



Nassau County
Economic Development Board

QUARTERLY **REPORT** Q4: JUL- SEP

24
25



Economic Snapshot

Employment & Unemployment Rate¹ September



Labor Force

47,884



Employment

45,788



Unemployment

2,096



Nassau

4.4%



Florida

4.4%



US

4.5%

Housing Data⁴



Median Sales Price

\$472,095



6.1%
(Y-O-Y)



Closed Sales

110

JUL-SEPT



Closed Sales (CYTD)

985



8.8%
(Y-O-Y)

Permits³

JUL-SEPT



148

New Single Family
Residences



25

Commercial Permits
Issued

Nassau County Projects



**Community First Credit Union
Ribbon Cutting**
\$2.3 Million Capital Investment
10 New Jobs

Commercial Properties²

50 Listings

979.154 Square Feet

2,347.28 Acres

33 Sites/Vacant Land

17 Buildings



Sources:

1. FloridaCommerce - Workforce Statistics Data from <https://floridajobs.org/workforce-statistics/workforce-statistics-data-releases/latest-statistics>

2. Nassau County Economic Development Board from <http://www.nassauflorida.com/site-selection/sies/>

3. Nassau County Building Department

4. Northeast Florida Association of Realtors - Market Statistics from <https://www.nefar.com/market-stats>

4 Pillars Milestones & Deliverables

Business Retention & Expansion (BRE)

112%

of the BRE goal has been reached.

6

Business visits during Q4

Key Activities

In Q4, NCEDB hosted the second event in our BRE AI Series, “Work Smarter, real-life examples of using AI to grow business,” which focused on practical applications of artificial intelligence in business operations. The event saw a significant increase in engagement, with attendance doubling compared to the first session earlier in the year. This strong turnout highlights the growing interest among local businesses in adopting innovative technologies to enhance productivity and growth.

Additionally, NCEDB surpassed its annual goal for the BRE pillar, which focuses on assisting, surveying, and visiting local businesses to better understand their needs, provide valuable resources, and help prevent closures or relocations. These efforts continue to strengthen relationships within the business community and reinforce NCEDB’s role as a trusted partner in supporting local industry.

CareerSource NE Florida

| | Q4 | FY YTD |
|--------------------------------|-----|--------|
| Job Orders | 34 | 171 |
| Services to Employers | 131 | 358 |
| Employers Served | 59 | 131 |
| Job Seeker Visitors | 762 | 4,277 |
| Services to Job Seekers | 815 | 2,252 |

Services that are provided to Nassau County by CareerSource Northeast Florida.

Businesses Visited Include

- Florida Blue
- Nassau County Chamber of Commerce
- Tru-Fi Credit Union
- Capital City Bank
- Masonite
- Terracon

Business Recruitment & Marketing (BRM)

76%

of the BRM goal has been reached for FY 24-25. BRM Goal measures how many businesses are opened with assistance from NCEDB Partners

19

Business start-ups through the SBDC during the 24-25 FY.

SBDC Impact Report Q4 FY YTD

| | |
|---------------------------------------|-------------|
| Entrepreneurs Consulted | 149 |
| Total Consulting Hours | 1,678 |
| Workshop & Event Attendees | 1,953 |
| Jobs Created/Retained | 95 |
| Business Startups | 19 |
| Capital Formation | \$5,473,100 |

40

Qualified leads visited the available properties page on the NCEDB website.

Qualified leads are defined as prospects who have available company information and has engaged with multiple pages on the website prior to concluding their session.

The SBDC's impact report showcases their significant contributions to the county.

Key Activities

During Q4, outreach efforts through NCEDB's website generated a promising lead from a Delaware-based manufacturing company interested in expanding operations. The company's owners are planning a visit to Nassau County to explore potential opportunities, demonstrating the growing effectiveness of our digital marketing and lead generation efforts.

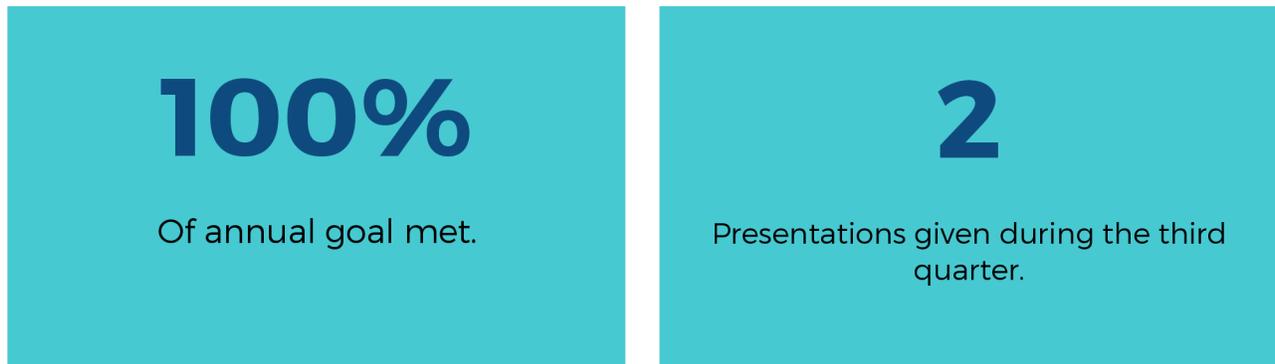
Business Recruitment & Marketing (BRM)

The following is a comprehensive overview of all active prospects for Q4

NCEDB Prospects

| Active Prospects | Industry | Capex | Jobs | Average Wage |
|--------------------|-----------------------------|---------------|---------|--------------|
| FY 24-25 Q4 | | | | |
| NCEDB Prospect 18 | Hospitality & Entertainment | \$100 Million | 180+ | TBD |
| NCEDB Prospect 19 | Manufacturing | TBD | 1000 | TBD |
| NCEDB Prospect 20 | Manufacturing | TBD | 120 | \$45K |
| NCEDB Prospect 21 | Manufacturing | \$50 Million | 200 | \$80K |
| NCEDB Prospect 22 | Manufacturing | TBD | 500 | \$90K |
| NCEDB Prospect 23 | Aviation & Aerospace | \$455 Million | 500 | TBD |
| NCEDB Prospect 24 | Manufacturing | \$50 Million | 200-300 | TBD |
| NCEDB Prospect 25 | Manufacturing | TBD | 50 | \$60K |
| NCEDB Prospect 26 | Manufacturing | \$50 Million | 125 | TBD |
| NCEDB Prospect 27 | Manufacturing | \$3 Million | 50 | TBD |
| NCEDB Prospect 28 | Manufacturing | \$50 Million | 100 | TBD |
| NCEDB Prospect 29 | Manufacturing | \$30 Million | 115 | TBD |
| NCEDB Prospect 30 | Manufacturing | \$20 Million | 20 | \$45K |

Public Relations & Communications (PRC)



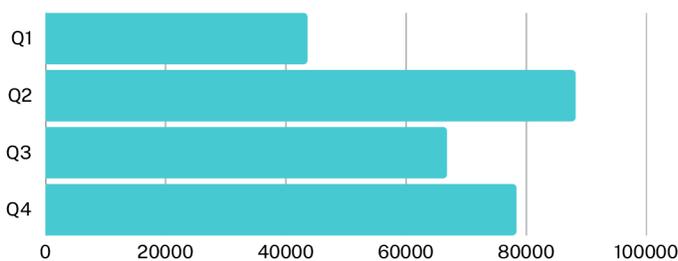
In the fourth quarter, NCEDB reached 100% of its PRC goal, underscoring NCEDB’s commitment to enhancing brand visibility.

Key Activities

In Q4, NCEDB continued to strengthen its outreach and engagement through targeted public relations and communications initiatives. The Executive Director participated in several community and professional events to promote economic development efforts and foster collaboration across the region. The Marketing Director advanced planning for next year’s enhanced marketing strategy, including coordination with industry publications and continued improvements to NCEDB’s digital assets.

Social Media Reach

Impressions



Social media performance remained strong, with Q4 impressions totaling 78,342 across all platforms—an increase from the previous quarter and a reflection of consistent audience engagement. NCEDB’s ongoing social media strategy, which includes promoting available properties, highlighting local business opportunities, and featuring investors and partners, continues to raise awareness of Nassau County’s economic strengths and business-friendly environment.

Sustainable Revenue Source (SRS)

2

Investor Level Increases

This quarter's investor activity reflects the strength and stability of NCEDB's funding base. Despite the loss of one investor, we retained 97% of our investors for the fiscal year—an achievement that underscores the continued confidence and satisfaction of our partners.

This high retention rate and increased investor commitment highlight the success of our relationship-focused approach and the value investors see in supporting Nassau County's economic development initiatives.

Key Activities

-In Q4, NCEDB focused on maintaining strong investor relationships and celebrating our partners' continued commitment to economic growth in Nassau County. While one investor did not renew their commitment this quarter, two investors increased their investment levels, demonstrating confidence in NCEDB's mission and the value of their investment.

We concluded the fiscal year with a successful Investor Appreciation Event held at Tuscan Rose Vineyard's new Farm Winery, which provided an excellent opportunity to recognize our investors and their ongoing support. The event served as both a celebration of the year's accomplishments and a reaffirmation of the collaborative partnerships that sustain NCEDB's efforts to drive economic development across the county.