new **six-gate concourse**, the expansion of the **security checkpoint, and new concessions** throughout the terminal. Construction is set to begin in November with an estimated project completion in **late summer 2025**.
- Given the increased demand for passenger travel at Jacksonville International Airport, JAA is taking aggressive steps to **add additional parking capacity**. These include repaving the Daily Surface Lot and creating additional parking capacity in various lots around the airport. JAA is also evaluating ways to accommodate additional premier parking adjacent to the terminal.
- Plans to construct a **new 53,000 sq. ft. hangar complex** to meet the needs of general aviation and corporate aircraft operators at Jacksonville Executive at Craig Airport are currently underway.



JACKSONVILLE PORT AUTHORITY (JAXPORT)

JAXPORT is a full-service, international trade seaport. Cargo and cruise activity through Jacksonville's port generates more than 138,000 jobs and \$31.1 billion in annual economic output for the region and state.

ACCOMPLISHMENTS

- **Moved a record 1.4 million TEUs** (containers) and **more than 616,000 vehicles**, maintaining Jacksonville's position as **Florida's largest container port** and one of the nation's top vehicle-handling ports.
- **Completed the \$420 million Jacksonville Harbor Deepening Project** through Blount Island, providing **15,000 jobs**.
- **Completed \$100 million in berth upgrades** to enable Blount Island to simultaneously accommodate two Post-Panamax container ships and up to 10 eco-friendly container cranes.
- Awarded a **\$48.8 million construction contract** to accommodate more containers at SSA Jacksonville Container Terminal at Blount Island.
- Agreed to a **\$210 million public-private partnership** (PPP) with **Southeast Toyota** to relocate and expand the company's vehicle processing operations, **protecting 800 Jacksonville jobs**, and agreed to a **\$60 million PPP with Ceres Terminals** to modernize the TraPac Jacksonville container terminal.
- **Added three ocean carrier services**, growing connections in Asia, Mexico, Canada, and the Caribbean, and strengthened commitment to the Puerto Rico trade through a **\$62 million long-term lease agreement** with Jacksonville-based terminal operator **Trailer Bridge**.
- Celebrated the return of JAXPORT's homeported cruise ship, **Carnival Elation**, and served as the Southeast U.S. homeport for luxury cruise liner **American Queen Voyages**.
- Received an **'A' rating from Fitch Ratings** on \$44 million in outstanding revenue bonds.
- **Partnered with Jacksonville University** to launch the **St. Johns River educational initiative**, providing free river education and resources to area schools and civic groups.
- Welcomed the arrival of North America's largest liquefied natural gas (LNG) bunker barge, **Clean Canaveral**, building on **Jacksonville's position as a global leader in the use of LNG as a clean marine fuel**.
- **Moved thousands of pieces of U.S. military equipment** in support of U.S. Department of Defense objectives.



JACKSONVILLE TRANSPORTATION AUTHORITY (JTA)

The JTA is an independent agency of the state of Florida, serving residents in the Jacksonville metropolitan area with multimodal responsibilities, including local bus service; the First Coast Flyer Bus Rapid Transit (BRT) network; Connexion and Connexion Plus paratransit services; the Gameday Xpress; the Ultimate Urban Circulator (U²C); on-demand ReadIRide neighborhood shuttles; the Express Select Commuter routes from Clay, St. Johns, and Nassau counties; and the St. Johns Ferry. The Authority also plans, designs and builds roads and bridges through a robust capital projects division.

ACCOMPLISHMENTS

- Awarded a **\$15.2 million Low/No Emissions Bus & Bus Facilities Grant** from the Federal Transit Administration (FTA).
- Initiated two separate **\$1 million Transit-Oriented Development Studies**:
 - Along the **First Coast Flyer Green Line** to identify additional economic development and private investment opportunities in Northwest Jacksonville along the BRT corridor.
 - Along the proposed **First Coast Commuter Rail** corridor along U.S. 1, between Downtown Jacksonville and St. Augustine, in support of future growth and connectivity between Duval and St. Johns counties.
- Completed construction on the **\$4 million University Boulevard Turbo Roundabout**, the first of its kind in the U.S., improving traffic flow, enhancing safety, and creating dedicated spaces for pedestrians and cyclists.
- Completed the **\$7 million Phase IV St. Johns River Ferry Improvement Project** in Mayport and Fort George Island through the **FTA Passenger Ferry Grant Program**, including redesigned vehicle queue, upgrades to the slips, a new covered pavilion, and upgrades to restroom facilities.
- Began construction on three **JTA MobilityWorks improvement projects**, including the **\$2.8 million Parramore Road extension** in West Jacksonville, the **\$38.4 million improvement to Alta Drive** in North Jacksonville, and the **\$21.5 million San Pablo Road project**.
- Completed 30 percent design on the first phase of the **Ultimate Urban Circulator (U²C)** autonomous shuttle network: the **Bay Street Innovation Corridor**, a three-mile, at-grade public transportation network connecting Downtown Jacksonville's Central Business District with the Sports & Entertainment Complex.



JAXUSA PARTNERSHIP

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

ACCOMPLISHMENTS

- Worked with the Office of Economic Development to announce several new projects that will create direct and indirect jobs and millions in private capital investment. See page 5 for a list of projects.
- Hosted **Open Innovation Forum's inaugural Call to Innovate** with the goal of providing health care entrepreneurs the opportunity to showcase solutions for enterprise use cases in areas such as care transition technologies, virtual care delivery in underserved communities, and health care AI.
- Returned to London for ongoing **Jaguars economic development sales mission** to further strengthen Jacksonville's international ties and increase economic development prospects.
- Led as one of the first economic development organizations to **utilize social media influencers to amplify the region's livability and quality of life messaging** among an engaged, targeted audience of young professionals. Combined, the campaign saw 68 posts that collectively **reached more than 247,200 people** with **more than 4.9 million impressions**.
- **Attained a \$30,000 Helios Grant to boost FAFSA completion outreach** and awareness on social media through the Earn Up initiative, which led to a 25 percent increase in the number of students registered for the government funding.



JEA

JEA is the largest public power utility in Florida and the eighth largest in the nation. It provides electric, water, and sewer services to more than 1.2 million people who live and work in Jacksonville and its surrounding communities.

ACCOMPLISHMENTS

- Invested **more than \$250 million to expand and upgrade water infrastructure** to better serve customers and minimize environmental impacts.
- Broke ground on the **Greenland Water Reclamation Facility** to serve customers and support population growth on the Southside of Jacksonville.
- Supported downtown economic development with the **construction of a new JEA headquarters** that will be move-in-ready in late 2022.
- **Worked to eliminate septic systems in two neighborhoods** — Biltmore and Beverly Hills West — to improve quality of life for our customers and reduce the level of pollutants in our waterways.
- Entered into a **Memorandum of Agreement to raise JEA's Fulton Cut power lines**, which will allow for continued development of the Port and passage of larger ships.
- Launched the **JEA Supplier Diversity program** and continued to expand opportunities for small and minority-owned businesses through the City of Jacksonville's Small and Emerging Business program.
- Worked with community stakeholders to develop an **Integrated Resource Plan** to guide the development and operation of its electric system for the next 30 years.
- Started construction in late 2022 of a **water purification demonstration facility** that will include a visitor education center to demonstrate how the process provides long-term water sustainability for our community.
- Received **Consumer Education Award** from Smart Energy Consumer Collaborative for JEA Drive Electric, a first-of-its-kind electric vehicle (EV) education, marketing, and peak load reduction program encouraging EV adoption.
- **Volunteered more than 7,200 hours in the community** and contributed more than **\$330,000** to local nonprofit organizations.



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 Partnership and other organizations, oversees the City's economic development efforts.

ACCOMPLISHMENTS

- Partnered with JAXUSA to announce **14 projects** that will create **1,833 direct jobs** and **\$459 million in private capital investment**. See page 5 for a list of projects.
- Advanced development at **Cecil Commerce Center**:
 - **Amazon** completed construction of a **278,000 sq. ft. sortation center** — its second facility at Cecil.
 - **Boeing** commenced construction of a **\$141 million aviation-related multi-building project**.
- Continued progress in Jacksonville's **Community Redevelopment Areas (CRAs)**:
 - **KingSoutel Crossing CRA**: Approved and funded a Building Renovation Grant Program for businesses within the CRA, completed lighting upgrades, and approved an Art in Public Places project.
 - **Renew Arlington CRA**: Completed the University Boulevard Turbo Roundabout Project and approved 13 Mandatory Compliance Grant Projects.
 - **JIA CRA**: Approved \$23 million for the Main Street Road Widening Project.
- Approved 30 façade renovation matching grants to **assist small businesses in economically distressed areas** and approved 10 non-residential septic grants, assisting businesses with failing septic systems in Northwest Jacksonville.
- Progressed with programs aimed to **alleviate food deserts** in Northwest Jacksonville:
 - Continued the third year of the **Door-to-Store program** in partnership with JTA and expanded the program's boundaries.
 - **Feeding Northeast Florida** distributed healthy food to more than **12,000 individuals**, through its Mobile Corner Market.
 - Funded the **redevelopment of Debs Store** in East Jacksonville in partnership with **LIFT JAX, Goodwill Inc., Florida Blue, VyStar Credit Union, and the Jaguars Foundation**.
- **Permitted 62 film, television, and digital media productions** that resulted in **1,135 hirings** and **\$2.1 million** of direct economic impact.

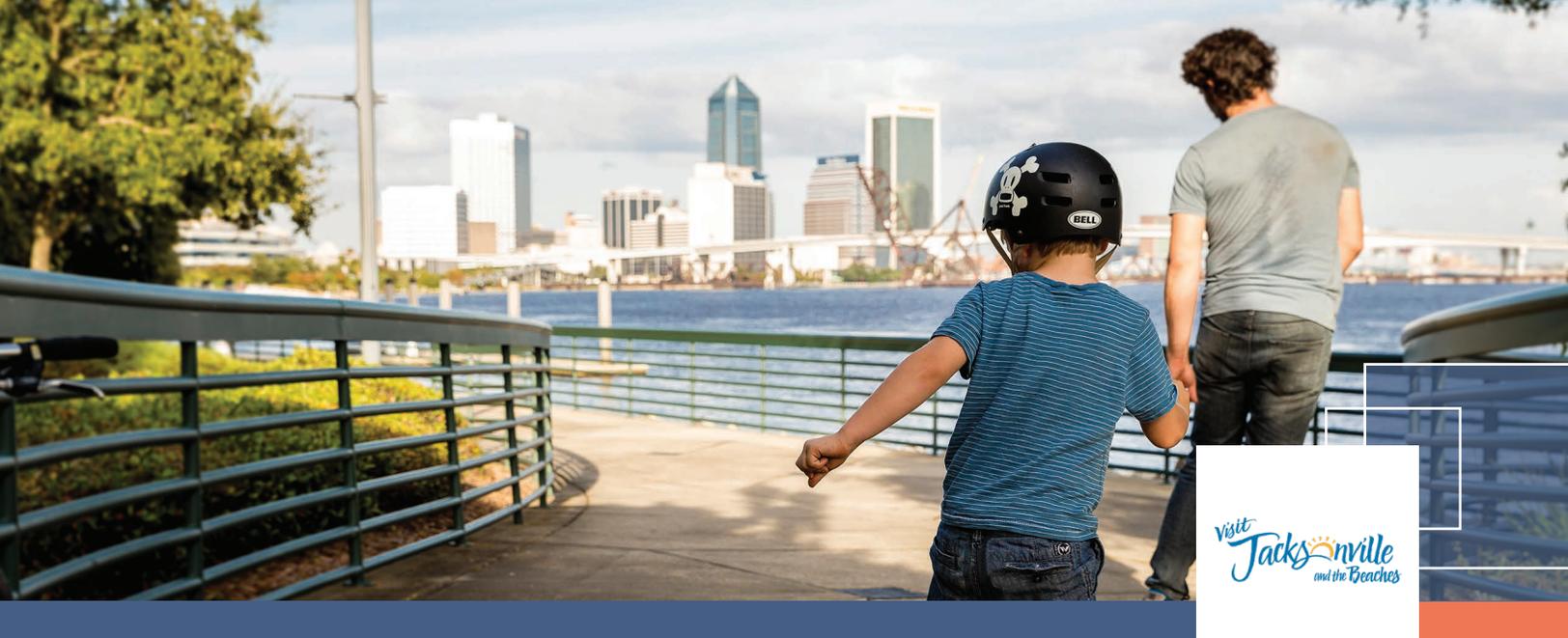


DIVISION OF SPORTS AND ENTERTAINMENT

The City of Jacksonville’s Division of Sports and Entertainment’s functions include, but are not limited to, producing major events in Jacksonville throughout each year, relationship and contract management with stakeholders, ASM Global contract administration, Sports Complex Maintenance Fund (CMF) oversight, event management, permitting, marketing, public relations, sponsorship development, production, and event customer service.

ACCOMPLISHMENTS

- Produced **nine major events** with **more than 375,000 in total attendance**:
 - Jacksonville’s July 4th Celebration
 - Georgia-Florida Football Game
 - Veterans Day Parade
 - Jacksonville Light Boat Parade
 - New Year’s Eve Fireworks
 - Martin Luther King Jr. Breakfast
 - World of Nations Celebration
 - Jacksonville River Jams
 - Jacksonville Jazz Festival
- Permitted **136 events** through the Division of Sports and Entertainment.
- Hosted **733 events** at ASM Global managed facilities, with **1,914,469 in total guest attendance**.



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.

ACCOMPLISHMENTS

- Attracted an estimated **7.4 million overnight guests** to Duval County in paid hotel accommodations, resulting in **\$1.99 billion in economic impact**.
- Welcomed more than **1.9 million visitors to visitjacksonville.com**, the highest annual numbers ever, which was an **increase of over 24 percent** from the previous year.
- Interacted with over **5,000 individuals** via the **live online chat feature** on the Visit Jacksonville website to provide real-time answers and itineraries to visitors anywhere.
- **Hosted 43 site visits for clients** considering booking meetings in Jacksonville, hosted one client familiarization event in Jacksonville, serviced **140 convention groups**, and **secured 111 bookings** totaling **81,354 room nights**. Estimated economic impact from meetings and groups: **\$30 million**.
- Created **five new neighborhood videos** for Downtown, Springfield, Murray Hill, Southside, and Mandarin, bringing the total number of neighborhood videos for the area to eight.
- **Hosted 23 writers and influencers** in Jacksonville, resulting in **over \$10 million in earned media placement** in top travel outlets such as Travel & Leisure, Lonely Planet, The Points Guy, Southern Living, and Fodor's Travel.
- Traveled and participated in **21 trade shows and meetings**. The team held two client events (one in Washington, DC, and one in Gainesville), one sales mission in Indianapolis, and two FAM tours in Jacksonville and conducted sales calls to qualified planners to bring events to Jacksonville.
- Produced marketing campaigns focused on highlighting adventure and outdoor opportunities, public art and cultural experiences, bicentennial history, dining, and craft beer.
- **20,000 interactions** through the Mobile Visitor Center and Seymour Jax, and an additional **257,000 interactions** through Visitor Center locations and online chat.
- Created **new travel guides** focusing on accessibility travel, traveling with your dog, craft beer travel, and travel agents.

