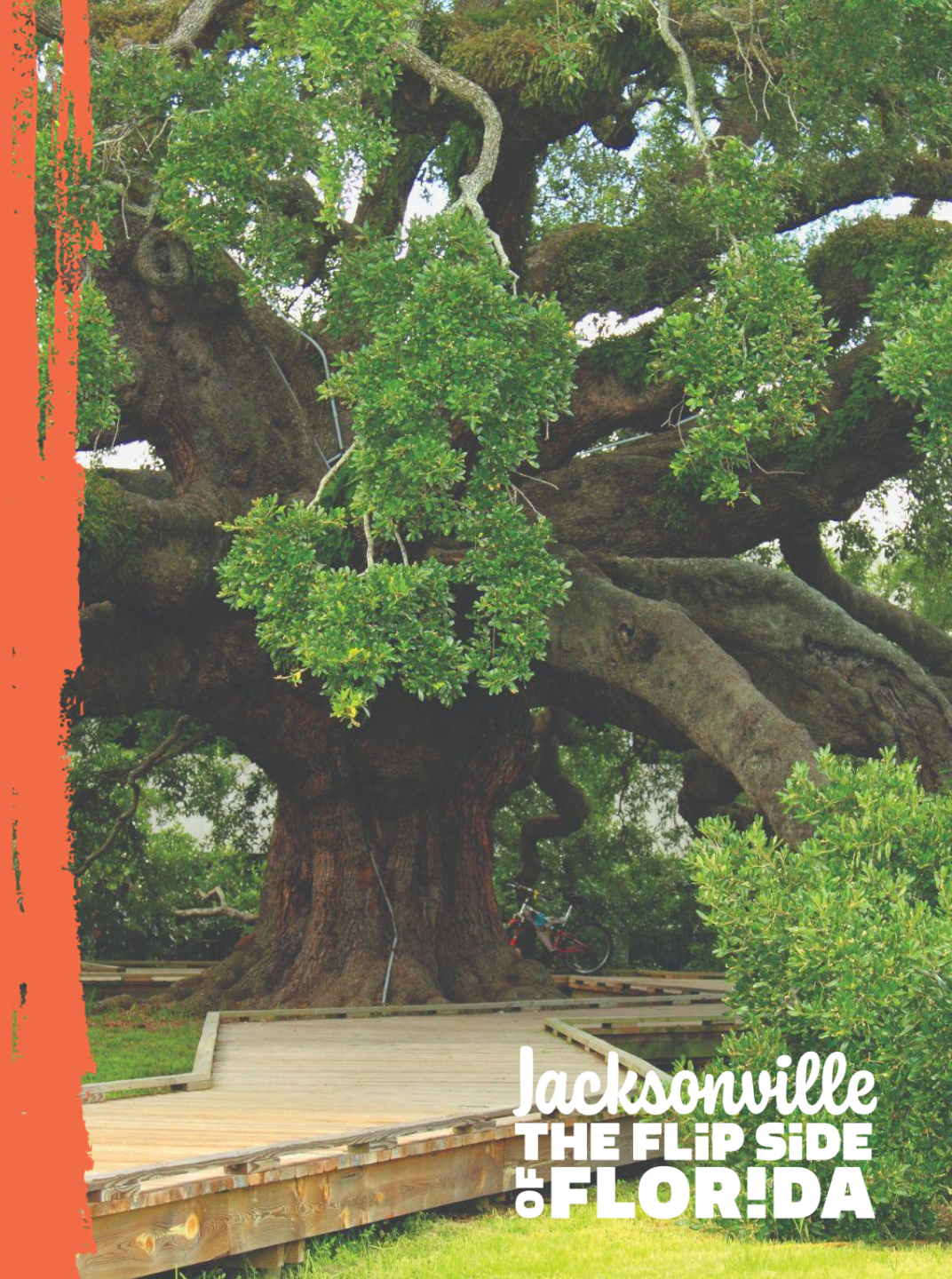


What's New

Updated December 2023

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

- ❖ Affordability
- ❖ Accessibility
- ❖ Attractiveness
- ❖ Flexible Availability
- ❖ Best Group Amenities



Jacksonville
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

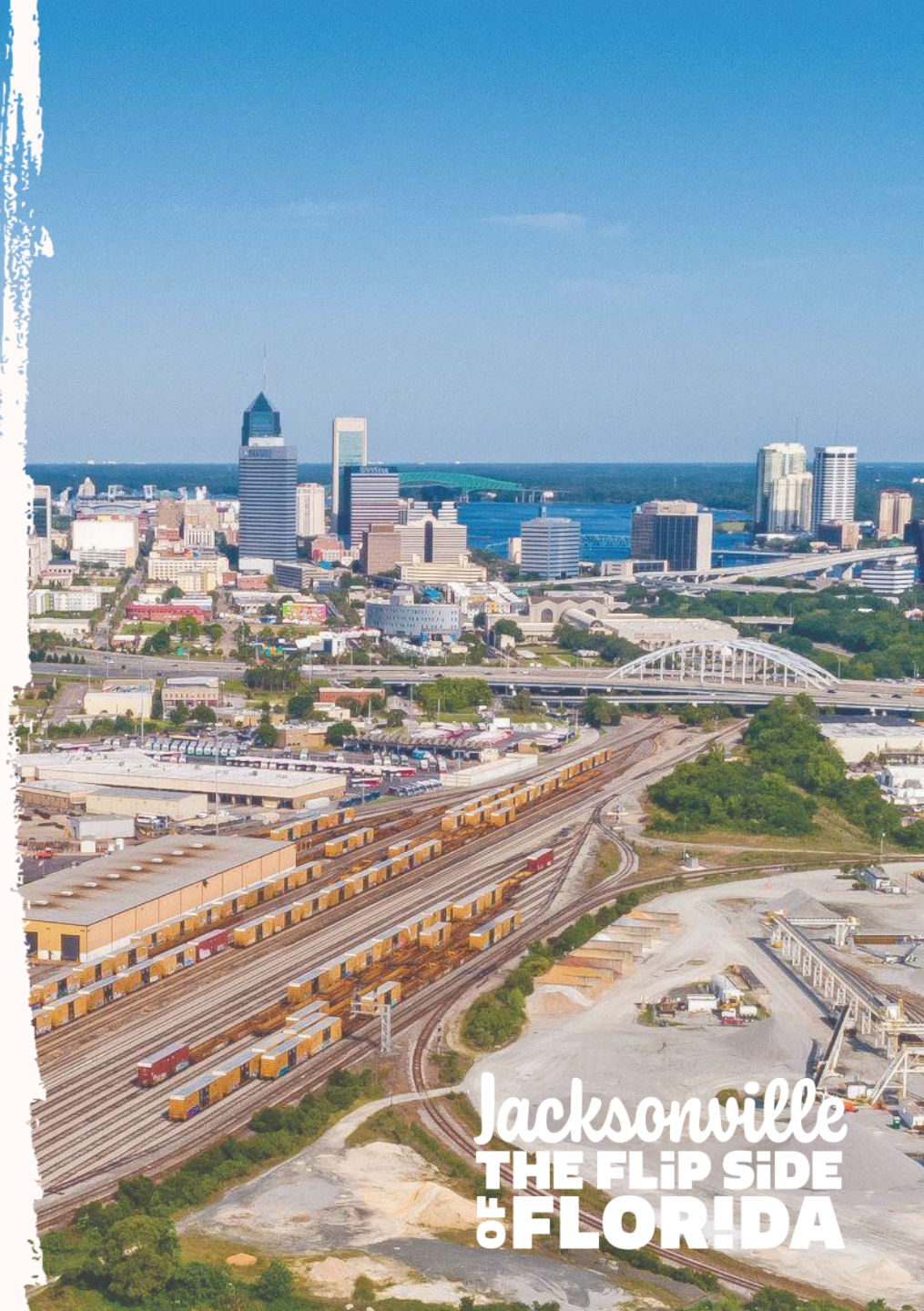
70

Annual
Number of
Sunny Days

221

Average
Year-Round
High
Temperature

78



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

Updates Q4/2023

The airport has announced a third parking garage will be open by the end of 2025, providing an additional 2,000 spaces.

Local JAX Beach favorite Angie's Subs will open a second location at the JAX Airport terminal. The store front is slated to open Q1 2024.



Jax's Top Airlines



Ground Transportation Options

- Taxis
- Uber/Lyft
- Private Coach/Shuttle
- Skyway
- River Taxi
- The new McCoy Waterways charters
- Bus Transit System



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, tradeshow, meetings, and banquets.



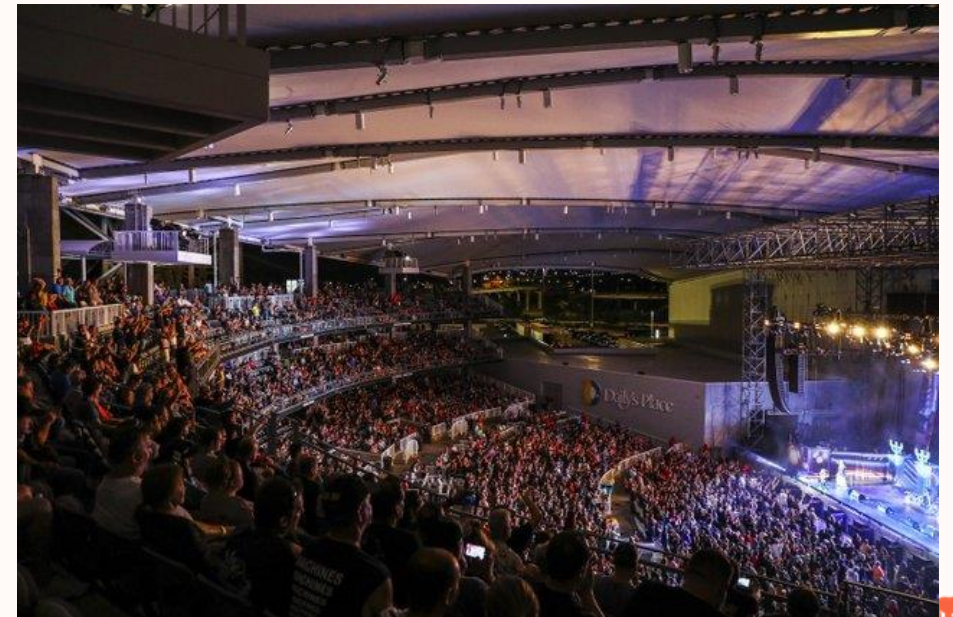
EverBank Stadium

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.



Daily's Place

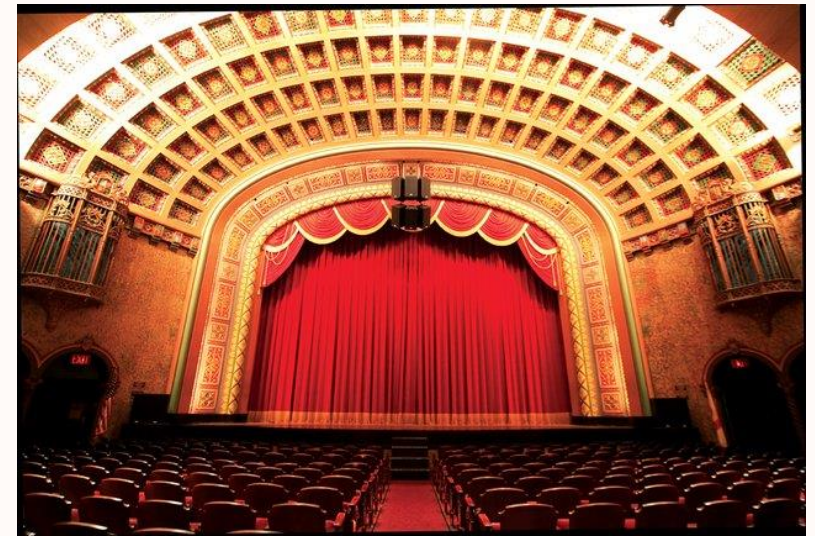
Daily's Place is the newest sports and entertainment destination in downtown Jacksonville, Fla. Constructed in 2017, it sits adjacent to EverBank Stadium. It has 90,000 sq feet of event space, and a capacity of 5,500. Use the entire facility for a festival or trade show, or select a space specifically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



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.



Visit Jacksonville's Ale Trail

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.



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.

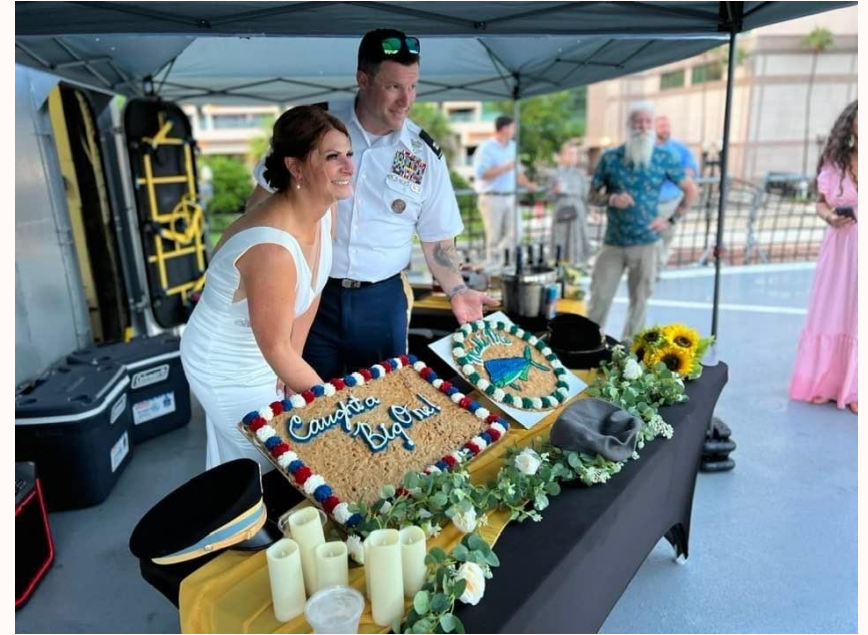
After sustaining damage nearly six years ago, the Jacksonville Beach Fishing Pier reopened to the public with its repairs in July 2022.

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.



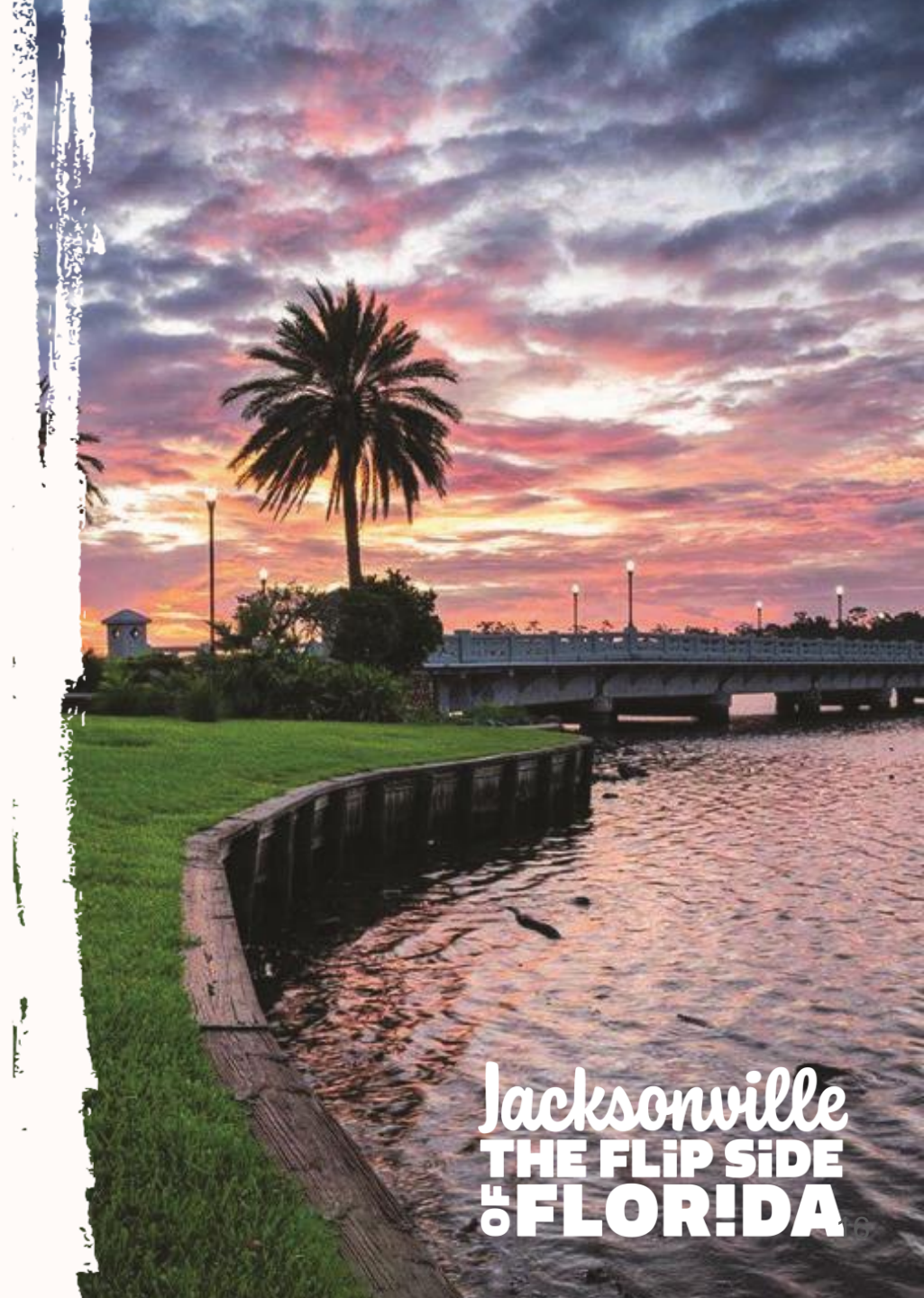
St. John's Town Center

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.

New openings include Mayday Ice Cream, Sugar Factory, and DOS Coffee & Wine.



**What's Next and
Coming Soon to
Jacksonville!**



Jacksonville
THE FLIP SIDE
OF FLORIDA

Coming Soon

Updated December 2023

The St. Johns River Park & Friendship Fountain

St. Johns River Park, located on the Southbank waterfront and home to Friendship Fountain, is underway with a **\$6mil transformation expected to open in 2024**. Plans include a botanical garden, themed play park, splash pad, concessions and fountain upgrades. Central to the park will be an upgraded fountain with 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 will 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.

Currently under construction and is expected to open in 2024.



Coming Soon

Updated December 2023

Bay Street Music Venue

Planning is in the works to restore a historic downtown building into a live music venue. The space is 10,400 square feet plus a 2,250 square foot covered rooftop space with open-air bar. Work started in early 2023 and will take 18 months to complete.



Fairgrounds Relocation & Expansion

The Jacksonville Jaguars purchased the Downtown fairgrounds property near Everbank Stadium and will initially convert the site to surface parking to support games and other events at the sports complex. The fairgrounds will relocate to West Jacksonville, adjacent to the Equestrian Center.

The new space will allow for significant growth for the fair and potential event space. **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.** With the Equestrian Center's existing campground, they expect the property to attract bigger multiday festivals. Anticipated completion by spring 2024.



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. **Expected opening end of 2024.**

Phase 2 will include 115 multi-family units and 15,000 sf of retail and a possible marina. **Expected opening 2025.** In total, the development will have three restaurants – with one overlooking the river.



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 late 2024.



Coming Soon

Updated December 2023

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 also could start next year. Infrastructure currently under construction, with completion in 2025.



Cereal Box Live

Coming to E. Adams St. in Downtown, the proposed Cereal Box Live will be a breakfast and lunch spot that will reopen at night as a live music hall. They would serve cereal, nostalgic breakfast offerings, plus other breakfast options from early morning until 3pm. At 5pm, the music hall will reopen and food will be offered, as well as beer and wine. The location will also operate as Vibe Live Records and Vibe Liv Studios, taking over the entire two-story building.



Coming Soon

Updated December 2023

Jacksonville Armada Soccer Stadium

The Jacksonville Armada Soccer team plans to break ground on their new stadium in 2024 and begin play there in 2025.

The stadium will have seating on four sides, two with covered tiers, and lower uncovered seating areas along the other two.

The site is in the Sports and Entertainment District off of A. Philip Randolph Boulevard nearly the Arlington Expressway.



Jacksonville Zoo & Gardens Rezoovenation

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 2025.

A new education campus and lion exhibit are planned for the following years, among other improvements. The zoo has won major national awards for its Range of the Jaguar and Land of the Tiger exhibits, so the bar has been set high for the lion exhibit. "We want to be known as the zoo that does big cats better than anyone else."



Mayo Clinic Expansions

- Addition of 5 hospital floors above existing tower with completion in 2026. When completed the main facility will be 13 floors with 121 new beds, including 56 for intensive-care unit.
- 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. Completion slated for 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.



Shipyards East – Four Seasons Hotel and Residences Jacksonville

Approved plans include a 170-room **Four Seasons luxury hotel** with 26 high-end residences, a 157k sq ft class A office tower and world-class, full-service city-owned modernized marina. The five-star hotel will include resort amenities such as a spa, pools and meeting spaces.

Plans include a \$4 million investment over 20 years to Metropolitan Park, creating a 18.91-acre destination riverfront park. Groundbreaking was November 2022 and completion expected in 2026.



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.

Projected 2026 opening.



Riverfront Plaza

Riverfront Plaza, **former site of the Jacksonville Landing**, is an open green space on the river in the heart of Downtown. Construction will be in two phases. The 7-acre space is currently available for event permitting. Construction began in early June 2023.

Also proposed, in the second phase, is a 44-story, 332-unit multifamily high-rise, anticipated to be an iconic design integrated into the park. It would include a sky garden terrace with retail and park access, a 7,500 sq ft restaurant, top floor public food and beverage venue, a 1,500 sq ft café with outdoor seating, and a parking garage.



Jaguars' Stadium of the Future

The Jacksonville Jaguars have announced their conceptual designs for the **Stadium of the Future**. The proposed renovated stadium boasts a base capacity of 62,000.

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.

It will also be easier to get into the stadium with an improved entry sequence and once in the stadium fans will enjoy significantly wider concourses and the 360° connectivity on the main and upper concourses. Communal spaces, a lush park entrance and decks offering citywide views are also incorporated.



Coming Soon

Updated December 2023

Shipyards West Park - USS Orleck

Shipyards West is in the construction phase to transform into a 10-acre waterfront park that will be home to the USS Orleck Naval Museum and Jacksonville Fire Museum. Other potential features include kayak launch, fishing dock, volleyball and pickleball courts, food hall, and restaurant. **The USS Orleck has now re-opened** in its now permanent home. The relocated Museum of Science and History (MOSH), as well as a new visitor's center and the Jacksonville Fire Museum, will be part of the new park in the coming years.

Jacksonville, the 3rd largest navy installation in the country, is thrilled to add a retired Navy destroyer attraction. The USS Orleck is the most decorated post-World War II ship, serving in Korean, Vietnam and Cold War eras. In addition to being open to the public, **it will serve as a gathering place for Naval Associations, crew reunions, and military conventions.**



Coming Soon

Updated December 2023

Laura Street Trio, a Marriott Autograph Collection Hotel

The Trio restores the glory of the 108-year-old Florida Life Building, 111-year-old Bisbee Building and 118-year-old Florida National Bank. **Renovation will begin by adding a 140-room Marriott Bonvoy-Autograph Collection Hotel** (including 86 rooms in the historic buildings), a high-end restaurant, rooftop bar, retail and parking garage.



The Hardwick at Ford on Bay

The city is in proposal negotiation to redevelop the former courthouse site into **360 apartments in a 300' tower and a 75' pedestal with 25,000sf of ground-floor retail and restaurant space, and parking garage.** Eco-buffers include a tree canopy and green roofs, garden courtyard and public waterfront park.

The developer sees Jacksonville's job growth rate, quality of life and "reasonable" cost of living as putting the area development market in an "upward trajectory."



Coming Soon

Updated December 2023

Berkman Plaza II

Site preparation expected to start soon with plans for a 40-story, 550-foot-tall condominium complex, which would be the second-tallest building in Jacksonville. The design includes about **250 apartments, 219 condos for sale and a 25,000 sq ft retail space**. The riverfront part of the project will have public green space between the building and Riverwalk.



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.



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.



That Bar at the Arena

Plans have been approved to expand the bar and restaurant from 5,376 square feet to 9,219 square feet. Plans filed with the review board show renovation of 2,649 square feet of the second-floor interior; new, covered 3,051-square-foot first-floor and 2,210-square-foot second-floor outdoor areas; new restaurants; and storage.

The rooftop deck will be separated on the north and south wings of the building connected by a catwalk. The addition includes an entertainment stage and greenroom.

That Bar at the Arena is part of the growing sports and entertainment district, next to VyStar Veterans Memorial Arena and east of 121 Financial Ballpark.



Federal Reserve Bank & Baptist Convention Building

A developer will convert the neighboring Federal Reserve Bank and Baptist Convention Building to create a mixed-use block, comprised of **first floor commercial, restaurant spaces courtyard and 24 residential units**. The redevelopment is an adaptive reuse of the National Historic Landmark Building.



Jones on Hogan

Conceptual design plans were recently 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.



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.



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 September 2023

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THANK YOU

