

# ANNUAL REPORT

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**NASSAU COUNTY**  
ECONOMIC DEVELOPMENT BOARD

FISCAL YEAR

**22-23**

OCTOBER 1, 2022 - SEPTEMBER 30, 2023

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# NCEDB Board

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CHAIR - RAYMOND JAMES, VP  
INVESTMENTS

## **JIM WEAVER**

IMMEDIATE PAST CHAIR -  
FIRST FEDERAL BANK MARKET PRESIDENT

## **DARRON AYSCUE**

FERNANDINA BEACH CITY  
COMMISSIONER SEAT 5

## **JEFFREY BUNCH**

NASSAU COUNTY SCHOOL DISTRICT  
DIRECTOR OF FACILITIES

## **DAVID BUCHANAN**

TOWN OF HILLIARD RETIRED MAYOR

## **MIKE COLE**

OCEAN HIGHWAY PORT AUTHORITY  
COMMISSIONER DISTRICT 5

## **HOLLY COYLE**

BOARD OF COUNTY COMMISSIONERS  
ECONOMIC RESOURCES COORDINATOR

## **MARK CUTSHAW**

FLORIDA PUBLIC UTILITIES DIRECTOR

## **MICHAEL HAHAJ**

RAYDIENT PLACES + PROPERTIES DIRECTOR  
OF COMMERCIAL DEVELOPMENT

## **JODI HENSON**

SMALL BUSINESS DEVELOPMENT CENTER  
ASSISTANT DIRECTOR

## **JERRY HINSON**

REGIONAL DEVELOPMENT ASSOC. LLC

## **OLIVIA HOBLIT**

COURTYARD AND SPRINGHILL SUITES OF  
AMELIA ISLAND & INNISFREE HOTELS  
DISTRICT 2 REPRESENTATIVE

## **MARCUS HOLLEY**

ST. JOHN'S MORTGAGE MANAGEMENT, INC  
DISTRICT 4 REPRESENTATIVE

## **BRUCE JASINSKY**

COLDWELL BANKER THE AMELIA GROUP  
DISTRICT 3 REPRESENTATIVE

## **KEVIN LILLY**

NASSAU COUNTY PROPERTY APPRAISER,  
CHIEF DEPUTY

## **MATT MOUNTJOY**

MOUNTJOY PROPERTY GROUP/BAREFOOT  
AMELIA BEACH RENTALS

## **HALSTON NELSON**

GATEWAY MECHANICAL, INC.  
DISTRICT 5 REPRESENTATIVE

## **CAROL SAVIAK**

FLORIDA POWER & LIGHT EXTERNAL  
AFFAIRS MANAGER

## **PAUL SCHWEND**

SCHWEND INSURANCE AGENCY

## **DR. RICHARD TURNER**

FLORIDA STATE COLLEGE AT JACKSONVILLE  
ASSOCIATE VP OF ACADEMIC OPERATIONS

## **JOHN VONNOH**

RAYIONER ADVANCED MATERIALS  
UTILITIES OPERATION MANAGER  
DISTRICT 1 REPRESENTATIVE

## **STEVEN WYLIE**

UF HEALTH-JACKSONVILLE, AVP  
PLANNING AND BUSINESS DEVELOPMENT

# Nassau County Economic Development Board

The Nassau County Economic Development Board (NCEDB) serves as a pivotal organization dedicated to fostering economic growth and prosperity within Nassau County. Committed to enhancing the local business environment, NCEDB actively collaborates with businesses, entrepreneurs, and investors, both from within the region and beyond, to facilitate job creation and economic diversification. By providing strategic resources, incentives, and support to new and existing enterprises, the NCEDB plays a vital role in promoting the sustainable development of the local economy.

With a focus on building a vibrant and resilient community, NCEDB engages in various initiatives aimed at improving the overall quality of life for the residents of Nassau County. These efforts encompass workforce development, infrastructure enhancement, and the cultivation of a business-friendly climate, all of which contribute to the county's economic vitality. Whether through facilitating site selection for businesses, advocating for favorable policies, or offering valuable resources and information, the NCEDB stands as a driving force behind the county's continued growth and prosperity.



# Vision And Mission

## Vision

To support opportunities across Nassau County to sustain, expand, and diversify economic prosperity.

## Mission

Nassau County, achieving an unparalleled quality of life together.

# FY 22-23 Accomplishments

The accomplishment report is a comprehensive overview of the Nassau County Economic Development Board's recent accomplishments. Over the past fiscal year, the NCEDB has diligently worked towards fostering economic growth, promoting innovation, and enhancing the overall business climate in Nassau County, showcasing a commitment to sustainable development and community prosperity.

## • Economic Update Luncheon

- The NCEDB marked a milestone by hosting its inaugural Economic Update Luncheon, featuring the keynote address by Stephanie Stuckey. This event not only brought together the community but also fostered a crucial dialogue on economic trends and development strategies.

## • Monthly Newsletter

- The NCEDB successfully launched a monthly newsletter tailored to our valued investors and business community. This initiative aims to spotlight the economic activity and developments unfolding in the county.

## • Rural Counties Day

- The NCEDB made a significant impact by actively participating in Rural Counties Day, where the interests of the Town of Hilliard and the Town of Callahan were represented. NCEDB's engagement with state legislators during the event further strengthened advocacy efforts.
- NCEDB played a pivotal role in aiding the Town of Hilliard to secure \$5.8 million in crucial funding.

## • Hotel Hospitality CTE Program

- The NCEDB collaborated with the school board to aid in the creation of a Career and Technical Education program tailored for the hospitality industry. This initiative reflects our commitment to nurturing local talent.

## • Business Retention & Expansion

- The NCEDB excelled in its Business Retention and Expansion efforts, conducting 72 comprehensive business surveys and 30 in-person visits. These initiatives are integral to the commitment to understanding and supporting the needs of local businesses.

## • Town of Callahan Clean Water Supply

- The NCEDB proudly supported the successful ribbon-cutting ceremony for the Town of Callahan's clean water supply plant at the Crawford Diamond Industrial Park. This vital infrastructure project marks a significant milestone for the community.

## • Leaders in Industry and Workforce

- The NCEDB played a role in shaping the future of Florida State College at Jacksonville (FSCJ) through active participation in their Leaders in Industry and Workforce Forum.

## • Prime Marketable Sites

- The NCEDB has identified prime, marketable sites within the county, laying the foundation for strategic economic development. These efforts aim to attract new businesses and investments.

## • Interactive Maps

- The NCEDB has significantly enhanced its online presence by implementing website updates, including custom interactive maps showcasing key properties and demographic information. These improvements streamline the experience for site selectors, providing vital information at their fingertips.

## • Cross Regions - Tyler Plaza West

- In support of Cross Regions and Tyler Plaza West, Doug Smith, COO of Cross Regions, was a guest speaker at the 2nd BRE Forum of the year and spoke on the development of Tyler Plaza West.

## • New Investors

- The NCEDB successfully secured three new investors. We look forward to these new partnerships' positive impact on Nassau County's continued development.

## • Small Business Development Center

- Supporting the Small Business Development Center (SBDC) resulted in:
  - \$1,082,030 in Capital Formation
  - 44 Jobs Retained
  - 15 Business Startups
  - 14,288 Workshop Attendees

## Community Involvement

- Nassau Racial Equality Coalition (NREC)
- Institute for Enterprise (I4E)
- Fernandina's Main Street
  - Economic Vitality Committee
- Westside Prayer Breakfast
- U.S. Constitution
- Nassau Prosperity Alliance

# Data-at-a-Glance

In presenting a comprehensive overview of Nassau County's socio-economic landscape, the following table encapsulates key statistical data for our annual report. The data spans various facets of the county's demographic and economic profile, offering valuable insights into population trends, workforce dynamics, and other vital indicators. This serves as a strategic tool, providing stakeholders with a nuanced understanding of Nassau County's evolving dynamics, facilitating informed decision-making, and fostering a deeper appreciation of our community's resilience and growth.

NCEDB compiled a majority of the data from GIS Planning, which utilizes data from national sources, and FloridaCommerce. Data is shown from Q3 2023, the most recent available. Data from additional sources is noted.

	Nassau County	Jacksonville MSA	Florida
Population	96,971	1,861,118	22,114,754
Population Growth	3.7%	2.1%	1.9%
Median Age	44.97	39.9	42.8
Unemployment Rate Sept. 2023	3.0%	3.1%	3.0%
Unemployment	1,391	351,000	6,623,000
Labor Force	48,242	906,866	10,527,954
Veterans, Age 18+	8,459	159,998	1,389,309
Average Wage <sup>1</sup>	\$51,110	\$55,882	\$63,762
Change in Wage (Y-O-Y) <sup>1</sup>	6.3%	6.7%	5.8%
Median Household Income	\$86,655	\$70,889	\$65,438
Median House Value <sup>4</sup>	\$298,934	\$271,444	\$285,477
Poverty Level (of all people) <sup>7,9</sup>	9.6%	14.9%	13.1%

# Economic Pillars

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Metrics are vital for interpreting the county's business climate as well as the impact of our programs and initiatives. We have chosen metrics organized around three areas: activity, effectiveness, and the economy. Economic development activities provide insight into how well the NCEDB is accomplishing its goals.

Four key components have been defined in response to our stakeholder input and our analysis of Nassau County's economy and ecosystem. These initiatives address how the NCEDB and the county engage with businesses in a proactive and customer-centric manner. The goal of each key component is to contribute to improving Nassau County's business climate and promoting the county as welcoming and open for business.



**BRE**

Business Retention & Expansion



**BRM**

Business Recruitment & Marketing



**PRC**

Public Relations & Communication



**SRS**

Sustainable Revenue Source

# Business Retention & Expansion (BRE)

The goal of NCEDB's Business Retention & Expansion (BRE) program is to support, retain, and expand upon the local business base. Increase business retention and expansion activities with all present companies.

## The BRE Partners consist of:

CareerSource Northeast Florida  
Small Business Development Center (SBDC)  
Florida State College at Jacksonville (FSCJ)  
Nassau County Economic Development Board

Nassau County Chamber of Commerce  
Amelia Island Tourism Development Council  
Nassau County Planning

## CareerSource Northeast Florida<sup>8</sup>

Service	FY 22/23	FY 21/22	% Change
Job Orders	731	1,498	-51.2%
Services to Employers	1,129	561	101.2%
Employers Served	174	105	65.7%
Job Seeker Visitors	3,640	2,384	52.7%
Services to Job Seekers	3,074	4,022	-23.6%

CareerSource NEFL is a workforce development organization that forges partnerships with local communities, elected officials, business, labor, and education leaders to improve workforce education employment and training opportunities in the Northeast Florida region.

This fiscal year Barnabas was awarded funding through CareerSource NEFL to fund their Conversational Spanish Project.

Florida Sun Printing and Rosenblad Design Group are currently under review for receiving training funding for their staff.

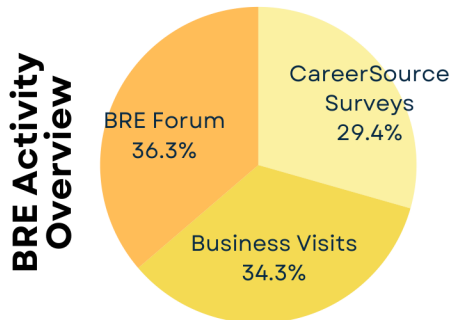
CareerSource has hosted several recruitment events for various Nassau County employers.



# Business Retention & Expansion (BRE)

## Metrics

The NCEDB measures how effective the Business Retention & Expansion program is based on the number of businesses assisted, surveyed, and visited.

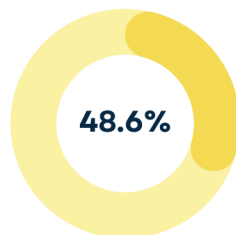


The Business Retention and Expansion (BRE) Pillar involves workforce surveys to assess business needs and optimize resources to support established businesses in Nassau County for sustained growth. BRE Forums facilitate direct interaction between the business community and our BRE Partners, while NCEDB conducts business visits to enhance awareness of our role as a valuable resource for them.

For fiscal year 22-23, the BRE Pillar had a goal of reaching 100 businesses, NCEDB was able to reach 102 businesses, slightly exceeding the goal ending the fiscal year at 102%. The metrics include businesses NCEDB can reach through the BRE Roundtable Forums that are held twice a year, the CareerSource surveys which are aimed at evaluating businesses' needs and pain points, and NCEDB business visits outside of the CareerSource surveys.



**Business Visits to Tangible Outcomes**



### Business Visits

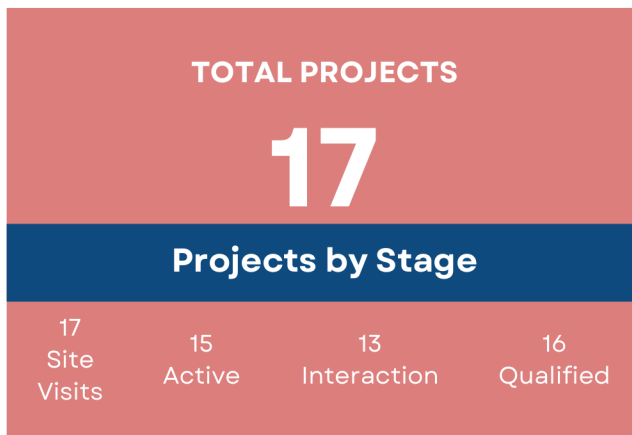
Around 49% of all the business visits resulted in tangible outcomes from new investors and event sponsors, to working partnerships and potential projects.

The retention and expansion of local businesses will keep or increase local jobs, preserve or increase the local tax base, increase local property values, enhance community image and increase confidence, and maintain or diversify the economic base.

Moving forward, the NCEDB's marketing outreach strategy will involve continuing to host its biannual Business Retention and Expansion (BRE) Forums, conducting an annual Hurricane Preparedness Workshop preceding the hurricane season, administering workforce surveys, and actively supporting the Career and Technical Education (CTE) program through the provision of current Job Demand reports.

# Business Recruitment & Marketing (BRM)

The goal of NCEDB's Business Recruitment & Marketing (BRM) program is to drive sustainable job growth by leveraging our quality of life and globally competitive business climate to attract and retain the right fit for Nassau County as we continue to market our key job opportunity areas.



17 total projects considered relocation and/or expansion in Nassau County Florida during fiscal year 2022 - 2023. 11 of those projects were manufacturing companies.

Total CAPEX for FY 22-23 is \$6.3 Billion with 6,500 potential jobs paying an average salary of \$67,000.

Leads for prospects come through three sources: directly sourced by NCEDB staff, Enterprise Florida (EFI), which will transition to FloridaCommerce on December 1, 2023, and JaxUSA.

During FY 2022 - 2023 Enterprise Florida provided 22% of the prospects that came to NCEDB; JaxUSA provided 33%; and 45% were sourced directly through the NCEDB office.

Nassau County, experiencing rapid growth and heightened corporate interest, has emerged as a sought-after destination for companies contemplating relocation and/or expansion. Despite the prominence of the Crawford Diamond Industrial Park and the Wildlight Commerce Park, pivotal for attracting businesses, there is a strategic imperative to broaden our portfolio of identified sites. In the forthcoming fiscal year, the Nassau County Economic Development Board (NCEDB) is poised to enhance its marketing outreach strategy, prioritizing the identification of additional key marketable sites.

There have been challenges in securing certain projects due to factors such as insufficient infrastructure and more enticing incentives offered by competing counties and states. However, with ongoing improvements underway, including the paving of roads and the Town of Callahan's Clean Water Supply Plant, our region is poised for significant advancement. These enhancements not only address existing limitations but also bolster our attractiveness to potential investors and businesses seeking a conducive environment for growth and development. As these improvements continue to unfold, we are confident they will play a pivotal role in positioning our region as a prime destination for major business ventures in the near future.

# Business Recruitment & Marketing (BRM)

FY 22-23 Projects	Industry	Capex	Jobs	Average Wage
NCEDB Project 1	Manufacturing	Unknown	10	\$80K
NCEDB Project 2	Manufacturing	\$392K	537	Unknown
NCEDB Project 3	Manufacturing	\$250 Million	1,250	Unknown
NCEDB Project 4	Manufacturing	\$420K	850	Unknown
NCEDB Project 5	Manufacturing	\$150K	1,049	\$88K
NCEDB Project 6	Engineering	\$30 Million	200	Unknown
NCEDB Project 7	Manufacturing	\$25 Million	20	\$70K
NCEDB Project 8	Manufacturing	\$100+ Million	200	Unknown
NCEDB Project 9	Manufacturing	\$35 Million	70	\$70K
NCEDB Project 10	Manufacturing	\$500 Million	1300	\$62K-\$71K
NCEDB Project 11	Energy	\$236 Million	416	\$50K-\$67K
NCEDB Project 12	Agriculture	\$383 Million	186	\$65K
NCEDB Project 13	Manufacturing	\$1 Billion	1,100	Unknown
NCEDB Project 14	Manufacturing	Unknown	50	Unknown
NCEDB Project 15	Manufacturing	\$550 Million	1,000	\$55K
NCEDB Project 16	Manufacturing	\$4.5 Billion	650	\$60K
NCEDB Project 17	Manufacturing	Unknown	100	\$50K

# Business Recruitment & Marketing (BRM)

## Project Updates

### Pattillo / Wildlight Commerce Park

In November 2022, Pattillo Industrial Real Estate announced the development of a 1.5 million-square-foot industrial complex with 10 total buildings. Pattillo's first 3 buildings will total 261,600 square feet.

The first building is anticipated to be completed in spring/summer 2025.

Park Features:

- 165 Acres
- 10,000 to 150,000 SF Building Units Available
- 60,000 to 750,000 SF Build to Suit Sites Available

### Town of Callahan & The Crawford Diamond Industrial Park

In 2022, the Town of Callahan was awarded \$4 million through the Florida Job Growth Grant Fund to construct a clean water supply plant at Crawford Diamond Industrial Park, a 1,800-acre industrial 'mega-site'.

In September 2023, NCEDB attended the celebration ceremony held by the Town of Callahan and the Board of County Commissioners for Callahan's water and sewer expansion project at the Crawford Diamond Industrial Site.

- Current completion expected 3rd quarter of 2024
- Phase I: 1 million gallons per day
- 3 grants have been received for a total of \$12.7 Million

### Westside Regional Park

In March 2022, ground was broken for the Westside Regional Park, marking the beginning of a new chapter in community recreation. This development stemmed from extensive community engagement, including citizen surveys and public outreach events, which revealed a collective desire for diverse recreational offerings beyond youth athletics. The conceptual plan for the park's comprehensive vision was adopted by the Board of County Commissioners on May 24, 2021. Phase One of the plan is set to feature numerous amenities, including pavilions, outdoor event spaces, a community playground with shade, restrooms, multi-use trails, a fishing pond, and multi-purpose fields. Positioned as a vibrant regional destination, this park is poised to provide a spectrum of recreational, leisure, social, and educational opportunities for the public at large.

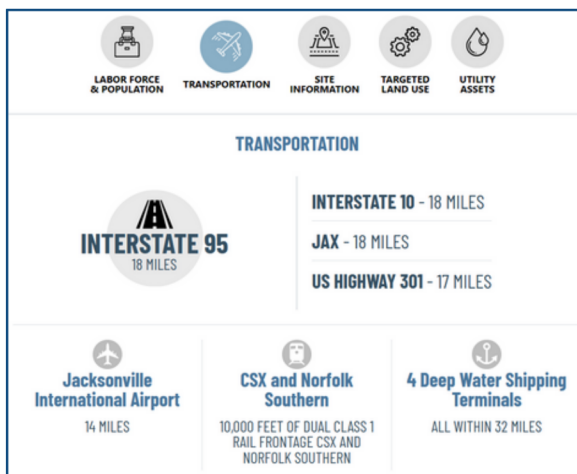
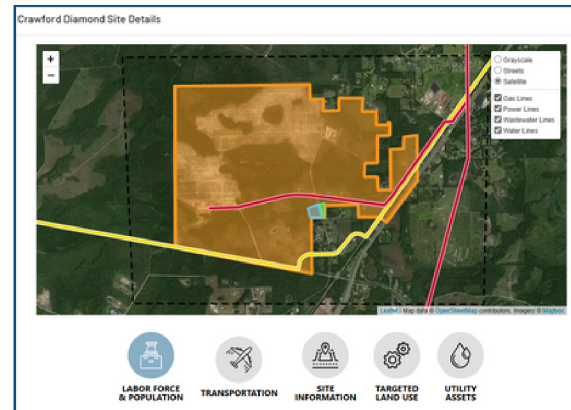
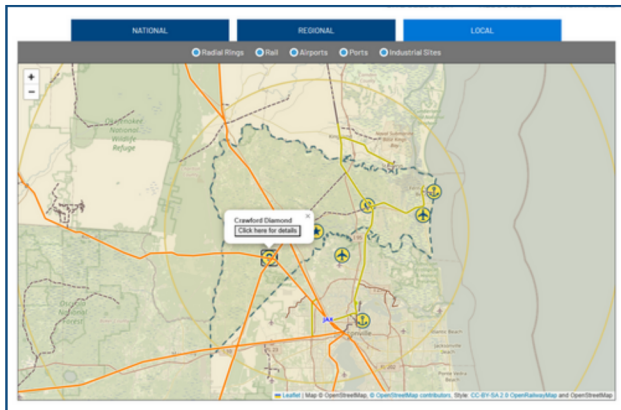
### Cross Regions - Tyler Plaza West

The NCEDB is proud to actively support Cross Regions in their Tyler Plaza West development. Tyler Plaza West, situated on a 5.24-acre parcel along Florida A1A in Yulee, is a dynamic mixed-use development. Encompassing over 16,000 rentable square feet, the project is designed to accommodate medical, restaurant, and retail tenants.

# Business Recruitment & Marketing (BRM)

## Website Updates

This year NCEDB contracted Marketing Alliance to build an interactive map for the NassauFlorida.com website that would feature the county's key properties for site selectors. These interactive maps host more detailed information that is not currently available with the mapping system that is on the NCEDB website through GIS Planning. The two sets of maps will remain active, however, the interactive maps are custom and NCEDB can add any key properties that can be marketed to the bigger businesses. Examples of customization include utility layers that will indicate where gas lines or fiber lines are located on the property.



In the fiscal year 2023-2024, NCEDB aims to enhance the NassauFlorida.com website by featuring properties tailored to the preferences of visiting companies. Implementation of interactive maps will streamline the response time to Requests for Information (RFIs), as pertinent details sought by site selectors will be conveniently housed in the "click here for details" section of featured properties. Furthermore, a centralized location will provide key demographic information, offering site selectors comprehensive insights into featured sites, including details on natural gas providers and other relevant information.



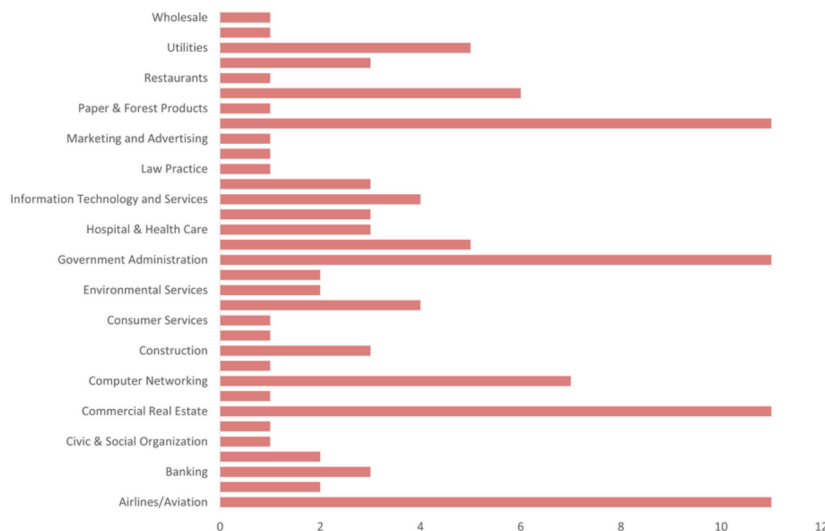
# Business Recruitment & Marketing (BRM)

## Website Leads

The Nassau County Economic Development Board has been actively tracking potential leads that visit the NassauFlorida.com website; those particularly that are looking at our site selector page which houses many of the available non-residential properties in the county that are listed in the MLS system.

In fiscal year 2022-2023, the NassauFlorida.com site selector page was visited by 71 different companies that were identified as potential leads.

### Website Lead Visits by Industry



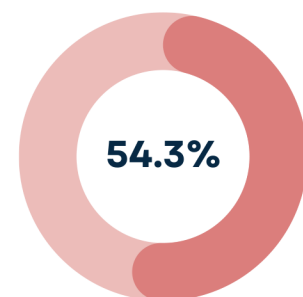
Lead ratings are based on a combination of information available about the company visiting the NassauFlorida.com website and the number of times the companies are visiting the website.

Identified leads are visiting the website and the Site Page > Industrial and Commercial Site and Buildings.

The top leads are interested in the featured properties: the Wildlight Commerce Park and Crawford Diamond Industrial Park.

54.3% of all the identified website leads have been ranked as 6/10 or higher. The higher the ranking equates to the strength of that business as a lead. A ranking of 6 or higher means that there is sufficient available information about the business, such as its industry, website, contacts, and number of employees. The high ranking also indicates that the business has spent time on the website and has made more than one visit. This information indicates that this company is a good lead to reach out to for introductions and to begin relationship building.

### Qualified Leads



# Business Recruitment & Marketing (BRM)

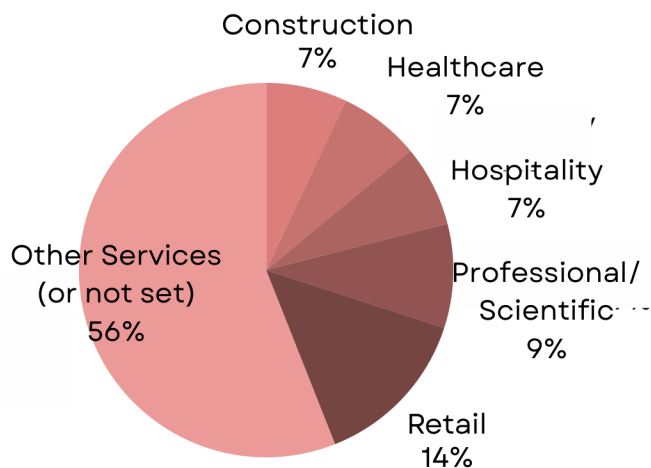
## Small Business Development Center (SBDC)

The Nassau County Economic Development Board in partnership with the Small Business Development Center at the University of North Florida (SBDC at UNF) encourages our local entrepreneurs and supports the growth of our small businesses.

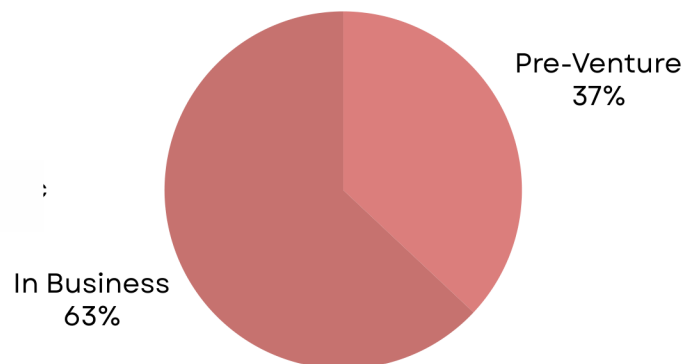
	YTD 2023 Thru Jun. Total	CY 2022	CY 2021
Entrepreneurs Consulted	93	149	170
Total Consulting Hours	342	595	1,366
Workshop & Event Attendees*	13,557	3,375	---
Jobs Created/Retained	43	31	50
Business Startups	14	13	6
Capital Formation	\$713,300	\$1,850,700	\$10,380,972

\*Includes telephone and email inquiries, virtual and in-person networking and speaking engagements, interviews, newspaper articles, trade shows, and popup shops.

### Business Type<sup>10</sup>



### Business Status<sup>10</sup>



# Public Relations & Communication (PRC)

The goal of NCEDB's Public Relations & Communication (PRC) pillar is to maintain partnerships with local, regional, and national media to communicate key economic development information, and to stay current with the legislative changes that affect and support businesses.

Metrics are measured by the number of presentations given to Nassau County community groups, government organizations, and education institutions. NCEDB's fiscal year 2022-2023 goal was to give a minimum of twelve presentations and that goal was reached.

## Presentations given include:

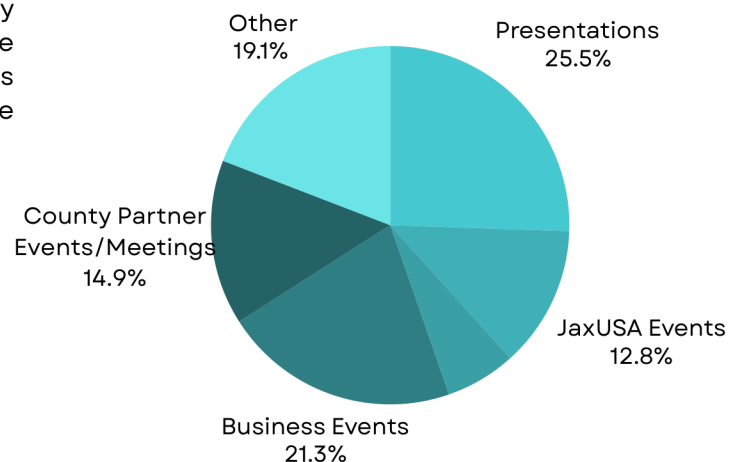
- Rotary Club
- Amelia Island Men's Newcomers Club
- Nassau County Board of County Commissioners
- Yulee High School
- Nassau Prosperity Alliance
- Westside Prayer Breakfast

## Community Involvement:

- Nassau Racial Equality Coalition (NREC)
- Institute for Enterprise (I4E) Board
- Fernandina's Main Street
  - Economic Vitality Committee
- U.S. Constitution
- Nassau Prosperity Alliance (NPA)

To reach the PRC goal, NCEDB is tasked with explaining to the community at large the concept of planned economic development as a necessity for the maintenance of the present quality of life for the Nassau County residents, this means NCEDB is an active member of the community and supports different initiatives both in and outside of the region.

## NCEDB Activity as it relates to PRC



# Public Relations & Communication (PRC)

## Key Events

### Rural Counties Day

Rural Counties Day was initiated by Representative Bobby Payne (District 19) to highlight the unique benefits, offerings, and importance of Florida's Rural Counties to the overall economic success of Florida.

Rural Counties Day consists of a courtyard event in the Capitol Courtyard followed by a legislative staff and agencies networking session.

NCEDB attended the 2023 Rural Counties Day for the second year in a row joined by the Town of Hilliard, the Town of Callahan, and Tuscan Rose Vineyards.

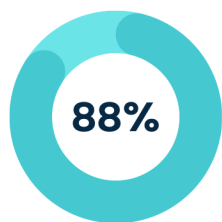
The Town of Hilliard was awarded \$6.2 million in legislature appropriations

- \$5.9 million for the *Community Center/Hurricane Shelter Project*
- \$285,000 for the *6th Street Paving Project*

### Inaugural Economic Update Luncheon

NCEDB hosted its first Economic Update Luncheon with Keynote Speaker Stephanie Stuckey of Stuckey's.

Of the Economic Update Luncheon guests surveyed, the average rating for the length of the presenter's presentation was 4.0 out of 5. The average rating for the overall quality of the presentations was 4.5 out of 5.



When asked, **88%** of the Economic Update Luncheon guests said they met and made connections at the event during the allotted networking time.

The NCEDB Economic Update Luncheon is planned to be an annual event. Future Economic Update Luncheons will include the following topics as suggested by surveyed attendees:

- Direct community impacts and potential businesses coming to the area
- Talent / Workforce Development
- Nassau County's plan for future growth management
- More development information
- Nassau County economic trends and comparisons to other counties
- Specific elements that make the county the place to locate your business
- An update on residential and commercial real estate - plans in place and what's coming
- Assessments by those representing the target industries for Nassau County about how competitive Nassau is and why



# Public Relations & Communication (PRC)

## Social Media Insights

In the dynamic landscape of economic development, the Nassau County Economic Development Board stands as a beacon of innovation, growth, and opportunity. Nestled on the northeastern coast of the Sunshine State, Nassau County's natural beauty, strategic location, and burgeoning business environment make it a prime destination for entrepreneurs and investors alike. As we embark on this journey to harness the power of social media, this report encapsulates our endeavors to elevate our digital presence and further our mission of driving sustainable economic development.

Nassau County is renowned for its pristine beaches, historic charm, and a growing economic landscape that embraces diversity, innovation, and collaboration. At the heart of this transformation stands the Nassau County Economic Development Board, dedicated to creating an ecosystem that fosters economic prosperity, job creation, and community development. In the age of digital connectivity, our commitment to leveraging social media as a strategic tool is pivotal to our vision for the county's future.

This report serves as a comprehensive overview of our social media marketing strategies, accomplishments, and prospects. We will delve into the pivotal role of social media in driving economic development, showcasing how it can be employed to attract businesses, talent, and investments to Nassau County. Through this report, we will also examine the impact of our campaigns, exploring key performance metrics, audience engagement, and the evolving landscape of social media platforms.

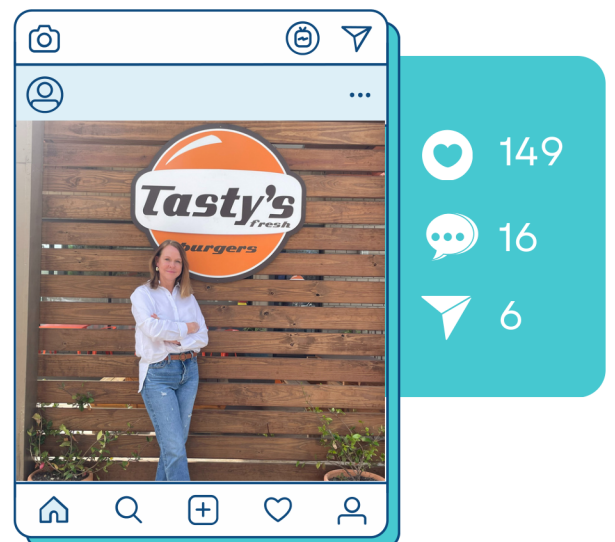
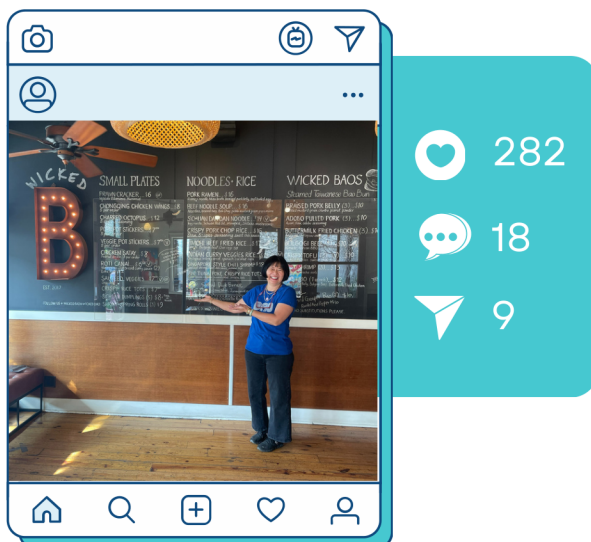
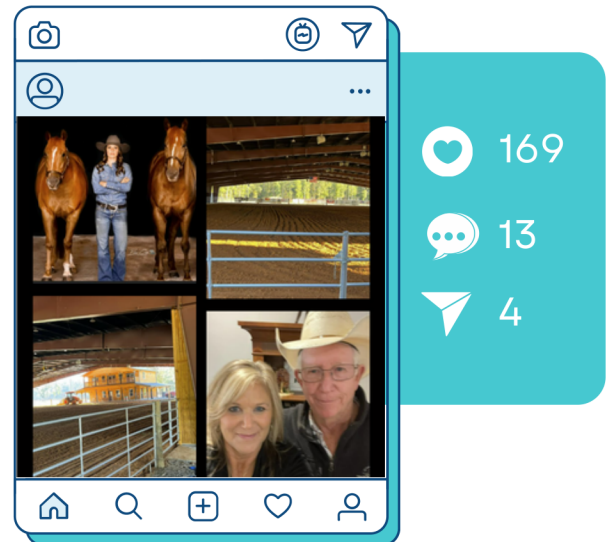
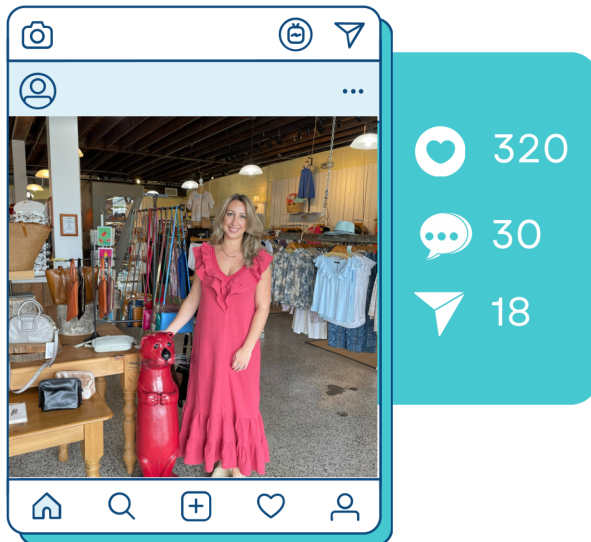
In an era where digital presence is synonymous with competitiveness, we recognize that social media is not just a marketing channel but a bridge that connects us to our community, investors, and partners. Our goal is not only to remain at the forefront of digital innovation but to set new benchmarks for economic development agencies across the nation. We aim to cultivate an online community where ideas flourish, partnerships thrive, and the boundless potential of Nassau County is celebrated



# Public Relations & Communication (PRC)

## Social Media Insights

Facebook, Instagram, & LinkedIn



# Public Relations & Communication (PRC)

## Social Media Insights

Facebook, Instagram, & LinkedIn



NCEDB's Top Performing post for the fiscal year 2022-2023 focused on Women's History Month. NCEDB interviewed 5 businesses that were locally owned by women in Nassau County and told their stories across all social media platforms. 3 out of 5 posts were the highest-performing posts for the year, with a total reach of **14,966**, **362** clicks to the NassauFlorida.com website to read the full article and **785** reactions.

In the fiscal year 22-23, the NCEDB strategically heightened its social media presence across diverse platforms such as Facebook, Instagram, and LinkedIn. With a primary focus on Facebook and an established presence on LinkedIn, the NCEDB introduced a new Instagram page in 2022, aiming to cultivate a robust audience on this emerging platform.

Looking ahead to FY 23-24, the NCEDB is committed to further expanding its social media outreach to narrate the compelling story of economic development in Nassau County. The objective is to enhance brand visibility and promote various events hosted by the NCEDB throughout the year for both the business community and Nassau County residents.

As Nassau County approaches its Bicentennial in 2024, the NCEDB plans to seamlessly incorporate the county's celebration into its social media initiatives. Furthermore, the NCEDB will embark on profiling its board of directors and investors, fostering deeper connections within the Nassau County community.

The success of NCEDB's social media endeavors is evident in the positive audience response, highlighting the community's appreciation for the NCEDB's active involvement, from capturing ribbon-cutting ceremonies to spotlighting local businesses.

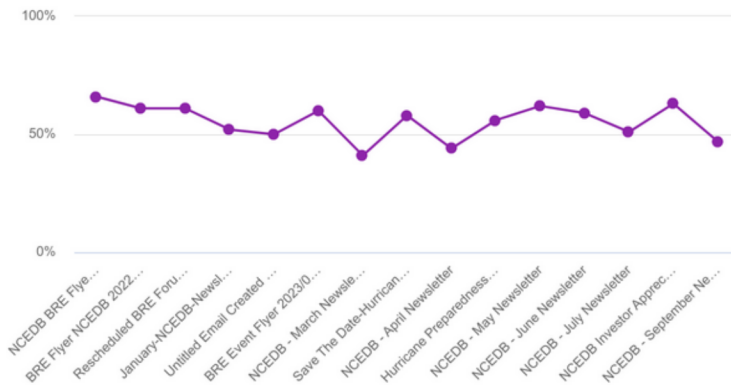
# Public Relations & Communication (PRC)

## Constant Contact

NCEDB consistently implemented monthly newsletters starting January 2023. Newsletters are sent via Constant Contact to individuals who have subscribed through the NassauFlorida.com website. The purpose of the newsletters is to give economic and development updates as well as announce any NCEDB events.

### Newsletter Open Rate

#### Campaign Summaries



NCEDB intends to utilize Constant Contact more as the amount of events hosted by the NCEDB increases.

In fiscal Year 2022-2023, there were a total of **3,323** emails sent with **1,535** email opens and **187** clicks.

The open rate average is **54%** and the click-through rate is **7%**, which is down **2%** and **4%** respectively. Open rate and click rate are above the industry average by **18%** and **6%** respectively.

NCEDB's subscriber list grew **42.6%** from FY 21-22.

### Nassau County Economic Development Board

May Newsletter | 2023

County Data | Sites | Job Postings

**NCEDB Activity**

**Next Board Meeting**  
July 25, 2023  
Executive Committee  
3:00 PM - 4:00 PM  
Board  
4:00 PM - 5:00 PM

**Economic Update Luncheon**  
Save The Date  
August 1st, 2023  
12:00 PM - 1:30 PM

**Advertise your job openings for free on the NCEDB website!**  
Send a description of your job openings to [ncedb@nassauflorida.com](mailto:ncedb@nassauflorida.com)

**31st Annual Small Business Week Celebration**  
NCEDB attended SBOW's Annual Small Business Week Celebration where we welcomed Arlene, owner of Celia Kay's General Store, as SBOW's Rural County Business Owner of the Year.

**HURRICANE PREPAREDNESS WORKSHOP**  
We hosted our annual Hurricane Preparedness Workshop, and it was great success. Our expert panelists consisted of Steve Turner (Turner Ace Hardware), Jason McGinley (Beltor Outdoor Recovery Services), Martha Oberdorfer (Nassau County Emergency Management), and Paul Schwend (Schwend Insurance). Residents and businesses from across the county heard first hand experiences from our panel experts. Pictures tell a thousand words and the shared photos tell the story of how critical it is to prepare for hurricanes and above all, they encourage us to always heed all warnings. Click here for the [Nassau County's Critical Disaster Guide](#).

**WESTSIDE REGIONAL PARK**  
Nassau County Parks & Recreation presented an update and overview to the Town of Callahan and the Town of Hilliard on the development of the Westside Regional Park. The 10+ acre purchased by the Board of County Commissioners (BOCC) is the future home to a state-of-the-art park to accommodate our growing community. By July 2023 engineering plans should be complete and ready to be submitted for review. Construction of the park is anticipated to begin as early as December 2023 with the projected taking 18-24 months to complete.

**POPULATION**  
Nassau County has ranked in the top 2% for population growth in all of Florida according to the Bureau of Economic and Business Research (BEBR).

Year	Low	Medium	High
2020	80,000	203,000	243,000
2040	111,000	249,000	298,000
2060	124,000	263,000	319,000

**PROJECT UPDATES**

Active Project	Industry	Capex	Jobs	Average Wage
NCEDB Project 1	Steel Manufacturing	\$350 Million	320	\$61K
NCEDB Project 2	Production Facility	\$30 Million	200	\$51K
NCEDB Project 3	Small Manufacturing Distribution	\$25 Million	25	\$70K
NCEDB Project 4	Boat Manufacturer	\$34 Million	150	\$55K

### HOUSING

**Single Family Residence**

- Median Sale Price \$453,000
- Up 2.4% compared to March 2022
- 103 Closed Sales in February
- Down 28.5% compared to March 2022
- 68 New Construction Permits issued in April

**Commercial**

- 1 permit issued for a new commercial build

**COUNTY UPDATE**

**What's Coming**

**Callahan**

- Crane Regions Group could break ground this year on a medical and retail development on U.S. 1.
- Teacher Supply has purchased property and submitted plans to Town Hall.

**Hilliard**

- Southern Press has been approved for 300 new homes just south of Hilliard
- An additional 420 homes has also been approved

**Fernandina**

- Two homes have been approved for construction adjacent to the Historic District

### HOSPITALITY & TOURISM

**2023 Amelia Island Concours Week Estimated Economic Impact**

Amelia Island Convention and Visitors Bureau recently published their report on the economic impact of the 2023 Amelia Island Concours Week compared to 2022.

**Estimated Total Direct Expenditures of Off-Island Visitors**  
\$38,800,000 compared to \$25,677,400 in 2022

**Estimated Total Economic Impact of Off-Island Visitors**  
\$42,200,000 compared to \$27,763,800 in 2022

**Impact Breakdown**

Category	2023	2022
Day Visitors	19%	19%
Visitors staying in accommodations on the island	15%	15%
Visitors staying in accommodations off the island	15%	15%
Resident/visitors in homes	15%	15%

### EDUCATION

**FSCJ Nassau Center Current Projects**

FSCJ Nassau Center continues to make progress with the Commercial Driving Program. The Commercial Vehicle Driving Skills Pilot is currently in progress.

FSCJ Nassau Center currently working on expanding their nursing program.

**Entrepreneurship Summer Camp**

Nassau County School District Career & Technical Education program has partnered with Nassau County 4-H and the Institute for Enterprise to offer a free 5-day summer camp to 45 7th-11th grade students. During these 5 days, the students will visit local business owners, transform business ideas, create marketing materials, have a mock business fair and much more.

This summer camp was made possible through the competitive grant awarded to the Nassau County School District to increase the awareness of entrepreneurship.

### HIGHLIGHTING LOCAL BUSINESSES

**Schwend Insurance**

For over 45 years, Schwend Insurance Agency has served the needs of Nassau County residents as a family-run company. Paul Schwend, a third-generation Callahan resident, joined the firm in 1981 and eventually took over as President. Schwend Insurance prides itself on its affiliations, community-oriented service that aims to educate and benefit clients with choosing their insurance company. Outside of the agency, Paul is a dedicated and active community member, serving as a board member of the Callahan Board of the town of Callahan and the Nassau County Economic Development Board (NCEDB). This past week, he presented at NCEDB's Hurricane Preparedness Workshop about the necessity of flood insurance, the importance of self-reporting damage, and the best ways to protect yourself as a homeowner as hurricane season approaches. As both a business owner and community member, Paul serves Nassau County with integrity, leadership, dedication, and enthusiasm.

**WE'D LIKE TO THANK OUR CHAMPION INVESTORS**

NASSAU COUNTY | EYDENT | Rayonier | NORTON

# Sustainable Revenue Source (SRS)

The goal of NCEDB's Sustainable Revenue Source pillar is to increase and maintain an annual budget and develop a sustainable revenue stream for economic development and community initiatives.

Metrics are measured by the number of new investors acquired. NCEDB's SRS goal was to acquire 5 new investors for a total of 24. NCEDB reached 60% of the goal with 3 new investors.

NCEDB operates on the fundamental principle of Private Public Partnership (PPP), recognizing the critical synergy that arises from collaboration between the private and public sectors. This partnership is central to our mission and success, as it fosters a shared commitment to economic development and community prosperity. By leveraging the resources, expertise, and innovation of both sectors, we can effectively address complex challenges, stimulate investment, and drive sustainable growth. The support and involvement of the private sector are integral to this partnership, as it brings invaluable insights, resources, and market-driven perspectives that complement the public sector's initiatives. Together, through strong PPP, we can create a vibrant and resilient economic landscape that benefits all stakeholders and fosters long-term prosperity for our region.

## Fiscal Year 2022-2023 Investors

### Champion Investors

- Nassau County Board of County Commissioners
- Rayonier/Raydient Places and Properties
- Baptist Medical Center Nassau

### Elite Investors

- Jacksonville Electric Authority (JEA)
- Florida Public Utilities (FPU)
- Traders Hill Farm

### Master Investors

- Community First Credit Union
- Florida Power and Light (FPL)
- Rayonier Advanced Materials
- **WestRock\***
- Florida Blue

### Competitor Investors

- |  |                             |  |
|--|-----------------------------|--|
| • Okefenokee Rural Electric Membership Corporation (OREMC) | • <b>JanSan*</b>            | • <b>Tru-Fi Credit Union*</b>                    |
| • Town of Callahan   | • Tim-Prep, Inc.            | • Florida State College at Jacksonville - Nassau |
| • Ocean Highway Port Authority                             | • Vystar Credit Union       | • The Hurst Company                              |
| • First Federal Bank                                       | • Springer Controls Company | • Schwend Insurance                              |
| • UF Health  |                             |  |

*\* New investor for fiscal year 2022-2023*



# Sustainable Revenue Source (SRS)

## Inaugural Economic Update Luncheon

Inaugural Annual Economic Update Luncheon hosted by the NCEDB

Keynote Speaker: Stephanie Stuckey

Expert Economists: Jared Parker & Dr. Clyde Diao of Regional Economic Consulting Group

Local Updates: Jay Robertson - Parks & Recreation Director

### NCEDB Economic Update Luncheon Cost Paid Distribution

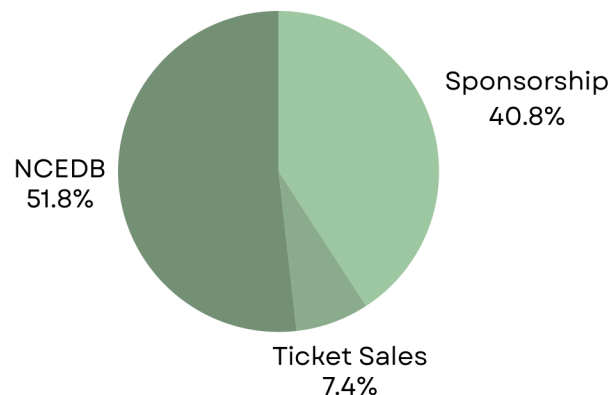
#### FY 22-23 Event Sponsors

Schwend Insurance

R. Dean Scott Architect

First Federal Bank

Florida Power and Light (FPL)



Moving forward, the Nassau County Economic Development Board (NCEDB) is excited to announce a refined sponsorship structure for our annual Economic Update events. To ensure the sustainability and growth of this highly anticipated gathering for the business community, we are introducing a streamlined sponsorship model. The events will now feature one exclusive Title Sponsor, providing unparalleled visibility and recognition. Additionally, two distinct levels of sponsorship opportunities will be available, offering businesses diverse avenues to showcase their support for economic development in Nassau County. In alignment with our commitment to transparency and community engagement, we will provide advanced notice of ticket prices, allowing attendees to contribute toward the costs of the economic luncheon. This strategic approach aims to foster a sustainable tradition, making the Economic Update event an eagerly awaited fixture in the calendars of local businesses each year.



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## Notes

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FLORIDA  
**NASSAU COUNTY**

ECONOMIC DEVELOPMENT BOARD

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FISCAL YEAR

2023

OCTOBER 1, 2022 - SEPTEMBER 30, 2023