Jacksonville
THE FLIP SIDE OF FLORIDA

TOURISM INDUSTRY COMMUNITY MEETING

Tuesday, September 15, 2026

SPECIAL THANKS TO OUR EVENT PARTNER

wjct PUBLIC MEDIA

SPECIAL THANKS TO OUR PARTNERS

JAA Jacksonville Aviation Authority

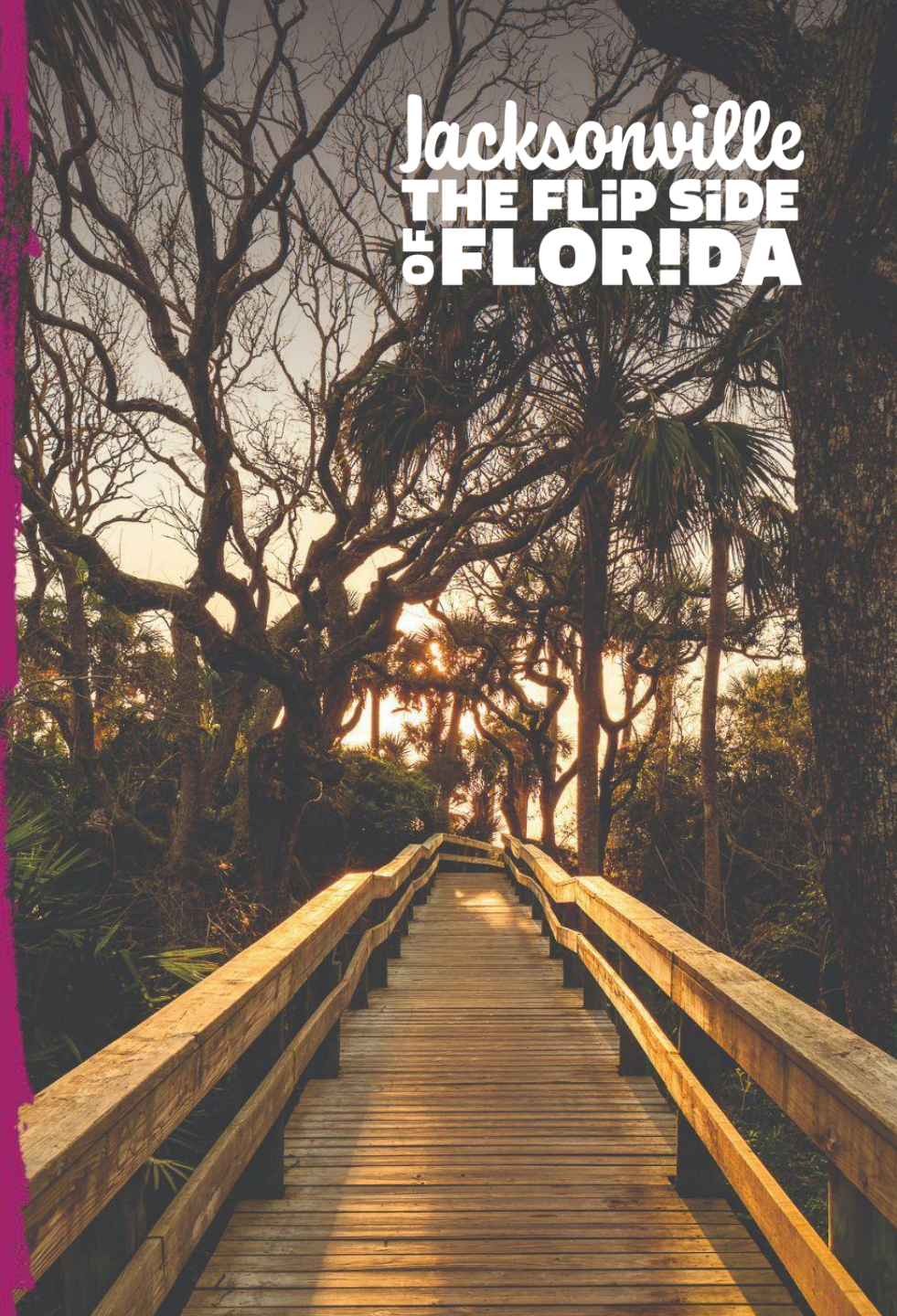
UF UNIVERSITY of FLORIDA
JACKSONVILLE

SHANNA
COLLECTIVE

C P

AMENDMENT 3
Property Tax Bill

VISIT JACKSONVILLE UPDATES



NEW MARKETING TEAM MEMBERS!



LUKE BICKERSTAFF
Travel Trade Manager



KAITLYN HENDERSON
Marketing Manager

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.**

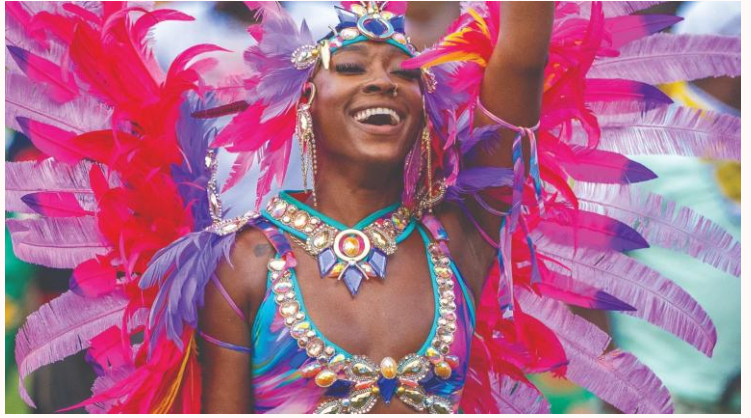


STRATEGIC PILLAR · 3 OF 5

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.**

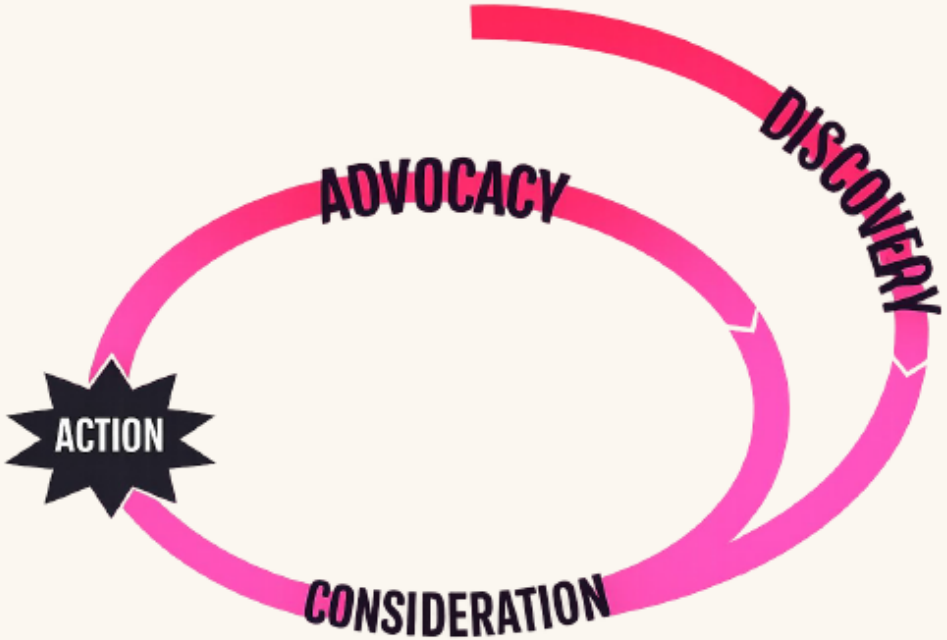






The traditional funnel approach is outdated.

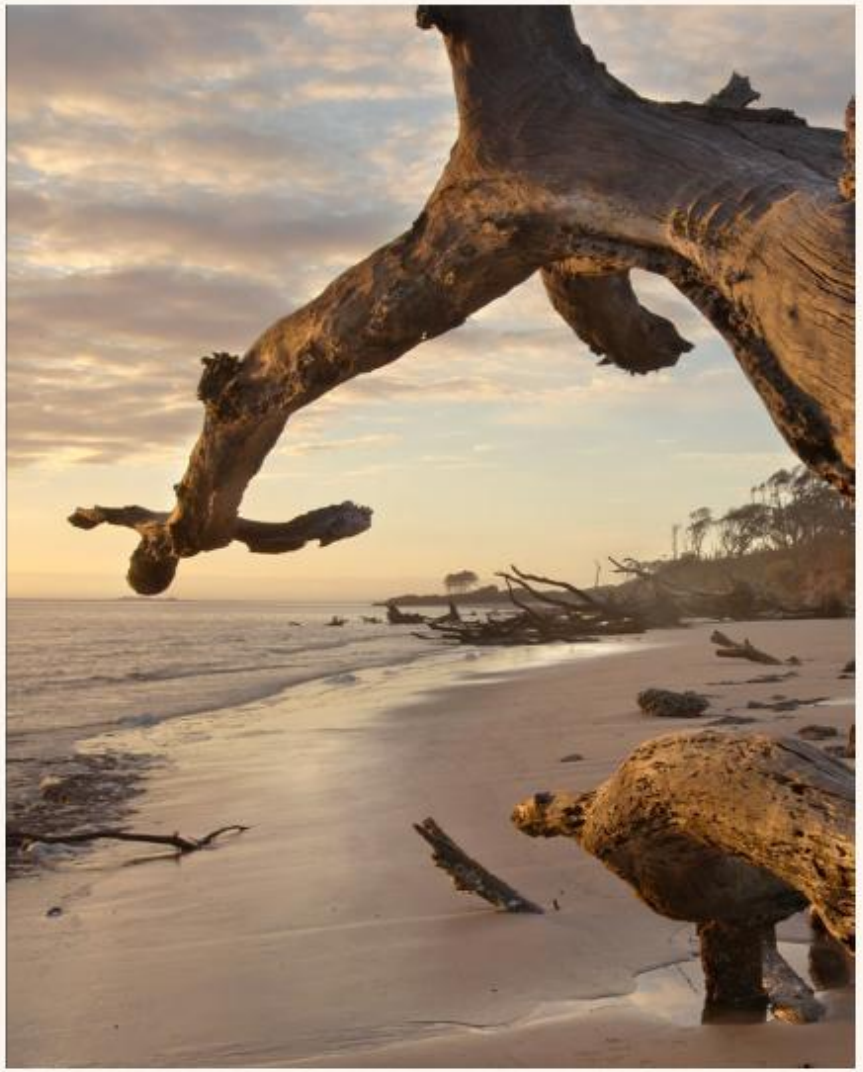
It's not that the marketing funnel is dead, it's just no longer linear. So, what's actually changed is how people move, not what we need to measure.



2027 Strategic Media Approach

FY27 paid media shifts to a conversion-focused strategy to offset the stadium closure's room-night gap, while maintaining enough upper-funnel investment to protect long-term awareness.

- **Lower-funnel emphasis:** High-intent search, retargeting, lead gen, and travel-endemic partners to convert existing demand into booked stays
- **Flexible pacing:** Investment shifts toward conversion during peak room-night need, then replenishes pipeline through awareness in softer months
- **2027 = demand-acceleration year:** Media optimized to generate booked hotel room nights while protecting JAX's long-term market presence
- **Budget split:** 55% to higher-occupancy months (Mar–Aug) to capture incremental bookings; 45% to slower months (Sep–Feb) to build demand. Both timed to the 60–90-day booking window.



Discovery Phase

The Discovery phase introduces Jacksonville to new audiences and generates initial interest.

Success is measured through awareness indicators: reach, impressions, website traffic, social engagement, and content interactions.

Discovery Vendors include:

- The Trade Desk (CTV, OLV, Audio)
- Local Palate
- Music Road Trip
- Good Grit
- Flamingo Magazine
- Florida Foodies (Orlando news)
- Instagram Video
- Other Social Video
- Soul of Surf

MEDIA INVESTMENT FRAMEWORK

DISCOVERY | ~30%

Goal: Introduce Jacksonville and inspire travel

- Programmatic Audio and OLV
- Connected TV
- Custom Content
- Music/Podcast Ads
- Local & Niche Specific Vendors
- Specific Social Channels

Primary Metrics

- Reach and frequency
- Video completion rates
- Post-exposure website visits
- CPM
- Impressions

CONSIDERATION | ~30%

Goal: Build credibility, deepen interest, and validate the destination

- Paid Social (Meta)
- Google Cross-Network & Display
- Sponsored Content targeting AI Overviews
- Sequenced Video Storytelling

Primary Metrics

- Engagement Rates
- Cost Per Engaged Session
- Return Visits

ACTION | ~40%

Goal: Capture active trip planning and visitation intent

- Travel & booking platforms (OTAs)
- Meta Lead Gen
- Google Search
- Retargeting

Primary Metrics

- ROAS
- Visitation
- Visitor Guide Requests
- Email Signups
- Clicks to Partners

Consideration Phase

The Consideration phase positions Jacksonville as credible, inspiring, and travel-ready, reinforcing interest while encouraging deeper engagement.

Success is measured through high-value actions: engaged sessions, email signups, visitor guide requests, and itinerary views.

Travelers at this stage are actively evaluating options. The objective is to move them from initial curiosity to meaningful intent.

Consideration Vendors include:

- Google Pmax
- Responsive Display
- Meta Prospecting (Custom Conversions)
- Youtube Sequencing
- Trip-Worthy Event Campaigns
- Lonely Planet

MEDIA INVESTMENT FRAMEWORK

DISCOVERY | ~30%

Goal: Introduce Jacksonville and inspire travel

- Programmatic Audio and OLV
- Connected TV
- Custom Content
- Music/Podcast Ads
- Local & Niche Specific Vendors
- Specific Social Channels

Primary Metrics

- Reach and frequency
- Video completion rates
- Post-exposure website visits
- CPM
- Impressions

CONSIDERATION | ~30%

Goal: Build credibility, deepen interest, and validate the destination

- Paid Social (Meta)
- Google Cross-Network & Display
- Sponsored Content targeting AI Overviews
- Sequenced Video Storytelling

Primary Metrics

- Engagement Rates
- Cost Per Engaged Session
- Return Visits

ACTION | ~40%

Goal: Capture active trip planning and visitation intent

- Travel & booking platforms (OTAs)
- Meta Lead Gen
- Google Search
- Retargeting

Primary Metrics

- ROAS
- Visitation
- Visitor Guide Requests
- Email Signups
- Clicks to Partners

Action Phase

The Action phase converts traveler intent into confirmed visitation.

Success is measured through partner referrals, itinerary completions, and Sojern's economic impact reporting.

The objective is to turn high-intent audiences into actual visitors with timely messaging and clear pathways to book.

Action Vendors include:

- Expedia
- Hopper
- Meta Lead Gen
- Google Search
- Remarketing (Google, Meta, CTV)

MEDIA INVESTMENT FRAMEWORK

DISCOVERY | ~30%

Goal: Introduce Jacksonville and inspire travel

- Programmatic Audio and OLV
- Connected TV
- Custom Content
- Music/Podcast Ads
- Local & Niche Specific Vendors
- Specific Social Channels

Primary Metrics

- Reach and frequency
- Video completion rates
- Post-exposure website visits
- CPM
- Impressions

CONSIDERATION | ~30%

Goal: Build credibility, deepen interest, and validate the destination

- Paid Social (Meta)
- Google Cross-Network & Display
- Sponsored Content targeting AI Overviews
- Sequenced Video Storytelling

Primary Metrics

- Engagement Rates
- Cost Per Engaged Session
- Return Visits

ACTION | ~40%

Goal: Capture active trip planning and visitation intent

- Travel & booking platforms (OTAs)
- Meta Lead Gen
- Google Search
- Retargeting

Primary Metrics

- ROAS
- Visitation
- Visitor Guide Requests
- Email Signups
- Clicks to Partners

Proven Markets, Emerging Opportunities

FY27 concentrates investment in the top 10 origin markets, where established awareness and demonstrated travel intent create the strongest path to bookings.

Core markets: Prioritize high-intent travelers in proven markets and move them efficiently from consideration to booking

Emerging markets: At same time, do smaller test-and-learn investment in growth markets, evaluated against actual visitation with flexibility to scale as they prove out

This approach balances the immediate need to capture and convert demand with the longer-term opportunity to diversify and grow Jax's visitor base.



Top 10 Origin Markets:

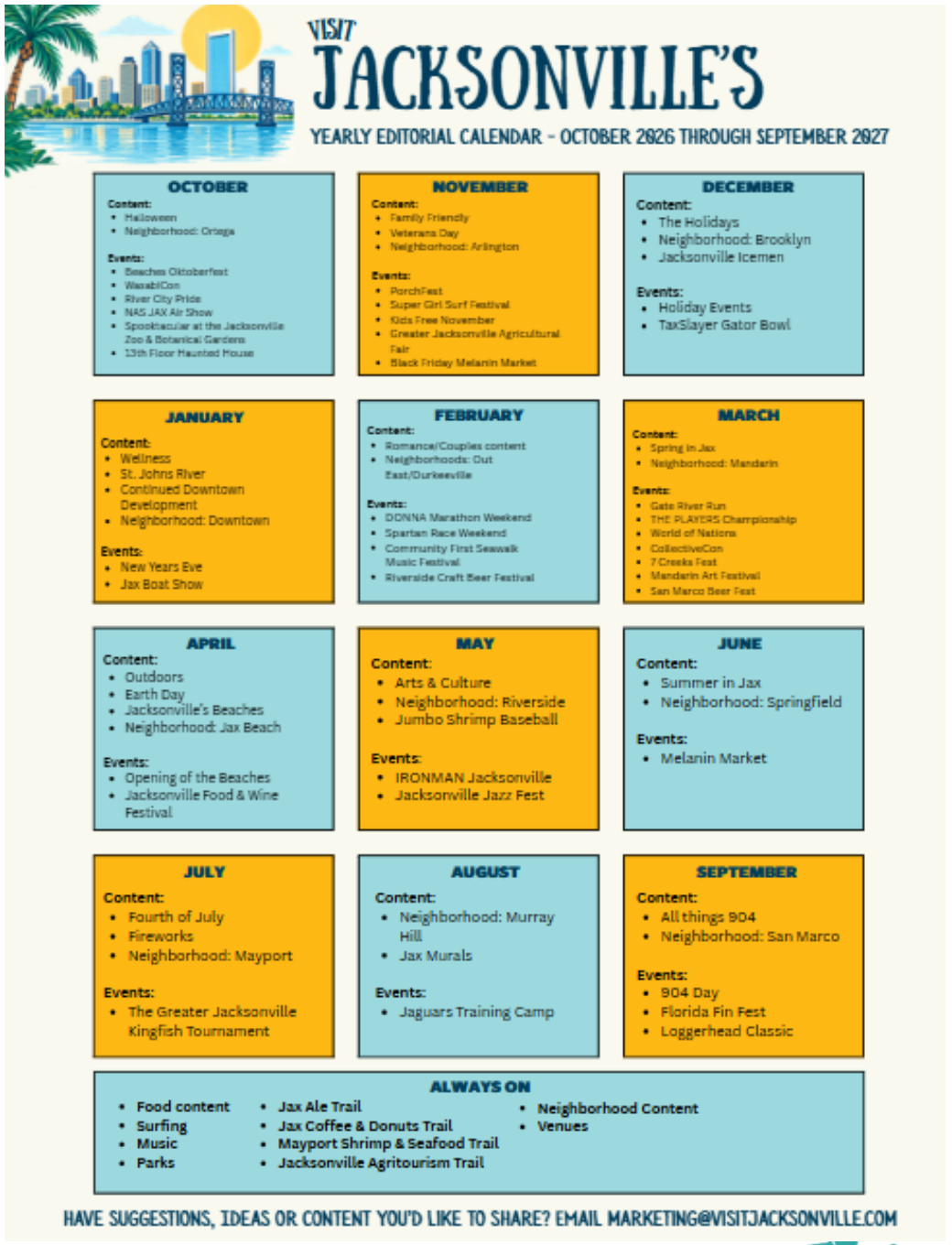
Orlando, FL
Tampa, FL
Tallahassee, FL
Atlanta, GA
Miami, FL
Savannah, GA
Gainesville, FL
West Palm Beach, FL
Washington, DC
Mobile, AL
Charlotte, NC

Growth/Emerging Markets to Test:

Chicago,IL
New York, NY

Dallas,TX
Houston,TX

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

ADVERTISING CO-OPS

- Visit Florida Advertising Partnership
- Wander Media Advertising Partnership
- Threshold 360

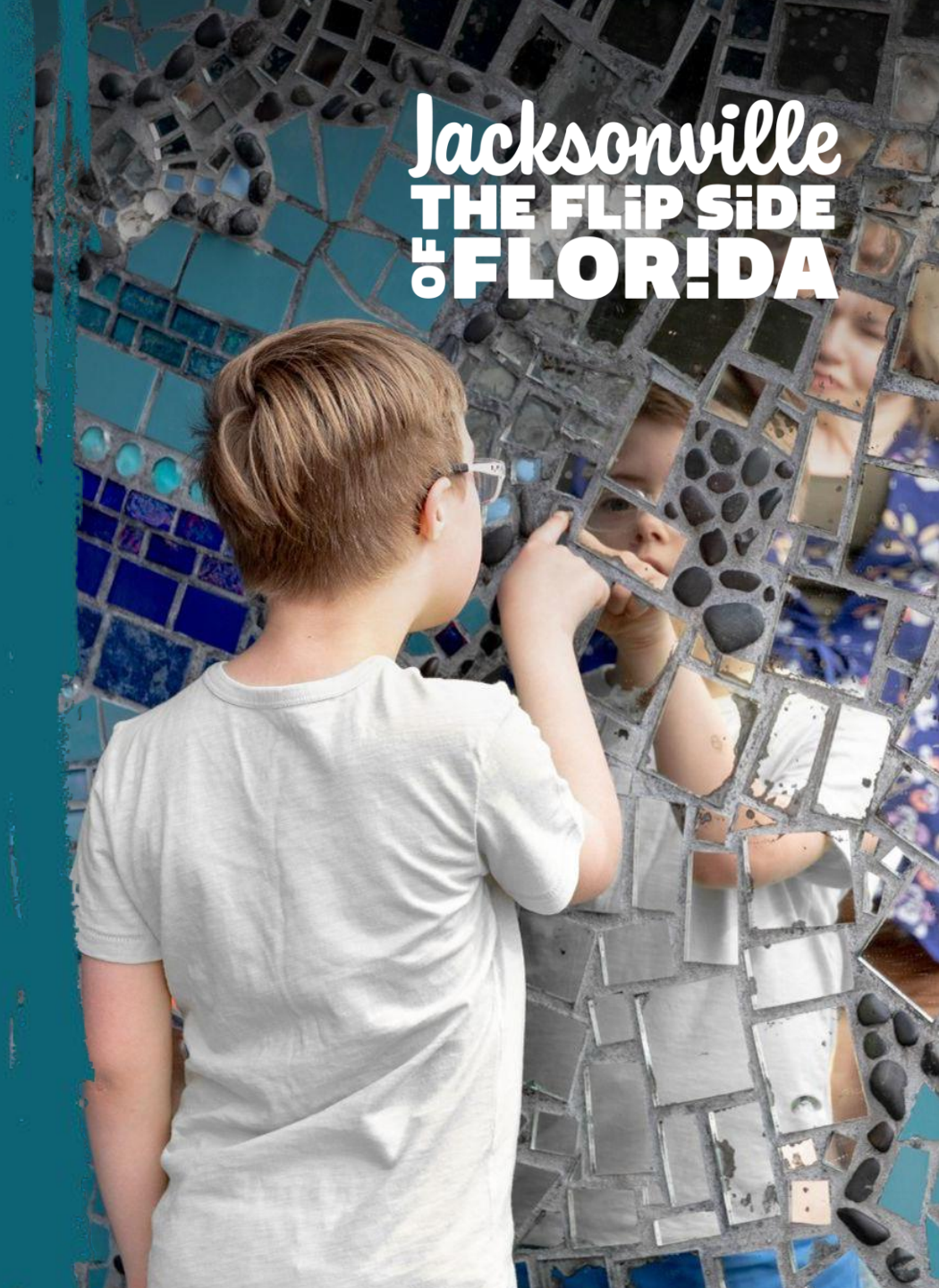
Sales Travel Plan: On the Road again.....

For more information on how to join us in promoting Jacksonville for Meetings and Sporting Events.

Contact:
Jeanne Goldschmidt
Director of Sales & Services
860.983.7052

Oct 6, 2026	Oct 8, 2026	IMEX	Las Vegas, NV
Oct 14, 2026	Oct 17, 2026	AAU Annual Meeting	Orlando, FL
Oct 26, 2026	Oct 29, 2026	TEAMS Conference	Birmingham, AL
Nov 19, 2026	Nov 21, 2026	Service Club Leaders Conference	New Orleans, LA
Nov 30, 2026	Dec 3, 2026	Sports & Events America	Kissimmee, FL
Dec 2, 2026	Dec 3, 2026	Association Forum Holiday Showcase	Chicago, IL
Jan 5, 2027	Jan 7, 2027	RCMA EMERGE	Orlando, FL
Jan 10, 2027	Jan 13, 2027	PCMA Convening Leaders	Miami, FL
Jan 24, 2027	Jan 27, 2027	Florida Encounter	Kissimmee, FL
Feb 1, 2027	Feb 5, 2027	Sports Express	Frisco, TX
Feb 21, 2027	Feb 23, 2027	IPEC	Tampa, FL
Mar 1, 2027	Mar 4, 2027	Rendezvous South	Montgomery, AL
TBD	TBD	Christian Meetings & Conferences Association	TBD
Mar 31, 2027	Apr 2, 2027	Sports ETA Women in Sports	Columbus, OH
Apr 5, 2027	Apr 8, 2027	CVENT Connect	Denver, CO
May 24, 2027	May 26, 2027	ACES Annual Conference	Jacksonville, FL
May 24, 2027	May 26, 2027	Fraternity Executives Association	TBD
Jun 7, 2027	Jun 10, 2027	HB ABC	Orlando, FL
TBD	TBD	XSITE	Tallahassee, FL
Jun 7, 2027	Jun 11, 2027	Sports Express International Conference	Valley Forge, PA
Jun 2, 2027	Jun 4, 2027	GSAE Annual Meeting	Greenville, SC
TBD	TBD	Florida Sports Foundation Summit	Gainesville, FL
Jun 22, 2027	Jun 24, 2027	FSAE Annual Conference	Ponte Vedra, FL
Aug 2, 2027	Aug 5, 2027	Destination Southeast	Tampa, FL
Aug 7, 2027	Aug 10, 2027	ASAE	Charlotte, NC
Aug 23, 2027	Aug 25, 2027	Connect Marketplace	Anaheim, CA

UPCOMING EVENTS + INITIATIVES



NEW JACKSONVILLE MERCH!

Jacksonville THE FLIP SIDE OF FLORIDA









NOW AVAILABLE AT OUR DOWNTOWN VISITOR CENTER!

NEW JACKSONVILLE MERCH!

Jacksonville THE FLIP SIDE OF FLORIDA









NOW AVAILABLE AT OUR DOWNTOWN VISITOR CENTER!

UPCOMING INITIATIVES

MUSEUMS + HISTORIC SITES TRAIL





- Available through Smithsonian Day on **September 17**.
- No check in code is required at any of the stops. You will check in based on location, so make sure your location settings are turned on for the app.
- Visit at least **five stops** along the trail to earn a special prize from Visit Jacksonville.
- Make sure you submit the form after your 5th check-in to ensure you get sent your prize.



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.







UPCOMING INITIATIVES

NEIGHBORHOODS MEETING

Wednesday, September 16
8:30-10:30AM

SPAR OFFICE (1321 N. Main Street)

Coffee + Light Bites Provided by 1748 Bakehouse.







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





Jacksonville THE FLIP SIDE OF FLORIDA

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





Jacksonville
THE FLIP SIDE OF FLORIDA

QUESTIONS?

Jacksonville
THE FLIP SIDE OF FLORIDA

GUEST SPEAKER: RETHREADED


"She remembered who she was and the game changed."
Quote by: Lalah Delia

Definition of Human Trafficking

Human trafficking – specifically, sex trafficking – is the use of force, fraud, or coercion to make a person perform a sex act for profit

In 2025,

314*

purchase attempts from a decoy advertisement at a major sporting event.

**This number represents attempted purchases within 3 hours of the ad being posted.*

epik PROJECT x RE threaded

72,000*

potential female victims of human trafficking in a 25-mile radius of the downtown Jacksonville area

**This number represents communities of people year to date (2026) who have experienced human trafficking or are vulnerable to trafficking.*

HADASSAH'S HOPE x RE threaded



Is it happening at **your hotel**?




Together, we can we create a safe city where people and businesses can prosper.

Not In Our City

What Have We Done?

- 24-hour hotline for survivors to call 904-721-7273
- Crime Stoppers $7,000 reward
- Working with State Attorney's office to enforce laws and fines
- 24-hour drop-in center in hospital
- Formation of No Trafficking Zones around city
- New signage in Jaguars stadium and all city owned venues

I THOUGHT IT WAS LOVE

HEAR STORIES OF REAL PEOPLE IMPACTED BY SEX TRAFFICKING

- 44% are trafficked by a family member
- 39% are trafficked by a romantic partner
- 90% are arrested or accused of prostitution

SCAN QR CODE TO LEARN MORE OR VISIT THETHRIVESPACE.ORG/RESOURCES

If someone asks you to sell or trade sex or personal photos for basic needs such as food, housing, or transportation, it is considered sex trafficking and help is available to you.

IS SOMETHING NOT QUITE RIGHT?
You're Not Alone: *Help is free, confidential, and available 24/7.*

FOR IMMEDIATE ASSISTANCE AT THE STADIUM, TEXT 904.633.6400

FOR ASSISTANCE FROM THE STATE OF FLORIDA, CALL 1-855-FLA-SAFE

FOR ASSISTANCE FROM THE NATIONAL HUMAN TRAFFICKING HOTLINE, CALL 1-888-373-7888 OR TEXT HELP TO 233733

Not all traffickers are men and not all survivors are women. To learn more visit polarisproject.org

HOW CAN YOU KNOW THEY AREN'T BEING TRAFFICKED? YOU CAN'T.

TRAFFICKING THRIVES ON THE DEMAND FOR COMMERCIAL SEX. MEN ARE OVERWHELMINGLY RESPONSIBLE FOR DRIVING THAT DEMAND.

If you are buying or being offered to purchase sex, even if it seems consensual, the person may be a trafficking victim. People who buy sex create trafficking here. *No Jacksonville buyers, no Jacksonville victims.*

Help Is Available: If you want to stop purchasing sex, there are resources to help. 60% of buyers want to stop. *It's never too late to stop.*

END THE DEMAND.

HEAR STORIES OF REAL PEOPLE IMPACTED BY SEX TRAFFICKING

SCAN QR CODE TO LEARN MORE OR VISIT DONTBUYSEX.COM

IS SOMETHING NOT QUITE RIGHT?
You're Not Alone: *Help is free, confidential, and available 24/7.*

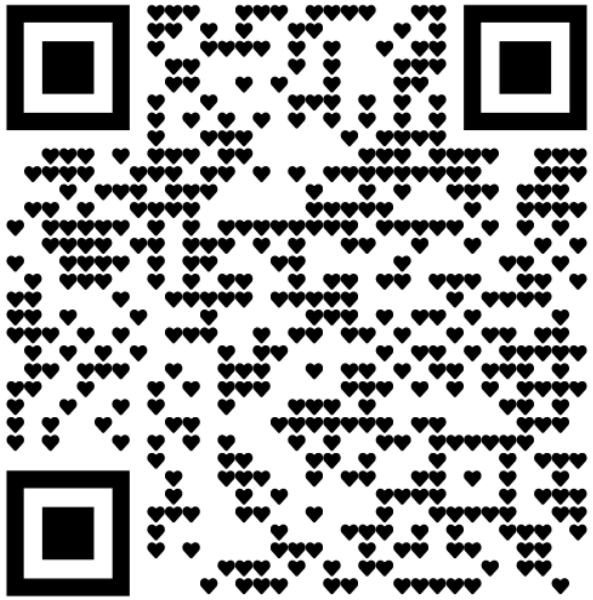
FOR IMMEDIATE ASSISTANCE AT THE STADIUM, TEXT 904.633.6400

FOR ASSISTANCE FROM THE STATE OF FLORIDA, CALL 1-855-FLA-SAFE

FOR ASSISTANCE FROM THE NATIONAL HUMAN TRAFFICKING HOTLINE, CALL 1-888-373-7888 OR TEXT HELP TO 233733

Not all traffickers are men and not all survivors are women. To learn more visit polarisproject.org

What About You?

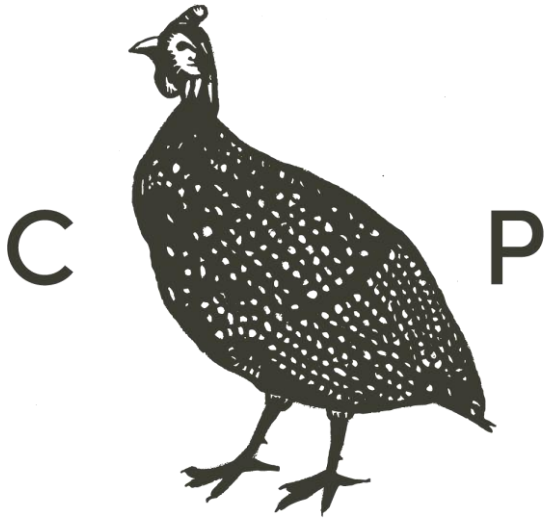


Oct. 21st at Rethreaded

Jacksonville
THE FLIP SIDE OF FLORIDA

JACKSONVILLE UNVEILED

What's Opening & Why It Matters


C
P



Congaree and Penn

Jacksonville Unveiled: What's opening, and why it matters.

September 15, 2026

Scott Meyer




WELCOME TO
the roost










Kawasaki


SHANNA
COLLECTIVE

SHANNA
COLLECTIVE

SHIPYARDS AND BEYOND



SHIPYARDS AND BEYOND

DELIVERY TIMELINE

2026

ONE TOWER COURT

Jacksonville Jaguars

Timucuan Asset Management

Foley & Lardner LLP

Downtown YMCA

SHIPYARDS PUBLIC AREAS

78-slip marina

Riverwalk

Event lawn

Asado Life

2027

FOUR SEASONS HOTEL AND RESIDENCES

170 hotel rooms

26 private residences

3 food and beverage outlets (open to public)

World-class spa

Meeting and event space

2028+

Stadium of the Future

Metropolitan Park

MOSH

Shipyards West Park

Future Development


FOUR SEASONS
RIVER VIEW
SHANNA
COLLECTIVE

UF | UNIVERSITY of FLORIDA

JACKSONVILLE


UF
UNIVERSITY of
FLORIDA



Conceptual Rendering



NOTE: BUILDING AND LANDSCAPE DESIGN ON SITE 1A AND 1B BY HOK. IMAGE MAY NOT REFLECT CURRENT DESIGN.


JAA
Jacksonville
Aviation
Authority




OAK & OCEAN
MARKETPLACE
V PIZZA
PANDA EXPRESS
Chick-fil-A
WILLIE JEWELL'S BAR-B-Q
STARBUCKS
BURGERFI
CANTINA LOUIE
MEXICAN STREET FOOD
V PIZZA
PANDA EXPRESS
ORDER
ORDER
WILLIE JEWELL'S BAR-B-Q



WELCOME PANELISTS!

Jacksonville THE FLIP SIDE OF FLORIDA



Scott Meyer
Owner
Congaree and Penn



William Michaelis
Managing Director,
Shanna Collective
Vice President,
Real Estate and General
Counsel, Jacksonville Jaguars



Kathryn Pearce
Assistant Director of Operations
UF Jacksonville



Mark VanLoh
Chief Executive Officer
Jacksonville Aviation Authority

Jacksonville
THE FLIP SIDE OF FLORIDA

2026 TOURISM AMBASSADOR OF THE YEAR

Jacksonville
THE FLIP SIDE OF FLORIDA

AND THE WINNER IS...

2026 TOURISM AMBASSADOR OF THE YEAR

DANA MICHELLE MAULE
NORTHSIDE PRIDE JAX



Jacksonville
THE FLIP SIDE OF FLORIDA

DOWNLOAD THE VISIT JAX APP

THANK YOU

Jacksonville
THE FLIP SIDE OF FLORIDA