

Jacksonville
THE FLIP SIDE
OF FLORIDA

What's New

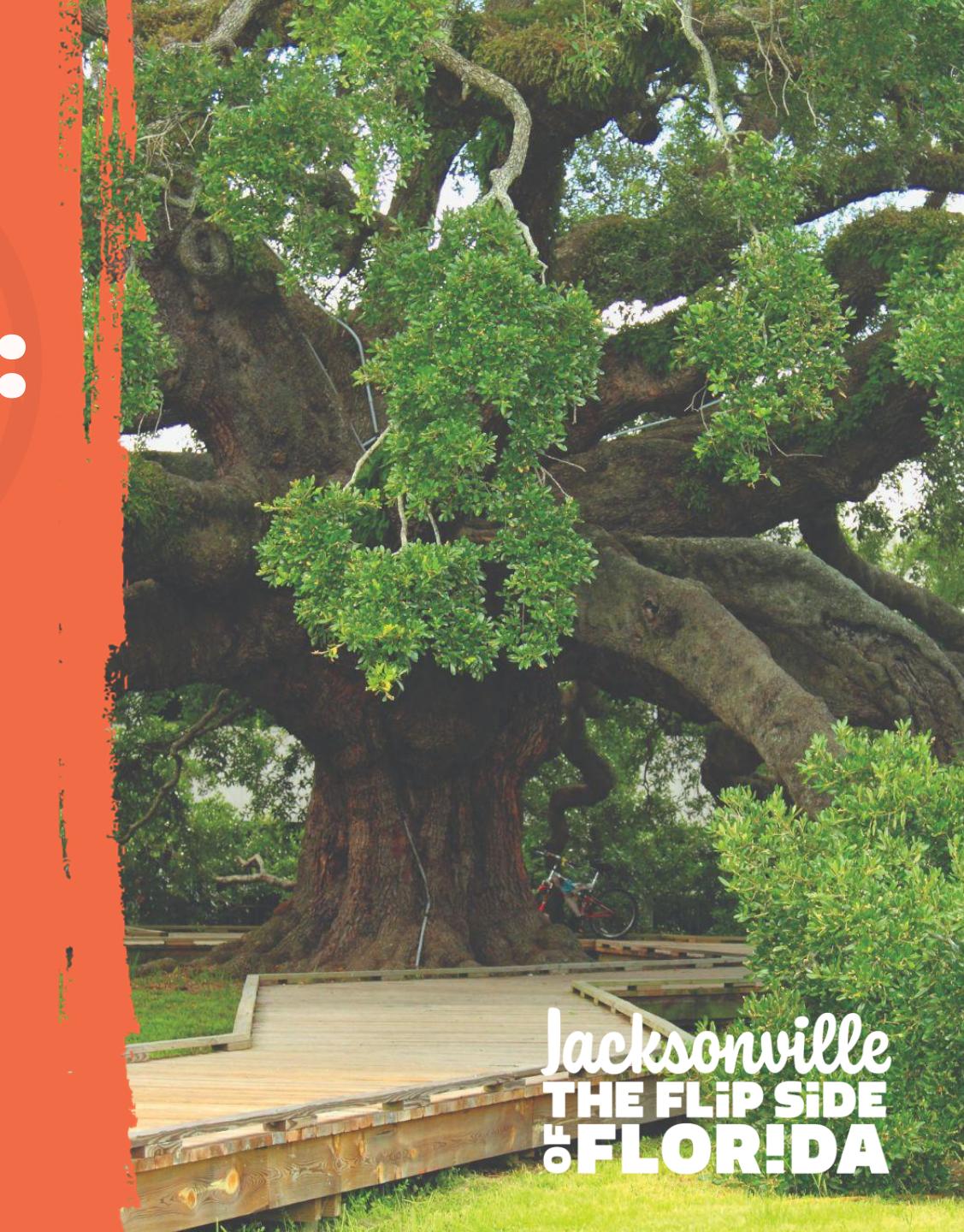
Updated December 2025

Coming soon to Jacksonville!

	2025	2026	2027	2028	2029
2 nd Phase of Jacksonville Zoo and Botanical Gardens Rezooovation (Attraction)				TBD	
Aventuur Surf Park (Attraction)			TBD		
Casa Marina Renovation (Hotel)		TBD			
Concourse B Airport Expansion (Attraction)		TBD			
Congaree & Penn Renovation (Attraction)		Early			
Doubletree Downtown Renovation – Renamed to Hotel Bellamy (Hotel)			TBD		
Emerald Trail Completion (Park)					2030/31
Four Seasons Luxury Resort (Hotel)		Late			
Hilton at Mayo Clinic Jacksonville (Hotel)	Open!				
Jacksonville Armada Soccer Stadium (Attraction)		TBD			
Jacksonville Fairgrounds (Attraction)		TBD			
Jacksonville Zoo & Botanical Gardens Rezooovation (Attraction)		Early			
Jaguars Stadium of the Future (Attraction)				Late	
Marriott Downtown Renovation (Hotel)		Early			
Metropolitan Park Re-Opening (Park)				TBD	
MOSH Genesis (Attraction)		TBD			
Music Heritage Garden (Parks)		TBD			
NAVI Autonomous Vehicles (Attraction)	Open!				
One Ocean Resort & Spa Renovation (Hotel) – new name Dune House!		Mid			
Pearl District (Attraction)		TBD			
Riverfront Plaza (Park)		Early			
Rivers Edge Parks & Boardwalk (Park)	Open!				
Shipyards West (Park)		TBD			
The Block Jax (Attraction)		Early			
Upshot League (Attraction)	Open!				

Here's what's new & why Jacksonville is the best place for:

Affordability
Accessibility
Attractiveness
Best Group Amenities



Jacksonville
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Why Jacksonville?

- 1,100 Miles of Coastline
- 160+ Daily Flights • Cruise Port • 2 Interstates
- Largest Park System in the Country
- Most Affordable City in Florida

Perfect Climate for Business... and Leisure

Average
Annual
Temperature

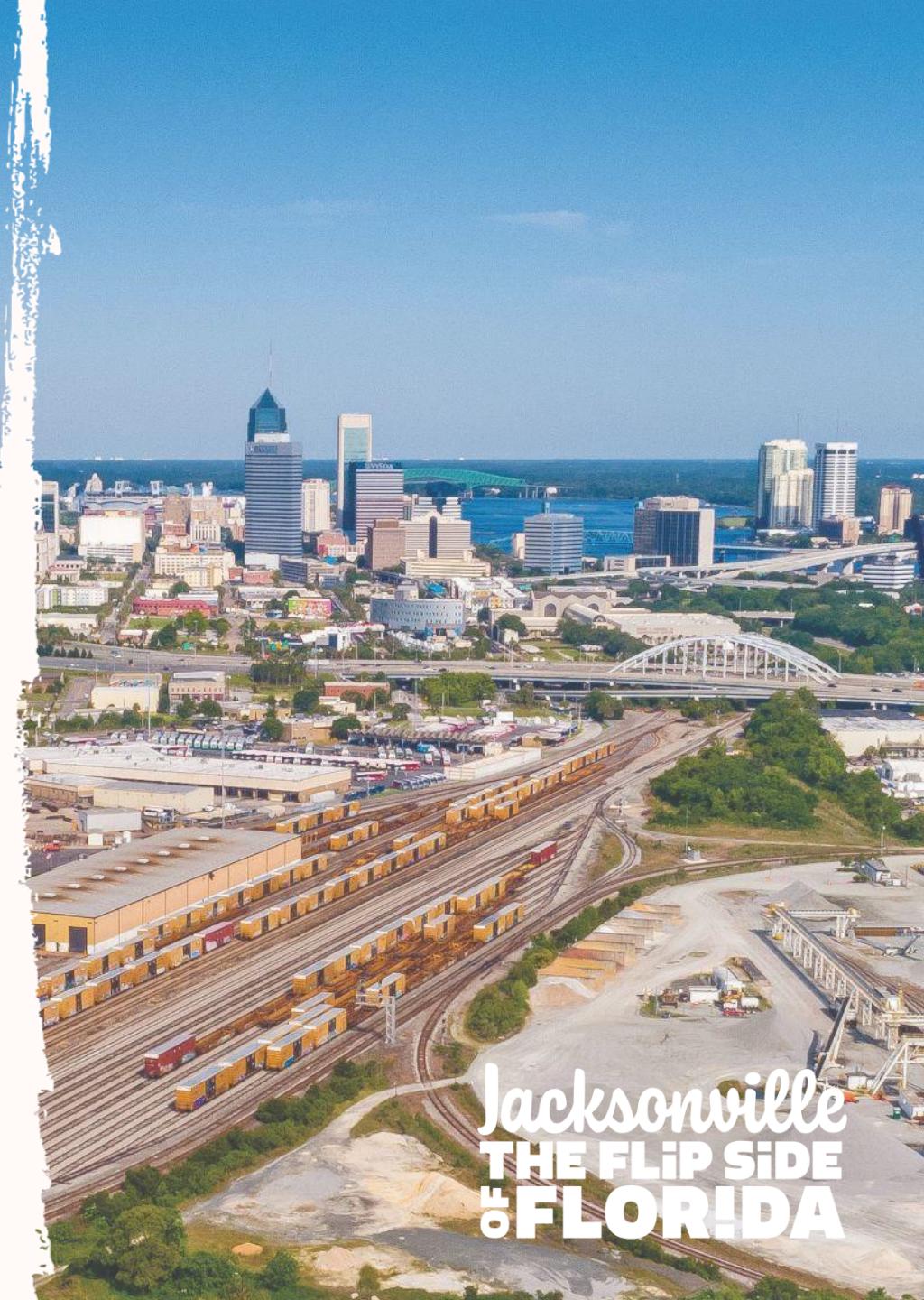
70

Annual
Number of
Sunny Days

221

Average
Year-Round
High
Temperature

78



Jacksonville
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Jax's Non-Stop Destinations

Congratulations Team JAX for Ranking #1 as the Nation's Best Airport for Customer Satisfaction!

Ranked #1 for Customer Satisfaction



JAX
Jacksonville
International
Airport



JAX

Jacksonville
International
Airport

flyjax.com



Jax's Top Airlines



Concourse B Expansion Opening at JIA in 2026

The Jacksonville International Airport will open the new and expanded Concourse B, comprising of six gates, at least five of which will be operated by American Airlines.

New Restaurants and amenities will also be opening in the new concourse, to be announced at a later date.

This new concourse will allow the airport to facilitate 10 million passengers through 2035.

More parking will also be opening in June 2026. A new 6 level garage will include close to 800 more spaces.



Visit Jacksonville is a Certified Autism Center

Visit Jacksonville is Florida's first destination management organization to earn the Certified Autism Center™ (CAC) designation.

Our staff underwent training to better understand and meet the needs of autistic visitors and their families and the designation was granted by the International Board of Credentialing and Continuing Education Standards (IBCCES).

A recent survey of parents, families, and autistic individuals conducted by IBCCES discovered that 94% of respondents would take more vacations or visit more new places if they had access to autism-trained and certified options.



Prime F. Osborn III Convention Center

The recently renovated Prime F. Osborn III Convention Center blends state-of-the-art technology with the grandeur of the historic former train terminal. The convention center offers more than 275,000 gross square feet of flexible indoor and outdoor space. Located in downtown, and minutes from the airport and over 2,300 hotel rooms, the Convention Center is the perfect setting for conventions, tradeshows, meetings, and banquets.



EverBank Stadium

Home of the Jacksonville Jaguars, **EverBank Stadium** offers several memorable party spaces. From the party and pool deck to the terrace suites, and almost 100,000 sq feet to work with, the stadium offers an iconic Jacksonville experience.

Limited availability while construction starts on "The Stadium of the Future"



Daily's Place

Daily's Place is the newest sports and entertainment destination in downtown Jacksonville, Fla. Constructed in 2017, it sits adjacent to EverBank Stadium. It has 90,000 sq feet of event space, and a capacity of 5,500. Use the entire facility for a festival or trade show, or select a space specifically suited to the needs of your one-of-a-kind event.

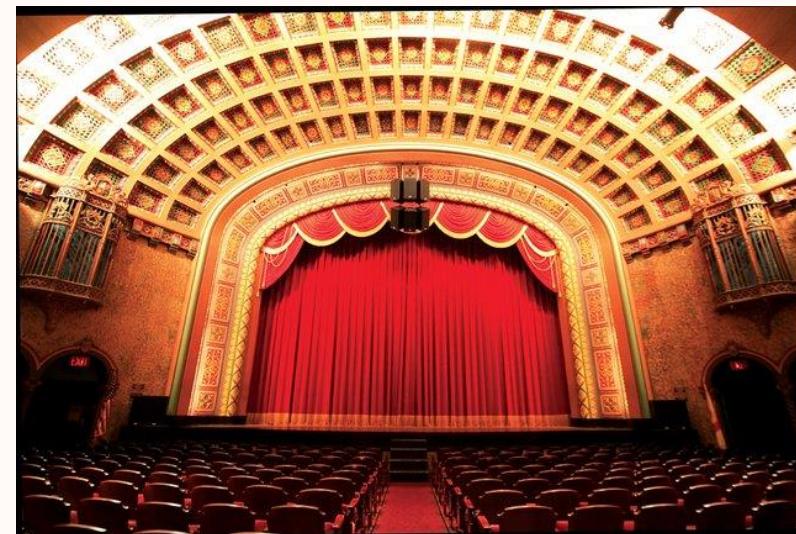
The attached Flex Field will soon be renovated and converted into an exhibit hall. A floor will be installed and could possibly also be used for basketball games.



Florida Theatre

The venue offers a 1,900-seat theatre with incredible acoustics and near-perfect sightlines, on two levels, with two lobbies and a private area for your event needs. Inside the theatre, state-of-the-art sound and lighting systems will enhance the look of your event. Includes a 40-foot movie screen, a digital marquee, red carpet availability, marble bars, and prominent on-street window displays.

Expansion of the historic Florida Theatre will create a 3,000-square-foot VIP lounge connected with the mezzanine. The \$10 million renovation is scheduled to be completed in time for the venue's centennial celebration in 2027.



Conference Center at the Main Library

Set in the heart of downtown, their unique venue spaces are designed to accommodate a small intimate party to a large affair. With 20,000 square feet of sophisticated space dedicated to special events, the Conference Center at the Main Library has something for everyone and for every function.

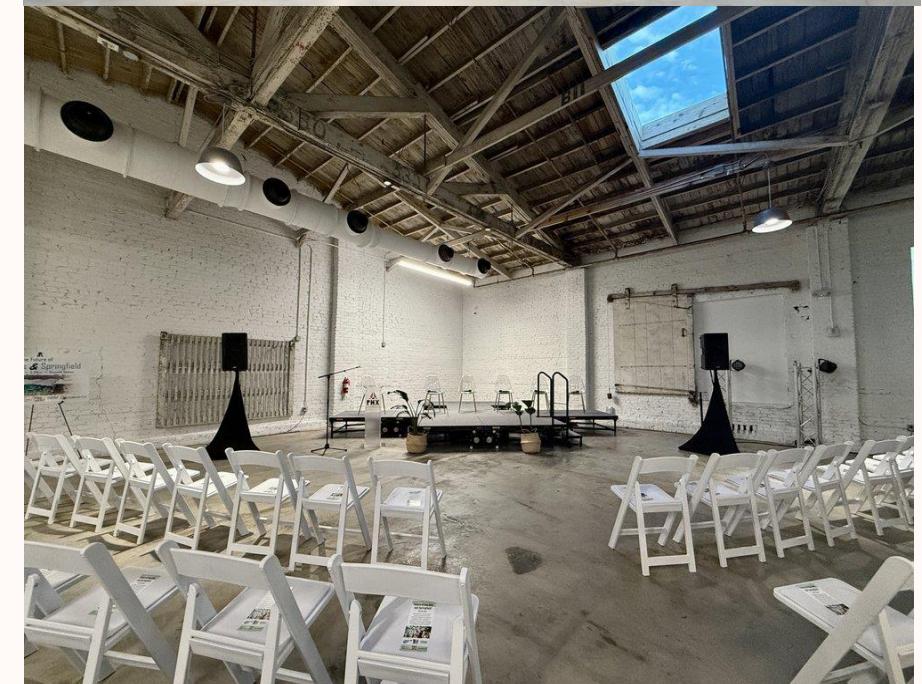
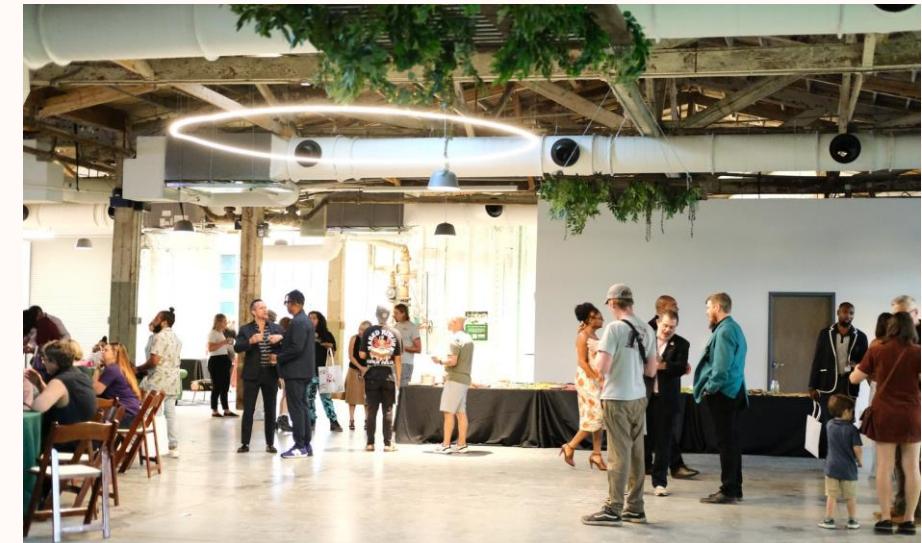
Included is a full catering kitchen, lighting controls, multimedia technology, a wide range of equipment and furniture, and professional security.



Emerald Station Premier Event Venue

Nestled in the Phoenix Arts & Innovation District, this unique 500 person event space is housed in a fully renovated, 100-year-old warehouse. The character and history of the building are beautifully preserved with exposed wooden beams and original brick details, offering an atmosphere that is both modern and timeless.

Take advantage of a beautifully designed shared kitchen, perfect for casual meetings and socializing. The space also includes showers, fully-equipped conference rooms for your professional needs and a community lounge where you can relax and network with like-minded individuals. The event space features two green rooms, in house catering kitchen and brand new facilities.



Visit Jacksonville's Trail Mix



Get your Brewery Passport stamped at each of the dozen local breweries you visit and receive FREE Jax Ale Trail beer gear! Grab a #JaxAleTrail Brewery Passport (acquired at your first brewery or one of the Visit Jacksonville visitor centers) - this will serve as a guide to our local breweries and the key to snagging FREE Ale Trail beer gear.



It's time to start earning prizes for your daily cup of joe! Experience the coffee and donut excitement Jacksonville has to offer with the Jax Coffee & Donuts Trail digital passport.

Download the Visit Jax app to get started! Check-in to as many participating local coffee and donut shops as you can to receive FREE swag from Visit Jacksonville!



Here in Jacksonville, we take pride in our local delicacy, Mayport shrimp. Dine at local restaurants to experience the wonder of Mayport shrimp for yourself.

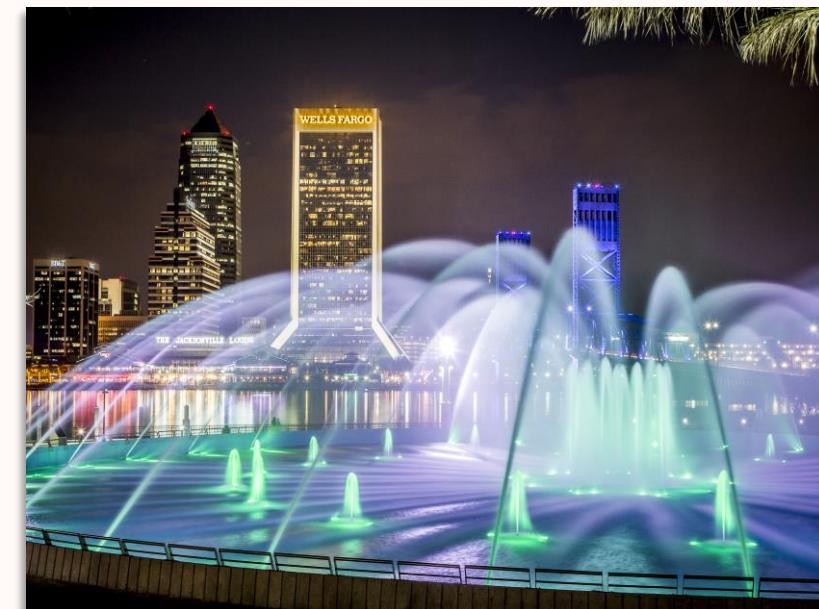
It's shrimply amazing! Download the Visit Jax app and look for the Mayport Shrimp Trail icon on the main menu.

Eat your way through this savory trail. Dine and check in at 5 participating restaurants to complete the challenge. It's as shrimp as that!

The St. Johns River Park & Friendship Fountain

St. Johns River Park, located on the Southbank waterfront and home to Friendship Fountain, is now open! This \$6 million upgraded fountain features fully functional dancing jets choreographed to music and lights, boasting “water cinema” every 15 minutes.

Further enhancing the experience is a fountain projection show, projection on the façade of the Performing Arts Center across the river, and lighting on the Acosta Bridge. The fountain shows entertain residents and visitors nightly.



Lift Ev'ry Voice and Sing Park

Dedicated to the birth site of the Johnson brothers is the "Lift Ev'ry Voice and Sing" Park.

The park is named after the song written by John Rosamond Johnson & James Weldon Johnson in the late 1800s, which the NAACP calls the "Black National Anthem." The park will be designed to celebrate the African-American experience and will link to other historic neighborhoods via the Emerald Trail.

The park opened in June 2024!



Jacksonville Beach

With 1,100 miles of navigable water, Jax has more shoreline than any other city in the nation.

Just a few minutes from Downtown, Jacksonville's white sand beaches await you. Spend a day unwinding by the ocean and enjoy the nearby shops, restaurants, attractions, and nightlife.

After sustaining damage nearly six years ago, the Jacksonville Beach Fishing Pier reopened to the public with its repairs in July 2022.

The pier is now 8 feet higher and constructed of four 24-inch square piles per section instead of the previous three 18-inch piles.



Jacksonville Naval Museum - USS Orleck

The Orleck, a Gearing Class destroyer with 18 battle stars, is one of the most distinguished ships of all time. Having served in the Cold, Korean, & Vietnam Wars she not only represents the rich Naval Heritage of Jacksonville but also honors all military veterans in the Region. Naval Reunions, Galas, & Leadership symposiums can be held at the museum.

An ADA-accessible outdoor event space on the dock next to the Orleck will be open soon, and can accommodate 1000 guests under a tent.



St. John's Town Center

The open-air St. John's Town Center has more than 175 of the hottest retailers and restaurants including Apple, Sephora, The Capital Grille, Tiffany & Co., Banana Republic, PF Changs, Louis Vuitton and more.



JTA Autonomous Vehicles

A revolutionary fleet of self-driving vehicles recently launched in the city of Jacksonville. This new program, the **Ultimate Urban Circulator** (U2C) by the Jacksonville Transit Authority (JTA), will transform the transportation landscape in Jacksonville, and possibly the United States, for years to come.

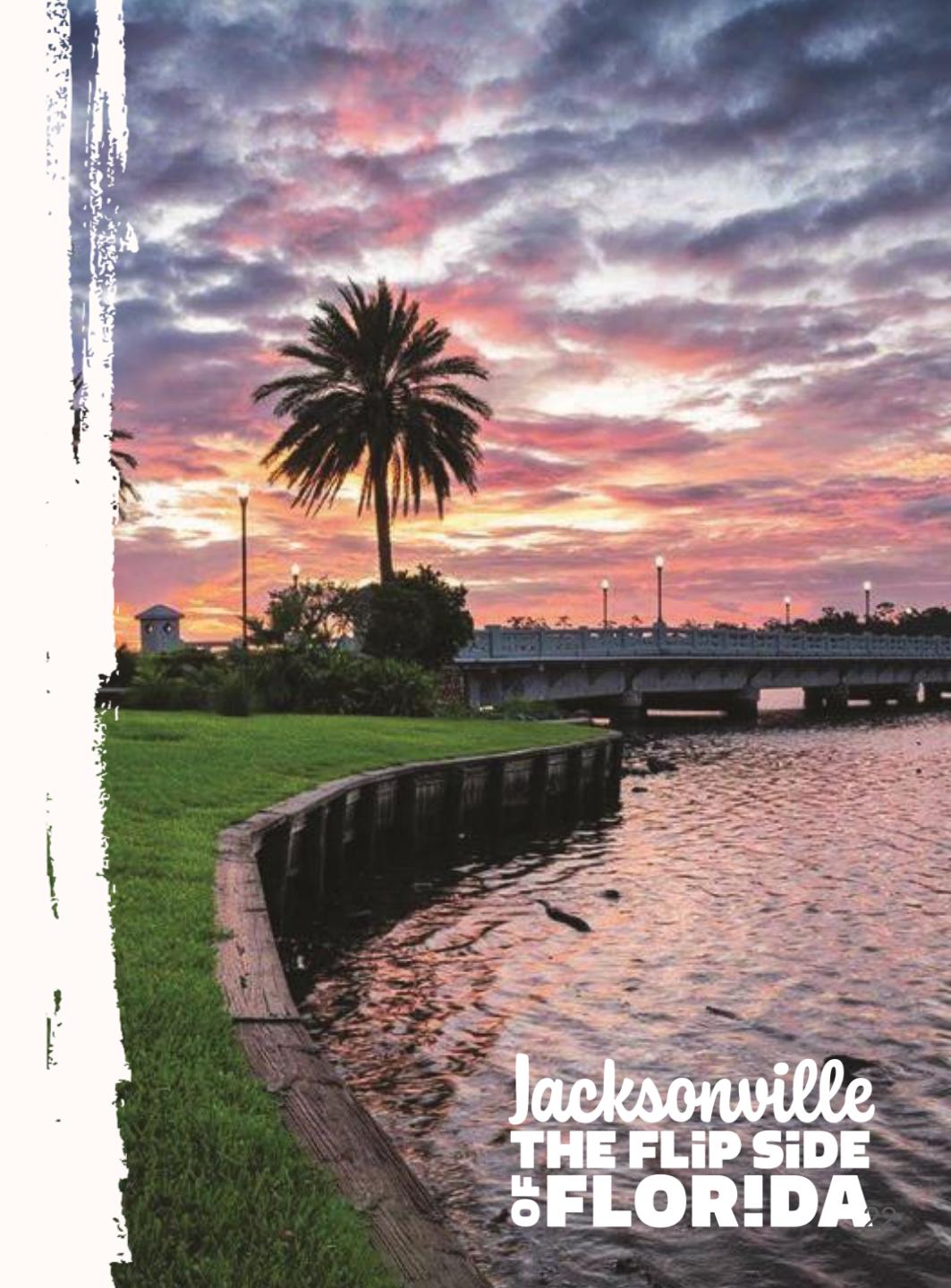
The NAVI autonomous vehicles drive a 3-mile loop on Bay Street. This connects the downtown core with the sports and entertainment district with 12 different stops along the way.

Jacksonville is the first city in the United States to deploy a true autonomous vehicle network for public transportation.

Furthering Jacksonville's status as a leader in autonomous transportation, Germany-based automated shuttle manufacturer, **Holon**, will be building a \$100 million dollar plant in Jacksonville, which will make them the first automated shuttle manufacturing facility in the United States. Holon plans to have its plant operating as early as mid-2026.



What's Next and Coming Soon to Jacksonville!



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Emerald Trail

The Emerald Trail Master Plan will create an outdoor destination 30-mile network of bicycle and pedestrian trails of greenways and parks that will encircle the urban core and link Downtown with at least 14 historic neighborhoods, 16 schools, two colleges and nearly 30 parks, among restaurants, retail and businesses.

Phase one is a 1.3-mile “Model Project” to connect the existing S-Line Rail Trail in Springfield to the McCoys Creek Greenway and Park Street. Approximately 40% of the entire project is in the design or construction phase. The trail is anticipated to offer a boost of social and economic development in areas by 2030/31



Emerald Trail Renderings



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Riverfront Plaza

Riverfront Plaza, formerly the site of the Jacksonville Landing, is an open green space on the bank of the St. Johns River in the heart of Downtown. This space is managed by Jax Parks, the City of Jacksonville's Parks and Recreation branch and is available for event permitting for large and small events.

Phase 1 of Riverfront Plaza includes an elevated destination playground on top of a park pavilion building, a large flexible event lawn, as well as a new bulkhead, riverwalk, and a plaza space connecting Riverfront Plaza to the Jacksonville Center for the Performing Arts. The park pavilion building includes a small café space, restrooms, mechanical rooms and storage space to support the park. Phase 1 now open!

Phase 2 of Riverfront Plaza will include a beer garden, rain garden, and a bike and pedestrian connection to the Main Street Bridge. Phase 2 is anticipated to start in early 2026 with an anticipated completion of 2027.



Rivers Edge: Life on the St. Johns

Rivers Edge - with a vision for sustainable design - will encourage a healthy lifestyle & diversity. The development will bring up **to 950 residential units, 147 hotel rooms, 200k sq ft office space, 134k sq ft retail, a 125-slip public marina and four acres of public park space** to the vacant, 30-acre site on Downtown's Southbank.

The park space includes a large central riverfront park that will tell the story of Jacksonville's extraordinary medical facilities through art, exercise, gardens and interactive features.

Active water access abounds with a marsh boardwalk, an extension of the Riverwalk and a kayak launch.

Another 750 multifamily units on two central parcels next to a future city park is also in the works. Opening date is 2026.



One Riverside

Development is in the works for a mixed-use project with retail, office, restaurant and apartments at the 18-acre former Florida-Times Union site which would be developed concurrent with the day-lighting and restoration of McCoy's Creek, which also adds a 2.5-acre park on the Emerald Trail.

Phase 1 will include 271 multi-family units, 39,256 sq ft of retail (including a Whole Foods and waterfront restaurant) and a parking garage

Phase 2 will include 115 multi-family units and 15,000 sf of retail and a possible marina. In total, the development will have three restaurants – with one overlooking the river.

Expected to fully open in 2026.



Jacksonville Zoo & Gardens Rezooovation

The Jacksonville Zoo and Gardens has unveiled a new master plan and **\$52 million renovation**.

The main entrance will undergo a massive overhaul and be relocated allowing visitors to take a north loop, a south loop or both. The main gate will lead to the new Manatee River exhibit with glass wall enclosures. The manatees will all be temporary residents – considered wild and being treated for injuries with expectation to be released. The first project phase is anticipated in early 2026.

A new education campus and lion exhibit are planned for the following years, among other improvements, including an event space for 1,000 people.



The Block Jax

The project, developed by the owner of dog park and bar Kanine Social, will be an outdoor food hall with 8 vendors, a craft beer bar, live music venue, 30-foot-wide LED video wall for sports and movies, lawn and arcade games, a golf simulator, and a fenced-in play park for children.

A second location of Kanine Social will also be developed at the new site along Gate Parkway. Admission will be free and the tagline is “Food. Family. Fun.” The project will be developed for all-weather days, and boasts a covered area with a stage specifically for community events.

The project is anticipated to open in early 2026.



Oak Steakhouse

The Greenleaf & Crosby Building Downtown will add Oak Steakhouse on the first floor in the former Jacobs Jewelers space at Laura and Adams streets.

Indigo Road Hospitality Group announced the steakhouse plans to open in mid- to late 2026.

A private dining room will be available for events.



Mayo Clinic Expansions & Hilton Hotel

- Addition of 5 hospital floors above existing tower with completion in 2026.
- Site work has started on a new integrated oncology facility including proton beam therapy for cancer patients. Will also include the first carbon ion therapy center in North America.
- Eight-story Hilton hotel with 252 guest rooms and upscale accommodations. It will feature a fitness center, restaurant, outdoor pool and 16,000 sq ft of meeting space. Hotel opened October 1, 2025.
- The addition of a North Campus that expands its 392-acre property to 602 acres. The property land uses for the additional acreage are designated as medical, related residential and hotel.



One Ocean Resort & Spa - new name will be Dune House Hotel & Spa!

One Ocean Resort & Spa has been purchased by Aspect Real Estate Group, Sage Hospitality Group, Corner Lot and Kelco Management & Development, Inc. and are planning renovations.

One Ocean Resort & Spa in Atlantic Beach will be “fully reimagined” as **Dune House Hotel & Spa** and debut in spring 2026.

Three new food and beverage concepts are planned along with a redesigned poolside experience, expanded spa, coffee and retail offerings and oceanfront event spaces.



Coming Soon

Updated December 2025

Jacksonville Armada Soccer Stadium

The Jacksonville Armada Soccer team broke ground on their new stadium in 2025 and plan to begin playing there by September 2026.

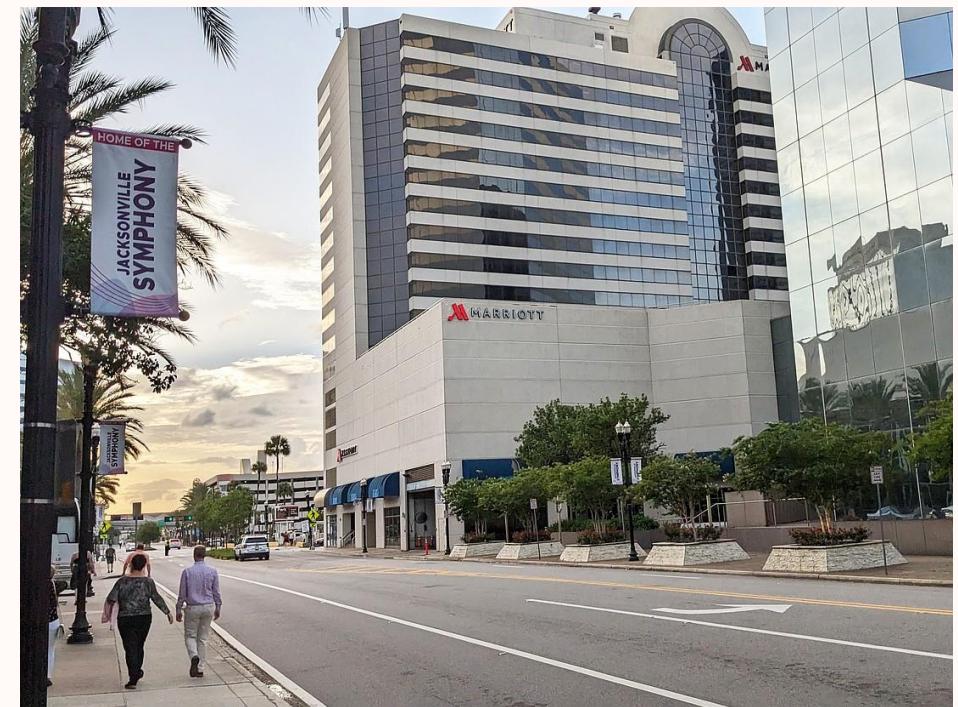
The stadium will have seating on four sides, two with covered tiers, and lower uncovered seating areas along the other two. Estimated to be at least 2,500 seats.

The site is in the Sports and Entertainment District just north of the Vystar Ballpark. Completion is expected in 2026.



Marriott Downtown Renovation

The Marriott Jacksonville Downtown has been approved for an estimated \$6 million guest room renovation on the fourth through sixteenth floors, as well as public areas. Projected 2026 re-opening.



Jacksonville Fairgrounds

The Jacksonville Fairgrounds will relocate from downtown to the Westside of Jacksonville, adjacent to the Equestrian Center.

Plans include a 40,000-60,000 sq ft event and expo center, administrative offices, a warehouse style storage facility, multipurpose barn and an event stage able to accommodate multiday music and entertainment festivals.

Initial plans expect the opening to be in 2026.



Gateway Jax

Gateway Jax's \$2+ billion development pipeline spans 25 city blocks of high quality, mixed-use development in the Urban Core of Downtown Jacksonville and includes over 5,000 multifamily units and 500,000 square feet of commercial and retail space.

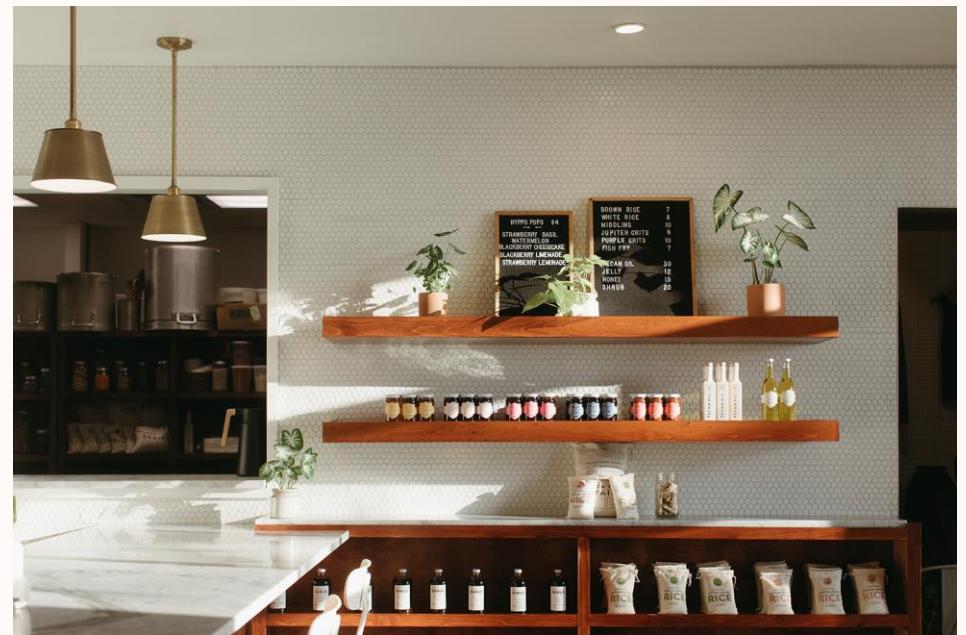
Pearl Square is a seven-block development nestled in the heart of Downtown Jacksonville's North Core neighborhood. The development will feature more than 1,250 new residential units, designed by world-class architects Morris Adjmi, SK+I, and Elkus Manfredi; a boutique hotel; approximately 200,000 square feet of retail space; and more than an acre of vibrant new public spaces, including parks, widened sidewalks, and a signature curbless festival street. This project, which reflects a \$750 million capital investment in Downtown Jacksonville, is currently under construction with phase 1 delivery anticipated in 2026. A Publix grocery store has also been announced to open in this space.



Congaree & Penn

The Winery and Farm will begin an expansion project in early 2027. The plan is to include new dining areas, quick service food stations, a larger event space, expanded retail options, and 24 cabins in the Oak Hammock where guests can stay overnight on the property.

This will also include increasing their fruit production acres from 50 to 110, and hope to increase their visitation from 35,000 visitors to 65,000 visitors annually.



UF Campus in DT Jax

In late 2024, The University of Florida Board of Trustees Governance Committee voted to open the new graduate campus in the area surrounding the Prime F. Osborn III Convention Center in the LaVilla neighborhood.

The first classes are planned to start by the fall of 2026. Additionally, the highly coveted Florida Semiconductor Institute will be located on the Jacksonville campus. It's part of a national effort to improve research and development of semiconductor chips, the building blocks that power defense and aerospace technology, smartphones, computers, automobiles, and many other products that are necessary for daily life.

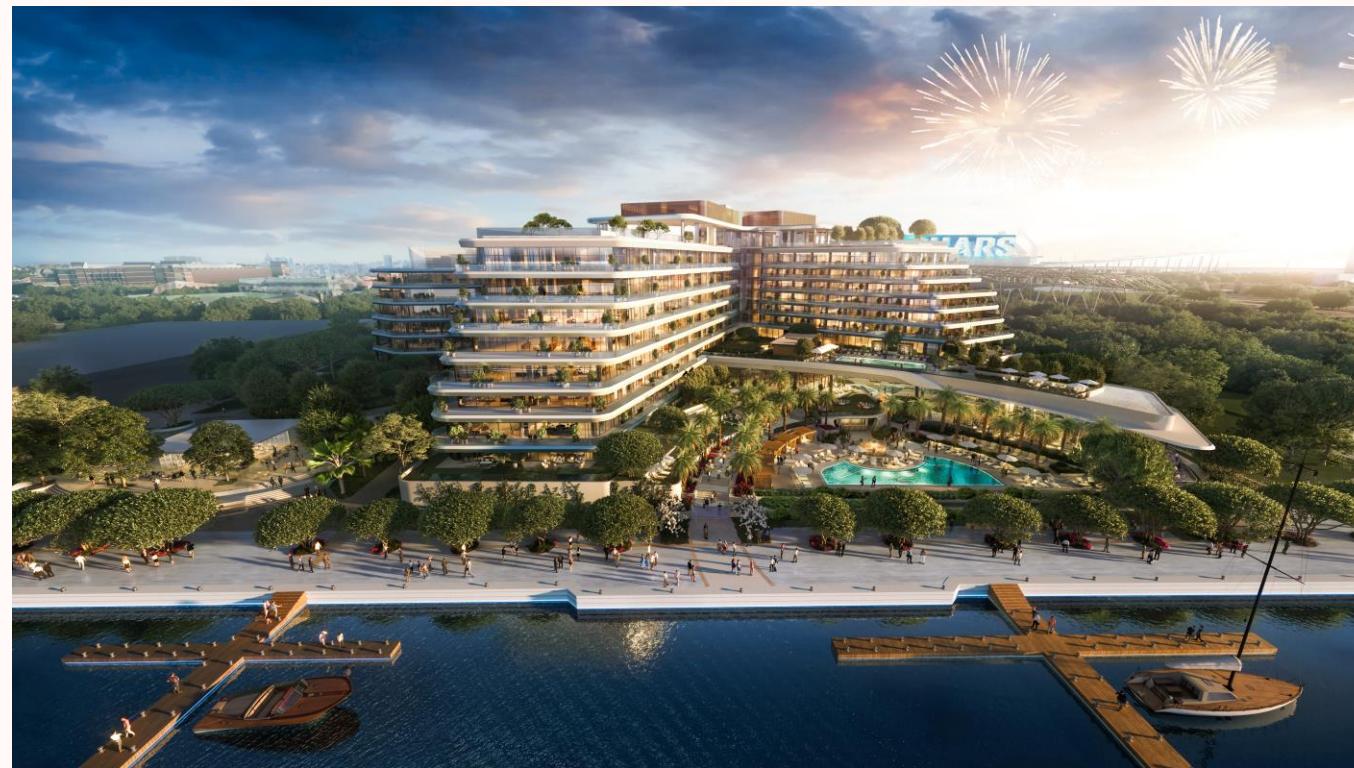
The Deegan Administration will work with the Downtown Investment Authority and City Council to provide 22 buildable acres at this site to the University of Florida for the campus – with the goal of design, planning, and construction beginning as quickly as possible in 2025.



Shipyards Sports & Entertainment District featuring Four Seasons Hotel and Private Residences Jacksonville

Approved plans include a 170-room **Four Seasons luxury hotel** with 26 high-end residences, with resort-style amenities such as a spa, pools, Michelin-star dining and meeting spaces.

The hotel is a part of the Shipyards property in the Sports & Entertainment District. Plans include a 137k sq ft Class-A office tower, a world-class, full-service city-owned modernized marina with 78 slips, a 6k sq ft marina support building, and an event lawn. Groundbreaking was November 2022 and completion expected in 2027.



MOSH Genesis

The Museum of Science and History is set to relocate and expand, **more than doubling its size on the Shipyards East area of the Northbank**. The site will include 2.5 acres for the building and 3+ acres of Riverwalk and park space, available for public and private events.

The future home will inspire the joy of lifelong learning, bring to life the sciences and regional history through captivating experiences and continue to energize the growing Sports & Entertainment District.



Coming Soon

Updated December 2025

Shipyards West Park - USS Orleck

Shipyards West Park will transform more than 11 acres of waterfront land in Downtown Jacksonville into a dynamic waterfront destination. The park will include the USS Orleck Naval Museum and the Jacksonville Fire Museum. Overwater elements will be built on the former shipyard pier, while the play area is designed to evoke the shape of a ship's hull. A two-story pavilion with an observation deck is also planned as a central gathering space.

The Shipyards West Park team plans to bring a construction manager on board in spring 2026, with construction documents targeted for completion in the summer, followed by the start of construction.



Doubletree Downtown Hotel Update

The Doubletree downtown is getting a \$14.6 million renovation and name change in early 2027.

The hotel will be renamed Hotel Bellamy and the complete renovation will include new rooms, public spaces, updates to the building exterior, and a new pool and sun deck.

This comes with a 10 year franchise agreement with Hilton Worldwide.



Aventuur Surf Park

Aventuur, an Australian-based surf park developer, has picked Jacksonville as the location for its next development.

The park will be powered by [Wavegarden Cove wave-generating technology](#) and is expected to open in late 2027 in E-Town on the southwest side of Jacksonville.

A high-performance surf academy, recovery and fitness studios, surf rental, skate park and pump track will complement the surfing lagoon, along with a member's lounge, beach club, quality restaurants and bars, rooftop glamping accommodation, Rip Curl flagship store and community amenities including naturescaped gardens, lawns and a kids playground will also be built.



Stadium of the Future

The Jacksonville Jaguars have announced their designs for the **Stadium of the Future**. The confirmed renovated stadium boasts a base capacity of 63,000.

Fan comfort tops the stadium design improvements. Shade will be provided on all seats, fans will be protected from rain, and the number of escalators, elevators, restrooms and food and beverage points of sale will increase significantly. Inside the stadium fans will enjoy significantly wider concourses and the 360° connectivity on the main and upper concourses.

Communal spaces, nature, a lush park entrance and decks offering citywide views are also incorporated. Projected 2028 opening,



Ambassador Hotel - Hotel Indigo

An historic building, the Ambassador Hotel at 420 N. Julia St, will undergo renovations to become a Hotel Indigo. **It is reported that it will be a 127 room hotel.**

The hotel was built in 1922 and was downtown Jacksonville's first luxury apartment building. It was converted into a hotel in 1943, and in 1983, received the National Register of Historic Buildings designation.



Laura Street Trio

Becovic Management Group has acquired the Laura Street Trio and the Barnett Bank Building, with the Barnett sale closing December 9 and the Trio closing December 18. Plans call for a mix of housing, a hotel and a restaurant. Once proposals are submitted to the city, the review process could take up to a year before construction begins, followed by an estimated 18 month initial construction timeline.



Independent Life Insurance Building

Augustine Development Group purchased the building—now designated a local Historic Landmark—in October 2019 for \$3.7 million, with plans to invest more than \$30 million in the redevelopment of the property.

The developer announced plans to renovate the **18-story, 165,000 square foot building at 233 W. Duval St.** to include a 21,000-square-foot grocery store, 140 market-rate apartments and a 10,000 square foot rooftop restaurant, lounge and pool.



Federal Reserve Bank & Baptist Convention Building

A developer will convert the neighboring Federal Reserve Bank and Baptist Convention Building to The June Club, a private elevated and modern members club that will include a cabaret, a restaurant, a bar, private and outdoor dining, and a meeting space. Permits are currently under review.



Jones on Hogan

Conceptual design plans were approved for Corner Lot's new historic preservation development, Jones on Hogan.

Utilizing a combination of new construction and preservation of the existing structures, **the project will transform the entire block into an urban mixed-use development consisting of residential and retail tenants.** Current plans include 103 apartments, two retail store fronts and a parking garage. In addition, the development will feature co-work office spaces, a fitness facility, tranquility rooms, and a terrace overlooking downtown Jacksonville.

Residents will have convenient access to downtown, the JTA Skyway, restaurants and entertainment opportunities. In addition, the building is located on the Emerald Trail, which connects the urban core to 14 historic neighborhoods, parks and greenspaces. Construction began in fall 2024.



Dennis + Ives Development

The mega mixed-used complex has opened its coworking space in the Rail Yard District of Jacksonville. **It features 11 private offices, shared workspaces, virtual offices, a conference room, and a community kitchen with an outdoor patio that doubles as an event space.**

The 7.15 acres and 96k sq ft. of existing commercial space will be also be home to offices, restaurants, green space, and retail space in addition to a music and event venue (1,000-2,000 capacity). The development is expected to change landscape of the area and make the Urban Core a destination, all within easy walking distance of the planned 30-mile McCoys Creek Emerald Trail project.



THANK YOU

