

ANNUAL REPORT



NASSAU COUNTY
ECONOMIC DEVELOPMENT BOARD

FISCAL YEAR

24-25

OCTOBER 1, 2024 - SEPTEMBER 30, 2025

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Words from the Executive Director

This year was a year defined by execution, collaboration, and responsiveness to the evolving needs of Nassau County's business community. Our work focused on meeting companies where they are, whether through direct engagement with prospects, support for existing employers, or programs that connect the workforce, education, and industry. From hands-on business forums and workforce initiatives to expanded digital outreach and site readiness efforts, the NCEDB team remained committed to delivering practical, value-driven support that helps businesses grow and succeed.

As we move forward, our focus remains on building capacity and readiness for the opportunities ahead. This includes strengthening partnerships, expanding our inventory of market-ready sites, and continuing to align workforce and infrastructure investments with employer needs. Economic development is ultimately about people, relationships, and long-term trust, and we are grateful for the collaboration that allows this work to move forward. We look ahead with confidence, knowing that the foundation we continue to build today will support Nassau County's economic success for years to come.

SHERRI MITCHELL

NCEDB Chair

The past year has been one of meaningful progress and strategic momentum for the Nassau County Economic Development Board. Throughout the year, NCEDB remained focused on strengthening the county's economic foundation by supporting existing businesses, advancing recruitment efforts, and investing in workforce and community partnerships. From a strong pipeline of qualified business prospects and major private-sector investments to expanded workforce engagement and sold-out signature events, the year reflected growing confidence in Nassau County as a competitive and business-ready community.

Looking ahead, NCEDB is well-positioned to build on this momentum. With continued investment in infrastructure, workforce readiness, and site development, alongside strong investor support and regional collaboration, the organization will remain focused on attracting quality growth that aligns with the community's long-term vision. As projects advance and new opportunities emerge, NCEDB is committed to fostering sustainable economic development that creates jobs, supports diversification, and enhances the quality of life for Nassau County residents.

MARK CUTSHAW

NCEDB

Board of Directors

MARK CUTSHAW

CHAIRMAN
FLORIDA PUBLIC UTILITIES

PAUL SCHWEND

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PARTNER

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VYSTAR CREDIT UNION
LPL FINANCIAL ADVISOR

COMMISSIONER JEFF GRAY

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COUNTY COMMISSIONER DISTRICT 3

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HCA FLORIDA MEMORIAL HOSPITAL
CEO

JODI HENSON

SMALL BUSINESS DEVELOPMENT CENTER
ASSISTANT DIRECTOR

MARELLA HUNTER

TOWN OF HILLIARD APPOINTEE

TAMMY JOHNSON

NASSAU COUNTY SCHOOL DISTRICT
DIRECTOR OF CAREER & TECHNICAL EDUCATION

KEVIN LILLY

NASSAU COUNTY PROPERTY APPRAISER

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VP INVESTMENTS

CAROL SAVIAK

FLORIDA POWER & LIGHT
EXTERNAL AFFAIRS MANAGER

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FLORIDA STATE COLLEGE AT JACKSONVILLE
ASSOCIATE VP OF ACADEMIC OPERATIONS

JIM WEAVER

FIRST FEDERAL BANK
MARKET PRESIDENT

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.

Role

As the lead economic development organization for Nassau County, we serve as a convener, connector, and catalyst. We identify opportunities, align resources, and collaborate with public and private partners to drive job creation, business expansion, and strategic investment that advance the long-term prosperity of the community.

Mission

To strengthen the economic vitality of Nassau County by attracting investment, supporting existing businesses, fostering workforce development, and promoting sustainable growth that enhances the quality of life for all residents.

FY 24-25 Accomplishments

During fiscal year 2024–2025, the Nassau County Economic Development Board made significant progress in advancing its mission through strategic planning, business recruitment, workforce development, investor stewardship, and organizational capacity building. While much of economic development work occurs behind the scenes, this year produced several measurable outcomes and foundational achievements that position the county for sustained, long-term success.

Strategic Direction & Organizational Strength

A major milestone for the year was the development and adoption of a new five-year Strategic Plan, providing a clear roadmap to guide NCEDB’s priorities, programs, and performance through the next phase of growth. The plan reflects extensive collaboration, data-driven analysis, and alignment with the county’s evolving economic landscape. It establishes measurable goals across four strategic focus areas: Targeted Economic Growth, Talent Attraction & Development, Brand Identity & Storytelling, and Organizational Development.

To further support long-term sustainability, NCEDB commissioned a feasibility study through Convergent Nonprofit Solutions. This effort evaluated funding structures, investor engagement, and growth opportunities, equipping the organization with actionable insights to strengthen financial stability and support future expansion. Together, the strategic plan and feasibility study represent a significant investment in organizational effectiveness and responsible stewardship.

Business Recruitment, Site Readiness & Market Competitiveness

Key progress was made in improving site readiness and visibility. NCEDB participated in Florida Power & Light’s First Sites program, with two sites selected to advance, enhancing their marketability to site selectors and corporate decision-makers.

Additionally, the organization aided in initiating the process to designate the west side of Nassau County as a Rural Area of Opportunity (RAO), a critical step toward expanding incentive eligibility and strengthening recruitment competitiveness in an emerging growth area.

Workforce Development & Talent Pipeline Advancement

Workforce engagement remained a central focus throughout the year. In partnership with CareerSource Northeast Florida, NCEDB conducted workforce surveys and interviews with 30 local businesses, providing valuable insight into hiring trends, workforce challenges, and emerging skill needs. The findings informed ongoing program development and reinforced the importance of addressing workforce housing, childcare, transportation, and training alignment.

A key workforce accomplishment was the return of Teacher Tours for Manufacturing Day, reconnecting educators directly with local industry after a hiatus. Teachers toured Netting Professionals, ALM Technologies, Science First, and Marlin & Barrel Distillery, strengthening alignment between classroom instruction and real-world career pathways. NCEDB also hosted two highly successful Business Retention & Expansion Forums, featuring a focused series on artificial intelligence. The second, hands-on AI workshop ranked as one of the most successful BRE events since the program’s inception, demonstrating strong demand for practical, forward-looking business support.

FY 24-25 Accomplishments

Digital Engagement, Visibility & Lead Conversion

NCEDB made meaningful improvements to its digital strategy, implementing enhanced website tracking and analytics to better engage prospective businesses. While overall website traffic declined modestly, the organization captured 158 website-generated leads, up from 103 in the prior fiscal year, indicating more intentional and qualified engagement.

Targeted follow-up to high-engagement leads resulted in county visits, reinforcing the role of digital platforms as a critical entry point into the recruitment pipeline. Social media performance also saw significant gains, including a 97% increase in impressions, expanded reach across platforms, and higher engagement tied to event promotion, project milestones, and site marketing—particularly on LinkedIn.

Investor Confidence & Program Sustainability

NCEDB closed the fiscal year with 100% investor retention, with two investors increasing their investment levels, reflecting strong confidence in the organization’s direction and performance. Signature events, including a sold-out Annual Economic Update Luncheon and a well-supported Economic Forecast event, provided valuable engagement opportunities while reinforcing NCEDB’s role as a convener and trusted source of economic insight.

Community Involvement

- Institute for Enterprise (I4E)
- Fernandina's Main Street
 - Economic Vitality Committee
- Take Stock in Children
- U.S. Constitution
- Nassau Prosperity Alliance
- NCSD CTE Advisory Board
- Council on Aging Volunteer



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.

	Nassau County	Jacksonville MSA	Florida
Population ⁴	104,376	1,760,548	23,372,215
Population Growth ⁴	2.8%	2.2%	2.0%
Median Age ²	46.1	41.3	43.6
Unemployment Rate Sept. 2025 ¹	4.4%	4.6%	4.4%
Unemployment ¹	2,096	39,389	492,000
Labor Force ¹	47,884	864,939	11,233,000
Veterans, Age 18+ ²	8,787	158,569	1,347,330
Average Annual Wage ⁴	\$56,815	\$68,063	\$69,492
Change in Wage (Y-O-Y) ⁴	3.3%	4.4%	4.6%
Median Household Income ³	\$96,903	\$80,857	\$78,205
2025 Median House Value Owner Occupied Units ³	\$452,397	\$388,580	\$416,969

Economic Pillars

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

Overview

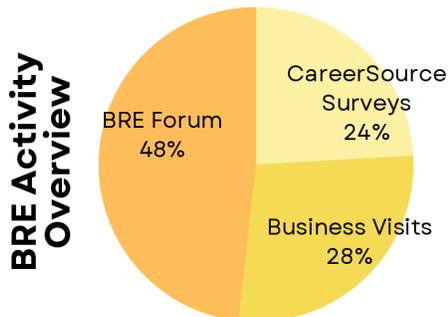
The goal of NCEDB’s Business Retention & Expansion (BRE) program is to support, retain, and expand the local business base, and to increase business retention and expansion activities among all existing companies.

The BRE Partners:

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

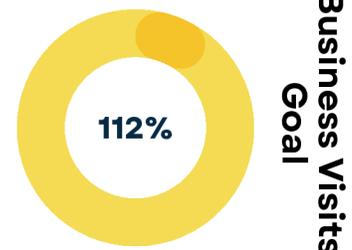
Metrics

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.

The BRE Pillar had a goal of reaching 100 businesses; NCEDB was able to reach **112 businesses**, slightly exceeding the goal, ending the fiscal year at 112%. The metrics include businesses NCEDB can reach through the BRE Roundtable Forums, held twice a year; CareerSource workforce surveys, which evaluate businesses’ needs and pain points; and NCEDB business visits outside the CareerSource surveys.



\$38,890

Grants Distributed

Through Customized Training, two local employers—representing the manufacturing and nonprofit sectors—received a combined \$10,208.57 in training funding to support employer-specific skill development. Additionally, eight Nassau County residents were assisted through Individual Training Accounts (ITAs), providing \$28,682.41 in grant funding to help individuals pursue training aligned with in-demand occupations. These workforce investments support business retention while strengthening the local talent pipeline.

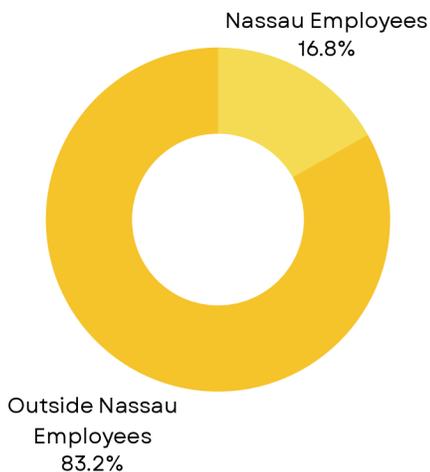
CareerSource Northeast Florida

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

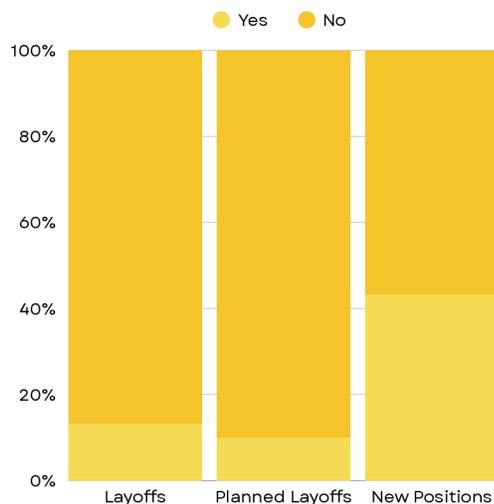
Service	FY 24/25	FY 23/24	% Change
Job Orders	171	463	-63%
Services to Employers	358	394	-9%
Employers Served	131	136	-4%
Job Seeker Visitors	4,277	3,417	25%
Services to Job Seekers	2,252	3,034	-26%

Workforce Survey Insights

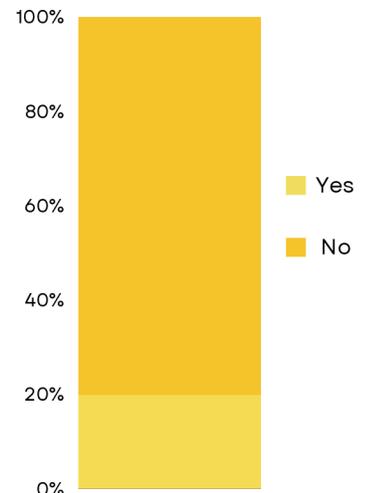
Workforce Resident: Employees Living Outside the County



Workforce Resident: Employees Living Outside the County



CareerSource NEFL Engagement: Companies who have utilized services

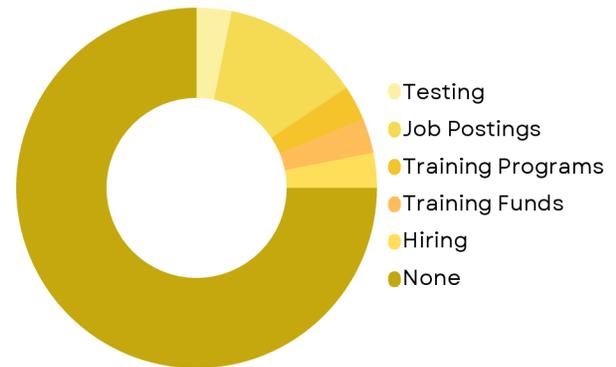




Reasons for Employee Separation



CareerSource NEFL Services Utilized



Workforce Development & Employer Insights

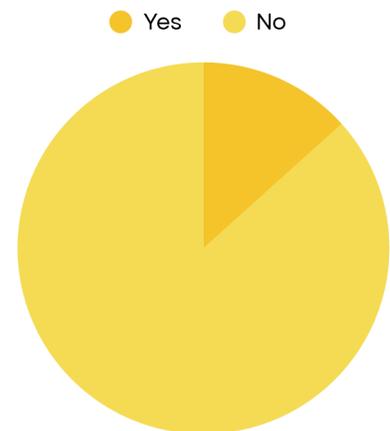
During the 2024–2025 reporting period, the Nassau County Economic Development Board, in partnership with CareerSource Northeast Florida, conducted workforce surveys and interviews with 30 local businesses to assess workforce trends and employer needs.

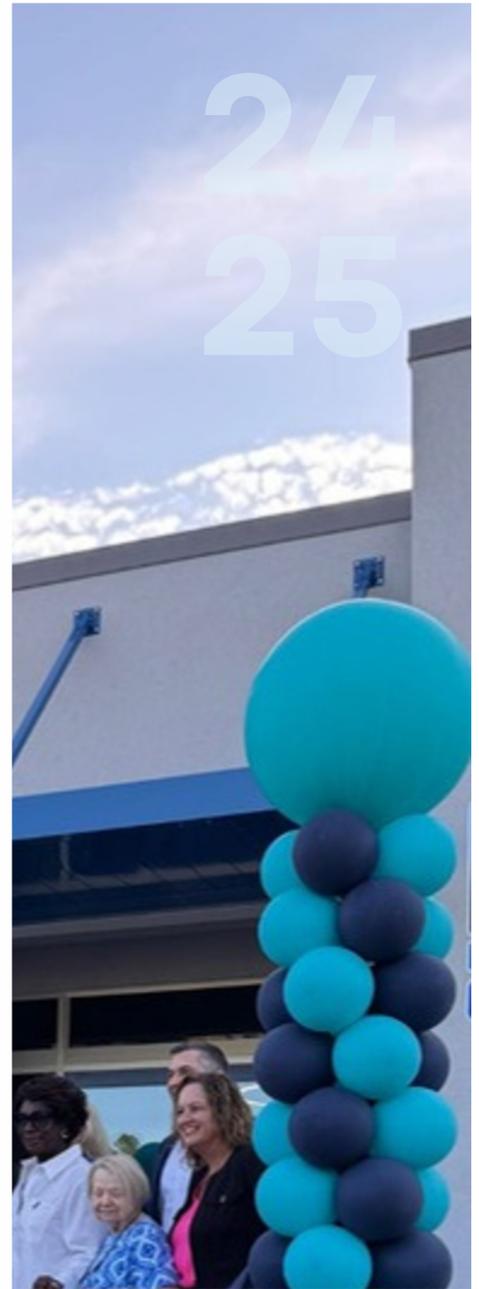
Only four businesses reported layoffs in the past year, affecting 90 employees, indicating overall workforce stability. However, employee turnover remains a challenge, with 375 separations reported, primarily due to better employment opportunities, relocation, and retirement. Despite these challenges, 13 businesses plan to add 127 new jobs, reflecting continued economic growth.

Employers identified increasing demand for computer skills, leadership development, and emerging technologies such as artificial intelligence, along with skilled trades and healthcare training. Businesses also expressed interest in workforce programs supporting veteran hiring, youth internships, apprenticeships, and inclusive hiring initiatives.

Persistent workforce challenges, including affordable housing, childcare and healthcare costs, transportation access, and talent retention, highlight the importance of continued collaboration among economic development, workforce, education, and local government partners to support long-term business growth in Nassau County.

Company Job Listings on CareerSource NEFL





BUSINESS RECRUITMENT & MARKETING

Overview

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.

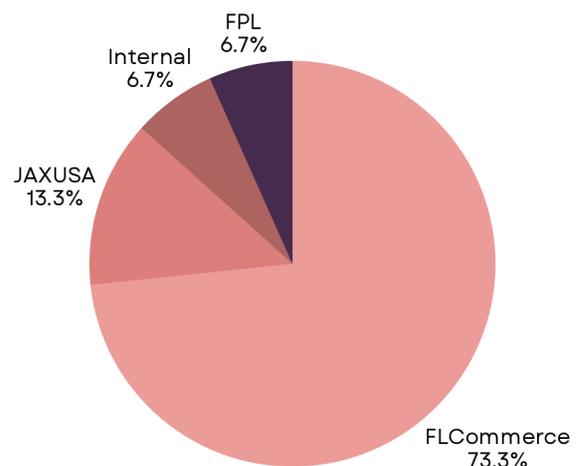


NCEDB received 30 new business prospects, all of which were fully qualified and determined to be a strong fit for the county’s target industries, available sites, and workforce profile. Of these prospects, four advanced to in-person site visits, with submitted sites toured alongside the Executive Director and key local stakeholders. As of the end of the fiscal year, 16 prospects remain active and are progressing through the due diligence process, evaluating Nassau County’s infrastructure, workforce, and incentive offerings. Collectively, these active and prospective projects represent an estimated \$4.85 billion in potential capital investment and 13,345 potential new jobs, underscoring the county’s growing visibility and competitiveness in the site selection market. While not all prospects are expected to materialize, the volume, quality, and scale of these projects reflect a strong recruitment pipeline and position Nassau County for significant economic impact as projects continue to advance toward location decisions.

Prospects by Industry



Prospects by Source



Project Updates

Featured Projects

Pattillo Industrial Real Estate

The groundbreaking of Pattillo Industrial Real Estate's first speculative building marks a significant milestone for economic growth in Nassau County. This project represents Pattillo's long-term investment in the community and signals strong confidence in the county's market potential. The development expands the county's inventory of market-ready industrial space, positioning Nassau County to more effectively compete for new business opportunities. Beyond the immediate construction activity, the project supports future job creation, strengthens economic diversification, and enhances the county's ability to attract a broader range of employers. For stakeholders and investors, this investment reinforces Nassau County's commitment to being a business-ready, investment-friendly community with a growing platform for sustainable economic development.



Tuscan Rose Vineyards

The grand opening of the Tuscan Rose Vineyard Winery marks a landmark achievement for Nassau County as the first Farm Winery in Northeast Florida. Representing a capital investment exceeding \$2 million and the creation of more than 25 new jobs, the project reflects the county's growing capacity to support diverse, value-added agricultural and tourism-based enterprises. Located on the west side of the county, the winery strengthens rural economic activity, enhances destination appeal, and creates new opportunities for surrounding businesses through increased visitor interest. This investment demonstrates how strategic, place-based development can contribute to economic diversification, activate emerging areas of the county, and support long-term community vitality beyond traditional industrial growth.

Community First Credit Union

The ribbon cutting for the new Community First Callahan Branch represents an important investment in West Nassau County's growing residential and business community. The 3,100-square-foot freestanding facility, featuring a full-service drive-thru, walk-up and drive-up ATMs, and Community First's signature tower design, brings enhanced financial services and modern digital banking options to the area. The \$2.3 million capital investment and creation of 10 new jobs reflect continued confidence in Callahan's growth and long-term potential. Beyond job creation, the branch supports local economic activity by improving access to financial services for residents and businesses while reinforcing a sense of place through design elements that honor the history of West Nassau County.



Tru-Fi Credit Union

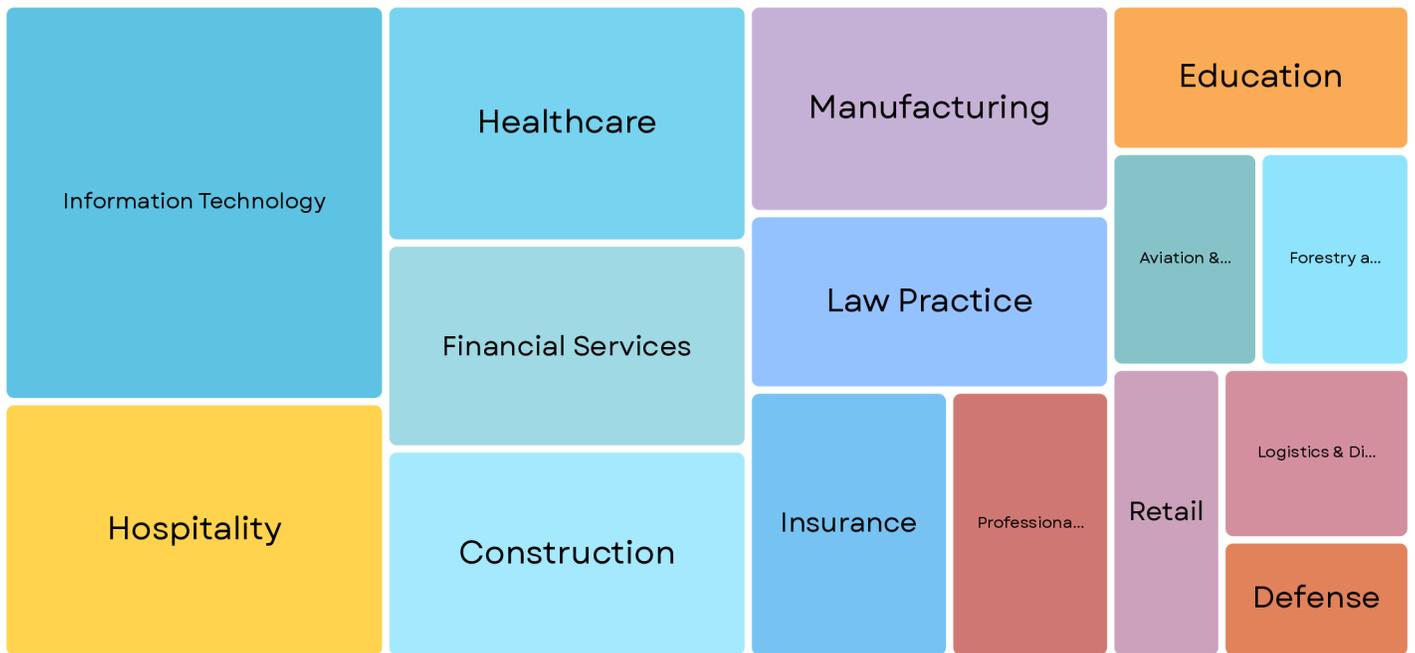
The groundbreaking for the new Tru-Fi Credit Union Callahan Branch marks another important step in strengthening financial infrastructure in West Nassau County. Representing a \$3 million capital investment and the creation of 10 new jobs, the project reflects continued growth and demand for expanded financial services in the Callahan area. The new branch will enhance access to banking and lending resources for both residents and businesses, supporting local entrepreneurship and everyday economic activity.

Website Leads

The NCEDB website generated 158 recorded leads, reflecting sustained interest in Nassau County from a wide range of industries and geographies. Website visitors represented diverse sectors, including manufacturing, forestry, banking, consumer electronics, healthcare, engineering, education, logistics, and real estate, underscoring the county’s broad market appeal. Companies ranged from small firms to large employers with workforces exceeding 1,000 employees, demonstrating engagement across a wide range of business sizes.

User engagement metrics further indicate meaningful interest beyond casual browsing. Several leads recorded multiple page views and extended time spent on the website, signaling active exploration of Nassau County’s available properties, assets, and economic development resources. This level of engagement highlights the effectiveness of the NCEDB website as a first point of contact for companies evaluating potential locations.

Website Lead Visits by Industry



To maximize the value of digital inquiries, NCEDB conducted targeted outreach to leads demonstrating higher engagement, including increased page views and longer time on site. This proactive approach helped distinguish exploratory interest from project-ready prospects and ensured staff focus on leads with the strongest potential for advancement. As a result of this targeted follow-up, one high-engagement lead advanced to an in-person county visit.

While not all website inquiries are expected to progress to active recruitment projects, the data confirms that the NCEDB website serves as an effective tool for initial prospect discovery, market validation, and lead qualification. High engagement levels, combined with strategic follow-up, demonstrate the website’s role in supporting broader BRM efforts by converting digital interest into tangible economic development activity.



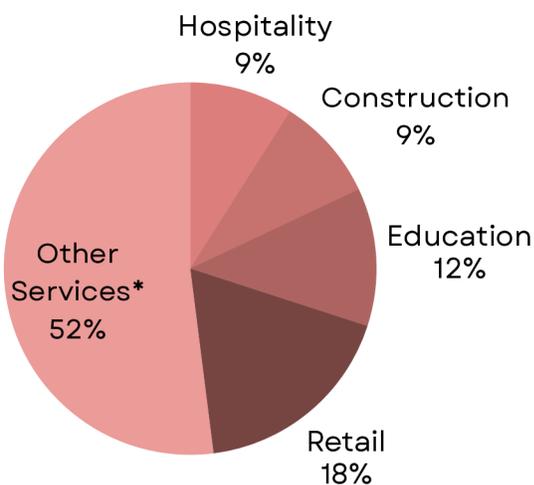
Small Business Development Center (SBDC)

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.

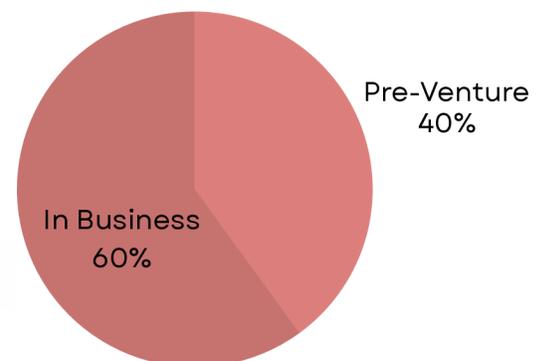
Service	FY 24-25	FY 23-24	% Change
Entrepreneurs Consulted	149	141	6%
Total Consulting Hours	1,678	386	335%
Workshop & Event Attendees*	2,679	2,639	2%
Jobs Created/Retained	95	51	86%
Business Startups	19	18	6%
Capital Formation	\$5,473,100	\$4,572,535	20%

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

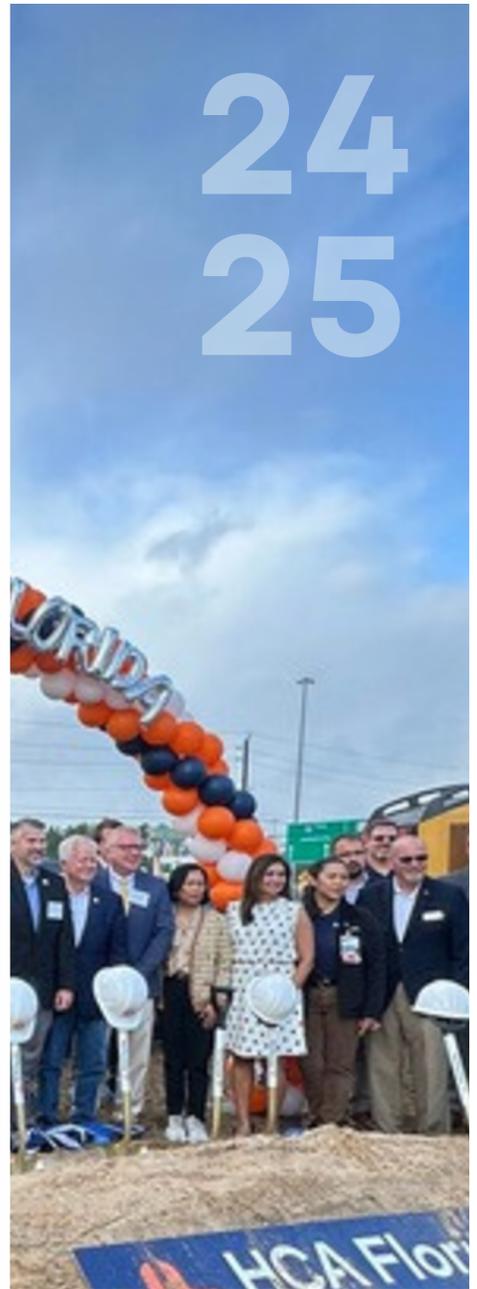
Business Type⁵



Business Status⁵



*Other Services Include:
Manufacturing, Wholesale, Professional/Scientific/Tech. Svs., Admin & Support, Healthcare, Arts & Entertainment and Other Services (except Public Admin)



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PUBLIC RELATIONS & COMMUNICATION

Overview

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 educational institutions. NCEDB’s fiscal year 2024-2025 goal was to give a minimum of twelve presentations, and that goal was reached.

Presentations given include:

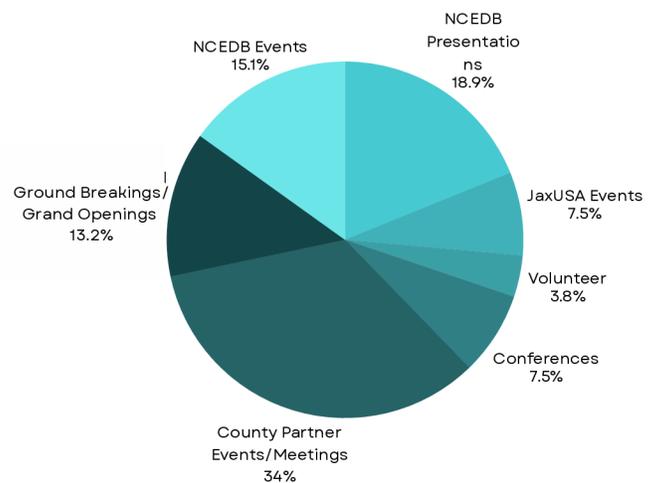
- FSCJ Student Support Staff Retreat
- Yulee High School
- JAXUSA Partnership Annual State of the Region
- Nassau County Chamber of Commerce: Quarterly Luncheon
- OHPA Strategic Plan Workshop
- Nassau County Chamber of Commerce: Leadership Nassau
- West Nassau Chamber Luncheon

Community Involvement:

- Institute for Enterprise (I4E) Board
- Fernandina’s Main Street
 - Economic Vitality Committee
- U.S. Constitution
- Nassau Prosperity Alliance (NPA)
- CTE Advisory Board Meetings
- Take Stock In Children
- Council on Aging Volunteer



NCEDB Activity as it relates to PRC



Key Events

Manufacturing Day: Teacher Tours

NCEDB successfully hosted Manufacturing Day, marking the return of Teacher Tours as part of its workforce development and education outreach efforts. Educators toured Netting Professionals, ALM Technologies, Science First, and Marlin & Barrel Distillery, gaining firsthand exposure to local manufacturing operations and career opportunities available within Nassau County. A total of six teachers participated, including five from Yulee High School and one from Hilliard Middle-Senior High School.



Reintroducing teacher tours strengthens connections between local educators and industry, helping ensure classroom instruction aligns with real-world manufacturing skills and career pathways while supporting long-term workforce readiness.

BRE Forums: AI Series

NCEDB hosted two Business Retention & Expansion (BRE) Forums, featuring a focused series on artificial intelligence (AI) to address emerging business needs. The first forum provided a broad overview of AI and cybersecurity, highlighting how the two intersect and how businesses can leverage these technologies to improve operations and manage risk.

The second forum featured returning speaker Jeff Cheeney, AI & Leadership Specialist, who led a hands-on workshop focused on the practical application of AI in everyday business scenarios. Participants engaged in real-world examples and learned actionable ways to integrate AI tools into their organizations. The AI series was well received by the business community, with the second forum ranking as one of the most successful BRE events since the program’s inception, emphasizing strong interest in relevant, applied training that supports business competitiveness.

Annual Economic Update Luncheon

NCEDB hosted its third Annual Economic Update Lunch, continuing a growing tradition of convening business and community leaders for high-level economic insights. The event again reached sold-out capacity, reflecting strong interest and engagement from the local business community. Featured speakers included Nassau County Manager Taco Pope, AICP, ICMA-CM; JAXUSA President Aundra Wallace; and Florida Secretary of Commerce J. Alex Kelly, who collectively provided local, regional, and state-level economic perspectives.

The luncheon serves as a platform to align stakeholders around key economic trends, opportunities, and challenges impacting Nassau County. Support from event sponsors, Barefoot Amelia Beach Rentals, RYAM, Ladson Construction, and Netting Professionals, helped ensure the continued success of this signature event.



Social Media Insights Facebook, Instagram, & LinkedIn

Social Media Performance & Digital Outreach

NCEDB experienced significant year-over-year growth across its social media platforms, reflecting a more strategic and intentional approach to digital communications. Across all platforms, total impressions and views increased by 97%, reaching 249,887 impressions, with an average of approximately 20,800 impressions per month. This growth indicates expanded visibility and stronger message penetration among target audiences.

Engagement levels also remained strong throughout the fiscal year. NCEDB recorded a total of 6,740 content interactions, including likes, comments, shares, and clicks, an average of approximately 560 interactions per month. Additionally, the total reach across Facebook and Instagram reached 126,222, averaging approximately 10,500 users per month, indicating consistent exposure to regional audiences.

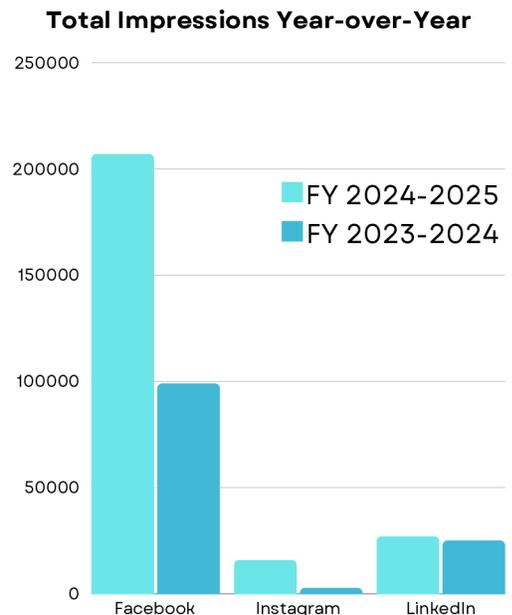
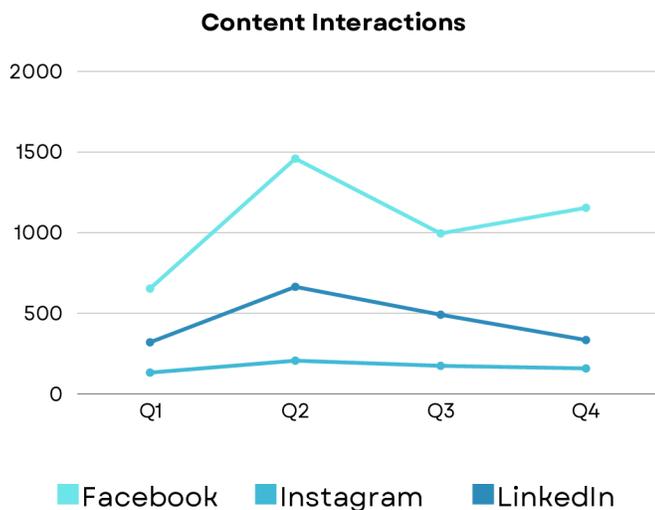
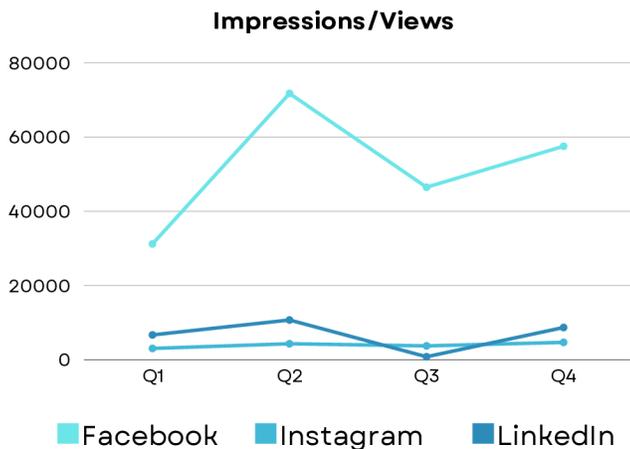
Content Strategy & Key Initiatives

Several targeted initiatives contributed to this growth in visibility and engagement. NCEDB implemented board member and Investor spotlight features throughout the year to highlight leadership involvement and organizational transparency. Social media coverage of NCEDB-hosted events was expanded, increasing awareness and attendance while reinforcing the organization’s role as a convener. Job postings for local businesses were also shared regularly, supporting workforce visibility and employer outreach.

Additionally, NCEDB began actively marketing available industrial and commercial sites on LinkedIn, aligning platform use with business recruitment objectives and reaching a more professional, site-selector-oriented audience.

Engagement Trends & Insights

The most engaging content during fiscal year 2024–2025 continued to center on NCEDB-hosted events, as well as ribbon cuttings and groundbreakings occurring throughout Nassau County. These posts consistently generated higher engagement, reinforcing the value of showcasing real-time economic activity and investment momentum. Overall, social media performance reflects a successful shift toward content that emphasizes visibility, credibility, and measurable economic development activity.



Website Insights

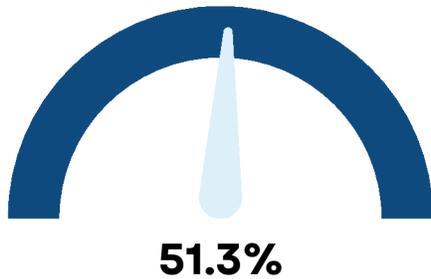
NCEDB’s website continued to serve as a key platform for outreach, information sharing, and business recruitment. The site recorded approximately 11,000 new users and 1,200 returning users, representing a 9.4% decrease in overall users compared to the previous fiscal year. While overall traffic declined slightly, the quality and intent of user engagement improved, indicating more targeted and purposeful site visitation.

This shift is reflected in a notable increase in website-generated business leads, which rose from 103 in the previous fiscal year to 158 in 2024–2025. This growth suggests that while fewer users visited the site overall, a higher share of visitors were actively seeking information related to site selection, business expansion, and economic development opportunities. These results indicate that PRC efforts are effectively attracting more intentional users with a stronger likelihood of converting into qualified leads.

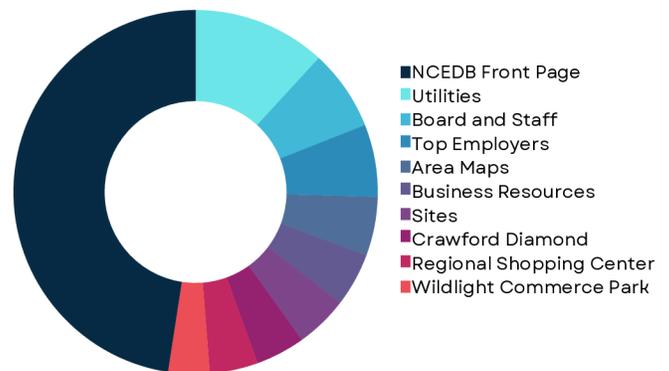
User behavior further supports this trend. The site selection page emerged as the most visited section of the website, with 6.38% of users visiting it, reinforcing its importance as a primary entry point for prospective businesses. Other highly visited pages included Board and Staff, Top Employers, and Business Resources, reflecting balanced interest in both recruitment-focused content and organizational transparency.

Engagement metrics also showed positive movement. The average engagement time per active user increased by 7.1%, suggesting deeper interaction with site content. Additionally, new users arriving through the direct channel increased by 12.4%, indicating stronger brand recognition and repeat awareness among target audiences. While the overall engagement rate of 51.3% declined slightly from 53% in the prior fiscal year, the increase in lead generation and engagement time suggests more focused, outcome-driven website use.

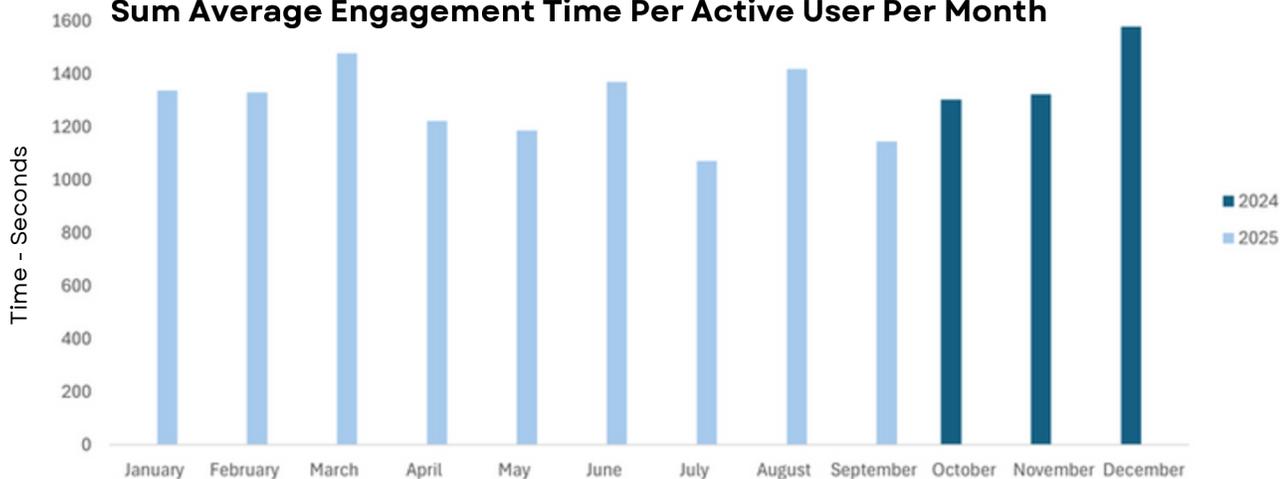
Engagement Rate

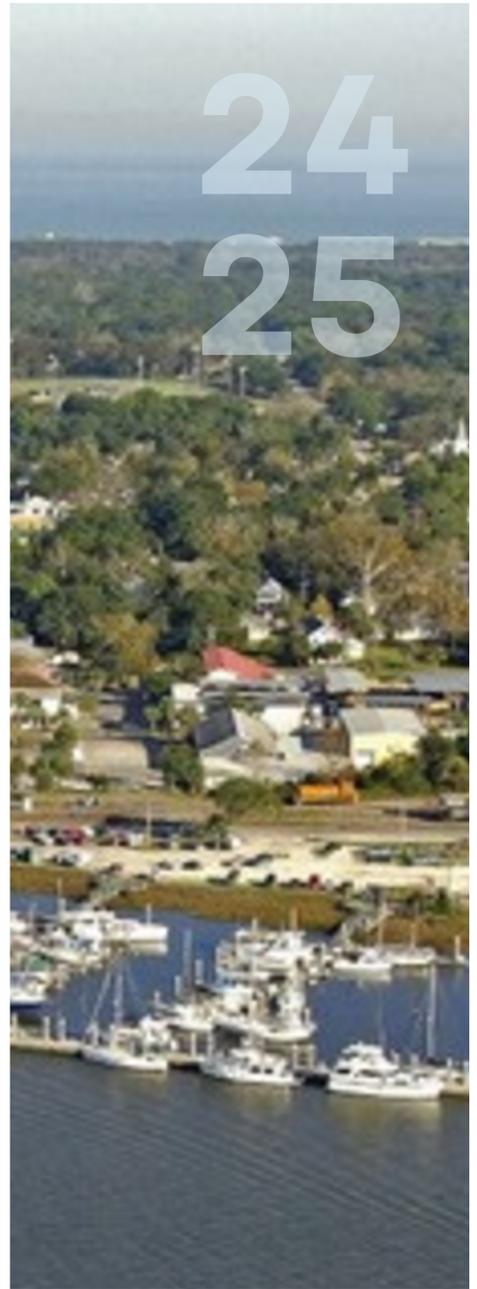


Most Visited Web Pages



Sum Average Engagement Time Per Active User Per Month





SUSTAINABLE REVENUE SOURCE

Overview

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.

NCEDB’s Sustainable Revenue Source (SRS) efforts remained focused on maintaining financial stability, strengthening investor relationships, and supporting key program initiatives. Funding efforts successfully supported priority activities, including the ability to secure four event sponsors for Manufacturing Day, ensuring continued investment in workforce and education outreach.

NCEDB also hosted its annual Economic Forecast event, a key engagement opportunity that provides a high-level outlook on anticipated economic conditions for the year ahead. This year’s event featured the return of Laura DiBella, with a special guest appearance by Congressman Aaron Bean, offering local, state, and national perspectives. While staff supported event planning and execution, the Executive Director remained focused on investor engagement and retention.

As a result of these efforts, NCEDB successfully retained all existing investors for another year, with two investors increasing their investment levels, reinforcing confidence in the organization’s mission and performance. Additionally, NCEDB conducted a feasibility study with Convergent Nonprofit Solutions to evaluate long-term funding strategies and support sustainable organizational growth.

Fiscal Year 2024-2025 Investors

Champion Investors

- HCA Florida Healthcare
- Nassau County Board of County Commissioners
- Rayonier/Raydient Places+Properties

Elite Investors

- Baptist Medical Center Nassau
- Florida Public Utilities (FPU)
- The Hurst Company
- Jacksonville Electric Authority (JEA)
- Vystar Credit Union

Master Investors

- Community First Credit Union
- Dana B. Kenyon Company
- Florida Blue
- Florida Power and Light (FPL)
- RYAM
- UF Health Wildlight

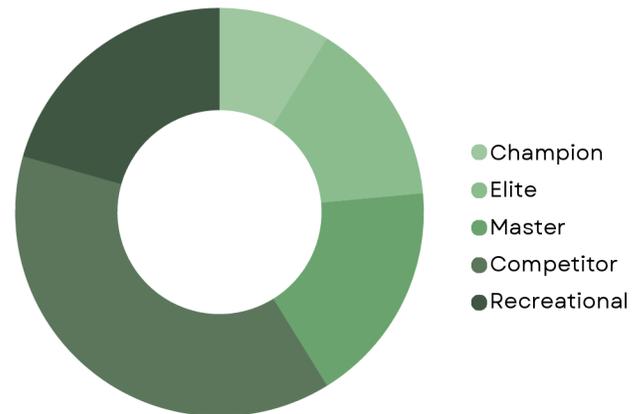
Competitor Investors

- | | | |
|--|-----------------------------------|-------------------------|
| • ALM Technologies, Inc. | • First Federal Bank | • Town of Callahan |
| • ARCO Design/Build | • Meridian Waste | • Town of Hilliard |
| • City of Fernandina Beach | • Okefenokee Rural Electric | • Tru-Fi Credit Union |
| • Edgewater Wealth Management of Raymond James | • Membership Corporation (OREMC) | • Tuscan Rose Vineyards |
| | • Pattillo Industrial Real Estate | • Westrock |

Recreational Investors

- | | | |
|---------------------------------|--------------------------------|-----------------------------|
| • Barefoot Amelia Beach Rentals | • Paul Clark Ford | • Springer Controls Company |
| • Cross Regions Group | • Ocean Highway Port Authority | • Tim-Prep, Inc. |
| • Florida Sun Printing | | |

Investor by Category



Sources

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2. American Community Survey, Population Summary powered by ESRI through JAXUSA Partnership. Retrieved December 8, 2025
3. American Community Survey, Community Profile powered by ESRI through JAXUSA Partnership. Retrieved December 8, 2025.
4. Florida Department of Commerce, Bureau of Workforce Statistics and Economic Research. Retrieved December 2, 2025.
5. Nassau County Impact Report. Small Business Development Center (SBDC). Retrieved November 3, 2025.



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FISCAL YEAR

24-25

OCTOBER 1, 2024 - SEPTEMBER 30, 2025