Jacksonville
THE FLIP SIDE OF FLORIDA

NEIGHBORHOODS MEETING

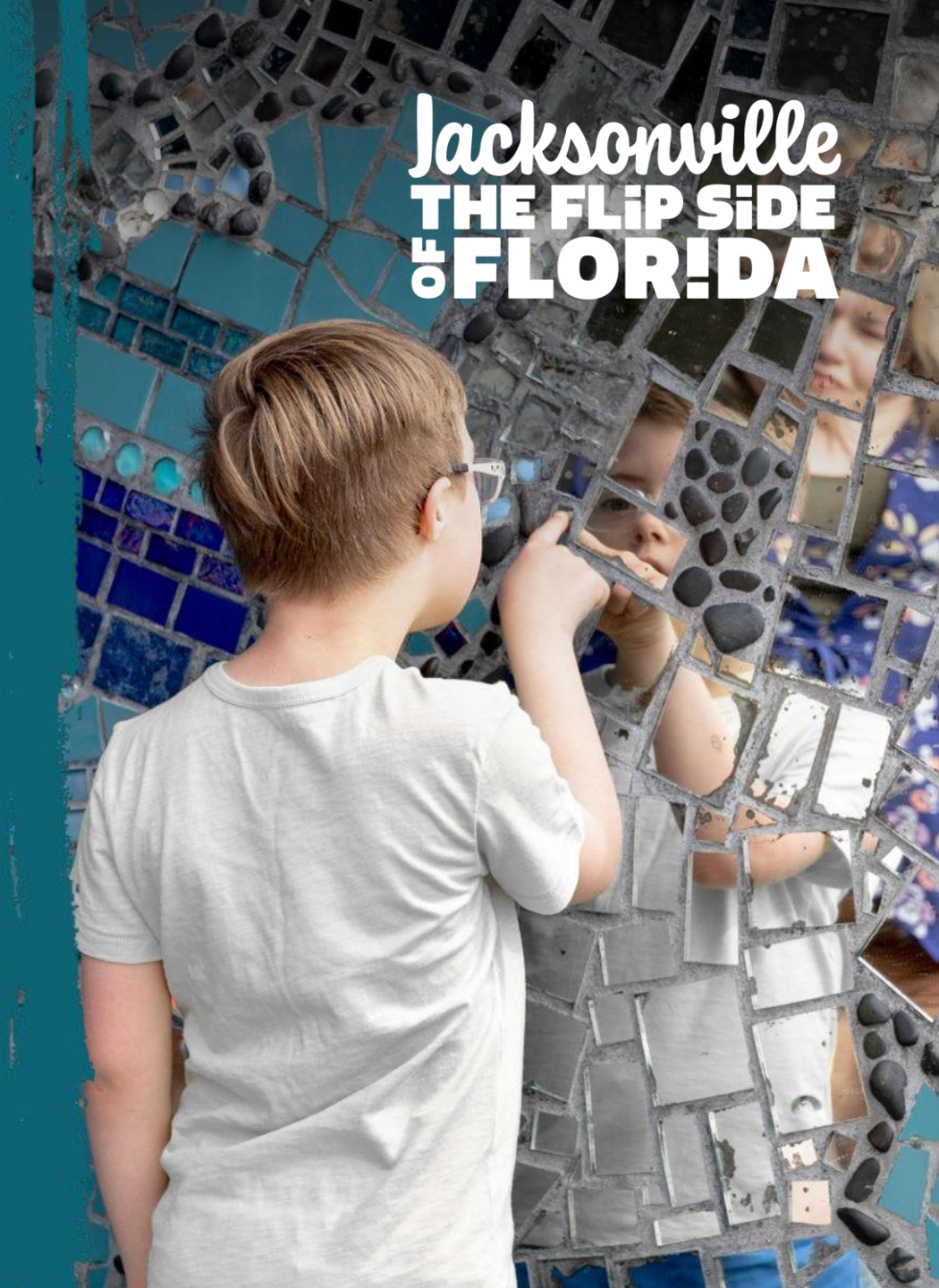
Wednesday, September 16, 2026

2026 TOURISM AMBASSADOR OF THE YEAR

DANA MICHELLE MAULE
NORTHSIDE PRIDE JAX



UPCOMING EVENTS + INITIATIVES



NEW JACKSONVILLE MERCH!

Jacksonville THE FLIP SIDE OF FLORIDA









NOW AVAILABLE AT OUR DOWNTOWN VISITOR CENTER!

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Jacksonville THE FLIP SIDE OF FLORIDA









NOW AVAILABLE AT OUR DOWNTOWN VISITOR CENTER!

UPCOMING INITIATIVES

AGRITOURISM TRAIL

- Kickoff: **September 8!**
- Available **year-round**, with farms joining throughout the year
- No check-in code is required.
- Check-in at 3 participating farms or farmers markets to earn your first prize and complete 7 check-ins to unlock your second prize.







VISIT JACKSONVILLE TOURISM AMBASSADOR

Upcoming Public Trainings

Tuesday, January 19 from 12-4 pm
Tuesday, March 23 from 12-4 pm
Tuesday, May 18 from 12-4 pm
Tuesday, July 20 from 12-4 pm

Tourism ambassadors can be:

- Front-line employees in hotels, restaurants, attractions, and transportation hubs
- Civic leaders or volunteers
- Community members passionate about their local area
- Industry professionals such as event organizers, real estate agents, or local merchants
- Anyone!

Private trainings available for groups of 10 or more.

UPCOMING EXPLORERS PROGRAM EVENTS

October 23 + 24: Makenu Chocolate Class
November 9 + 10: Josephine Pasta Making Class





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VISIT JAX PARTNER PROGRAM

NOW ACCEPTING PARTNERS!

Current Partners MUST apply by Dec. 31.

Connect Your Business with Visitors: Join Visit Jacksonville's free partner program to help travelers discover where to eat, shop, stay, meet and explore.

1. **VISIBILITY: Business Listing on the website**
2. **MARKETING ACCESS: Co-Ops, Campaigns, Social Media Opportunities**
3. **GROUP LEADS: Conference, meeting and special event opportunities**
4. **COMMUNITY: Networking and educational invitations**

SAVE THE DATE!

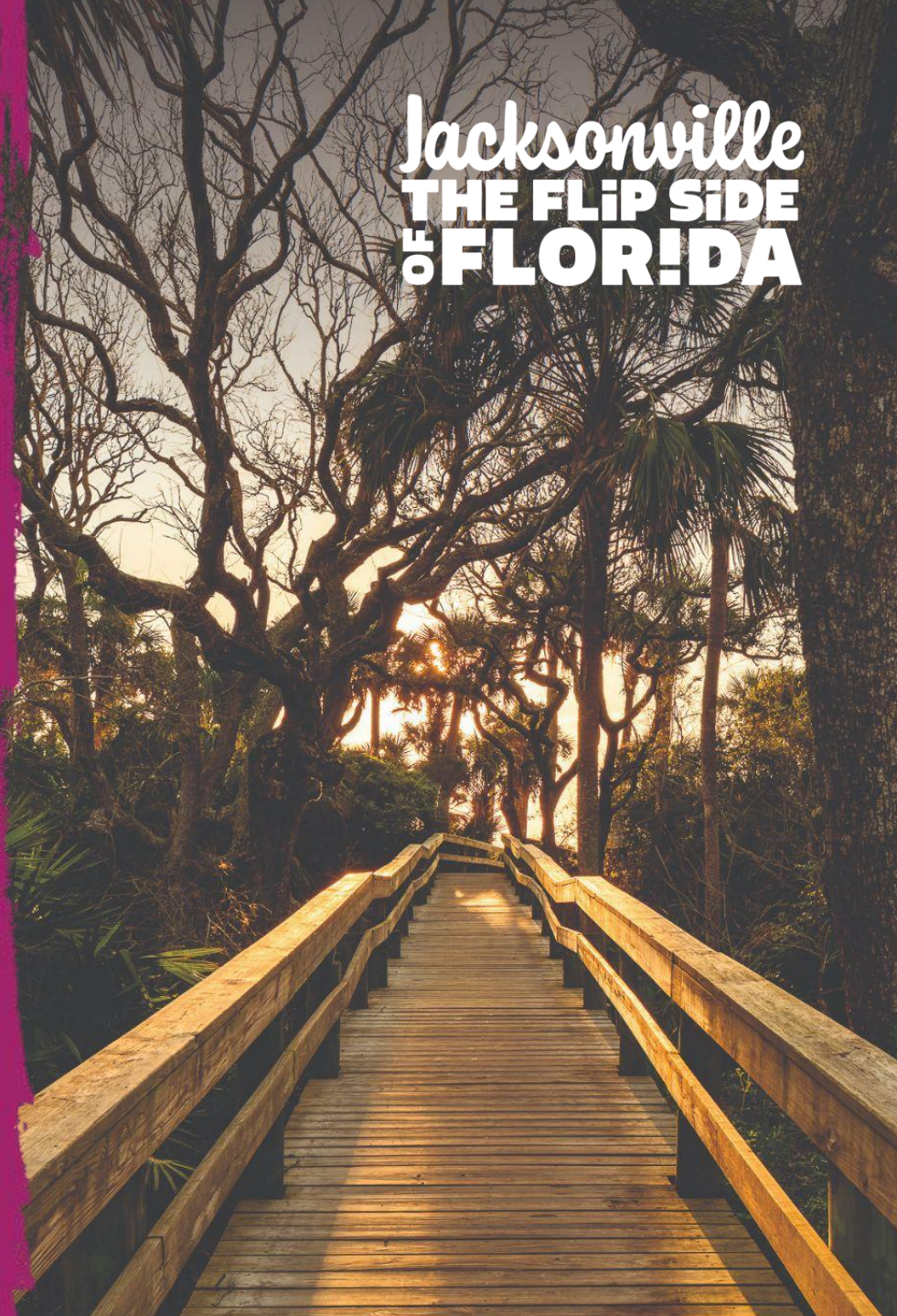
2ND ANNUAL TOURISM SUMMIT

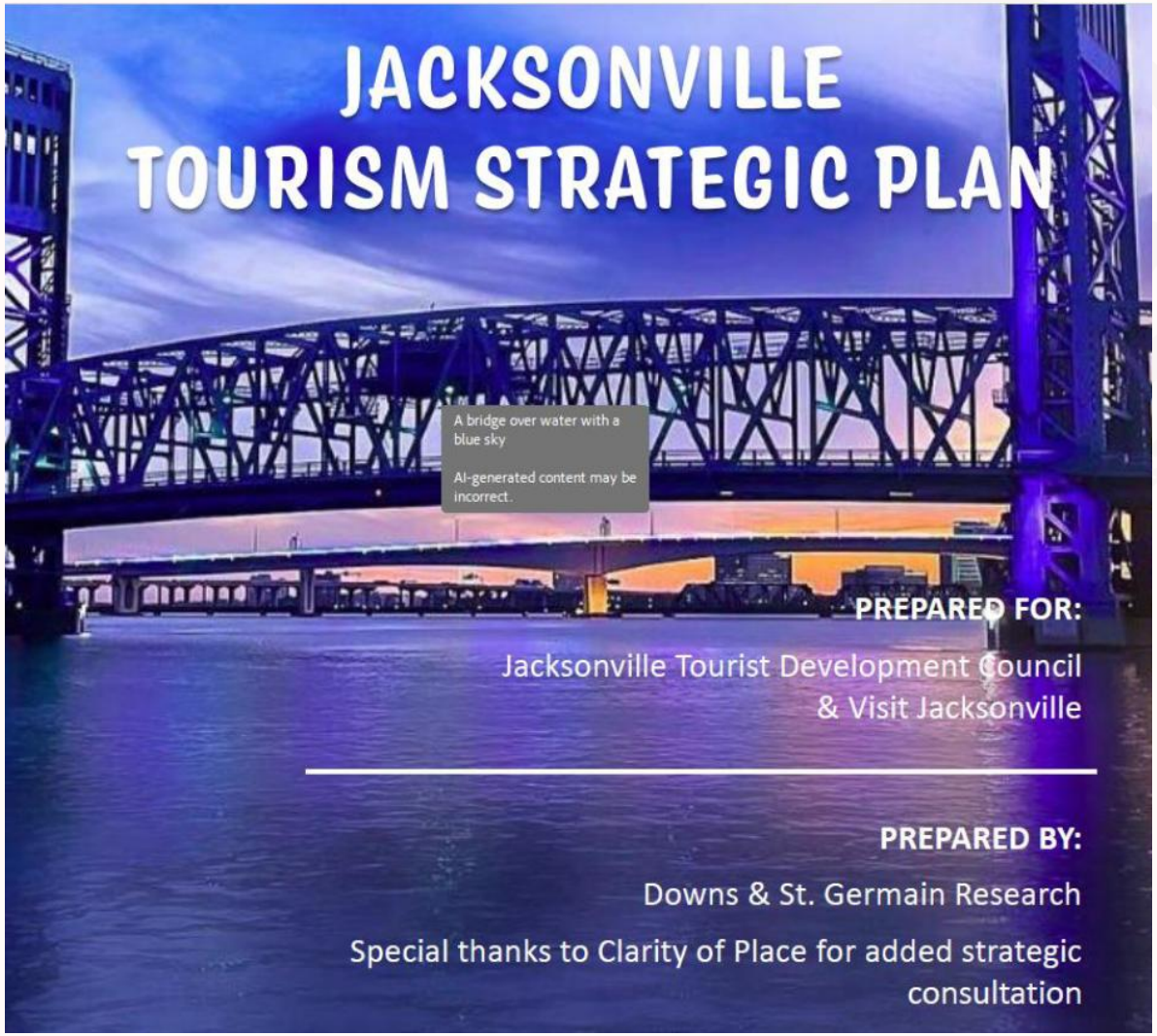
TUESDAY, JUNE 15, 2027

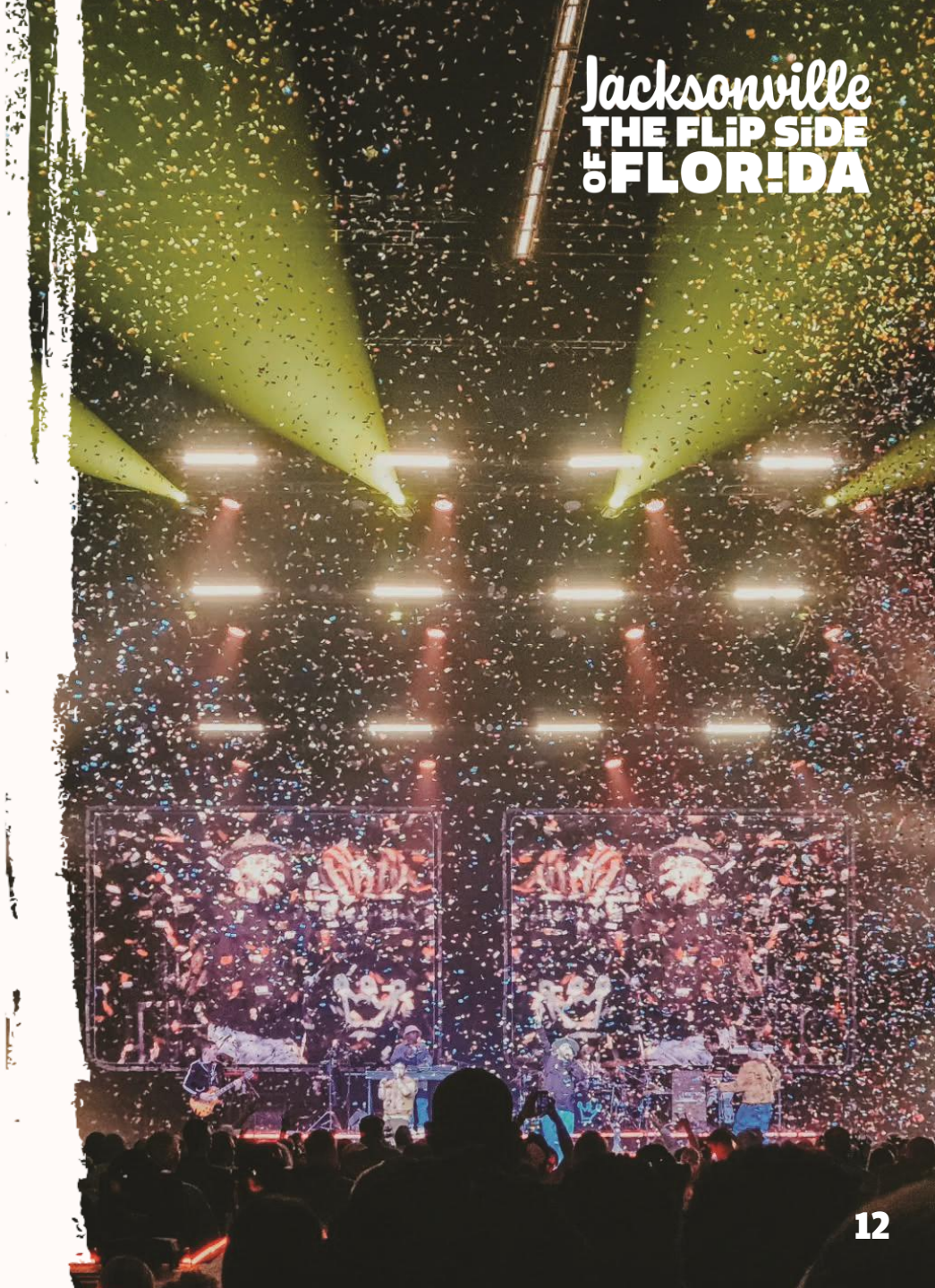




VISIT JACKSONVILLE UPDATES




JACKSONVILLE
TOURISM STRATEGIC PLAN
A bridge over water with a blue sky
AI-generated content may be incorrect.
PREPARED FOR:
Jacksonville Tourist Development Council
& Visit Jacksonville
PREPARED BY:
Downs & St. Germain Research
Special thanks to Clarity of Place for added strategic consultation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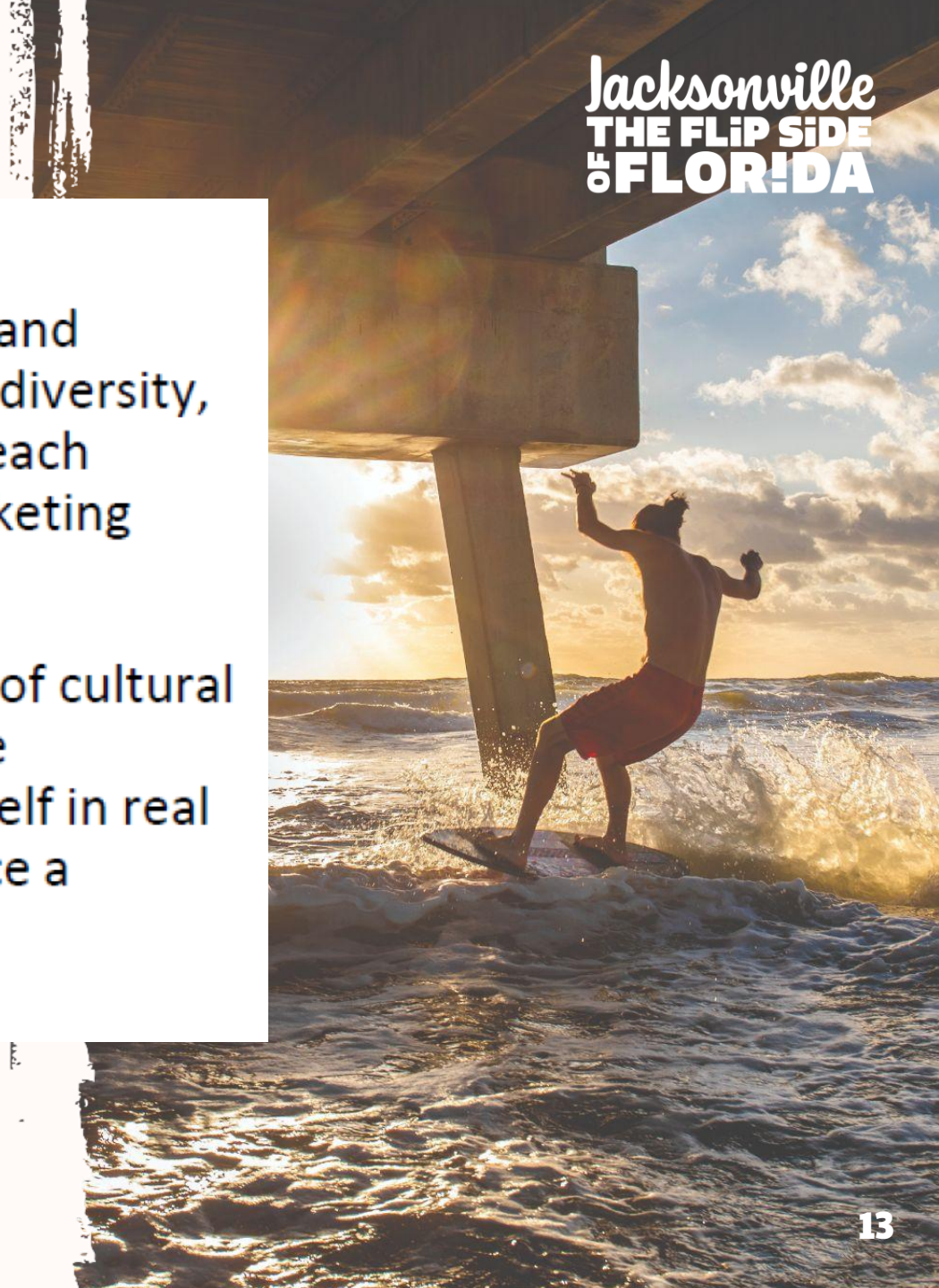
THE FLIP SIDE
OF FLORIDA

There is a growing need to evolve Jacksonville's brand narrative to reflect its local culture, neighborhood diversity, and transformation, while continuing to scale its reach through sustained, targeted, and well-funded marketing initiatives.

Jacksonville's evolving identity, rooted in its blend of cultural diversity, neighborhood distinctiveness, and visible transformation, sets it apart as a city redefining itself in real time, offering visitors the rare chance to experience a destination in motion.



NEIGHBORHOOD & LOCAL BUSINESS ENGAGEMENT

Strategic Justification:

Jacksonville's size and diversity can be an advantage, if presented clearly. Stakeholders supported neighborhood-level promotion and more inclusive business engagement. The 55% VFR (visiting friends and relatives) rate also suggests local pride and participation are essential.

Empowering residents as ambassadors and curators of the Jacksonville experience can significantly strengthen destination appeal and authenticity.

Stakeholder & Visitor Support:

- Strong support for the Tourism Ambassador program
- High interest in tools and toolkits for local businesses.
- Desire for better representation of cultural and community assets.

Feasibility & Alignment:

- Highly feasible and relatively low cost.
- Strong alignment with long-term visitor satisfaction and community support.

Neighborhood Marketing Program:
Create a series of campaigns and tools featuring different parts of the city.

↓

Business Engagement Toolkit:
Launch or refresh onboarding materials, event calendars, and visitor signage support.

↓

Ambassador Training or Certification:
Train frontline staff and locals to act as destination champions.



STRATEGIC FRAMEWORK

FIVE STRATEGIC PILLARS

Foodie — Establish Jacksonville's culinary identity by amplifying local chefs, neighborhoods and food trails.

Surfing — Own the "Florida's surf town" narrative built on our beaches and surf culture.

Music — Build national recognition of Jacksonville's music heritage and live-music scene.

Meetings: We Got You — Position Jacksonville as the meetings destination that removes friction and over-delivers.

Industry Initiatives — Strengthen the tourism industry and Visit Jax's reputation through partners and advocacy.

STRATEGIC PILLAR · 1 OF 5

FOODIE

Amplify local chefs, neighborhoods and food trails across owned, earned and paid media.

- Culinary campaign spotlighting Jacksonville's foodie scene.
- ✦ **Foodie "cravings" web tool that recommends food by type.**
- Coffee & donut socials and a mobile visitor center at a food festival.
- ✦ **Signature Jacksonville VIP dining experience for site visits.**
- Curated dine-around options built into bid and welcome packages.







STRATEGIC PILLAR • 2 OF 5

SURFING

Own the “Florida’s surf town” narrative built on our beaches and surf culture.

- Extend the “Soul of Surf” campaign, expanding the spotlight on female surfers.
- ✦ **New learn-to-surf and “Board Stories” video content.**
- ✦ **Research to provide live beach surf-cam and conditions on the website.**
- Beaches and surf group activity menus for planners.
- ✦ **Activate on-site at Kona’s 50th-anniversary event.**

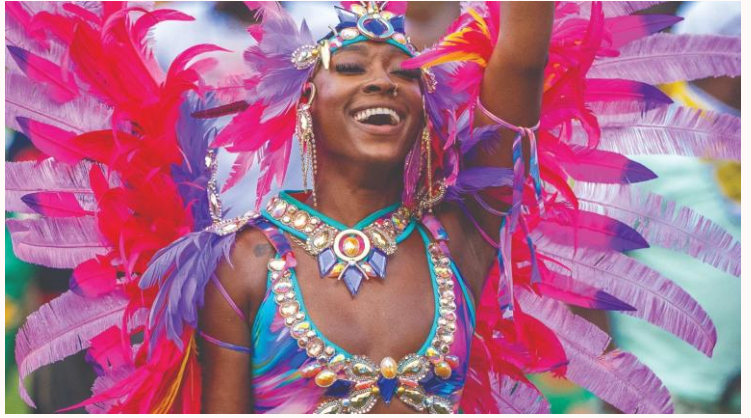


STRATEGIC PILLAR · 3 OF 5

MUSIC

Build national recognition of Jacksonville's music heritage and live-music scene.

- ✦ **Music-heritage & live-music content series on venues and artists.**
- ✦ **"Jax Live Music" landing page and web music calendar.**
- ✦ **"Sounds of Jax" local-artist playlist series.**
- ✦ **Self-guided music-history tour including the Riverfront Music Garden.**
- ✦ **Partner with City of Jacksonville to sponsor song at Friendship Fountain.**
- Maintain current list of music venues and local live music offerings for meetings and groups.







STRATEGIC PILLAR · 4 OF 5

MEETINGS: WE GOT YOU

The meetings destination that removes friction and over-delivers.

- Refresh “We Got You” campaign creative and media plan.
- **✦ “We Got You” sizzle video and 360 venue tour library for planners.**
- **✦ Sales-team “This is my Jax” avatar videos.**
- **✦ Meeting-planner section in the app.**
- **✦ Tourism Ambassador training sessions for hotel and venues.**
- **✦ Develop a sustainable meetings toolkit.**



STRATEGIC PILLAR · 5 OF 5

INDUSTRY INITIATIVES

Strengthen Jacksonville's tourism industry, partners and advocacy.

- ✦ **Self-serve partner content hub for the new partner program.**
- ✦ **Tourism-impact social campaign and advocacy with city officials.**
- Tourism Ambassador trainings and the annual Tourism Summit.
- ✦ **Collaborate with JSF and partners on major sporting events.**

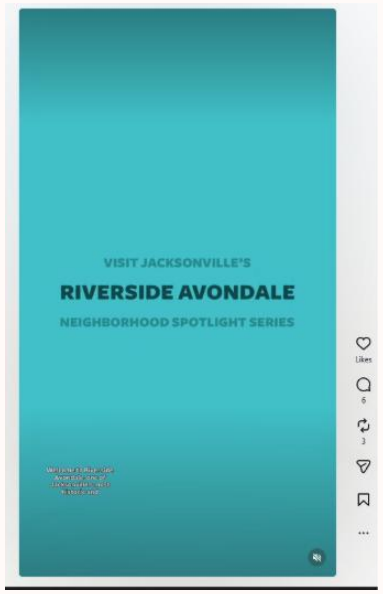






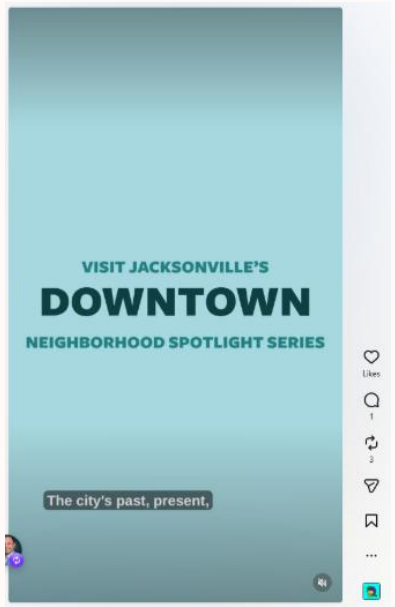
Featured Neighborhood Videos

Jacksonville

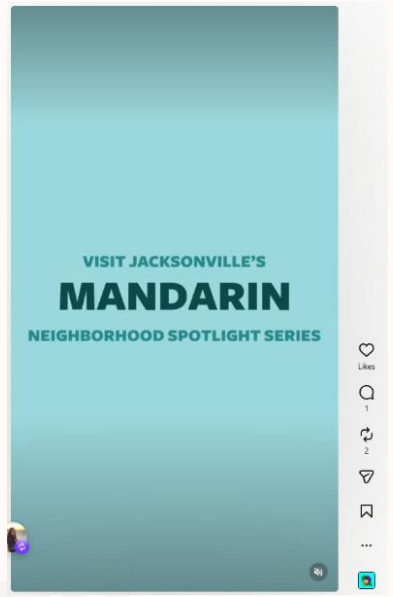


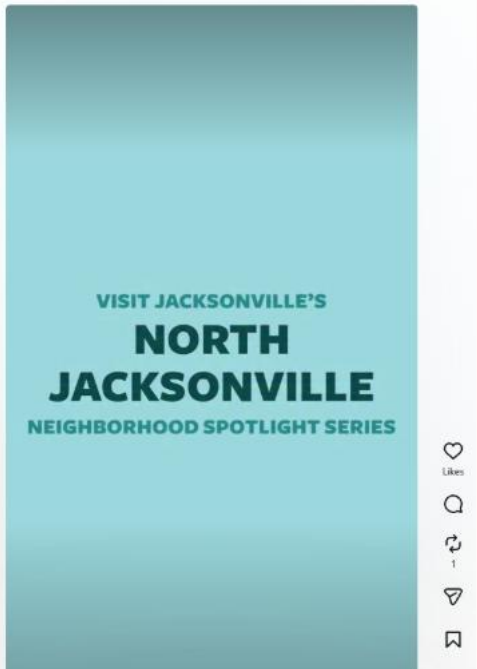












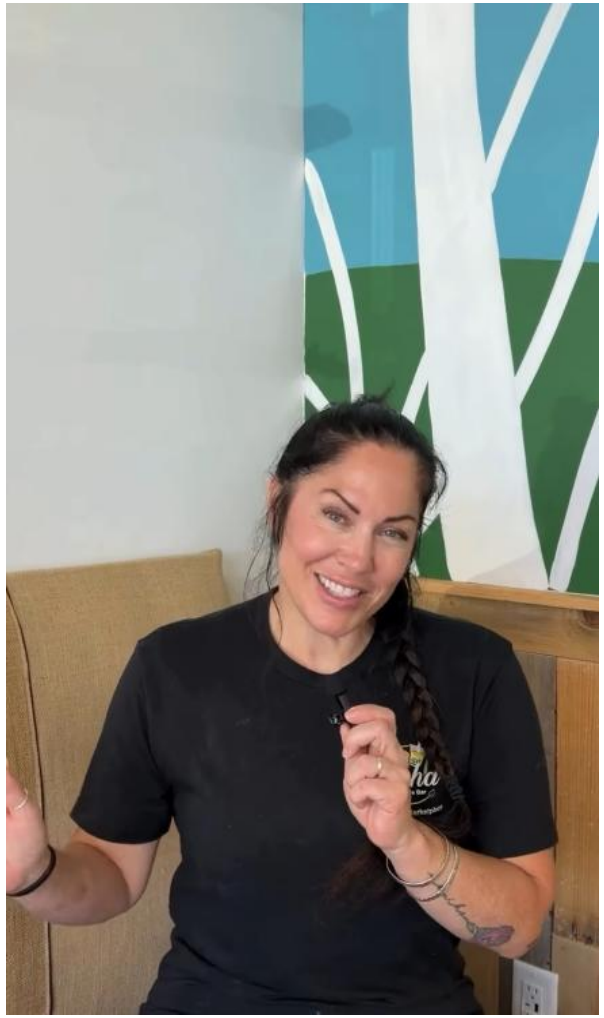






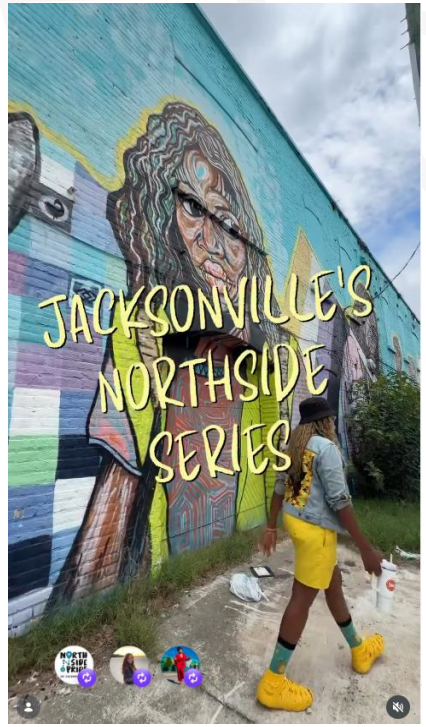




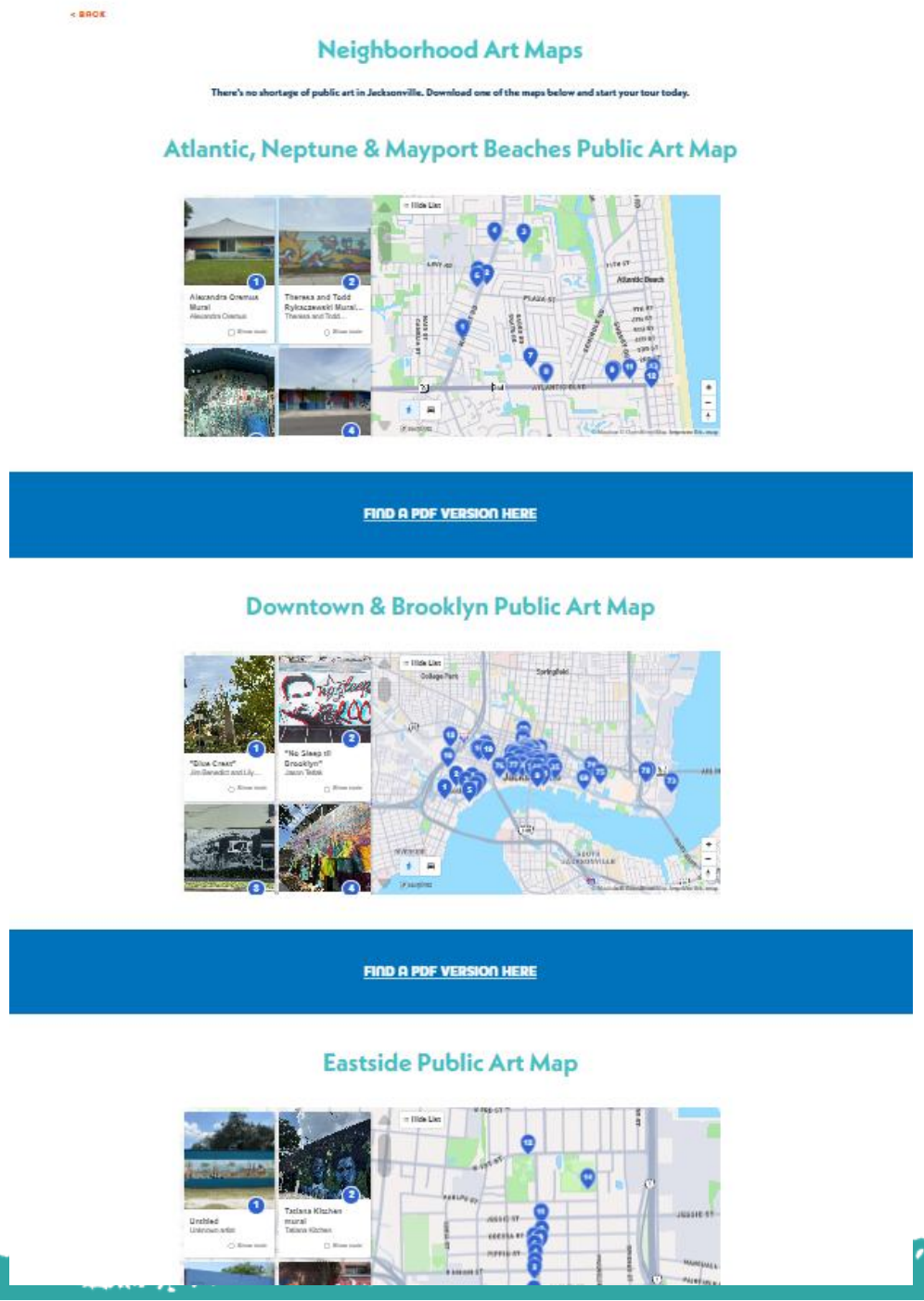




Community, Fun, Food, Shopping, and Culture All Meet at the Jax Melanin Market in Jacksonville, Fl!



Neighborhood Mural Maps are Live!



visitjacksonville.com/meetings/meeting-facilities/nontraditional-meeting-venues/

Account Settings | Community - MARK... | Login - Visit Jackso... | Visit Jacksonville | PandaDoc | CrowdRiff App | Visit Jacksonville, FL... | My Plans | Home | Mailchimp | Visit Jacksonville | T... | • Home -

Nontraditional Meeting Venues

Looking to host a meeting that's anything but ordinary? Jacksonville offers a wide variety of nontraditional meeting venues that inspire creativity, spark conversation and leave a lasting impression.

From museums and historic landmarks to breweries, waterfront spaces, gardens and entertainment venues, you'll find unique settings for everything from executive retreats and networking events to receptions and team-building experiences. Browse the listings below to discover venues throughout Jacksonville and find the perfect backdrop for your next event.



Venue Search

Search by Location: All Neighborhoods

Total Guest Rooms: All

Total Meeting Space (Sq. Ft.): All

Total Number of Meeting Rooms: All

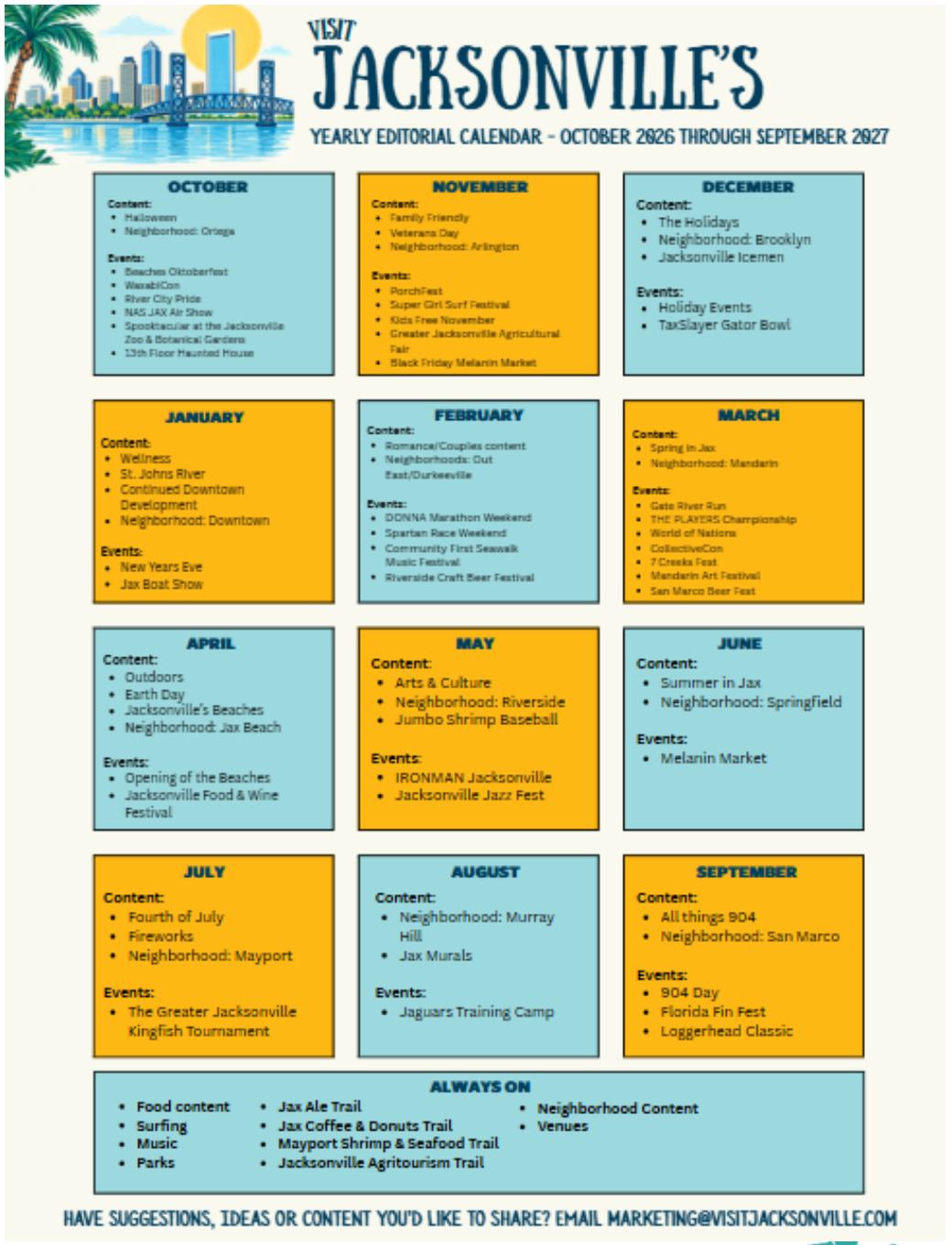
Search by Keyword: Search here...

Display Mode: GRID | MAP

Sort By Nearest To Me: YES | NO

Results Per Page: 24

NEW CONTENT CALENDAR – YOUR CHANCE TO PITCH US!



VISIT JACKSONVILLE'S

YEARLY EDITORIAL CALENDAR - OCTOBER 2026 THROUGH SEPTEMBER 2027

OCTOBER

Content:
- Halloween
- Neighborhood: Ortega

Events:
- Beaches Oktoberfest
- WasabiCon
- River City Pride
- NAS JAX Air Show
- Spooktacular at the Jacksonville Zoo & Botanical Gardens
- 13th Floor Haunted House

NOVEMBER

Content:
- Family Friendly
- Veterans Day
- Neighborhood: Arlington

Events:
- PorchFest
- Super Girl Surf Festival
- Kids Free November
- Greater Jacksonville Agricultural Fair
- Black Friday Melanin Market

DECEMBER

Content:
- The Holidays
- Neighborhood: Brooklyn
- Jacksonville Icemen

Events:
- Holiday Events
- TaxSlayer Gator Bowl

JANUARY

Content:
- Wellness
- St. Johns River
- Continued Downtown Development
- Neighborhood: Downtown

Events:
- New Years Eve
- Jax Boat Show

FEBRUARY

Content:
- Romance/Couples content
- Neighborhoods: Out East/Durkeeville

Events:
- DONNA Marathon Weekend
- Spartan Race Weekend
- Community First Seawalk Music Festival
- Riverside Craft Beer Festival

MARCH

Content:
- Spring in Jax
- Neighborhood: Mandarin

Events:
- Gate River Run
- THE PLAYERS Championship
- World of Nations
- CollectiveCon
- 7 Creeks Fest
- Mandarin Art Festival
- San Marco Beer Fest

APRIL

Content:
- Outdoors
- Earth Day
- Jacksonville's Beaches
- Neighborhood: Jax Beach

Events:
- Opening of the Beaches
- Jacksonville Food & Wine Festival

MAY

Content:
- Arts & Culture
- Neighborhood: Riverside
- Jumbo Shrimp Baseball

Events:
- IRONMAN Jacksonville
- Jacksonville Jazz Fest

JUNE

Content:
- Summer in Jax
- Neighborhood: Springfield

Events:
- Melanin Market

JULY

Content:
- Fourth of July
- Fireworks
- Neighborhood: Mayport

Events:
- The Greater Jacksonville Kingfish Tournament

AUGUST

Content:
- Neighborhood: Murray Hill
- Jax Murals

Events:
- Jaguars Training Camp

SEPTEMBER

Content:
- All things 904
- Neighborhood: San Marco

Events:
- 904 Day
- Florida Fin Fest
- Loggerhead Classic

ALWAYS ON

- Food content
- Surfing
- Music
- Parks
- Jax Ale Trail
- Jax Coffee & Donuts Trail
- Mayport Shrimp & Seafood Trail
- Jacksonville Agritourism Trail
- Neighborhood Content
- Venues

HAVE SUGGESTIONS, IDEAS OR CONTENT YOU'D LIKE TO SHARE? EMAIL MARKETING@VISITJACKSONVILLE.COM

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QUESTIONS?

THANK YOU

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