

What's New Updated June 2026



Meet the Team

Bob Doering

Senior National Sales Manager

Responsible for promoting Jacksonville as a premier destination for Corporate, State and National Association conferences and events.

Sydney Lindblad

National Sports Manager

Responsible for promoting Jacksonville as a premier destination for sporting events of all sizes.

Emma Carlo

Services Manager

Responsible for servicing groups over 150 room nights.

Katie Quackenbush

National Sales Manager

Responsible for promoting Jacksonville as a premier destination for Social, Military, Education, Religious and Fraternal conferences and events.

Maryana Karpeeva

Sales & Services Assistant Manager

Provides service support to ensure groups and meetings have a positive experience in Jacksonville, as well as sales support for small meetings with less than 150 room nights.

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

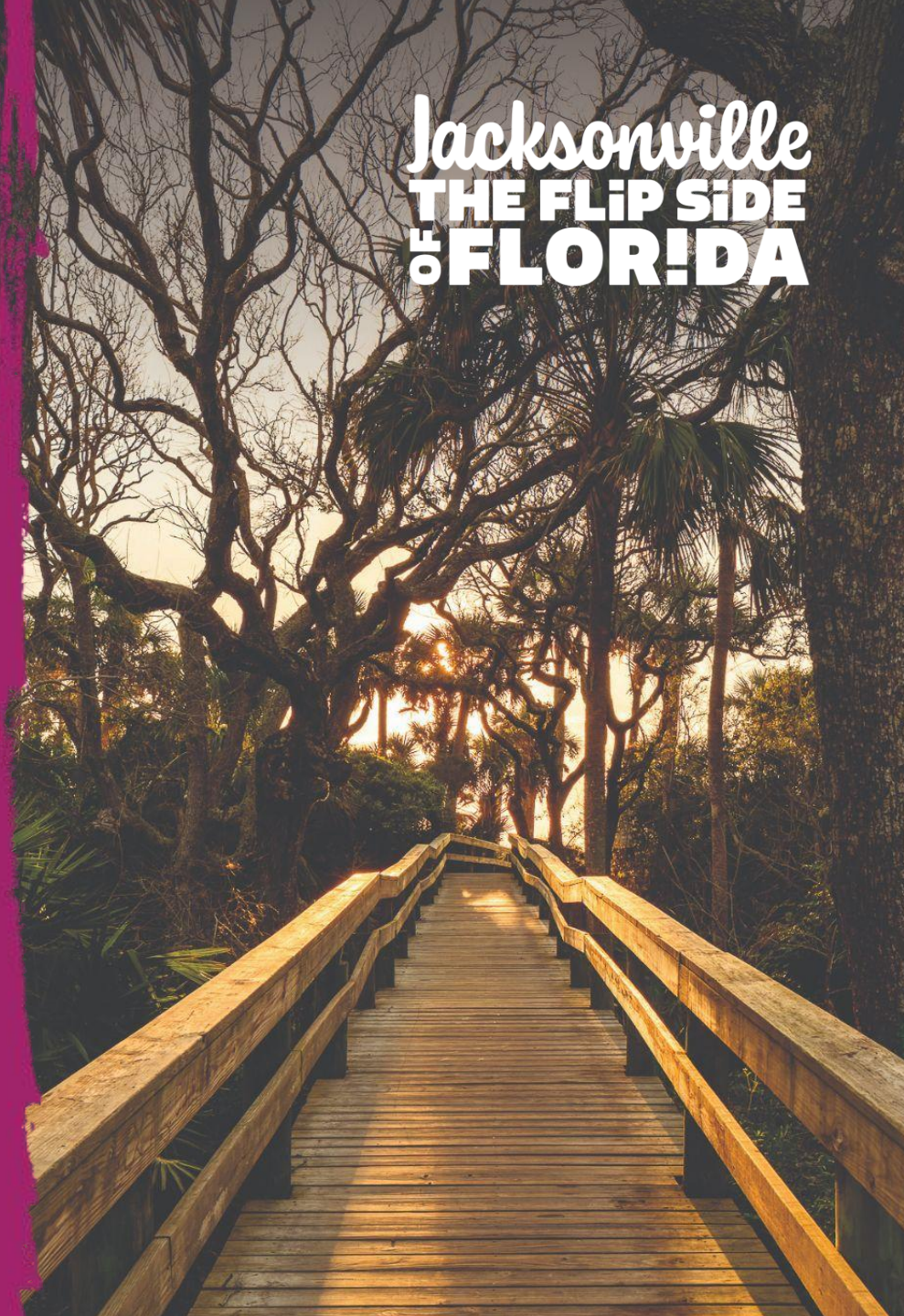
Affordability

Accessibility

Attractiveness

Best Group Amenities

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THE FLIP SIDE
OF FLORIDA



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

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At Your Service

Visit Jacksonville's experienced **Sales and Services Team** works with hundred of groups annually to plan, promote and execute their meetings, conventions and events in our exciting city.

Summary of Services:

- Site visit assistance
- Attendance builders/pre-promotion
- Customized micro-site
- Business service referrals
- Visitor information
- Concessions & incentives
- Destination marketing tools
- Media assistance
- Group welcome
- ... and more!

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- At more than 840 square miles, **Jacksonville is the largest city** (by landmass) in the continental United States.
- Jacksonville boasts the **largest urban park system** in the nation, it is **4x** the size of the island of Manhattan.
- **80,000 acres of parks**, including **7 State Parks, 3 National Parks**, a **National Preserve, 400+ City Parks and Gardens**, and an **Arboretum**.
- We are home to **1,100 miles of shoreline**—more than any other city in the nation, not to mention **22 miles of white-sandy beaches**.
- With such a tremendous natural landscape, comes **all the activities** - hiking, biking, fishing, boating, kayaking, surfing, water tours...

- Dining options range from upscale bistros to down-home fish camps, all infused with eclectic **Southern charm**.
- 14 chefs from Jacksonville on **America's Best Chefs List**.
- Jax has 19 locally owned, **farm-to-table** restaurants.
- Discover the past through vintage and antiques shops in the eclectic **Five Points** neighborhood.
- Attendees can shop the trendiest boutiques in **San Marco** and **Avondale** or the latest in must-have retail at **the St. Johns Town Center**.



Concourse B Expansion Opening by the end of the year.

The new concourse adds 6 new gates. American Airlines is moving to 5 of the 6 gates from their current location on Concourse C.

The new concourse will add 7 restaurants – Chik-fil-A, Willy Jewel's, Cantina Louie, Panda Express, V Pizza, Salt & Tide Seafood Restaurant, and a new Starbucks.

The Delta Sky Club is moving and expanding to approximately 9,000sf and the new Club JAX will be 6,000sf – both significantly larger than the previous ones!

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



Jax's Non-Stop Destinations

- Air Canada's seasonal Toronto service returned on May 27.
- JetBlue's nonstop flight to Ft. Lauderdale will begin on June 18.
- Breeze's nonstop flight to Ft. Lauderdale will commence on July 2.



allegiant

Breeze

jetBlue

American Airlines 

 DELTA 
AIR LINES

Southwest

avelo 

FRONTIER
AIRLINES

United
Airlines 

Visit Jacksonville is a Certified Autism Center

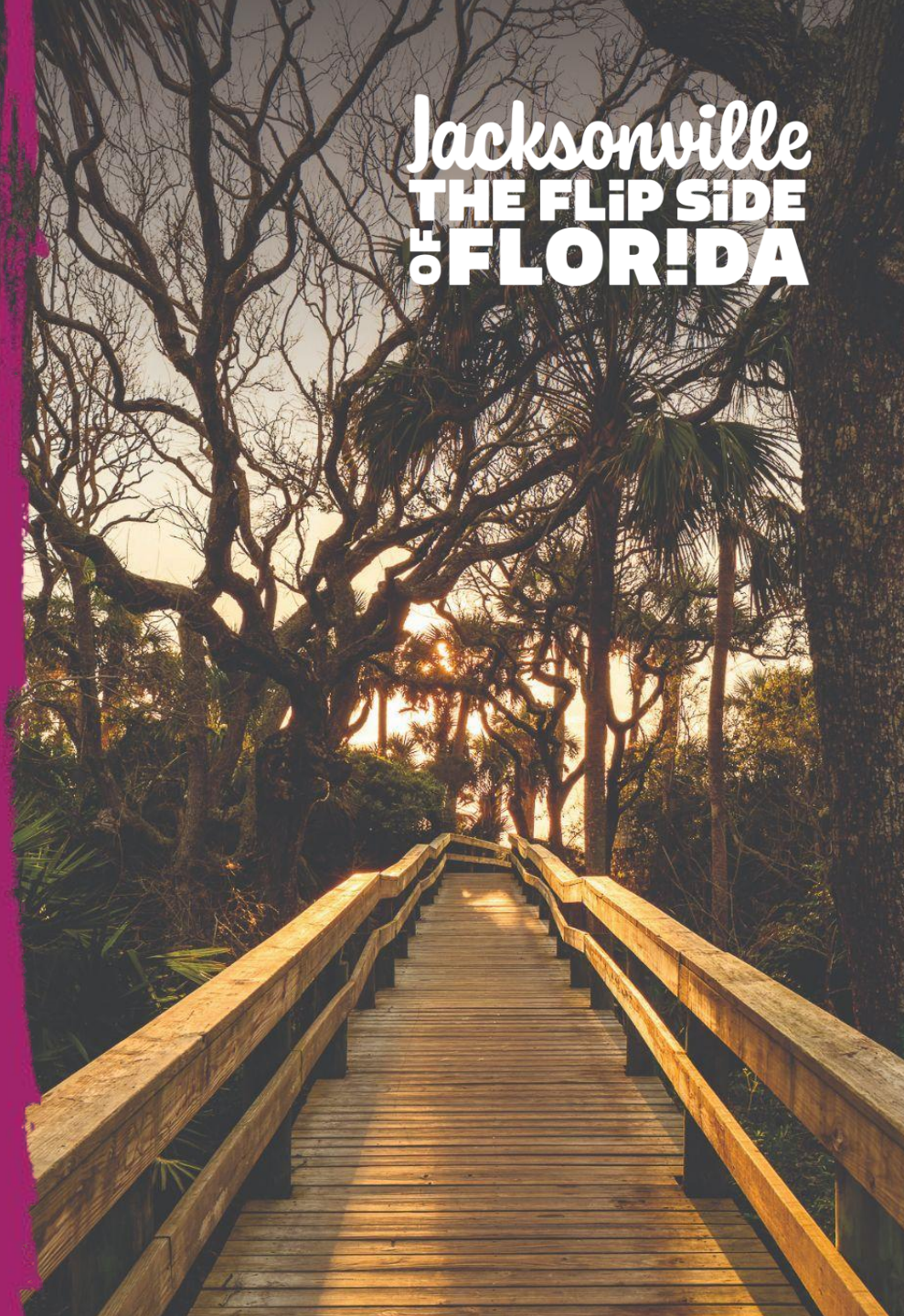
Visit Jacksonville is Florida's first destination management organization to earn the Certified Autism Center™ (CAC) designation. Our staff underwent training to better understand and meet the needs of autistic visitors and their families and the designation was granted by the International Board of 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.



Meeting Facilities, Unique Venues and Attractions

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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, tradeshow, 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.

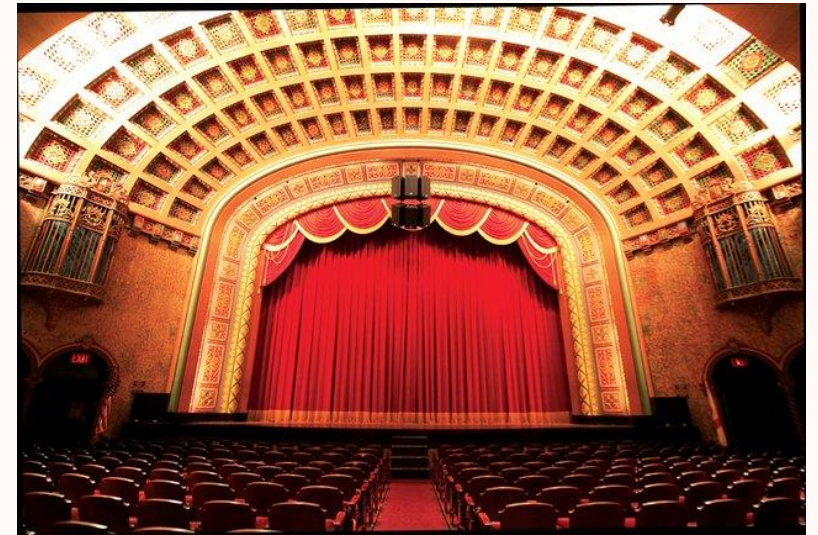
Limited availability while construction starts on "The Stadium of the Future"



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.

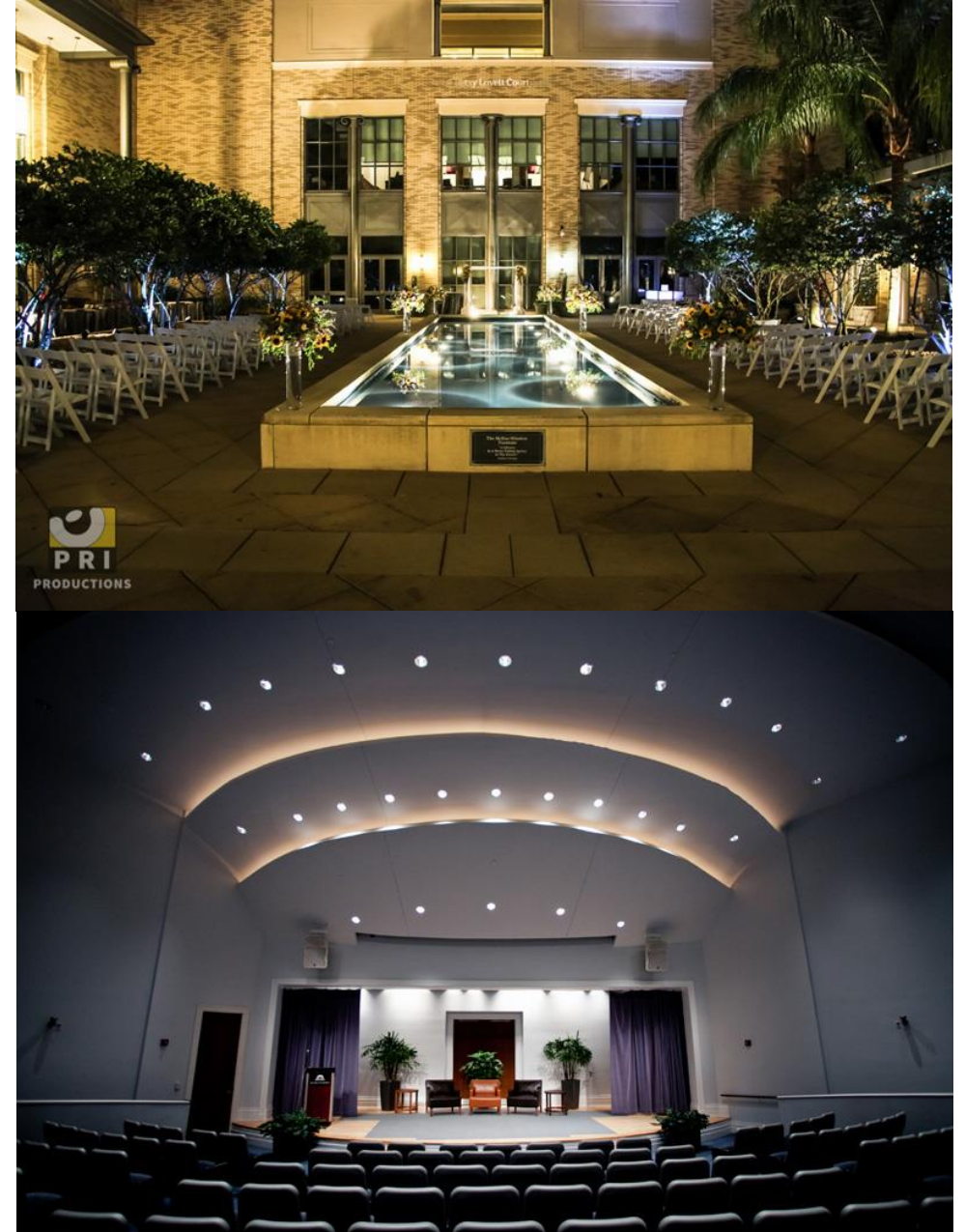
Expansion of the historic Florida Theatre will create a 3,000-square-foot VIP lounge connected with the mezzanine. The \$10 million renovation is scheduled to be completed in time for the venue's centennial celebration in 2027.



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.

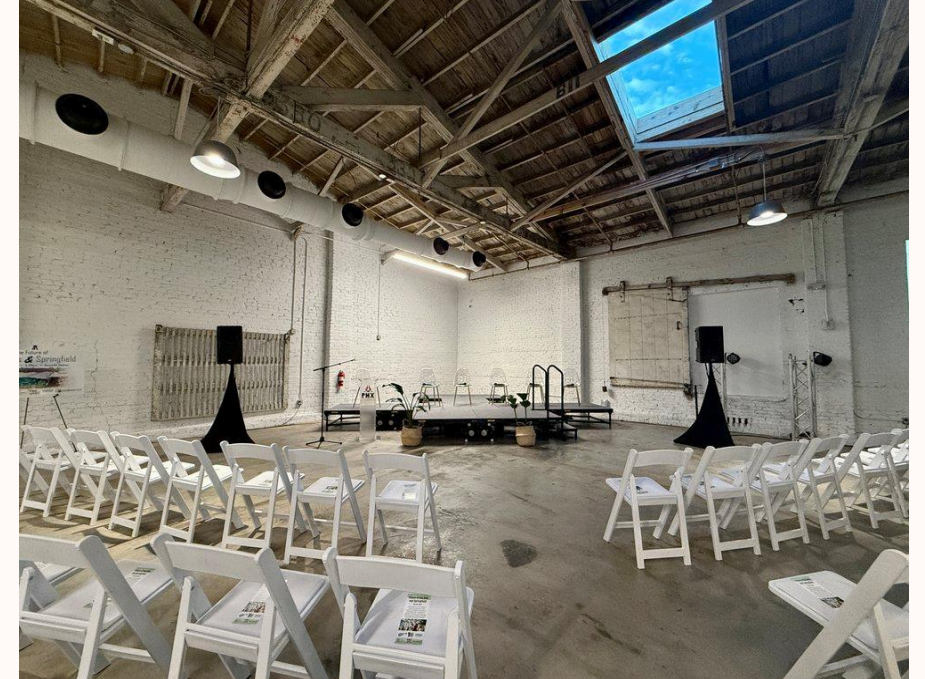
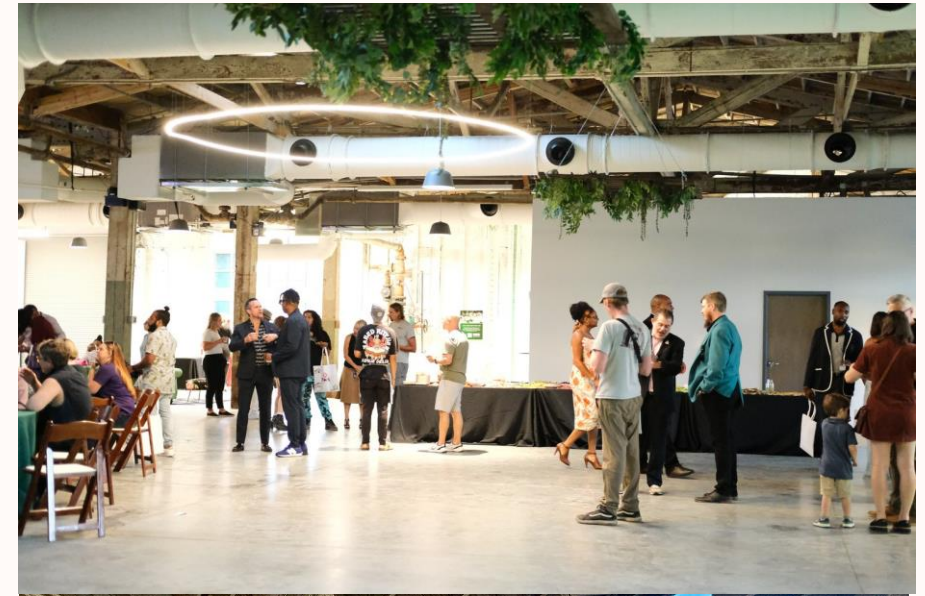
Included is a full catering kitchen, lighting controls, multimedia technology, a wide range of equipment and furniture, and professional security.



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.



Jacksonville Zoo & Gardens Rezoovenation

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

The new J. Wayne and Delores Barr Weaver Manatee River, a 330,000-gallon, state-of-the-art critical care facility, will allow the Zoo to rescue, rehabilitate, recover, and release Florida manatees.

The new Manatee River and SkyScape complex will also serve as a premier event destination, featuring flexible indoor and outdoor spaces overlooking the habitat, including meeting rooms, banquet space, and a large-scale covered SkyScape designed to host corporate events, galas, weddings, and community celebrations.



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.



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.



Coming Soon

Updated March 2026

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 summer 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.



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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Downtown Jacksonville's Transformation Is Underway

Approximately **\$8 billion in active downtown development activity** spanning completed, under-construction, approved, and proposed projects.

Major investments are reshaping:

- Hospitality
- Riverfront activation
- Sports & entertainment
- Higher education
- Residential development
- Mobility and infrastructure

Multiple marquee projects are expected to deliver visitor and economic impacts through 2026–2028.



Major Downtown Projects

\$6.6 Billion

Development Pipeline

\$3.0B Under Construction

\$800M Completed since 2024

18%

Downtown population growth in 2025

\$500M

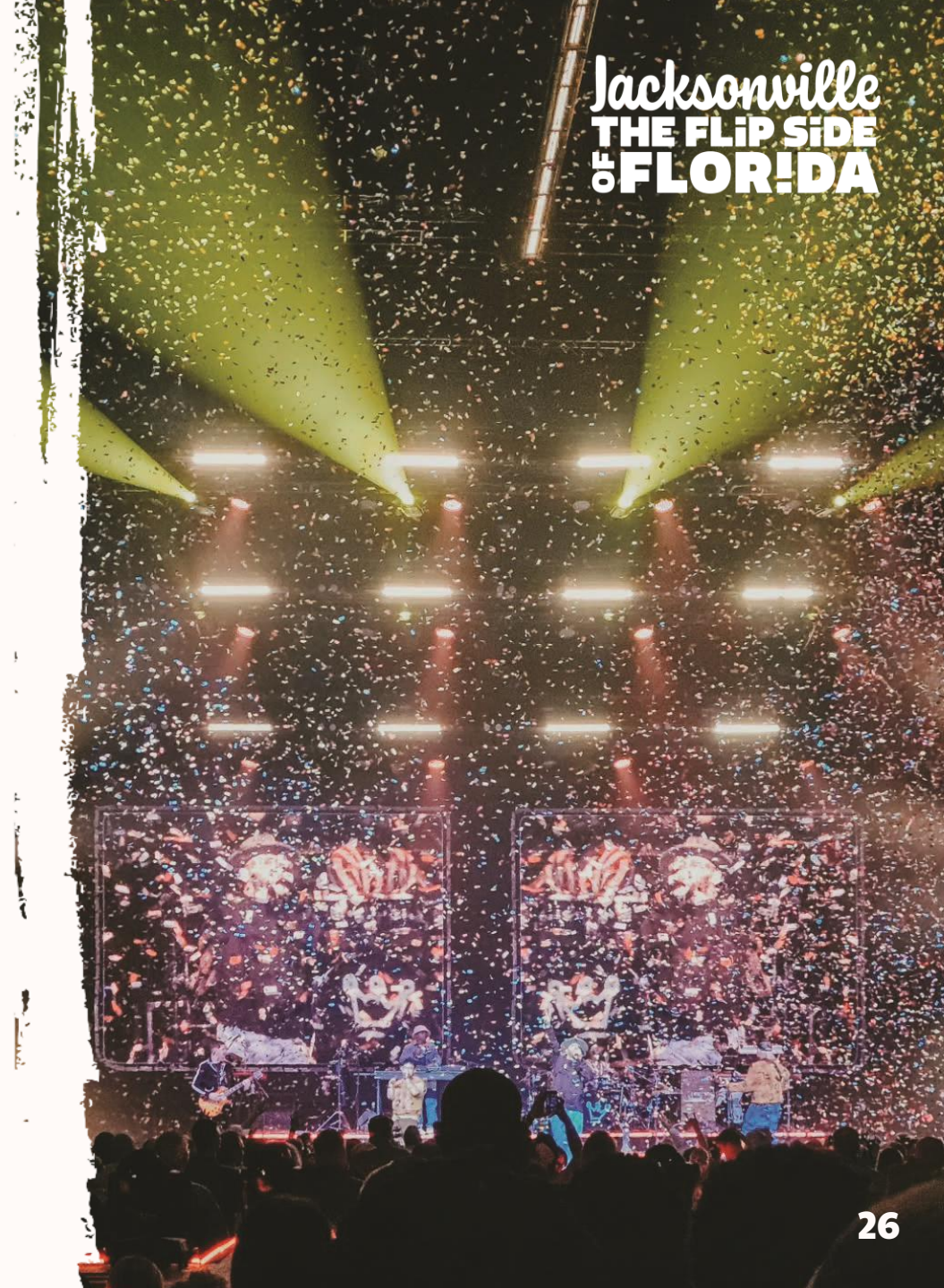
Transportation & Public Space Investment

\$1B

University of Florida Tech & innovation Campus

3 Fortune 500 Companies

Located in downtown (CSX, FIS, Fidelity National)



Top Projects Driving Momentum

<u>Project</u>	<i>Estimated Value</i>
Stadium of the Future	\$1.4B
Rivers Edge	\$693M
Pearl Square (Phase 1)	\$500M
Four Seasons / One Shipyards Place	\$388M
One Riverside	\$250M
Icon Southbank Residences	\$203M
Baptist Health Expansion	\$190M

Pearl Square – Gateway Jax

Reimagining Downtown's Historic Core

Gateway Jax's \$2+ billion development pipeline spans 25 city blocks of high quality, mixed-use development in the Urban Core of Downtown Jacksonville

The development will feature 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.



FLAGSHIP ACTIVATION — 03

• PET FRIENDLY

FurBaby Fridays

Pearl Square's most tail-wagging weekly tradition. Dogs, their people, a Backyard BBQ cart, and the PS Bar Cart come together on the lawn for the city's friendliest Friday evening. Meet. Play. Sniff. Repeat.

- Every Friday, 5 PM – 8 PM
- Porter House Lawn
- BBQ Cart - All FurBabies Welcome

Pearl Square – Gateway Jax

Hotel Merrydale – Gateway Jax has partnered with Marriott International and will open a 109-key boutique property inside the former Ambassador Hotel.

A Publix grocery store has also been announced to open as part of the Pearl Square development.



Tourism Impact

- Expands walkable downtown experience
- Increases residential density supporting restaurants and nightlife
-
- Creates a stronger urban core for convention and event visitors



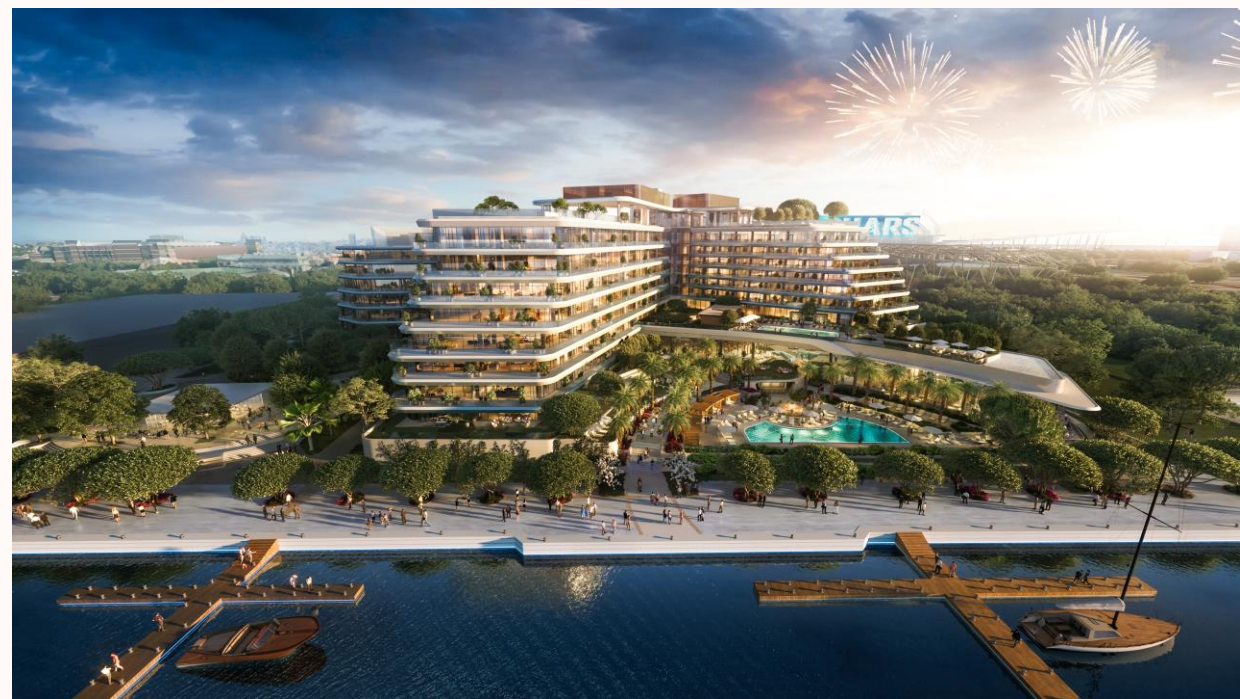
Coming Soon

Four Seasons Hotel and Private Residences Jacksonville

A 170-room **Four Seasons luxury hotel** with 26 private residences, with resort-style amenities including a world-class spa. Opening in 2027.

Asado Life, the St. Augustine-based live-fire dining concept from Christie and Nick Carrera will be located in the marina support building adjacent to the Four Seasons Hotel & Private Residences and is expected to open in 2026. The restaurant will feature Argentinian-inspired wood-fire cooking, river views, indoor dining, and a patio overlooking the St. Johns River

The Shipyards property in the Sports & Entertainment District will also include a world-class, full-service city-owned modernized marina with 78 slips.



Stadium of the Future

Investment of \$1.4 Billion.

Goals

- Year-round activation
- Enhanced fan experience
- Improved premium hospitality offerings
- Support for major national events

Visitor Impact

- NFL tourism
- Concerts and special events
- Increased national visibility



Coming Soon

Jacksonville Armada Soccer Stadium

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.



Coming Soon

Updated March 2026

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.



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.



University of Florida Graduate Campus

Building an Innovation District

Vision

- Graduate education campus
- Research and workforce development
- Technology and innovation ecosystem

Long-Term Impact

- Talent attraction and retention
- New business investment
- Increased downtown activity



A rendering released May 12, 2026 by the University of Florida shows the design of the first new building that would be constructed at a graduate campus in downtown Jacksonville. The design is a "starting point" for what the building will look like, according to UF. The view shows the building looking down Bay Street toward the center of downtown.
© Provided by University of Florida

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 late 2026.



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.



Coming Soon

Updated March 2026

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.



Coming Soon

Updated March 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 riverfront restaurant) and a parking garage

Phase 2 will include 115 multi-family units and 15,000 sq ft 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.



Riverfront Renaissance

Reconnecting Jacksonville to the St. Johns River

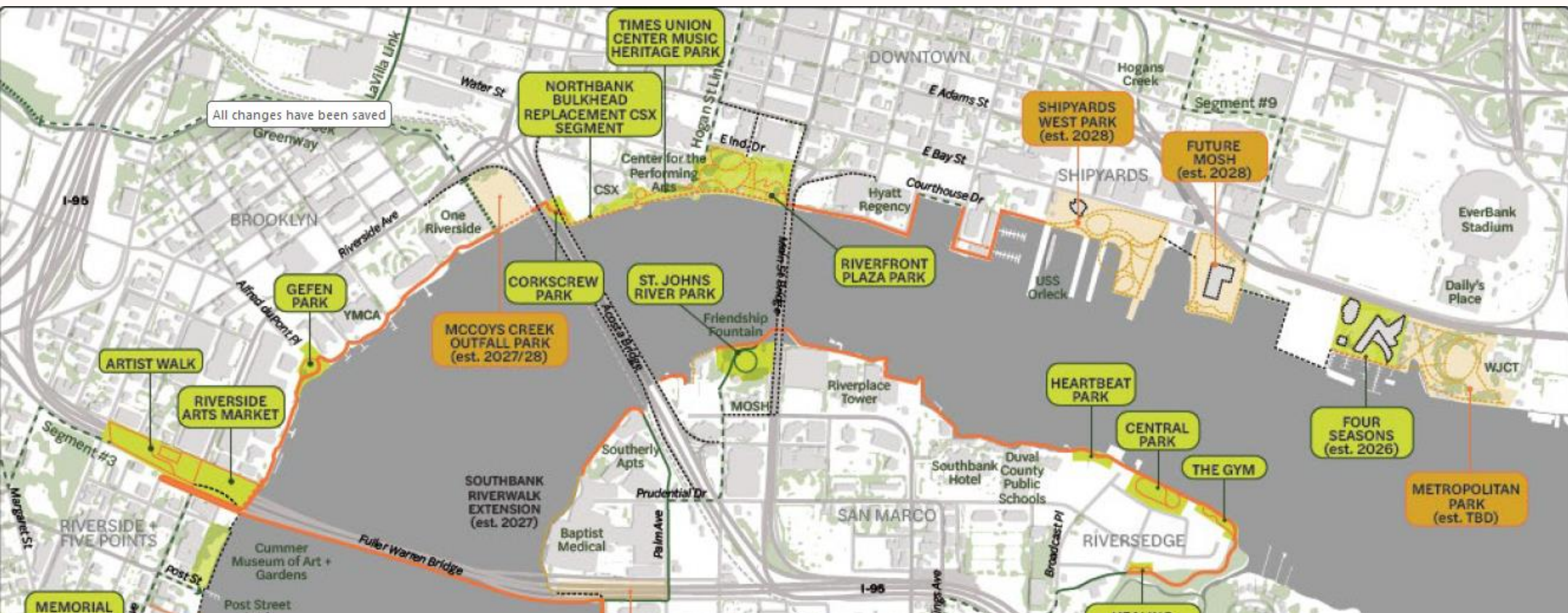
Key Projects

- Riverfront Plaza
- Northbank Riverwalk
- Northbank Central Marina
- Shipyards West Park
- Southbank Riverwalk extensions
- St. Johns River Park

Outcome

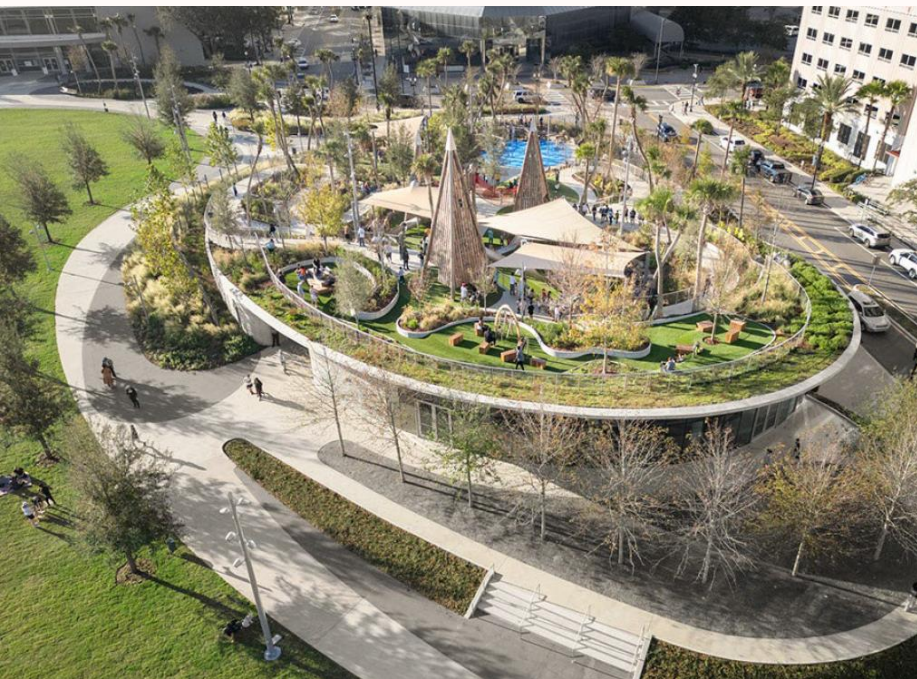
Creation of a connected waterfront experience stretching across Downtown.





Riverfront Plaza

Phase one completed.
Riverfront restaurant being
developed on the southwest
corner. An operator has been
selected.



Riverfront Plaza

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 has an anticipated completion of 2027.

Gateway Jax is planning to construct a 17-story tower in the northeast corner of Riverfront Plaza.

The development will include:

- Four-star luxury hotel with 140-170 rooms (5 floors within the tower)
- Multiple restaurants
- 50-150 residential units.



Riverfront Music Garden

The Riverfront Music Garden features a Walk of Fame, performance space for live music, interactive art installations, seating areas and speakers throughout the park.

The **Jacksonville Music Walk of Fame**, honoring artists with ties to Jacksonville, including Lynyrd Skynyrd, Ray Charles, Shinedown, JJ Grey & Mofro, Yellowcard, and many others.



Hans Tanzler Marina – adjacent to the Hyatt

The Hans Tanzler Marina will be a significant addition to Downtown's waterfront.

Located at 330 E. Bay St., the public marina is designed to accommodate approximately 50 boats of varying sizes with **designated water taxi landing** connecting you to various stops on both sides of the River.



Shipyards West Park

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.



MOSH Genesis

The Museum of Science and History is set to **more than double its size on the Shipyards East area of the Northbank.**

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.



Metropolitan Park



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.



Emerald Trail Renderings



Updated June 2025

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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!



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.



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.



Jacksonville's Story in 2026

Downtown Jacksonville is no longer defined by future plans—it is being transformed by projects under construction today.

Key Takeaways

1. Historic level of investment.
2. Riverfront becoming a premier destination.
3. Major hospitality growth underway.
4. Innovation and education investments creating long-term economic impact.
5. Sports, entertainment, and public spaces driving year-round visitation.
6. Downtown positioned for sustained growth through 2030.

Coming soon to Jacksonville!

	2025	2026	2027	2028	2029
2 nd Phase of Jacksonville Zoo and Botanical Gardens Rezoovenation (Attraction)				TBD	
Aventuur Surf Park (Attraction)			TBD		
Casa Marina Renovation (Hotel)		TBD			
Concourse B Airport Expansion (Attraction)		Late			
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 Rezoovenation (Attraction)		Open!			
Jaguars Stadium of the Future (Attraction)				Late	
Marriott Downtown Renovation (Hotel)		Mid			
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!		Summer			
Pearl District (Attraction)		TBD			
Riverfront Plaza (Park)		Open!			
Rivers Edge Parks & Boardwalk (Park)	Open!				
Shipyards West (Park)		TBD			
The Block Jax (Attraction)		Open!			
Upshot League (Attraction)	Open!				

THANK YOU

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