



CITY OF JACKSONVILLE  
ECONOMIC DEVELOPMENT

# Partner Impact Report



# 2020

## From the Mayor

Jacksonville is on the rise! Despite the challenges that Jacksonville has faced in 2020, we are a resilient and tenacious city, and I am confident that Jacksonville will continue to succeed. With our business-friendly environment and thousands of job opportunities across a variety of industries and sectors, our economic momentum continues to increase, enhancing our growing reputation as an amazing place to live, work and play.



When I was elected five 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 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, Sports and Entertainment Division and Visit Jacksonville.

This Economic Development Partner 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 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,

A handwritten signature in blue ink that reads "Lenny Curry". The signature is fluid and cursive, with the first name "Lenny" being larger and more prominent than the last name "Curry".

**LENNY CURRY**  
Mayor

“...we are a resilient and tenacious city, and I am confident that Jacksonville will continue to succeed.”

# Economic Impact Model

## How Annual Impact Is Calculated

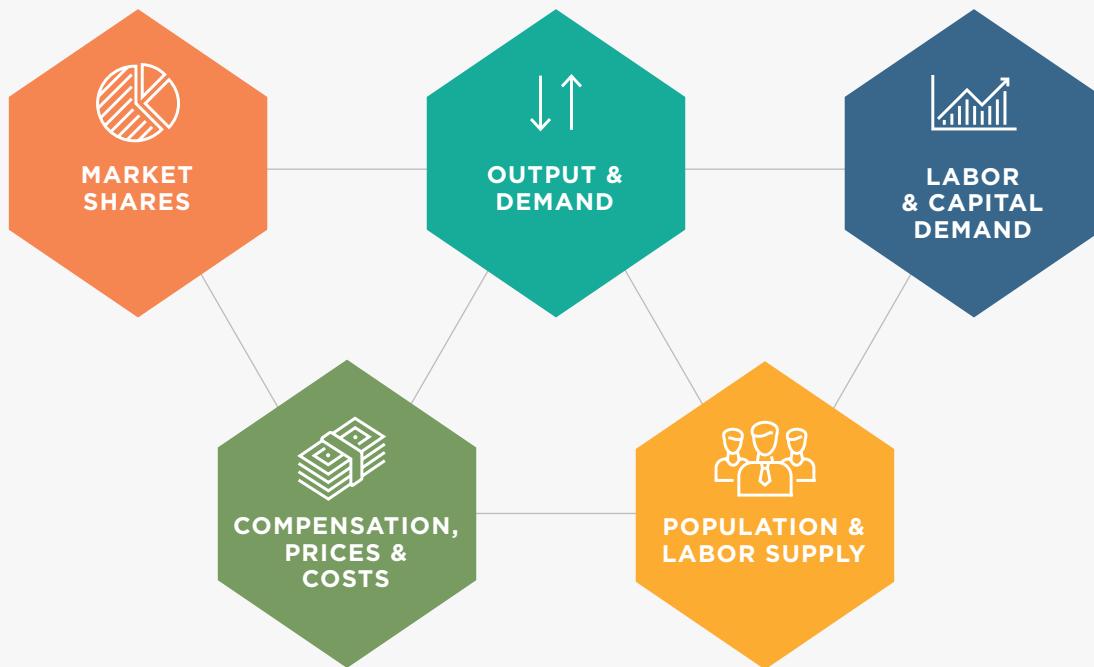
The Regional Economic Models, Inc. (REMI) model, often called an “econometric model,” is the economic simulation scenario used to provide data and analysis of economic development projects as outlined in this report.

Completed by the Northeast Florida Regional Council (NEFRC), the economic simulation scenario is conducted on **economic development projects from July 1, 2019, through June 30, 2020.**

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 2020 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 **21 projects** were modeled, with industry types including financial services, manufacturing, health & life sciences, logistics, information technology, professional services and others.

Collectively, the 21 projects will create **3,217 direct new jobs** and will result in more than **\$850 million of new direct private capital investment**.

COMPANY	INDUSTRY	DIRECT JOBS TO BE CREATED	TOTAL PRIVATE CAPITAL INVESTMENT	AVERAGE WAGE
SoFi	Information Technology	300	\$5,500,000	\$54,941
FIS	Headquarters	500	\$145,000,000	\$85,000
DPC JAX, LLC	Headquarters	10	\$4,087,000	\$35,000
AA Auto Parts, Inc.	Advanced Manufacturing	5	\$5,154,850	\$26,000
Eagle LNG Partners	Advanced Manufacturing	12	\$542,000,000	\$85,000
Goodrich Corporation (aka Collins Aerospace)	Advanced Manufacturing	108	\$21,800,000	\$53,298
CMC Steel US, LLC	Advanced Manufacturing	0	\$30,000,000	\$85,075*
Forcura	Information Technology	115	\$2,150,000	\$71,663
Cantor Fitzgerald	Financial Services	80	\$1,200,000	\$74,209
Project Academy	Advanced Manufacturing	300	\$40,000,000	\$59,146
Project Skateboard	Information Technology	300	\$1,400,000	\$74,300
Project Cyclone	Logistics & Distribution	475	\$10,100,000	\$48,947
Guidewell Source	Health & Biomedical	750	\$0	\$56,930*
Florida Blue	Health & Biomedical	0	\$21,000,000	\$56,930*
Arena Investors	Financial Services	20	\$0	\$81,470*
SmartStream	Professional Services	20	\$110,000	\$76,469*
Axionlog	Advanced Transportation & Logistics	25	\$15,000,000	\$41,580*
FON, Inc.	Advanced Manufacturing	22	\$0	\$47,775
Made in Space	Advanced Manufacturing	80	\$3,000,000	\$85,075*
H&M Metals Processing	Advanced Manufacturing	20	\$3,200,000	\$85,075*
Emtec	Information Technology	75	\$0	\$114,723*
<b>TOTALS</b>		<b>3,217</b>	<b>\$850,701,850</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.

\* No data supplied, REMI default wages utilized.

GROSS COUNTY  
PRODUCT ANNUAL  
INCREASE:

\$800m

NEW DIRECT JOBS  
TO BE CREATED:

3,217

NEW INDIRECT JOBS  
TO BE CREATED:

3,884

NEW DIRECT PRIVATE  
CAPITAL INVESTMENT:

\$850m+

JACKSONVILLE

#1 City for  
Talent Attraction

- EMSI

# Jacksonville on the Move

Jacksonville continues to attract company relocations and expansions, as evident by the **21 economic development projects announced that will have significant impact on the local economy.**

With more than 3,200 new jobs to be created and more than \$850 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  
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SPORTS AND  
ENTERTAINMENT  
DIVISION





## Downtown Investment Authority (DIA)

Great cities have great downtowns. The Downtown Investment Authority (DIA) works to revitalize Jacksonville's urban core by utilizing Community Redevelopment Area (CRA) resources to spur economic development.

### ACCOMPLISHMENTS

- Approved a **redevelopment agreement with FIS for construction of a new headquarters in Brooklyn**, which will result in the retention of 1,216 jobs, the creation of 500 new jobs and a capital investment of approximately \$145 million.
- Approved an incentive package for Florida Blue for the construction of a much-needed **750-space parking garage** in Brooklyn with a minimum construction value of \$21 million.
- Completed the **conversion of Riverplace Boulevard from a four-lane roadway to a multimodal facility** that prioritizes bicycles and pedestrians, and includes a cycle track, wide multiuse paths, on-street parking and artfully designed street furnishings.
- **Issued a Notice of Disposition for the former City Hall/Courthouse site** and awarded to Spandrel Development for a mixed-use project, including two phases of residential units over retail with public space and Riverwalk improvements and capital investment of approximately \$136 million.
- Approved a development agreement with LaVilla Townhomes for the **construction of 88 townhomes in LaVilla** with an approximate capital investment of \$16 million.
- **Eliminated a patchwork of zoning classifications with associated height and use restrictions in Downtown**, and replaced it with an overlay that provides clarity as to form and design requirements, eliminates all parking requirements and protects the public interest in water access and view corridors.
- **Established a Food and Beverage Retail Enhancement Grant** for two targeted areas in the Downtown Core that includes aggressive incentives to both property owners and prospective tenants thereof by providing grants for build-out, historic preservation and/or sidewalk enhancement costs.
- Approved a **redevelopment agreement for the historic restoration of the former Independent Life building** for 140 apartments, restaurant and grocery store, and a capital investment of approximately \$30 million.
- Approved a Food and Beverage Retail Enhancement Program **forgivable loan to Ruby Beach Brewing Company** for the relocation and build-out of a microbrewery.



# Jacksonville Aviation Authority (JAA)

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

## ACCOMPLISHMENTS

- Completed a **\$6 million rehabilitation of Runway 18L/36R at Cecil Airport**. Runway 18L/36R is the primary runway for the airport, with a length of 12,500 feet. This runway is the heart of Cecil and the primary element that supports the diverse operational environment of the airport.
- The Authority continues to weather the storm associated with COVID-19. All operations at Jacksonville International Airport, including parking, TSA checkpoints and ticketing, have been modified to protect our customers, airline business partners and employees.
- Construction is ongoing on a new Air Traffic Control and Spaceport Operations Center at Cecil Airport, with an estimated cost of \$10 million. The project is on schedule to be completed in the fourth quarter of 2021. The new tower is vital infrastructure that will support the JAA and the City's **efforts to position Jacksonville as an industry leader in horizontal commercial space operations**.
- The Authority is taking **steps to develop a 107-acre parcel on the east side of Cecil Airport**. This site will accommodate large-scale aircraft maintenance activities, mixed-use corporate aviation and commercial space activities.
- **Design is underway on a new 42,000-square-foot hangar** located on the northwest side of Cecil Airport. Lease negotiations are ongoing with a prospective tenant.



## Jacksonville Port Authority (JAXPORT)

**JAXPORT is Florida's largest container port and the nation's second-busiest vehicle-handling port. A full-service, international trade seaport, JAXPORT owns, maintains and markets three cargo terminals, two intermodal container transfer facilities and a passenger cruise terminal along the St. Johns River.**

### ACCOMPLISHMENTS

- Secured funding to keep the **\$484 million Jacksonville Harbor Deepening Project** two years ahead of its original schedule. The project is anticipated to be complete in 2023 and will allow larger vessels in the St. Johns River to bring more cargo and business to Jacksonville, creating or protecting 15,000 jobs.
- Broke ground on a **\$238.7 million international container terminal at JAXPORT's Blount Island Marine Terminal**. The federal government awarded JAXPORT a \$20 million grant to enable the facility to accommodate more containers on an expanded footprint.
- Achieved a port record in FY 2019 for container handling, **moving nearly 1.338 million containers** (measured in 20-foot units). JAXPORT maintains its role as Florida's largest container port.
- Handled a record-setting 696,500 vehicles, maintaining JAXPORT's position as the **nation's second-busiest vehicle-handling port**.
- Set a new port record for general cargo volumes: **10.9 million tons of total cargo moved** through JAXPORT, up 4 percent over the previous year.
- Maintained its long-term **A rating on \$129.8 million in outstanding revenue bonds** from global ratings agency Fitch Ratings.
- Voted the **top port in the nation for customer satisfaction and performance excellence** by readers of Logistics Management magazine.
- Named the **second-most-improved container port in North America** for overall productivity by the Journal of Commerce.
- Cargo activity through Jacksonville's seaport generates 26,000 jobs in Northeast Florida and nearly **\$31.1 billion in annual economic impact** for the region and state. The port's total economic impact has grown by double digits over the last five years.
- Hosted one of its largest **U.S. military cargo operations** to date.
- **World leader in the use of liquefied natural gas (LNG) as a clean marine fuel**. Four LNG-powered ships are homeported at JAXPORT.





## 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.

### ACCOMPLISHMENTS

- Contributed **more than \$100 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 75th Annual TaxSlayer Gator Bowl Game

\*Decrease in economic impact from previous years due to cancellation of Florida State vs. Boise State neutral site football game for Hurricane Dorian as well as cancellation of Sunshine Showdown: Florida vs. Florida State baseball game and other events due to COVID-19.



# Jacksonville Transportation Authority (JTA)

The 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, on-demand ReadIRide shuttles and the St. Johns River Ferry. The Authority also plans, designs and builds roads and bridges.

## ACCOMPLISHMENTS

- **Opened the Jacksonville Regional Transportation Center at LaVilla (JRTC).** This multimodal, state-of-the-art facility now connects all JTA transportation services with intercity bus lines and the Skyway. The JRTC also serves as the JTA's administrative headquarters.
- Completed the **Kernan Boulevard JTA MobilityWorks project**, a \$23 million enhancement that added wider traffic lanes, new bike lanes, sidewalks, multiuse paths and improved signals between Atlantic Boulevard and McCormick Road.
- Completed the first **fare modification** to transportation services in seven years.
- Celebrated the **30th anniversary of the Skyway.**
- The JTA's Automation Division continued its **robust testing of autonomous vehicle technology:**
  - Hosted the U2C Industry Forum and the first U2C First Responders Training in Northeast Florida, and subsequently formed the First Responders Council to engage with law enforcement and first responders on the development of the Ultimate Urban Circulator autonomous vehicle program
  - Tested the first ADA-accessible autonomous vehicle in the U.S. in conjunction with JTAC and the Mayor's Disability Council
  - Partnered with Mayo Clinic to provide autonomous vehicles to transport COVID-19 tests on the hospital's campus
- **RedCoach lines joined Greyhound and Megabus** at the Intercity Bus Terminal.
- **Installed protective shields** on all JTA buses to add a layer of protection on board for bus operators.
- **Expanded ReadIRide on-demand service** from five to 11 neighborhood zones since its launch.
- In collaboration with the City of Jacksonville, **launched Door-to-Store program** to provide complimentary rides to grocery stores to residents living in the Northside ReadIRide zone.
- Completed the **Acosta Bridge LED lighting project** in Downtown Jacksonville.
- Secured more than **\$46.5 million in discretionary grants** to fund different initiatives at the JTA.



# JAXUSA Partnership

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

## 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.
- Completed year one of the five-year economic development strategy, **Elevate Northeast Florida.** This strategy serves to achieve the vision of creating Jacksonville as the highest-performing economy in the nation. Based upon the four pillars framework, JAXUSA took the region one step toward amplifying our smart region and innovation leadership, empowering education and workforce partnerships, increasing our global brand recognition and defining our five target industries.
- Launched JAXUSA's talent attraction marketing campaign, Find Your JAX, with a **reimagined website, FindYourJAX.com.** The website provides an in-depth experience to those interested in relocation to our region, with information on available jobs, cost of living, neighborhoods, schools, things to do, volunteer opportunities and much more.
- **Developed new JAXUSA brand video for business and talent recruitment** that highlights the region's five target industries, benefits of doing business, education, quality of life, cities and towns, infrastructure and more that give credence to why Northeast Florida is one of the fastest-growing regions in the country. As of June 2020, the video had been viewed more than 60,000 times and shared more than 1,500 times through social media.
- Facilitated a **virtual hiring event** with GuideWell and CareerSource Northeast Florida, involving more than 20 employers and more than 300 job seekers. Engaged with more than 400 students in hands-on activities linking them directly to regional companies.
- Partnered with Florida State College at Jacksonville, City Year, Year Up, and UNF SOAR to facilitate **three "Form Your Future" events** as part of the Earn Up initiative to increase regional postsecondary attainment. The events were created to ensure free applications for federal student aid (FAFSA) are completed and to educate Duval and Nassau students and guardians on financial aid and scholarship opportunities. More than 650 attendees participated in both virtual and in-person formats.



## JEA

**One of the largest public power utilities in the nation, JEA provides essential energy, water and wastewater services to our community, making life better for everyone who lives in, works in and visits Jacksonville and our surrounding communities.**

### ACCOMPLISHMENTS

- Executed agreements to add up to 250 MW of universal solar by 2022, in addition to 39 MW installed, making Jacksonville **one of the largest solar cities in the United States**.
- JAXPORT Blount Island - Electric Super Cranes installed three additional cranes due to JEA's rebates and incentives. They will provide significant fuel savings and will fund **3,500 direct jobs** and more than **15,000 indirect jobs** to offload larger container vessels quicker and more efficiently.
- Hosted an educational development seminar to educate contractors about changes to JEA's rules and regulations and policy changes.
- JEA energy **supported 3,394 residential lots, 4,370 apartment/condo units and 35,900 feet of distribution system** concurrent with new roadway projects.
- JEA and Ryan Companies US, Inc. are collaborating on the construction of the **new JEA corporate headquarters** in Downtown Jacksonville. This site will house a 153,000 sq. ft. office building with adjacent garage facility. A separate hardened facility is being discussed for development as a complement to the headquarters.
- Ongoing community support with employee donations to the United Way and Community Health Charities campaigns; **volunteerism to help support local nonprofit organizations** like HabiJax, Feeding Northeast Florida and the Salvation Army; JEA Ambassadors participate in **over 300 community activities each year**, including delivering the JEA Power Pals Program to elementary students, which teaches them about electric safety, both inside and outside of the home; JEA provides free educational resources for parents, teachers and children through strategic collaboration with Duval County Public Schools.



OFFICE OF ECONOMIC  
DEVELOPMENT

## 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.

### 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.
- Advanced development at **Cecil Commerce Center**:
  - Completed Wayfair's new distribution center;
  - Collaborated with Hillwood to permit and design a new 270,000 sq. ft. distribution facility;
  - Negotiated a new long-term lease agreement with Front Porch Communities, a senior living community; and
  - Signed a new lease with Vision Manufacturing Technologies.
- Progressed in Jacksonville's **Community Redevelopment Areas (CRA)**:
  - Formed a new Advisory Board for the KingSoutel Crossing CRA;
  - Began implementation of the Renew Arlington Mandatory Compliance Grant Program (MCGP) in the Renew Arlington CRA; and
  - Received approval on several new road and sidewalk improvement projects in the JIA CRA.
- **Approved 15 façade renovation matching grants** to assist small businesses in economically distressed areas; approved three non-residential septic grants, assisting businesses in Northwest Jacksonville; and approved three JSEB Access to Capital Loans, disbursing a total of \$87,390, and one Commercial Development Area Program Loan for \$50,143.
- Approved two grocery store grants, a mobile markets program grant in partnership with Feeding Northeast Florida, and a Door-to-Store pilot program in partnership with JTA **to help alleviate food deserts** within Northwest Jacksonville.
- Assisted with implementation of the **COVID-19 Small Business Relief and Employee Retention Grant Program**, which provides financial assistance to eligible small businesses located in Duval County.



SPORTS AND  
ENTERTAINMENT DIVISION



## Sports and Entertainment Division

The Sports and Entertainment Division functions include, but are not limited to, producing 10 events throughout each year, relationship and contract management with stakeholders, ASM Global contract administration, Sports Complex Maintenance Fund (CMF) oversight, event management, permitting, marketing/PR, sponsorship development, production and event customer service.

### ACCOMPLISHMENTS

- Produced 10 events that yielded more than **\$33 million in economic impact**, approximately 500,000 in attendance and more than 7 million national television viewers.
  - Major events included: Florida vs. Georgia football game, Duuval's Bold City Bash, Fourth of July Celebration, Sea & Sky Air Show, Veterans Day Parade, Martin Luther King Jr. Breakfast and World of Nations Celebration.
- Permitted **129 events**, with more than **300,000 in attendance**.
- Hosted 638 events at public facilities managed by ASM Global, with **1,717,401 in total guest attendance**.
- **Set an attendance record at VyStar Veterans Memorial Arena**, with 656,134 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

- Launched **Seymour Jax**, a new mobile visitor center experience, to share visitor information at events all over the city. Interacted with more than 37,000 visitors. Interacted with an additional 242,000 visitors through our centers and kiosks.
- Attracted an estimated **6.2 million overnight guests to Duval County** in paid accommodations.
- **Hosted 73 site visits** for clients considering booking Jacksonville meetings, hosted one client familiarization event in Jacksonville, **serviced 206 convention groups** and **secured 226 bookings** for 80,008 room nights. Estimated economic impact from meetings and groups: \$39.4 million.
- Launched the **Visit Jacksonville Attendee Passport**, an app allowing conference attendees to receive exclusive savings and discounts. Secured over 40 participating restaurants, attractions and breweries offering savings.
- Ran **large-scale local advertising campaigns** in Atlanta and Charlotte. Ran outdoor and digital advertising in major cities of New York, Chicago, Washington, DC, and throughout the Southeast. This advertising focused on Phase II of “Jax. It’s Easier Here.” — showing fewer ads demonstrating why visiting Jacksonville is easier.
- Worked directly with more than 30 traditional travel writers and freelancers, resulting in more than **\$3 million in earned media placement** annually in top travel magazines, websites and blogs featuring Jacksonville as a premier tourism destination.
- Executed **Social Media Influencers** program hosting seven travel influencers to expose Jacksonville to over 5 million Instagram and YouTube users. **Established Local Ambassadors Program** to engage Jacksonville’s social media influencers to promote the city.
- Created a **Virtual Experience Hub** on our website to allow visitors to experience Jacksonville virtually before visiting the destination.
- Launched a new **“bleisure” campaign** and toolkit focused on encouraging business and convention travelers to extend their stay in Jacksonville to add in relaxation and entertainment time.

