



JACKSONVILLE
CIVIC
COUNCIL

Our Vision for Jacksonville:
A Destination of Choice for
Families and Individuals,
Graduates, and Businesses





Making Jacksonville a Destination of Choice: Strengths, Weaknesses, and Recommendations

WORKING PAPER 001

The Working Paper Series highlights research relevant to the Jacksonville Civic Council's strategy. Unless otherwise stated, the data, findings, and analysis presented are the responsibility solely of the authors, and do not necessarily represent the views or positions of the Jacksonville Civic Council.

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Prepared for the Jacksonville Civic Council

Executive Summary

Jacksonville holds significant promise to become a destination of choice for graduates, individuals and families, and businesses. However, it lags behind other growing cities in the South and West, which offer greater value and more amenities. While Jacksonville stands out for its ability to attract companies, it is not at the forefront of the minds of people considering relocation. The city has enjoyed a surge in population because of job opportunities and convenience, but its

OUR STRATEGIC PRIORITIES

Inspire

Inspire people in a vision and story
of a greater Jacksonville

Advance

Increase economic mobility,
access, and resilience for all

Prepare

Build a system of education that
produces the workforce of tomorrow

Connect

Build places and connectivity that
fosters a greater quality of life

INSPIRE

Improve Internal Member Communications

Outcome:

- Jacksonville will be known for its highly engaged, quick to mobilize, civic responsive business community.

Establish the Legitimacy of JCC

Outcome:

- Jacksonville will be globally known for its World Class Standards of Excellence in every sector.

Unite the Culture of 1 Million People

Outcomes:

- Jacksonville will have a reputation around the world for being the most welcoming city in the country resulting in historic resident retention and growth since consolidation.
- Jacksonville's connection between new and historic neighborhoods will serve as an anchor for the city's identity to the world.

ADVANCE

Prosperity & Wealth

Outcomes:

- Jacksonville will outpace peer cities for incubating and growing small businesses.
- Jacksonville will have more homeowners than peer cities.
- Jacksonville will have more black households with the fastest growing net worth in the Southeastern US.

Health Outcomes & Safety

Outcomes:

- Jacksonville will be known as the healthiest county in the United States, across all races and ethnicities.
- Jacksonville will be the safest city in the country.

Adult Literacy

Outcome:

- Jacksonville will have the highest level of adult literacy in the country.

PREPARE

Quality Early Learning Education

Outcomes:

- Jacksonville will have full-day, universal pre-kindergarten, and early learning enrollment programs.
- Jacksonville will be ranked #1 in children ready for school.

Reading & Math Proficiency

Outcomes:

- Jacksonville will prepare the most STEM ready workforce in Florida.
- Jacksonville's 3rd graders will be known for their improved reading proficiency.
- Jacksonville's high school graduates will graduate technology literate.
- Jacksonville's 10th graders will be known for their improved math proficiency.

Post-Secondary Education

Outcomes:

- Jacksonville will develop new industries and entrepreneurs by broadening educational offerings and career choices after graduation.
- Jacksonville will increase rates of mid-to high-level paying jobs.
- Jacksonville will be known for having more businesses ranked in Florida Trends Magazine's "Best Companies to Work For" than any other Florida city.

CONNECT

Stadium & Neighborhood Redevelopment

Outcomes:

- Jacksonville will be known for their major sporting championship games and concerts.
- Jacksonville will have an exciting entertainment district with world class venues, restaurants, hotels, and river activation.

Downtown Universities

Outcomes:

- Jacksonville will be the AI hub in the southeast United States.
- Jacksonville will gain AAU status together with Ivy League universities.
- Jacksonville will become the cultural and intellectual capital of the southeast United States.
- Companies will have access to a world class talent pool.

Urban Parks

Outcomes:

- Jacksonville neighborhoods will be connected together by an activated park system and water.
- Jacksonville will be known for creating equitable placemaking welcoming people of all ages, abilities, income levels and backgrounds.
- Jacksonville will become a Florida visitor/tourist magnet outpacing Orlando and Tampa.

Connected & Walkable Communities

Outcomes:

- Jacksonville will adopt a balanced and integrated land use policy to benefit the entire community including retail viability and dense housing options.
- Jacksonville residents will be healthier, more civically engaged, and have improved social connections.