

MARKETING REPORT 2022-2023



Overview

The Jacksonville region continued its position as a growth leader in 2022-2023. The seven counties of Northeast Florida remained a hotspot for business relocation and expansion, with **2,500 new jobs created** and **\$2.1 billion in capital investment**.

The 2022-23 integrated marketing program worked diligently to reinforce Northeast Florida's reputation as an extraordinary place for business expansion. The program drew awareness of the area's business advantages to corporate decision-makers and site consultants as well as worked to attract and retain the skilled talent needed to drive growth for the companies and the economy at large.

The seven counties of Northeast Florida allocated \$900,000 in their 2023 fiscal year budget for the region's marketing efforts. \$775,000 of which was dedicated to Business Recruitment and Talent Recruitment, the remaining \$125,000 supported Talent Development marketing. These initiatives were authorized by the JAX Chamber, which directed JAXUSA Partnership, the region's economic development organization, to manage. JAXUSA is a **\$3.4 million annual economic development program** funded through a diverse association of stakeholders, including private-sector businesses, public agencies, and partner counties.

Marketing and communication efforts focused on highlighting the six core target industries (Advanced Manufacturing, Corporate Operations, Financial Services, Life Sciences, Technology Services, and Transportation & Logistics) as well as the region's headquarters presence, talent, and quality of life. This report provides an overview of marketing initiatives that were implemented in 2022-2023.

JAXUSA Strategic Marketing Goals:

- Position the Jacksonville region to c-suite and decision-makers in target industry companies and site consultants as the ideal location for attracting talent or relocating or expanding business.
- Accentuate and amplify the region's unique attributes, economic development strengths, and overall value for business and talent.
- Showcase the area's unmatched support and strategic fit for business that ultimately drive jobs and capital investment to Northeast Florida.
- Elevate the region's brand recognition and demonstrate the area's strength to talent considering a relocation through omnichannel marketing outreach with strong engagement platforms.

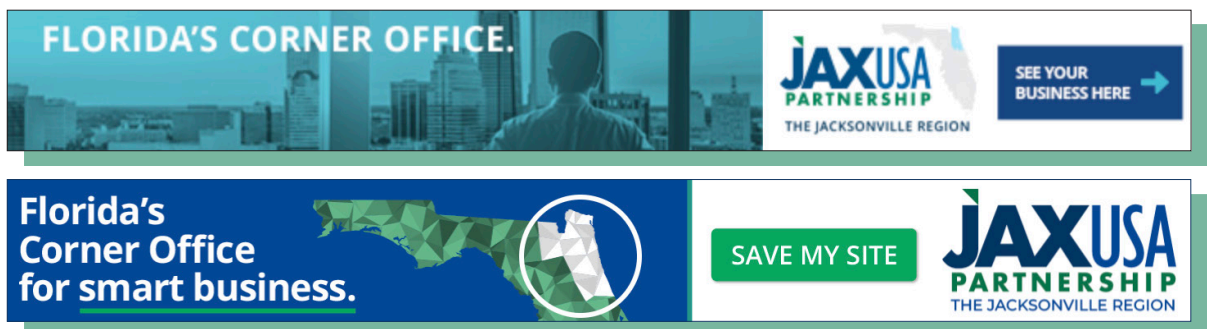


Business Recruitment – Digital Advertising

JAXUSA continued its annual investment in a comprehensive digital advertising campaign that builds awareness of the Jacksonville region by generating impressions and driving quality traffic to the target industry pages of JAXUSA.org. The target audience was c-suite executives and company decision makers with an employee base greater than 50 that meet the profile of an organization looking to relocate or expand their businesses in the Northeast Florida’s target industries.

This year’s effort ran from February to April 2023 and used the following channels:

- Display advertising that increases awareness of the Jacksonville region as a relocation destination;
- Retargeting ads that re-market the JAXUSA message after a user visits the JAXUSA website;
- Industry-focused LinkedIn posts geared toward decision-makers in a professional yet social avenue; and
- Video was used in both channels during the campaign to provide a stronger sense of the region’s qualities and drive higher engagement.



RESULTS

14,374,831
IMPRESSIONS

37,079
CLICKS

0.26%
CLICK-THROUGH
RATE

\$4.55
COST PER
CLICK

Public Relations

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

As the nation's economic power continues to shift to the Southeast, JAXUSA positioned

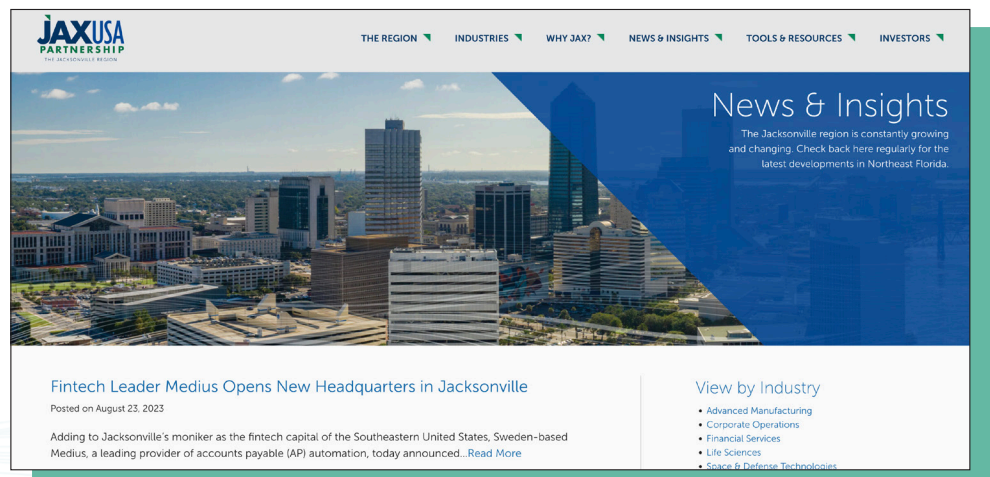
Northeast Florida as a top location driving that shift, highlighting the area's booming growth in population and corporate headquarters relocations. Stories with angles surrounding this topic also noted investments from companies like Paysafe, record-breaking investments channeled into downtown revitalization efforts, and local initiatives to support entrepreneurs, including JAX Bridges and the Open Innovation Center. These stories strengthen the region's reputation as a great place to build and grow a business.



Content & Target Industry Marketing

Content marketing remains a key strategy for both showcasing Northeast Florida and driving organic search engine optimization (SEO) rankings for JAXUSA.org. The development of quality, relevant content for our target audiences provides insight into the region's inviting business environment and quality of life, which helps raise the global profile of Northeast Florida.

The *News & Insights* section on JAXUSA.org is the centerpoint for communications and showcases the region's achievements and target industry expertise to a global audience — this page remains one of the most visited areas of JAXUSA.org. In addition to original content, the *News & Insights* section broadcasts favorable news about Northeast Florida from key publications like The Wall Street Journal, U.S. News & World Report, and LinkedIn. The information in the *News & Insights* section is also repurposed in digital newsletters that are delivered to JAXUSA investors and site consultants.



JAXUSA has also invested in the creation of an updated library of success stories that provide in-depth profiles of businesses that have grown in the region. Case studies on Rayonier, Suddath, Deutsche Bank, Johnson & Johnson Vision, Comarco, Coastal Cloud, and Forcura have been published with several more in development.

Event and Experiential Marketing

The Florida vs. Georgia Football Game is a time-honored event in Northeast Florida welcoming residents and visitors, particularly college students and young professionals – a target audience of the Find Your JAX initiative and JAXUSA’s growth strategy for talent. Understanding that 80% of residents visit a destination before considering a relocation, a dedicated marketing campaign surrounding the annual football game was created to capture the attention of visiting fans in October 2022.

The campaign included an omnichannel approach to reaching the audience in the market for the game using Waze advertising, Google search expansion, geotargeted Facebook advertising in the stadium complex, and Uber and Lyft car wraps. The Waze advertising approach targeted drivers along the routes between Jacksonville and Gainesville as well as Athens and Atlanta with linked advertising to the Find Your JAX website.

Fifteen cars were wrapped in Find Your JAX branding and driving around TIAA Bank Field before, during, and after the football game and the following three weeks. During the four-hour “swarm” surrounding the stadium on game day, it was anticipated that **134,200 visitors would have the ability to see the cars representing an average annual household income of \$85,000** with the highest audience being young singles. Throughout the course of the marketing campaign, the cars were seen in all parts of the Jacksonville region and Southeastern Georgia. In total, the fleet drove more than 25,000 miles and had more than 3.5 million impressions, exceeding expectations.

3.7 MILLION
IMPRESSIONS

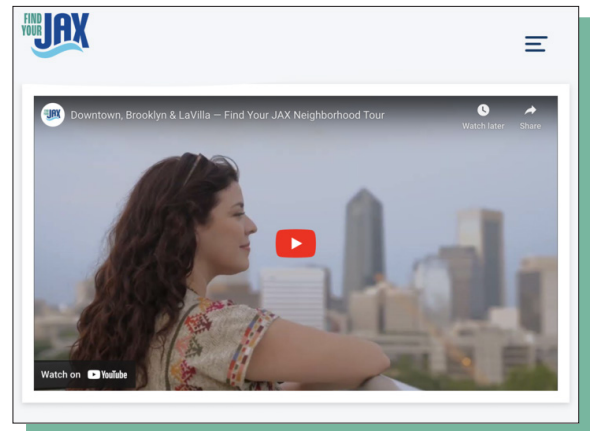
6,000+
CLICKS/QR SCANS



Video Production

When talent is considering a move to a new location, digital and social media platforms rise to the top in tools to understand what a community has to offer. According to DCI's 2023 Talent Wars, dedicated websites like FindYourJAX.com, Facebook, YouTube, Instagram, and other platforms are considered valuable resources for attracting talent.

The new "Find Your JAX Neighborhood" video campaign aligns well with the data presented in the study regarding how talent makes their relocation decisions about a community. The videos focus on showcasing a neighborhood, city, or town in Northeast Florida. Taken through the eyes of a resident in short, engaging 30- and 60-second features in both portrait for Instagram Reels or TikTok – and in landscape – for the website's neighborhoods page, and YouTube.



Visuals include scenery, housing options, dining, and other activities the video stars enjoy in their corner of Northeast Florida. The final videos are used in social media, on the web, in digital advertising, newsletters, and email marketing.

JAXUSA's "A Seat at the Table" business recruitment video campaign was recognized by the International Economic Development Council (IEDC) with an Excellence in Economic Development Silver Award. The compilation of videos with local business executives reached c-suite executives from outside of the market to influence their location decision-making plans for consideration of the Jacksonville region.

IEDC is the largest national and global organization of economic development organization. The award was presented during their annual conference which recognizes the world's best economic development.



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership



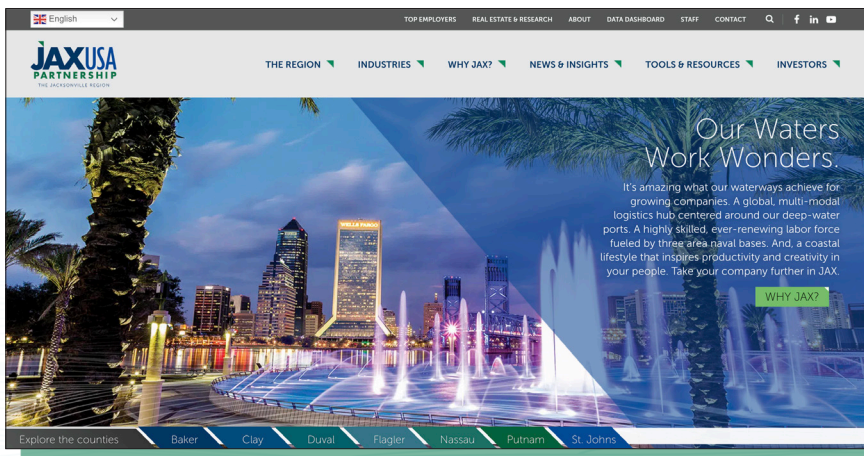
Creative Development

JAXUSA continued to add creative elements to its marketing library in 2022-2023. Water remains a key thematic element in all JAXUSA's marketing materials since it is a critical differentiator for the region. Sales tools were updated, particularly for key target subspecialties like fintech, e-commerce, and medical device manufacturing. The overall creative theme was also leveraged in print and digital advertising elements over the course of the year in strategic regional publications.



Website & Digital Assets

JAXUSA.org is the most important marketing channel for promoting the business attributes of Northeast Florida. The website serves as the destination for educating c-suite executives, business decision-makers, and site selectors as well as inbound talent by providing relevant news and information about the region, including demographic data and available buildings and sites. JAXUSA continued to make investments in the website's performance and search engine optimization.



RESULTS

- 16.51% INCREASE IN NEW USERS (FROM PRIOR YEAR)**
- 6.16% INCREASE IN SESSIONS (FROM PRIOR YEAR)**
- 3.37% INCREASE IN PAGE VIEWS (FROM PRIOR YEAR)**

Talent Recruitment- Digital Advertising

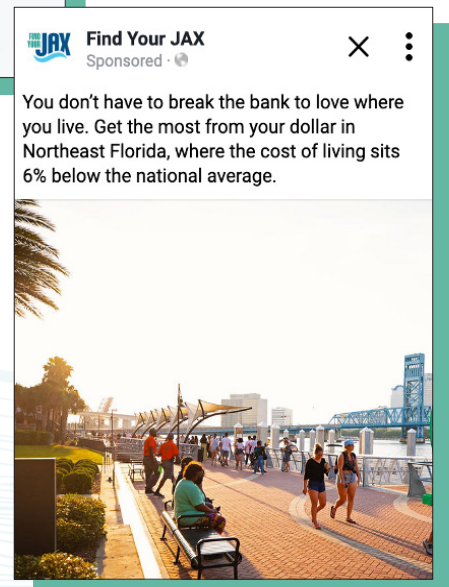
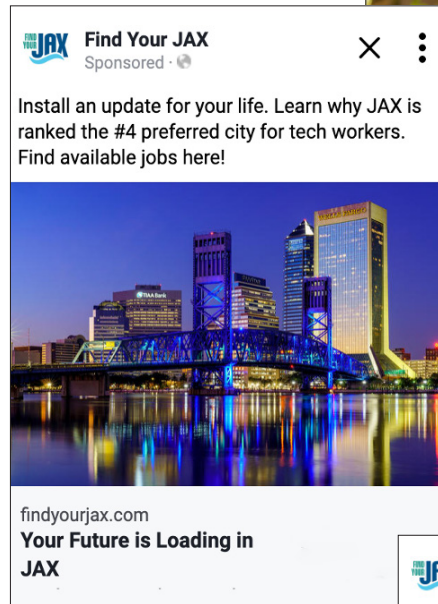
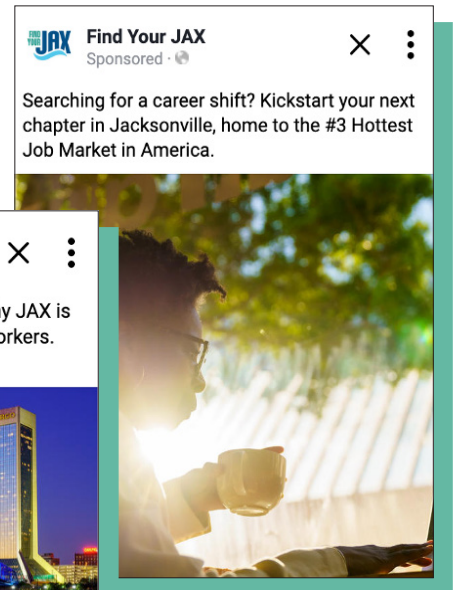
JAXUSA's talent attraction digital advertising program continued promoting Northeast Florida as the ideal location for professionals. Ads placed through Google and Meta's platforms boasted the region's status as a top job market and the lifestyle advantages the region offers when it comes to cost of living and quality of life.

Accounting for 66% of new users visiting the website in 2023 and 67% of total Find Your JAX website traffic, the talent attraction digital advertising program was a key component in driving quality traffic to the Find Your JAX website. With 8,514 goal completions and a 23% goal conversion rate, total collective sessions increased by 29% when compared to 2022 data. Campaigns were optimized to reach active searchers seeking employment in Northeast Florida, target audiences in higher cost and peer locations, and searchers with demonstrated interest in the Jacksonville region.

On Google, conversions increased by 45% in 2023 with the top keywords, "jobs" and "job opportunities," generating 6,827 clicks with a goal conversion rate of 53%. Paid advertising accounted for 76% of goal conversions with conversions including Indeed job views, interactions with the cost-of-living calculator, neighborhood quiz or commute time quiz, users who stayed on the site for over five minutes, users who visited five or more pages in one session, outbound link clicks, and newsletter sign-ups. The top 10 keywords focused on region-specific job terms and lifestyle/livability search terms such as "rent."

JAXUSA leveraged display ads and retargeting tactics to re-engage talent with active interest in Northeast Florida, allowing key messages and content pages to remain top-of-mind. **The retargeting display campaign received 370,849 impressions, leading to 370 additional goal conversions from returning website visitors – a 162% increase compared to 2022.**

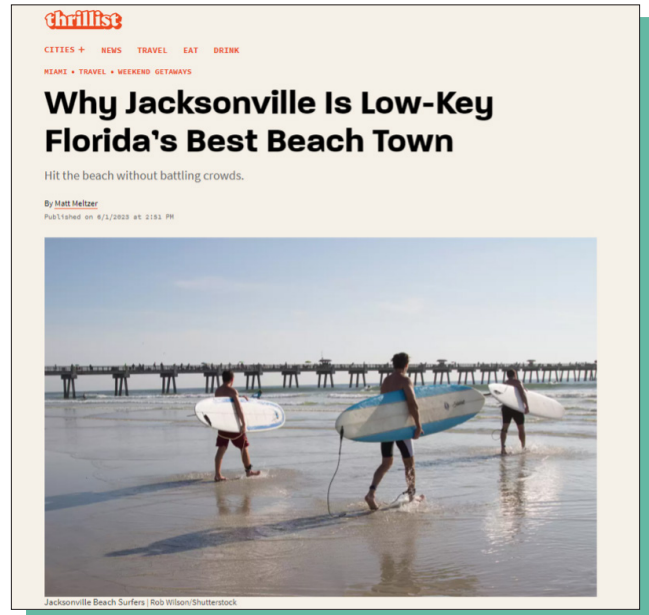
Placements through Meta's platform on Facebook and Instagram targeted Gen Z and Millennial jobseekers in key metropolitan areas including primary markets like Philadelphia and New York, in-state markets like Miami and Palm Beach, and exploratory markets like Pittsburgh and Los Angeles. Meta Ads drove a significant amount of traffic to the website, **garnering 1,826,720 impressions and a 1.53% CTR, well above the industry benchmark of 1%.**



Talent Recruitment- Public Relations

JAXUSA continued to increase its outreach efforts to lifestyle-focused media outlets to secure coverage aimed at reaching young professional talent. Efforts included storylines surrounding the region's arts and culture resources, outstanding quality of life, renowned urban parks system, and growing food and beverage scene. JAXUSA also began targeting college media outlets at top regional universities, including the University of Florida and the University of Georgia, to show current students the benefits of starting their careers in Northeast Florida after graduation.

These media relations efforts have resulted in **12 stories and more than 60 pieces of secondary coverage over the past year**. In total, this coverage earned the region more than **252 million impressions and nearly \$1.5 million in ad equivalency** in outlets including Bloomberg, Daily Beast, MarketWatch, Thrillist, Morning Star, Fifty Grande, Business Facilities, Livability, American City & County, Expansion Solutions Magazine, and more.



DAILY BEAST

Is America's Largest City Also Its Most Misunderstood?

IT'S STILL A BIG WORLD

Florida's northernmost metropolis is also one of its most southern cities, which sounds contradictory. But then, Jacksonville abounds in delightful contradictions.

Dun & Bradstreet's headquarters in Jacksonville, Florida, after the company relocated from New Jersey two years ago. The South Atlantic coastline is one of the fastest-growing regions in the US. *Photographer: Malcolm Jackson/Bloomberg*

Economics

A \$100 Billion Wealth Migration Tilts US Economy's Center of Gravity South

Some 2.2 million people moved to the Southeast in just over two years. That's roughly the population of Houston.

Bloomberg

DAILY BEAST

thrillist

FIFTY GRANDE

MarketWatch

Talent Recruitment- Social Media

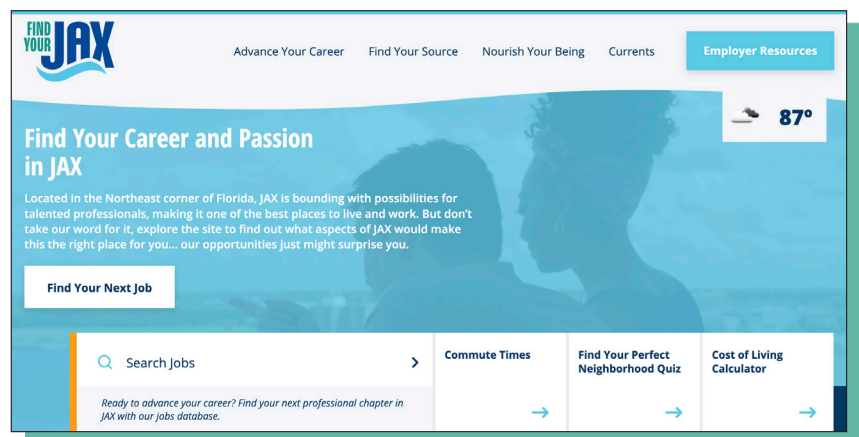
To amplify the region's livability and quality of life messaging, JAXUSA executed two digital influencer partnerships with duo creators, Caitlin Jecklin and Danielle Sommerfield, and golf influencer, Savannah Vilaubi. To bolster awareness, JAXUSA strategically leveraged Caitlin and Danielle's lifestyle-focused brand and engaged audience to drive 239 click-throughs to the Find Your JAX website, generating 31,300 unique views of the lifestyle-focused content. JAXUSA worked with Savannah Vilaubi to drive awareness of Northeast Florida's golfing excellence and lifestyle messaging, and as a result, Savannah created 50 posts that generated 143,500 unique views and 61 click-throughs to the website. Collectively, **the two partnerships delivered content with an estimated media value of \$117,900, which is a 12.4 return on investment.**



Talent Recruitment- Website Updates

As an extension of a larger marketing campaign for the State of Florida, Florida Power and Light (FPL) and JAXUSA developed a section for Employer Resources on the Find Your JAX website. Within this process, JAXUSA discovered a need for collateral pieces, resulting in the Employer Resources Collateral project.

Three pieces of marketing collateral were created for the Find Your JAX brand: an eight-page Pocket Guide, and a two-page "Why JAX?" fact sheet and branded PDF template. Designed to appeal to prospective talent as well as regional employers and HR professionals promoting the Jacksonville region, these assets live under the Employer Resources section on FindYourJAX.com.



Produced as a PDF download formatted for employers to share digitally or print on their own, the Pocket Guide serves as an introduction to the content on FindYourJAX.com and drives traffic to the website while providing overarching livability and quality-of-life messaging. As part of this project, JAXUSA developed a branded copy and designed a digital map of Northeast Florida featured in the brochure as a two-page spread, including major highways and points of interest.

Similarly, the "Why JAX?" fact sheet is formatted as a digital download on the Find Your JAX website and designed as a helpful resource for HR professionals to refer to when marketing the Jacksonville region to prospective talent — it includes information on cost of living, education, recreation, rankings, and more using copy provided by JAXUSA.

TALENT DEVELOPMENT

JAXUSA engages stakeholders in the region's talent ecosystem through Earn Up, a strategic initiative that delivers a three-pronged program of talent attraction, development, and connection in the Jacksonville region. The ecosystem is a partnership of education, business, and community leaders focused on a shared framework to optimize the workforce, support economic growth, and generate a fulfilling quality of life in Northeast Florida.

Earn Up facilitates increased cooperation among all stakeholders to align our learning ecosystem, share best practices, and engage in projects that strategically support talent advancement initiatives. Ultimately, **JAXUSA serves as a liaison between all stakeholders to create meaningful connections that deepen the awareness of Career Pathways and expand relationships between educators and the business community in several ways.**

- The **Talent Advancement Network (TAN)** leverages the knowledge and experience that industry professionals possess to help generate workforce change. By providing their insight and collaborating with talent pipeline providers, they create cohesive messaging and approaches to career pathing. The TAN includes human resources and operations professionals from the region's industry base, representatives from post-secondary institutions, CareerSource NEFL, and JAXUSA.
- The **Talent Advancement Partnership (TAP)** allows increased communication among districts and educational institutions to better align the learning ecosystem and discuss educator needs and solutions. This collaboration includes career and technical education directors across the seven-county region, post-secondary decision makers, CareerSource NEFL, and the JAXUSA Talent Development Team.
- The **Earn Up Steering Committee** is led by the JAXUSA Talent Development Team and is made up of representatives from the region's

community-based organizations, state colleges and universities, and post-secondary providers. In addition to sharing industry and workforce trends, the group is working to strategically and synergistically move the needle to achieve a goal of 60% of adults holding credentials of value by 2030. JAXUSA is committed to growing a robust talent ecosystem in Northeast Florida by aligning the needs of the region's business community with a talented and engaged workforce through the awareness of and education on Career Pathways in the area's target and support industries.

As indicated, \$125,000 of the counties' funding was allocated to support Talent Development initiatives. This report details the strategies and programs by which the Earn Up initiative provides value to our stakeholders within the regional talent ecosystem.

JAXUSA Strategic Talent Goals:

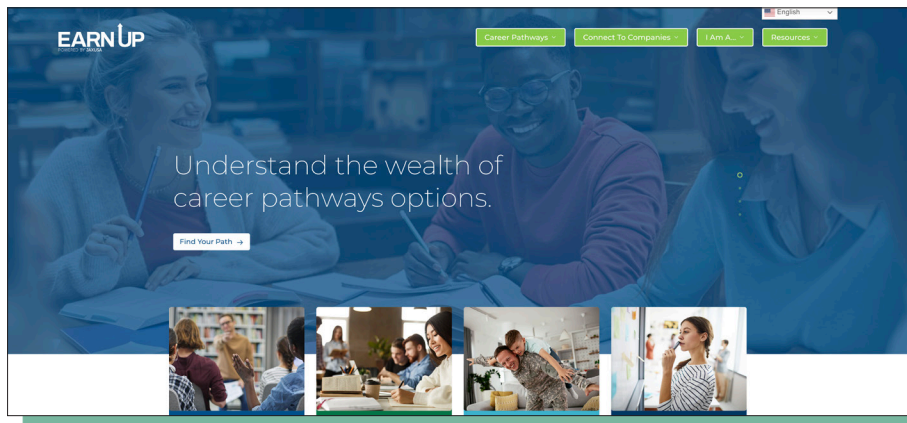
- Elevate and facilitate engagement of businesses, K-12 education, post-secondary education, and community-based organizations in talent recruitment and development through shared collaboratives.
- Increase the awareness of regional target and support industries and the viable Career Pathways available to the region's high school students, transitioning adults, and veterans through targeted campaigns that highlight regional assets and facilitate retention of regional talent.
- Enhance and amplify employer engagement activities that support the recruitment and development of the region's talent.
- Support credentials of value initiatives that accentuate the importance of high school completion and attainment of credentials beyond high school to meet business and industry needs.

Website and Digital Initiatives

As identified in The Future Is Now, the regional strategic economic development plan, there is a lack of knowledge and understanding of regional targeted industries among our constituents. As such, efforts were developed to launch a Career Pathways initiative utilizing EarnUp.org as a programmatic and communications platform. As such strategic efforts to enhance the website and broaden its reach included the following:

EarnUp.org Search Engine Optimization

As more individuals look to search engines for answers, it is imperative that the Earn Up website and its content be readily available through search results to continue its socialization across Northeast Florida. Key accomplishments to date include a site health ranking among the top 5% of all websites, improvement in keyword position, and an expanded backlinking strategy that ties EarnUp.org to websites with high authority. These efforts will improve access to the content and resources provided by Earn Up and ultimately reach our target audiences more effectively.



RESULTS

31,276
USERS

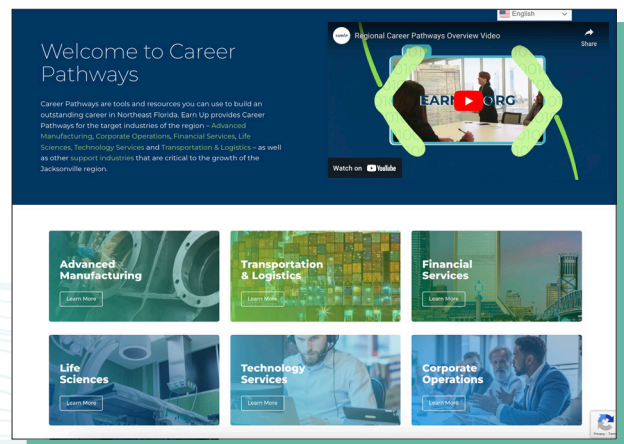
37,735
SESSIONS

69,841
PAGE VIEWS

1:21
AVERAGE
SESSION
DURATION

Career Pathways Campaign

Earn Up's Career Pathways initiative continues to offer tools and resources that help Northeast Florida develop the talent it needs to fuel employer growth by building and retaining skills and experience. With a focus on the region's target industries— Advanced Manufacturing, Corporate Operations, Financial Services, Life Sciences, Technology Services, and Transportation & Logistics – along with key support industries such as Recreation & Hospitality, Public Service, and Agribusiness, Earn Up helps high school students, adult learners, and veterans understand the career options available in Northeast Florida along with the companies that can both grow their current workforce and also prepare their teams of tomorrow.



Career Pathways Campaign Continued

Earn Up promotes Career Pathways through a variety of different channels. Developments are kept current on EarnUp.org via industry and career-oriented blog posts and success stories that spotlight professionals in each target and support industry. A bi-monthly e-newsletter is sent to a group of interested executives and professionals with updates on accomplishments and programming. Among the most important areas of the website is the Educator Resources section which provides ready-made lesson plans that can be customized. These plans provide educators with tools and information they can use to share information on careers in the region's target industries, career exploration and visioning, employability skills, and job fair preparation.

Connect to Companies Campaign

Employer engagement was further enhanced by adding new content to the website that focused specifically on how talent can connect to organizations in Northeast Florida. Website tools were developed to showcase and support the growth of work-based learning opportunities, student preparation, internship and apprenticeship resources, and a means for companies to connect through a campaign.

EarnUp.org also has a specific section that highlights internship opportunities with prominent local companies and showcases partner organizations that offer internships by our target industries.

While the Career Pathways campaign has facilitated a more comprehensive awareness of the diverse career pathway opportunities flourishing in the region, Earn Up added to that effort by creating Connect Now. Connect Now is an online form that allows employers to indicate interest in various levels of engagement, such as providing work-based learning opportunities, classroom presentations, job fair participation, job shadowing, and internships. The form was promoted through Invest in Your Future postcards that were distributed at several events. To date, 26 companies have engaged with Earn Up to facilitate their talent development goals.

These content enhancements were also leveraged by the JAXUSA Talent Development Team as they engaged with the talent development community via **148 events impacting with 6,664 community-based organizations** and secondary as well as post-secondary partners. These touch points ranged from large group presentations to smaller, customized professional development activities on the resources of EarnUp.org, and in-person, virtual, and hybrid events.



The JAXUSA Talent Development team executed a variety of initiatives leveraging the Connect to Companies content, resulting in 127 events/activities engaging 1,792 industry, school districts, post-secondary institutions, and community-based organizations. These activities ranged from supporting regional high school and college fairs and industry-specific functions to customized support for business and industry to meet their specific talent development needs.

EARN UP Career Pathways Connect to Companies I Am A... Resources

Connect to Companies

Be Prepared Career Pathways Information Apprenticeship Connect Now

Internships

Internships are one of the best ways future workers can learn about the basics of a job. Also, it gives employers the chance to determine skill and fit. These meaningful work experiences directly related to Career Pathways in the Jacksonville area. Earn Up can help connect companies and students, adult learners and veterans with these opportunities.

Internships can be a game changer in your Career Pathways! Colleges in Northeast Florida use various platforms such as Handshake, Symplicity and College Central Network to share internship opportunities with their students and alumni. Schools may also make available this information through their career centers. Internship experiences will help you better understand your field of study, personal skills, and interests.

The data gathered by Strata in the chart below illustrates why securing internships throughout your educational career provides a significant return on investment.

Annual personal income + \$13,859	Career satisfaction +7 percentage points
Education was worth the cost +11 percentage points	Education helped me to achieve my goals +7 percentage points

Source: Strata 2018

Video

The Earn Up hype video campaign provides audio and visual learners with an additional resource for understanding the region's targeted and support industries. The videos focus on showcasing each industry with upbeat and relevant statistics that reinforce the depth of opportunities and careers that exist in each industry. The engaging 30- and 60-second features in both portrait for Instagram Reels – and in landscape – for the Earn Up Career Pathways pages and YouTube.



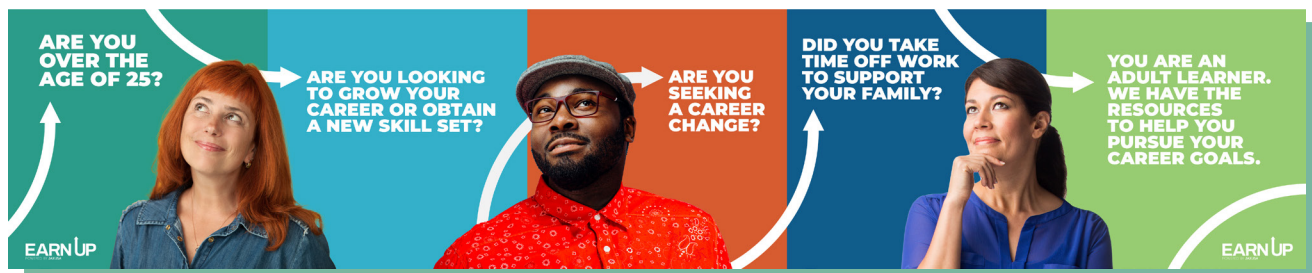
Workforce Briefing

Each quarter, Earn Up facilitates an employer-driven event that features a target industry overview with recent, region-specific data. A facilitated panel discussion allows the audience to hear from industry leaders about how the respective industry continues to grow, innovate, and thrive in Northeast Florida. The audience includes talent stakeholders from the seven-county region, including secondary career and technical educators (CTEs), post-secondary educators, and representatives from community-based organizations. Once attendees are made aware of industry trends, expectations, and skill needs, they apply this information to make necessary changes in the curriculum, help students deepen their awareness and understanding of industries, and share the information with colleagues. Those who cannot attend the briefings can view video recordings on the Earn Up YouTube channel. Currently, **these videos have been viewed 785 times.**

Social Media

Earn Up embarked on a social media campaign to directly reach high school students and their parents, engaging them with content to prepare for key career milestones. Targeted campaigns ran on Facebook and Instagram for seven months during the year that focused on promoting Earn Up's Career Pathways and Connect to Companies, FAFSA completion, career fairs, job searching, adult-learner career opportunities, and opportunities for veterans and their spouses to receive support after their service ends. The campaign's goal was to build awareness about career options available to the next generation of the workforce and drive them to visit EarnUp.org for more information.

RESULTS	
710,055 REACH	20,232 CLICKS
0.46% CLICK THROUGH RATE	\$1.50 COST PER CLICK



The Earn Up campaign which includes EarnUp.org resources was recognized as an award winner by several organizations in 2022-2023. In 2022, The Earn Up website and Career Pathways Campaign was recognized by the Florida College Access Network as a Workforce Innovator and by the International Economic Development Council as a Talent Development and Retention Gold Award winner. In 2023, Earn Up was recognized by the Florida Economic Development Council as an Innovation in Marketing winner and the Council for Community and Economic Research as a winner for supporting Business, and Economic Workforce Development activities through the Earn Up campaign as well.

