JAX USA PARTNERSHIP
THE JACKSONVILLE REGION



MARKETING REPORT

OCTOBER 1, 2025 – SEPTEMBER 30, 2026

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JAXUSA PARTNERSHIP
THE JACKSONVILLE REGION

ANNUAL MARKETING REPORT

OCTOBER 2025–SEPTEMBER 2026

Serving as the lead economic development organization for the Jacksonville region, JAXUSA Partnership drives business recruitment, talent attraction and talent development across the seven counties of Northeast Florida.

Strategic marketing plays a critical role in advancing JAXUSA Partnership's economic development efforts by showcasing Northeast Florida's competitive advantages and connecting the region with businesses, site selectors and talent. Through targeted campaigns, compelling content and strategic outreach, JAXUSA raises awareness of the region's business climate, growing industries, skilled workforce and exceptional quality of life.

JAXUSA's integrated marketing program supports three key initiatives, each designed to strengthen the region's economic competitiveness:

- JAXUSA Partnership promotes Northeast Florida as a premier destination for business relocation and expansion, reaching corporate decision makers and site selectors.
- Find Your JAX attracts and retains skilled professionals by highlighting the region's career opportunities and quality of life.
- Earn Up strengthens the local talent pipeline by connecting students, job seekers and educators with career pathways in Northeast Florida.

With an annual marketing investment of more than $1 million, supported by regional partners and private funding, JAXUSA executes a comprehensive strategy that includes digital advertising, website development, content marketing, public relations, social media, targeted industry outreach and more. These efforts strengthen the region's visibility in competitive markets, engages key audiences and supports business recruitment and workforce development priorities.

Together, these efforts contribute to Northeast Florida's continued economic growth and success. **From October 2025 through September 2026, JAXUSA announced 11 company relocations and expansions, creating an expected 900 direct jobs, 700 indirect jobs and $1.3 billion in capital investment across the Jacksonville region.**

This report highlights the marketing strategies, initiatives and results achieved from October 1, 2025 through September 30, 2026, demonstrating how JAXUSA's integrated approach supports business growth, attracts talent, develops the region's workforce and strengthens Northeast Florida's competitive position.

JAXUSA PARTNERSHIP

BUSINESS RECRUITMENT & EXPANSION

JAXUSA Partnership promotes Northeast Florida's competitive advantages to corporate decision makers and site selectors through a variety of strategic marketing initiatives. Some of these efforts include an annual digital advertising campaign, targeted advertising surrounding industry events and economic development missions, as well public relations efforts locally, nationally and internationally. This year, JAXUSA also launched a redesigned website to better showcase the region's strengths, key industries and business opportunities while providing enhanced resources for companies considering relocation or expansion in Northeast Florida.

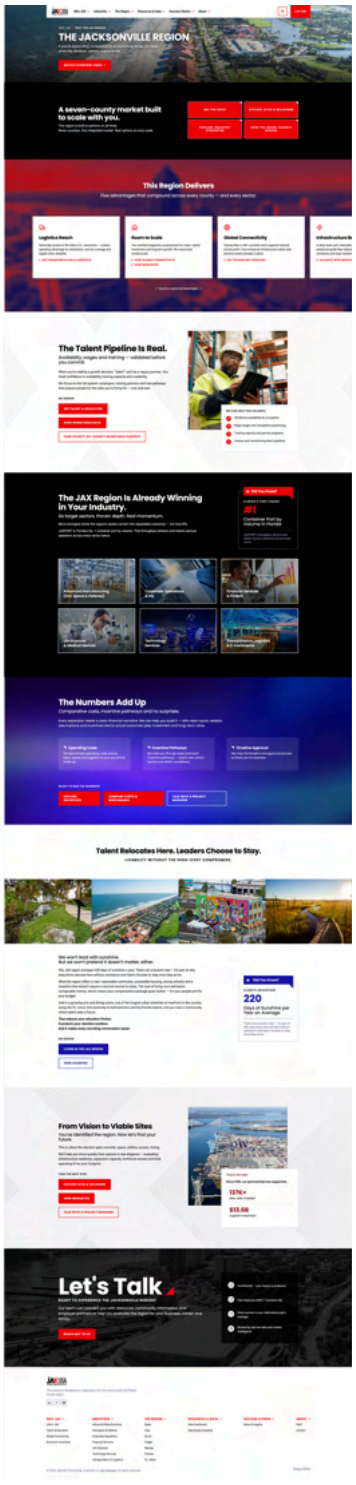
CONTENT & TARGET INDUSTRY MARKETING

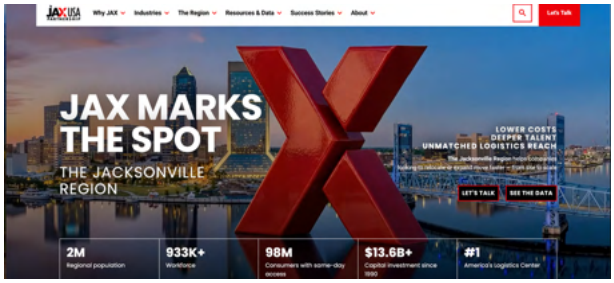
REVAMPED JAXUSA.ORG

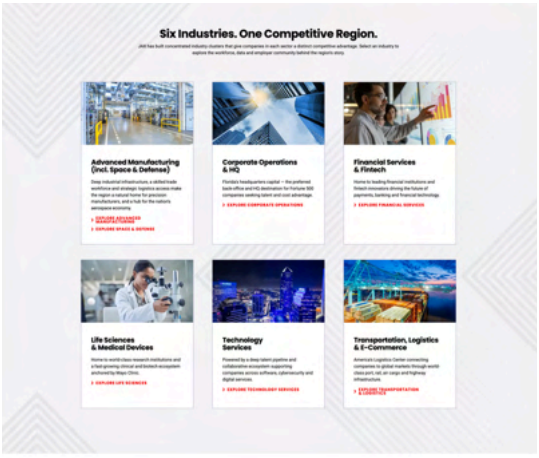
A NEW DIGITAL FRONT DOOR FOR JAX

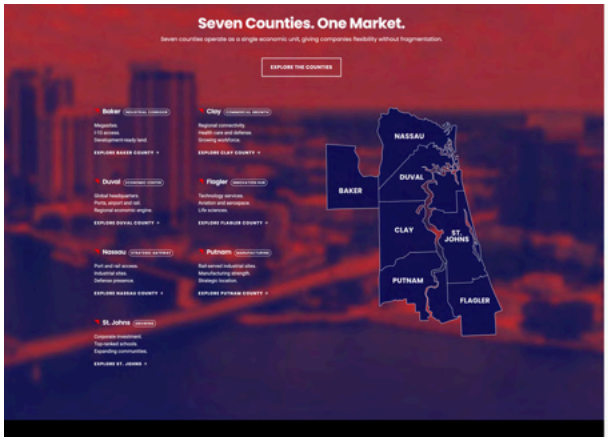
On July 27th, JAXUSA launched a redesigned website built around a clear strategic principle: organize content around decision pathways, not organizational structure. The result is a platform that reduces the time it takes for site selectors and corporate decision-makers to move from first impression to a confident next step.

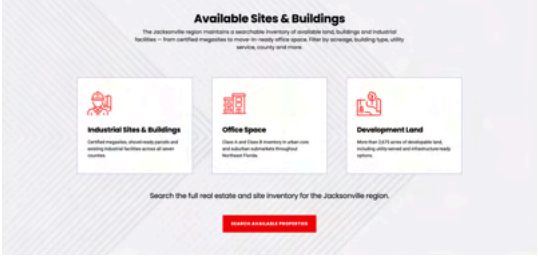
The site's audiences need fast access to credible proof. The new architecture delivers it. Industry pages lead with workforce data, infrastructure assets and competitive positioning. County pages bring the region's seven-county geography into sharper focus, giving users a clear view of the distinct advantages within the broader JAX market. Navigation is direct and intuitive, with clear pathways that put key information within reach regardless of where a user enters the site.









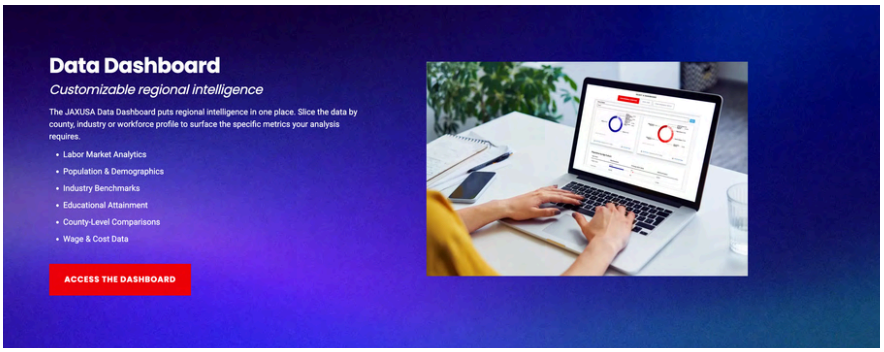


CONTENT & TARGET INDUSTRY MARKETING

REVAMPED JAXUSA.ORG

A NEW DIGITAL FRONT DOOR FOR JAX (CONTINUED)

The new Data Dashboard, powered by Lightcast, consolidates the region's market intelligence into a single destination, giving site selectors and executives direct access to labor data, cost benchmarks and infrastructure metrics without navigating away from their due diligence.



The refreshed aesthetic reflects the confidence of the region it represents: clean, credible and built to compete against peer markets.

ANNUAL ADVERTISING CAMPAIGN

REACHING THE RIGHT PEOPLE AT THE RIGHT COST

This year, JAXUSA's advertising campaign did something that doesn't happen by accident: it became more efficient as it ran. Each month outperformed the last — not because the budget grew, but because the targeting and creative improved in real time. By the close of the campaign in May, the region was reaching more of the right decision-makers, at a lower cost per engagement, than at any point in the campaign.





Two new audiences made their debut in 2026. For the first time, JAXUSA ran a dedicated campaign targeting site selectors through a buy of ad space on *Site Selector* magazine's website. Their engagement levels were among the highest in the campaign, validating the region's relevance to the professionals who shape location decisions every day.





The second new audience addition was a segment built around a curated list of priority prospect companies identified by the JAXUSA team. These were not broad audiences — they were targeted outreach to organizations already on JAXUSA's radar. That precision showed in the results: this segment drove nearly half of all campaign clicks and did so at the lowest cost of any audience in the campaign.

The 2026 campaign generated more than 8 million impressions and drove 30,000 visits to JAXUSA.org, reflecting a strategic approach to reaching high-value audiences with targeted messaging that positions Northeast Florida as a premier destination for business.

2026 JAXUSA ANNUAL ADVERTISING CAMPAIGN RESULTS

8.5M+	30K+
Impressions	Visits to Site

CONTENT & TARGET INDUSTRY MARKETING

EVENT ADVERTISING

REACHING GLOBAL BUSINESS LEADERS WHERE THEY ARE

2026 event advertising resulted in 1.97 million media impressions, 71,134 clicks to the JAXUSA website and exposure to key global industry business prospects.

JAX Back in London: Building on Success

In October 2025, JAXUSA executed a LinkedIn campaign in London to increase awareness and interest among finance and fintech business leaders about Jacksonville as a primary destination for U.S. Operations. The goal was to continue to position the Jacksonville region as the go-to hub for fintech operations in the United States. **Messaging was in market before, during and after the JAX delegation were in London and delivered 71,932 impressions and 202 clicks to jaxusa.org.**

In alignment with JAXUSA's annual UK economic development mission, JAXUSA also ran advertisements during the Jacksonville Jaguars game at Wembley Stadium in London. **The advertisements appeared on the jumbotron and concourse televisions, reaching a crowd of more than 86,000 attendees.** This international exposure increased awareness of the Jacksonville region and reinforced its position as a premier destination for business and talent.

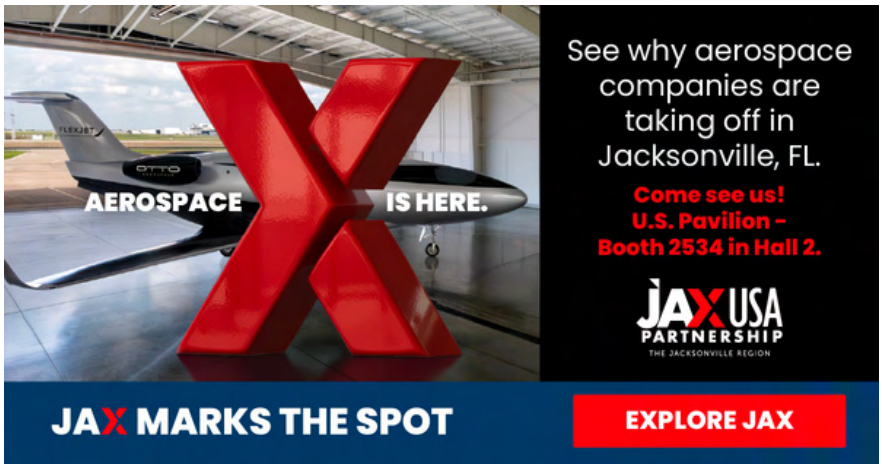


Farnborough Air Show: Taking JAX to the Skies

In support of JAXUSA's presence at the 2026 Farnborough Air Show, a strategic digital campaign was executed to boost brand awareness among key transportation industry decision-makers attending or engaging with the event. The campaign utilized Google and LinkedIn: a LinkedIn ad set targeting C-suite titles at the specific firms attending FIA, a LinkedIn ad set targeting effort extending reach to the broader aerospace and aviation community as well as a Google Display geofence within ten miles of Farnborough Airport that ran during the show itself.

These ads resulted in 1,902,590 impressions and 15,549 clicks to the JAXUSA website.

In addition, the team handed out newly designed Challenge Coins during prospect and stakeholder meetings to deliver a memorable and lasting engagement with JAXUSA.



PUBLIC RELATIONS

Promoting economic development successes and positioning JAXUSA Partnership leaders and investors as experts in their field is critical to keeping the momentum of attracting jobs and investment to our community.

2025-2026 JAXUSA PR RESULTS

34	15M
News Articles	People Reached

PROJECT ANNOUNCEMENTS

BUSINESS RELOCATION & EXPANSION EVENTS

JAXUSA Partnership serves as the connection point when companies are announcing an investment, expansion or a new project in Jacksonville. JAXUSA takes the company's lead on the type of event or announcement they are looking for and then works with city, state and business leaders on timing, messaging and event planning if applicable. This year included announcements from large companies such as Johnson & Johnson Vision, the Winn-Dixie Company, Daimler Coaches and the Anderson-Dubose Company.

WINN-DIXIE



DAIMLER COACHES



JOHNSON & JOHNSON



ANDERSON-DUBOSE



Companies, especially those just entering the Jacksonville market, often use JAXUSA to make introductions and send information to local media because of the long-standing relationships the organization has developed over the years.

IN-MARKET MEDIA

HIGHLIGHTING REGIONAL ECONOMIC GROWTH

JAXUSA Partnership leaders often provide expertise and context to larger local economic issues. JAXUSA President Aundra Wallace was featured in the *Daily Record*'s annual Economic Outlook issues and in a special edition on Transportation and Logistics, highlighting the critical role Jacksonville plays as a logistics hub in the Southeast. Leadership often provides context on the impact of major projects, such as how the Culinary Institute of America could play a major role in boosting both downtown and the city's food scene.

SPEAKING ENGAGEMENTS

SHOWCASING REGIONAL EXPERTISE AND LEADERSHIP

JAXUSA leadership participated in more than 30 speaking engagements locally and statewide to share industry expertise and highlight the Jacksonville region's economic growth and competitive advantages. Engagements included the Jacksonville IT Council, UNF Employer Summit, Clay County Economic Development Luncheon, Nassau County Chamber of Commerce, Florida College Access Network (FCAN) Summit, Jacksonville Civic Council and more.





PUBLIC RELATIONS

INTERNATIONAL RELATIONS

STRENGTHENING GLOBAL CONNECTIONS

JAXUSA regularly hosts national and international delegations to showcase the Jacksonville region as a premier destination for business and investment. This year, delegations included representatives from Asia, Italy, Lithuania, Belgium, Germany, the United Kingdom and more. Through presentations and regional tours, JAXUSA highlights Northeast Florida's competitive advantages, skilled workforce, infrastructure and economic strengths. These visits strengthen global connections, increase awareness of the region and create opportunities for future business investment.







SELECTFLORIDA TRADE MISSIONS

SHOWCASING NORTHEAST FLORIDA THROUGH STATEWIDE PARTNERSHIPS

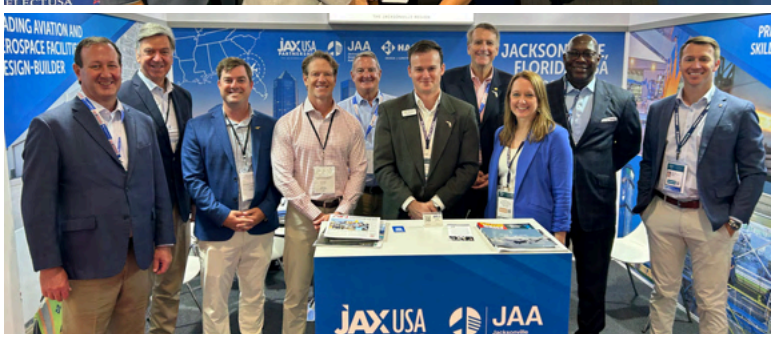
Through the SelectFlorida Partner Program, JAXUSA continues to strengthen its national and international outreach, promoting the Jacksonville region as a premier destination for business investment. The program provides opportunities to participate in major trade shows, site selector events and business development missions, connecting JAXUSA with industry leaders and companies exploring U.S. expansion opportunities.

In May 2026, JAXUSA participated in the SelectUSA Investment Summit in National Harbor, Maryland, connecting with international companies and investors exploring opportunities in the United States.

In July, JAXUSA attended the Farnborough International Airshow in the United Kingdom, showcasing Northeast Florida's strengths in aviation, aerospace, advanced manufacturing and defense.

Both events provided opportunities to build relationships, promote the region's competitive advantages and generate interest in future business investment.





FIND YOUR JAX

TALENT ATTRACTION & RETENTION

Find Your JAX, JAXUSA Partnership's talent attraction initiative, plays a key role in supporting the region's economic development efforts by attracting and retaining the skilled workforce businesses need to grow and succeed. The initiative promotes Northeast Florida as a premier destination to live and work, highlighting the region's diverse career opportunities, exceptional quality of life and vibrant communities. Through targeted digital advertising campaigns, events, engaging content and strategic outreach, Find Your JAX builds awareness of the Jacksonville region among young professionals and encourages talent to explore opportunities to build their careers and lives in Northeast Florida.

CONTENT DEVELOPMENT

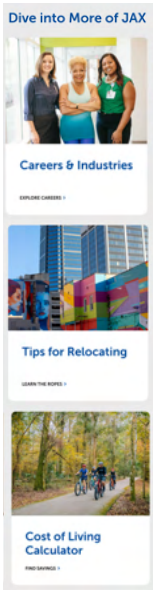
REVAMPED FINDYOURJAX.COM

ENHANCING THE DIGITAL EXPERIENCE FOR PROSPECTIVE TALENT

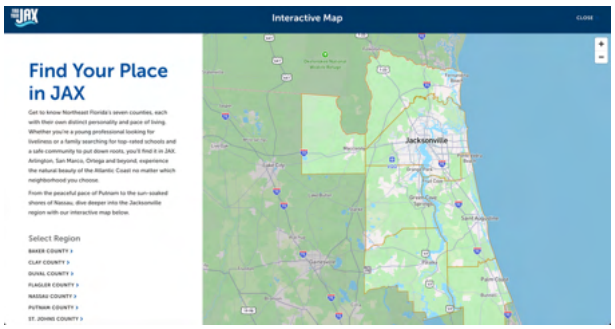
As talent increasingly evaluates potential destinations online before making relocation decisions, FindYourJAX.com serves as a critical front door to the Jacksonville region. To ensure the platform continues to meet the needs of today's job seekers and relocating professionals, JAXUSA launched a fully redesigned Find Your JAX website in September that delivers a more modern, engaging and user-friendly experience while preserving the tools and content that have proven most valuable to prospective talent.

The redesigned website represents a strategic investment in Northeast Florida's long-term talent attraction efforts. Built to support both user engagement and discoverability, the refreshed platform provides prospective residents with a centralized resource to explore career opportunities, compare cost of living, learn about the region's communities and gain a deeper understanding of what life in the Jacksonville region has to offer. The enhanced experience also supports JAXUSA's evolving SEO strategy by ensuring the site remains well-positioned for search visibility and AI-driven search experiences.

The refreshed site introduces several enhancements designed to help visitors more easily envision themselves living and working in the Jacksonville region. A new interactive community map allows users to explore destinations throughout Northeast Florida, compare communities and discover the unique characteristics of each area through a more engaging and intuitive experience. Community Spotlight pages further support this exploration by highlighting the diverse neighborhoods, suburbs and coastal communities that make the region appealing to a wide range of lifestyles.







CONTENT DEVELOPMENT

REVAMPED FINDYOURJAX.COM

ENHANCING THE DIGITAL EXPERIENCE FOR PROSPECTIVE TALENT (CONTINUED)

Career exploration remains a key component of the Find Your JAX platform. The website's real-time Jobs Board continues to connect talent directly with regional employment opportunities while showcasing the strength and diversity of the Jacksonville region's economy. This year, the Jobs Board was expanded to include LinkedIn job postings in addition to Indeed, providing users with broader access to available opportunities and helping them take meaningful next steps in their relocation journey.

Several cornerstone tools that consistently drive engagement remain central to the website experience. The Cost-of-Living Calculator continues to help prospective talent compare expenses between Jacksonville and their current location, offering valuable insights into affordability and quality of life.

Key Website Enhancements:

- Complete redesign of FindYourJAX.com to improve usability, performance and user experience
- New interactive community map that allows visitors to explore and compare Jacksonville-area destinations
- Expanded Jobs Board that now includes LinkedIn and Indeed job opportunities
- Continued support for the Cost-of-Living Calculator, one of the site's most valuable relocation resources
- Continued promotion of Community Spotlight content showcasing the region's diverse lifestyle options



Looking ahead, JAXUSA will further advance the platform's capabilities with the launch of PlaceSuite™ AI in October 2026. This new conversational AI assistant will provide visitors with personalized guidance tailored to their unique interests, career goals and relocation needs. By connecting users with relevant jobs, community recommendations, cost-of-living information and relocation resources through a single interactive experience, PlaceSuite™ AI will further strengthen FindYourJAX.com's role as a year-round talent attraction and recruitment asset.

Together, these enhancements ensure that FindYourJAX.com remains more than a website. The site serves as a strategic talent attraction platform that helps prospective residents understand the opportunities available in the region, as well as the resources needed to take meaningful steps toward making Northeast Florida their home.

CONTENT DEVELOPMENT

SEARCH ENGINE OPTIMIZATION

STRENGTHENING JACKSONVILLE'S VISIBILITY IN TRADITIONAL AND AI SEARCH

Most relocation journeys begin with a search. Job seekers researching a potential move turn to Google and increasingly to AI tools such as ChatGPT and Google's AI Overviews to compare cities, neighborhoods and career prospects. For FindYourJAX.com to serve as the region's front door, prospective talent first has to find it. This year, JAXUSA focused on making sure Jacksonville shows up clearly and credibly in both traditional and AI-driven search.
The work began before the redesign. A joint SEO and website audit identified which pages and content were performing well, where visibility gaps existed and what the new site needed to prioritize. Those findings shaped the site's structure and content plan, protecting existing search performance while creating new opportunities to rank.

All content for the redesigned FindYourJAX.com was written and optimized for both traditional search engines and AI platforms. Each page answers the questions prospective residents ask most often, in a clear and well-organized format that search engines can rank and AI tools can easily interpret and cite. As more relocation decisions start with an AI-generated answer, this approach positions Jacksonville to appear in those answers as well as in traditional search results.

The Current, the site's blog, received focused attention. The JAXUSA team participated in an SEO best practices workshop focused on writing blog content that performs in search while engaging the region's retention audience. Up to 15 hours of technical SEO improvements were also completed on blogs published over the past year, strengthening the visibility of content JAXUSA had already invested in.

With the new site live and PlaceSuite™ AI launching in October, FindYourJAX.com is well positioned to capture and convert search interest. The next phase of SEO work will build on this foundation and includes:

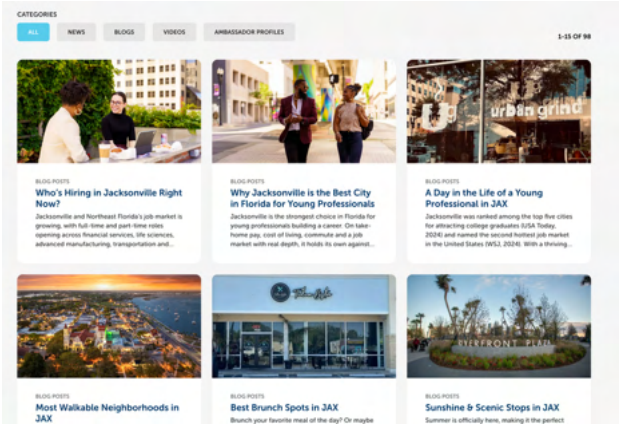
- **Post-site launch audit and strategy.** In early 2027, a new SEO audit will evaluate how the redesigned site is performing in traditional and AI search six months after launch. The findings will identify what is working, where gaps remain and which priorities should guide the rest of the year.
- **Ongoing technical improvements.** Continued technical SEO fixes will keep the site healthy and easy for search engines and AI tools to crawl, understand and surface.
- **Existing page optimizations.** Key pages will be refined based on performance data so the content prospective talent finds first stays competitive and current.
- **New blog content.** Additional blogs will expand Jacksonville's presence in the searches people conduct when weighing a move, building on the talent attraction posts published this year.

CONTENT DEVELOPMENT

BLOGS & SOCIAL MEDIA

SHOWCASING LIFESTYLE & CAREER OPPORTUNITIES

Find Your JAX regularly publishes blogs and maintains an active organic social media presence to highlight Northeast Florida's career opportunities, lifestyle, events and communities. This content engages prospective talent, builds awareness of the region and showcases why Jacksonville is a great place to live and work.



DIGITAL ADVERTISING

ANNUAL ADVERTISING CAMPAIGN

ATTRACTING YOUNG PROFESSIONALS TO NORTHEAST FLORIDA

By the time someone is seriously considering a move, they may have already come across a city dozens of times online. Prospective talent is scrolling social media, searching for jobs and comparing costs, often before they've decided to relocate. That early visibility matters even more as people turn to AI tools to narrow down where to live and work. Jacksonville needs to be a name talent already recognizes, looks for and takes seriously when it shows up on their shortlist. This year's paid media strategy was built to meet them across those moments, using four channels that each play a distinct role. Google Search reaches people actively researching jobs and relocation. Google Display keeps the Jacksonville area top of mind as they weigh their options. Meta shapes how people see Jacksonville as a place to live. New this year, LinkedIn connects with professionals based on the work they do.

Adding LinkedIn let the annual campaign go beyond targeting people by interest and location, and reach talent based on their profession, skills and career interests. LinkedIn is where professionals manage their careers and explore new opportunities, so it reaches talent while career decisions are actually being made. Campaigns were built around JAXUSA's priority sectors and paired each one with the markets where that talent lives: Financial Services in New York, Technology in the San Francisco Bay Area and Southern California as well as Life Sciences in Raleigh-Durham-Chapel Hill and Boston. These efforts connected JAXUSA's talent attraction work directly to its business recruitment priorities.

In its first year, LinkedIn delivered 2.36 million impressions and more than 11,500 visits to FindYourJAX.com, with engagement 25% above the platform benchmark.

The campaign also showed which audiences were most interested in Jacksonville. Technology talent engaged most strongly from the San Francisco Bay Area at nearly three times the campaign average and Software Engineers at roughly double. Financial Services ads reached professionals at leading firms including JPMorganChase, Morgan Stanley, Citi and Goldman Sachs.



DIGITAL ADVERTISING

ANNUAL ADVERTISING CAMPAIGN

ATTRACTING YOUNG PROFESSIONALS TO NORTHEAST FLORIDA (CONTINUED)

Across all channels, the results show that talent was interested and also taking action. **Paid campaigns generated more than 7.2 million impressions, 108,900 website visits and 38,845 high-value actions (such as viewing a job or using the Cost-of-Living Calculator).** This led to the campaign reaching 97% of the 40,000 website conversions goal, even with a temporary pause in advertising during the website relaunch. Job views grew 24% from last year and Cost-of-Living Calculator uses grew 21%, a strong sign that visitors were actively evaluating what a move to Jacksonville could look like.

Messaging focused on everyday quality of life performed best. On Meta, simple image ads about cost of living, remote work and career growth paired with coastal living drove nearly 22% of all clicks for the year from about 4% of ad views. Cost of living stood out across every channel, and the Cost-of-Living page was the top-converting page on the site.

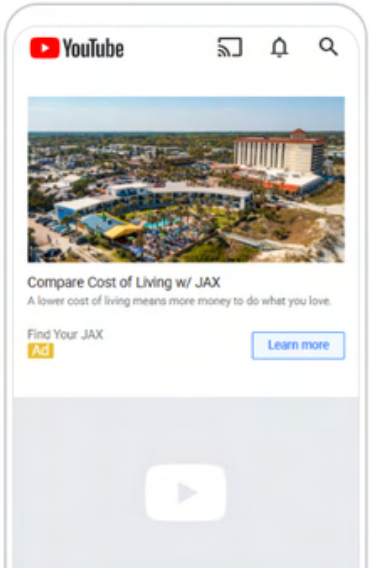
Key Advertising Results:

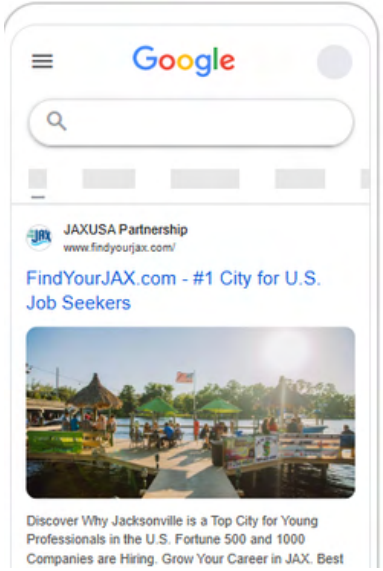
- Indeed job views were up 24% and Cost-of-Living Calculator uses up 21% year over year.
- Every paid channel outperformed its industry benchmark, with Meta at more than five times its benchmark and Google Search at more than double.
- LinkedIn launched with 2.36 million impressions and engagement 25% above benchmark.

2025-2026 FYJ ANNUAL ADVERTISING CAMPAIGN RESULTS

7.2M+	108K+
Impressions	Visits to Site

Looking ahead to FY27, JAXUSA will build on the messaging that resonated most, leading with cost of living framed as quality of life and paired with career opportunity. Insights from LinkedIn will help shape which sectors and markets get the most focus, including a closer look at the technology audiences that showed especially strong interest. Ongoing tracking against benchmarks will guide where investment goes throughout the year.









EVENTS

FIND YOUR JAX INTERN MIXER

CONNECTING INTERNS THROUGH NETWORKING OPPORTUNITIES

JAXUSA Partnership hosted its second-ever Find Your JAX Intern Mixer in June and had more than 140 participants. Interns from 15 local companies in Northeast Florida gathered for a night of baseball, food and networking, discovering why Northeast Florida is the ideal destination to live and work.







AWARD-WINNING CAMPAIGN

"FIND YOUR FUTURE IN JAX" WINS STATE & INTERNATIONAL AWARDS

RECOGNIZING EXCELLENCE IN TALENT ATTRACTION MARKETING

The "Find Your Future in JAX" campaign received state and international recognition for its innovative approach to talent attraction, earning the Florida Economic Development Council's Innovation in Marketing Award and the International Economic Development Council's Silver Award for a Paid Advertising Campaign. The campaign took a multifaceted approach to reaching college students and recent graduates through targeted gameday advertising, events and employer engagement.

A key component included advertising surrounding major college football games, including the TaxSlayer Gator Bowl, Florida-Georgia game and Florida-FSU game. Through digital advertisements, video placements and a mobile billboard traveling through high-traffic areas around the games, Find Your JAX reached college students, alumni and young professionals, showcasing Northeast Florida as a premier destination to live and work after graduation.

Beyond gameday advertising, the campaign focused on creating opportunities for emerging talent to connect with the Jacksonville region. The Find Your JAX Intern Mixer brought together interns from local companies, while the Beyond120 event connected University of Florida students with local employers and industry leaders to showcase opportunities to build their careers in Northeast Florida.

Together, these efforts demonstrate JAXUSA's creative approach to reaching the next generation of talent, strengthening awareness of Northeast Florida's opportunities and supporting the region's long-term talent attraction and retention goals.







EARN UP

TALENT DEVELOPMENT

Earn Up, JAXUSA Partnership's talent development initiative, strengthens Northeast Florida's workforce by connecting education, business and community partners to support the region's current and future talent needs. Through career pathways programming, industry engagement, events and digital resources, Earn Up raises awareness of local career opportunities and helps students, job seekers and educators better understand the skills and training needed to succeed in the region's leading industries. **This year, Earn Up supported 174 career pathway events, reaching 7,535 participants across Northeast Florida.**

CAREER PATHWAYS

CAREER FAIRS & STUDENT EVENTS

CONNECTING STUDENTS WITH CAREER OPPORTUNITIES IN NORTHEAST FLORIDA

To showcase the career opportunities and lifestyle of Northeast Florida, the Earn Up team actively engages students through career fairs and school presentations. Beyond local high schools, colleges and universities, outreach extends outside Jacksonville at the University of Florida and Florida State University, to attract new professionals to the region. **Between October 2025 and September 2026, the team participated in 74 career fairs and directly engaged with more than 4,606 individuals.**









INTERNSHIP PRESENTATIONS

INSPIRING LOCAL CAREER PATHWAYS

Earn Up strengthens local talent pipelines by engaging summer interns at Northeast Florida companies. Through targeted presentations, the team showcases post-internship career possibilities, encouraging young professionals to build their long-term careers within the region. During the summer of 2026, Earn Up presented to six companies, W.W. Gay, Macquarie, JTA, GuideWell, VyStar and Haskell, reaching 192 college and high school students.



CAREER PATHWAYS

LEVEL UP BOOTCAMP

EMPOWERING NORTHEAST FLORIDA STUDENTS FOR CAREER SUCCESS

JAXUSA hosted its second annual Level Up Bootcamp in partnership with Florida State College at Jacksonville (FSCJ). Transitioning from the previous year's single two-week format, this year's program was offered as two one-week camps to expose local high school juniors and seniors to the region's target industries and post-secondary career pathways.

Over the two weeks, students toured FSCJ programs and campus resources while receiving helpful guidance on FAFSA completion, SAT/ACT preparation, resume development and essential college-readiness skills.







PARTNERSHIPS & EMPLOYER ENGAGEMENT

INDUSTRY COLLABORATION

ALIGNING REGIONAL WORKFORCE NEEDS WITH TALENT DEVELOPMENT EFFORTS

Earn Up works closely with Northeast Florida employers to better understand their workforce needs and align talent development efforts with industry demand. Through ongoing meetings, engagement activities and partnerships, the initiative connects businesses with education and workforce partners to strengthen the region's talent pipeline. **This year, Earn Up supported 157 employer engagement events and activities, involving 3,062 participants, to foster collaboration and identify opportunities to prepare the region's current and future workforce.**

Earn Up also showcases Northeast Florida employers through its digital channels, featuring leading companies on industry-specific webpages and highlighting local businesses through social media spotlights. These efforts increase awareness of regional employers and connect students and job seekers with career opportunities across Northeast Florida.

FCAN SUMMIT

SHARING INSIGHTS ON FLORIDA'S TALENT PIPELINE

In May, the talent development team attended the Talent Strong Florida Summit hosted by the Florida College Access Network (FCAN). This summit allows local workforce leaders to discuss the future of Florida's talent. During the conference, JAXUSA presented on efforts to strengthen the talent pipeline through Earn Up's initiatives and shared key factors from our 2025 Transportation and Logistics study.



PARTNERSHIPS & EMPLOYER ENGAGEMENT

XELLO

EXPANDING CAREER EXPLORATION & WORK-BASED LEARNING

EarnUp.org and Xello are partnering to deliver an integrated career development ecosystem for Northeast Florida students. Xello is the online college and career readiness platform for the State of Florida provided by the Florida Department of Education. Through this initiative, JAXUSA has added the creation of employer profiles which provide all regional investors with direct access to showcase work-based learning opportunities on the platform. Additionally, JAXUSA has partnered with the Putnam County Chamber of Commerce to extend these same capabilities.

To operationalize this collaboration in the classroom, a pilot program was launched in Putnam and Duval Counties, with partners Junior Achievement and CareerSource Northeast Florida, to develop dedicated lesson plans that combine the local workforce resources of Earn Up with the career planning tools of Xello. Through these lessons, students will engage in direct instruction on regional career frameworks, complete self-assessments like Xello's Matchmaker quiz and conduct independent research on local industry sectors via EarnUp.org.



By blending local regional data with interactive self-discovery tools, the pilot will empower students to build personalized high school academic and career plans aligned with regional employment opportunities.

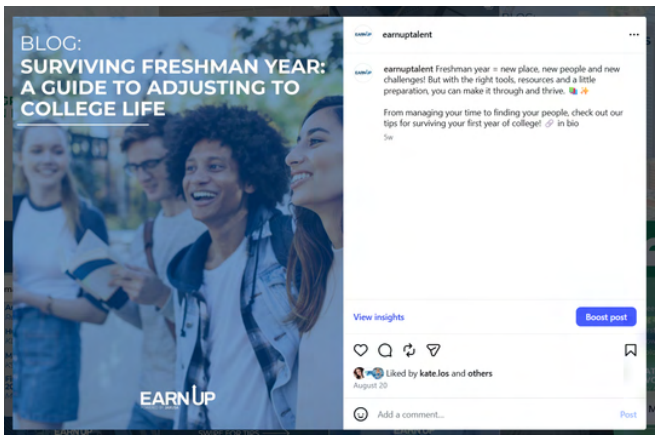
CONTENT DEVELOPMENT

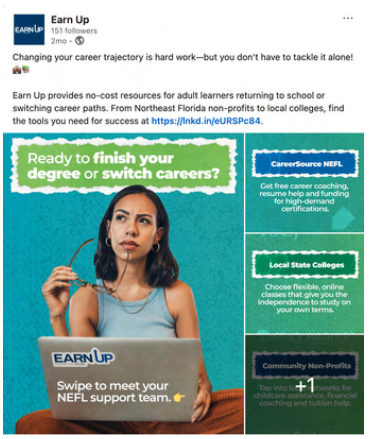
BLOGS & SOCIAL MEDIA

ENGAGING AND INFORMING NORTHEAST FLORIDA'S FUTURE WORKFORCE

Earn Up regularly publishes blogs and maintains an active organic social media presence to highlight career pathways, workforce opportunities and Northeast Florida's leading industries. Content provides students, educators and job seekers with career advice, education and training resources as well as information on internships and apprenticeships. These efforts support career exploration, showcase local employers and drive engagement with resources on the Earn Up website.







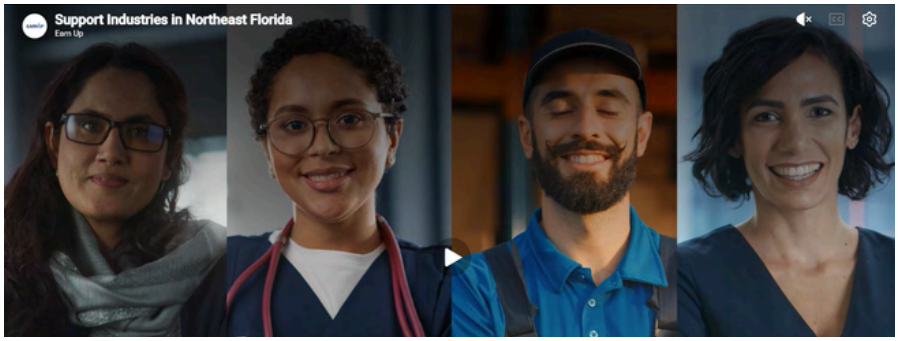
CONTENT DEVELOPMENT

TARGET INDUSTRY VIDEOS

BRINGING NORTHEAST FLORIDA'S INDUSTRIES TO LIFE

Earn Up expanded its digital resources this year with the introduction of updated target industry videos designed to help students explore career opportunities across Northeast Florida's leading industries. These one-to-two-minute videos provide an engaging overview of each industry, highlighting major employers, average salaries, in-demand careers and the skills needed to succeed. By combining industry data with real-world career insights, the videos help high school students better understand the variety of career pathways available in the Jacksonville region and make more informed decisions about their futures.









The videos also serve as a valuable resource for educators, counselors and workforce partners to introduce students to local industries and connect classroom learning with potential career opportunities. Available on Earn Up's YouTube channel and website under their respective industry pages, these resources support the initiative's broader mission of raising awareness of career pathways and preparing the next generation of talent for opportunities in Northeast Florida.

SPOTLIGHT STORIES

SHARING THE FACES & STORIES OF OUR WORKFORCE

Earn Up's Spotlight Stories highlight local professionals, educators, students, employers and workforce programs to showcase the diverse career pathways available in Northeast Florida. Through authentic storytelling, the series makes career exploration more relatable, increases visibility for regional employers and workforce partners and connects audiences with real opportunities to build successful careers in the Jacksonville region.



CONTENT DEVELOPMENT

SEACH ENGINE OPTIMIZATION

INCREASING EARN UP'S VISIBILITY IN CAREER AND EDUCATION SEARCHES

Earn Up continues to prioritize search engine optimization (SEO) to increase awareness of career pathways, education and training resources as well as workforce opportunities across Northeast Florida. By optimizing website content and targeting relevant search terms, Earn Up helps students, job seekers and educators more easily discover resources that support career exploration and development.

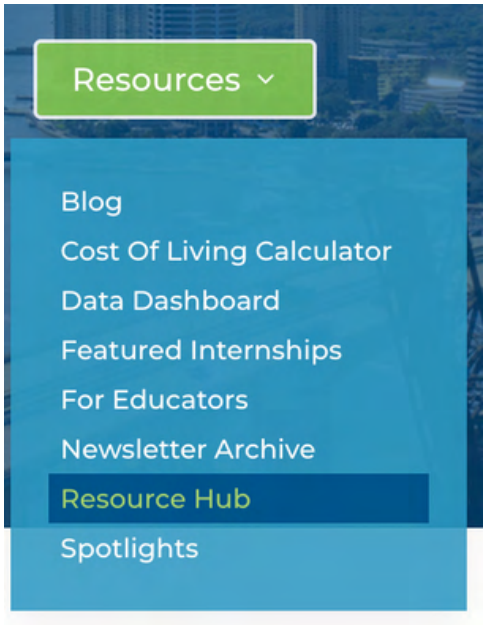
Over the past year, Earn Up's organic search efforts generated more than 543,000 impressions and drove over 4,290 clicks to the website. Most notably, Earn Up maintained a strong average Google search position of 10.1 throughout the year, placing its content near the top of search results. This visibility helps connect regional talent with information on career pathways, internships, postsecondary education and training opportunities while positioning EarnUp.org as a valuable resource for workforce development in Northeast Florida.

RESOURCE HUB WEBPAGE

BRINGING REGIONAL PROGRAMS & RESOURCES TOGETHER

As Earn Up strives to connect students, adult learners and veterans with regional partners, a natural opportunity arose to create a comprehensive hub of resources. The Resource Hub webpage shares upcoming events and programs that are available at no-cost to Earn Up's audiences. Additionally, the Resource Hub highlights Earn Up's partner organizations and allows website users to identify resources based on their interests and stage of life.

This webpage enables partners to easily submit and promote their programming, and it also elevates Earn Up as a bridge-building resource between regional organizations and the local workforce.





DIGITAL ADVERTISING

ANNUAL SOCIAL MEDIA ADVERTISING CAMPAIGN

RAISING AWARENESS OF EARN UP'S CAREER & EDUCATION RESOURCES

Earn Up continued its paid social media advertising campaign to increase website traffic, reach new audiences and build awareness of career pathways and workforce resources available throughout Northeast Florida. Through targeted campaigns on Facebook and Instagram, Earn Up connected with students, job seekers, adult learners and other key audiences, encouraging them to explore career opportunities and resources on EarnUp.org.

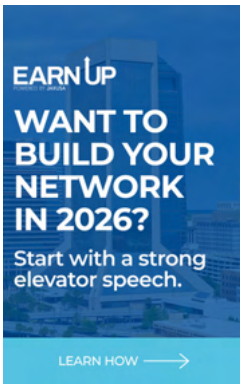
In total, the annual campaign generated more than 4 million impressions and resulted in more than 71,000 link clinks to the Earn Up website. The campaigns highlighted a variety of topics, including success story videos featuring local employers VyStar Credit Union and Suddath, FAFSA and adult learner resources, internship opportunities, career and technical education (CTE) as well as tips for professional success. These advertisements provided practical guidance while showcasing the resources available to help individuals navigate their education and career journeys.

2026 EARN UP ANNUAL ADVERTISING CAMPAIGN RESULTS

4M+	71K+
Impressions	Visits to Site

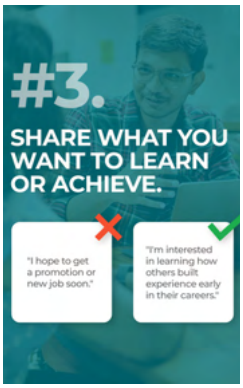
Key Advertising Results:

- Paid social media remained Earn Up's leading channel for driving website traffic throughout the fiscal year.
- Top-performing campaigns included internship tips, professional networking advice and the career quiz.
- The Earn Up Career Quiz generated the strongest engagement, showing strong interest in tools that help individuals explore career pathways and identify opportunities aligned with their interests and skills.

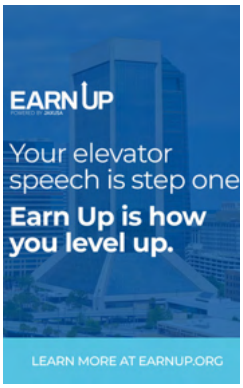


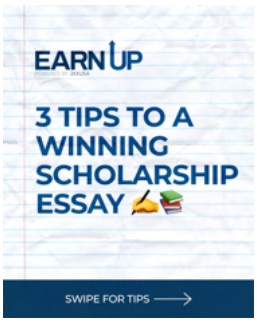


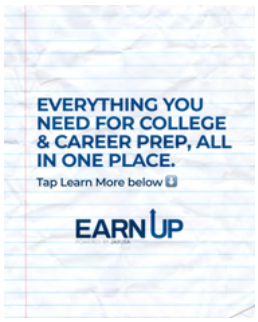






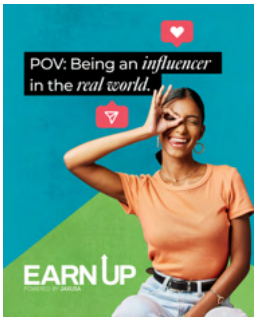


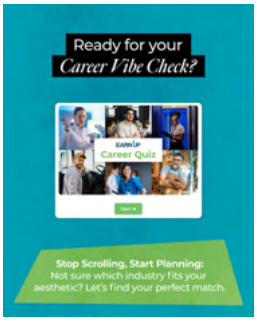














JAXUSA PARTNERSHIP
THE JACKSONVILLE REGION

ANNUAL MARKETING REPORT
OCTOBER 2025-SEPTEMBER 2026

From October 2025-September 2026, JAXUSA Partnership advanced its marketing efforts to strengthen Northeast Florida's visibility as a premier destination for business, talent and investment. Through strategic advertising, digital innovation, public relations and targeted outreach, JAXUSA continued to promote the region's competitive advantages while supporting business recruitment, talent attraction and talent development across its seven counties.

JAXUSA PARTNERSHIP

BUSINESS RECRUITMENT & EXPANSION

JAXUSA expanded Northeast Florida's presence among corporate decision-makers, site selectors and international business leaders through targeted advertising, public relations and industry outreach. **The annual advertising campaign generated more than 8.5 million impressions and 30,000 website visits, while public relations efforts reached an estimated 15 million people.** The launch of a redesigned JAXUSA website further enhanced the region's ability to showcase its competitive advantages and support business relocation and expansion decisions.

FIND YOUR JAX

TALENT ATTRACTION & RETENTION

Find Your JAX advanced efforts to attract and retain skilled professionals by showcasing Northeast Florida's career opportunities and quality of life through targeted advertising, events and digital content. **The annual advertising campaign generated more than 7.2 million impressions and 108,900 website visits**. Key accomplishments included the launch of a redesigned website and international recognition for the award-winning "Find Your Future in JAX" talent attraction marketing campaign.

EARN UP

TALENT DEVELOPMENT

Earn Up supported the development of Northeast Florida's talent pipeline through career exploration, employer engagement and workforce partnerships. The initiative supported 174 career pathway events reaching 7,535 participants and 157 employer engagement activities involving 3,062 participants. **Expanded digital resources, including target industry videos and the Resource Hub, complemented an annual advertising campaign that generated more than 4 million impressions and 71,000 website visits.**

THANK YOU TO OUR PARTNERS

CareerSource NORTHEAST FLORIDA

FLORIDACOMMERCE

FPL

JAA Jacksonville Aviation Authority

JACKSONVILLE TRANSPORTATION AUTHORITY

JEA Building Community®

JAXPORT JACKSONVILLE PORT AUTHORITY

SMALL COMMUNITY Baker County BIG FUTURE

CLAY FLORIDA Economic Development Corporation POSSIBILITY FLOWS | JUST SOUTH OF JACKSONVILLE

CITY OF JACKSONVILLE, FLORIDA

FLAGLER COUNTY CHAMBER OF COMMERCE

FLORIDA NASSAU COUNTY ECONOMIC DEVELOPMENT BOARD

ECONOMIC DEVELOPEMENT Putnam County FLORIDA

ST. JOHNS COUNTY EST. 1821 FLORIDA AT FIRST SIGHT

JAXUSA Partnership extends its sincere appreciation to our regional, workforce and community partners, investors and local officials for their continued support and commitment to Northeast Florida's economic growth.

Your support and investment make it possible to advance strategic marketing initiatives that showcase our region's competitive advantages, recruit new businesses, attract skilled talent and connect our workforce with opportunities for success.

Through your partnership, we are able to expand our reach, share the Jacksonville region's story with audiences around the world and position Northeast Florida for continued growth and investment.

Your continued engagement is essential to our success. By championing Northeast Florida, amplifying our message and collaborating with JAXUSA on new opportunities, you help extend the impact of our marketing efforts.

Thank you for your confidence in our mission and your continued commitment to shaping the next chapter of Northeast Florida's economic success.


JAX USA
PARTNERSHIP
THE JACKSONVILLE REGION