



QUARTERLY REPORT
December 2024

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The Nassau Prosperity Alliance (NPA), which consists of representatives from the Nassau County Economic Development Board, Nassau County Chamber of Commerce, Amelia Island Convention and Visitors Bureau, Small Business Development Center at UNF, and Prosper Nassau, serves as a unified coalition to facilitate strategic initiatives that promote economic development and support the local economic ecosystem. The inaugural meeting of the NPA was held on November 28, 2022.

NPA Mission

The NPA's mission is to nurture a more resilient, sustainable, equitable, and prosperous local economic ecosystem cultivated with a generational perspective and crafted to increase competitiveness on a regional and global scale, promote prosperity and high-paying jobs, and create vibrant and resilient communities that offer the highest quality of life in the State of Florida.

Strategic Plan Alignment

The NPA mission is supported by the priority initiatives established in Nassau County's Interim Strategic Plan. Primary responsibilities are authorized in Fiscal Stewardship and Economic Prosperity Initiative I to prioritize economic development, business expansion/retention, job creation, and promote policies, programs, partnerships, and initiatives that facilitate the application of the Six Pillars of Florida's Future Economy as defined by the Florida Chamber of Commerce. Specific projects outlined in this initiative include regularly collaborating with partner agencies to proactively pursue job attraction and retention; promoting, encouraging, and considering incentives to facilitate workforce housing; and coordinating and executing community planning initiatives that promote, protect, and facilitate land uses that support economic development and revenue generating enterprises.

NPA Initiatives

The quarterly meeting of the NPA was held on October 21st to share updates on the T2T Overlay, Vision 2050 Plan, and the market study prepared by SB Friedman.

Vision 2050 Presentations

During the months of October and November, an update on the Vision 2050 Plan was presented to the Planning Advisory Committee, Community Ambassadors, and the Towns of Hilliard and Callahan. Three maps, each representing the Trend, Incremental, and Think Big scenarios were introduced along with the draft Community Building Blocks. Growth scenarios will be used to determine how growth can be financially feasible, align with community values, and provide a resilient future. Building blocks represent the key themes heard from the civic engagement process and a review of County studies.

Bicentennial Events - Annual Christmas Tree Lighting

On December 6th, Nassau County hosted the 3rd Annual Christmas Tree Lighting event at the Robert M. Foster Justice Center in Yulee. Guests were invited to explore the Candy Cane Forest, Jingle Bells Beach, Fruitcake Farm, and other holiday stations in the Vision 2050 Winter Wonderland Tent to share their input on proposed Vision Plan Growth Scenarios and Community Building Blocks. The event also included vendors, food trucks, a 27-foot Christmas tree, kids zone, Santa's Village, and an opportunity to have your picture taken with Santa! The evening culminated with an amazing fireworks display to cap off the year-long bicentennial celebration!



JTA Transit Study - 2024 Update

The JTA Transit Study - 2024 Update was adopted by Resolution 2024-157 on October 16th. The final report provides an analysis of transit challenges and opportunities in Nassau County and recommends near-, medium-, and long-term improvements. Identified key transit needs included access to employment and health care, transportation for tourists from the airport to the island, and improved rural access.

JTA offers Transportation Disadvantage, on-demand, and Nassau Express Select services. The Nassau Express Select from Winn-Dixie Yulee to the JRTC at LaVilla in Jacksonville will be expanded, as recommended in the study, to include a stop at River City Marketplace for access to the Veterans Clinic.



Economic Development Highlights



Florida Rural Economic Development Association Summit

The Florida Rural Economic Development Association (FREDA) advocates for policies, programs, and funding that positively impacts the economic and community development of rural areas in Florida. This year's FREDA Summit was held November 20th through 24th at the World Equestrian Center in Ocala. The event attracted more than 300 public and private-sector economic development professionals, local and state elected officials, workforce talent development partners, and many other representatives committed to advancing economic development in Florida's rural communities.

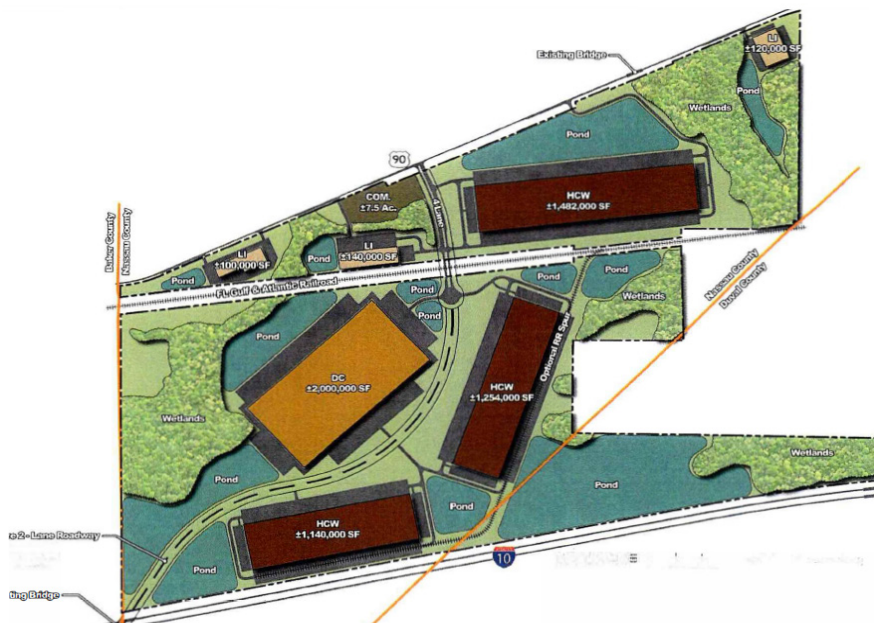
JAXUSA Partnership Meeting

A meeting of the JAXUSA regional partners was held on Friday, December 6th to provide input and share county initiatives that help support economic development. Partners include representatives from Baker, Clay, Duval, Flager, Nassau, Putnam, and St. Johns counties.



Nassau SW Industrial Park

301 Capital Partners, the owners of approximately 680 acres of land designated for industrial use in the southwestern portion of Nassau County, have unveiled plans for an industrial park proposed to accommodate over 6.2 million square feet of industrial use. The parcel has direct access to US Hwy 90, access to Florida Gulf & Atlantic rail, and will be served by central water and sewer facilities to be constructed by the developer. A two-lane north-south roadway will provide a connection from US Hwy 90 in Nassau County to developments in both Baker and Duval counties.



Baptist Emergency and Imaging Center Grand Opening

Baptist Emergency and Imaging Center at Nassau Crossing is now open. The facility, located in Yulee, is part of a comprehensive network of emergency care offered by Baptist Health. It leverages the extensive resources of Wolfson Children's emergency network, which includes the region's only full-service children's hospital and state-designated Level I Pediatric Trauma Center in Northeast Florida. This specialized children's ER is equipped to care for the specific medical needs of children aged 0 to 18, with special pediatric protocols and emergency teams skilled in handling serious pediatric conditions that may arise from seemingly minor symptoms.

The Nassau Crossing ER also features an adjoining imaging center for adults and children, outfitted with the latest technology to provide X-rays, ultrasounds, CT scans, mammography and bone density screenings closer to home.

Baptist Emergency and Imaging Center is the first facility to open on the new 56,588-square-foot Baptist Nassau Crossing Medical Campus - a new hub with convenient access to a range of health care services for the whole family. The complex will feature primary care, behavioral health and specialty physician offices as well as the Borland Groover Medical Office and Nassau Crossing Endoscopy Center.

Partner Agency Updates

Amelia Island Convention and Visitors Bureau

Dickens on Centre

The tenth annual Dickens on Centre festival, held December 12th through 15th, transformed historic downtown Fernandina Beach into Victorian-inspired London. The event kicked off with an Illuminated Procession that began on Front Street and culminated with a finale on the riverfront. This year's event drew nearly 17,000 visitors from outside Nassau County with 82% of those visiting the area specifically for Dickens. This helped fuel a total economic impact of \$6.76 million and accounted for more than 6,900 room nights.



Dining Month 2024 Economic Impact

On December 11th, a presentation was made to the Amelia Island Tourist Development Council on the economic impact of Dining Month, which took place during the month of September. According to Downs & St. Germain Research, a total of 1,579 people attended the event. Dining Month participants who live outside of Nassau County (42%) generated 280 nights in hotels, motels, and vacation rentals spent \$178,700 in the Amelia Island area during their visit.

Nassau County Chamber of Commerce

Give the Gift of Local!

For the 7th year, the Chamber hosted the Give the Gift of Local campaign, a program to help stimulate and reward members of the Nassau County community for shopping locally during the holiday season. During the month of December, shoppers visited participating Chamber member businesses and received a numbered ticket printed with a message of thanks for shopping local. Winning tickets presented to the Chamber office received a special gift.



Leadership Nassau

Leadership Nassau Class 24 experienced Justice & Law Enforcement Day on October 15th. Class members met at the courthouse to witness the judicial process firsthand and to hear, personally from Judge Fahlgren, Clerk of Court John Crawford and incoming Clerk Mitch Keiter who shared insights into the vital work performed by their offices. The courthouse visit was followed by lunch with Fernandina Beach Police Chief Tambasco and Nassau County Sheriff Leeper who led discussions on community safety and the importance of agency collaboration. Following lunch, the class was treated to demonstrations by the NCSO and tours of the Nassau County Corrections Facility and Emergency Operations Center.



On November 12, Leadership Nassau Class 24 spend the day immersed in the rich history, vibrant culture, and remarkable natural environment of Nassau County during History, Arts & Environment Day. The day included a talented and diverse group of speakers who generously shared their expertise and knowledge with the class providing a unique look into the various organizations that work tirelessly to make Nassau County a better place.

Government & Policy Day was held on December 10th. The class began their day with a Touch-a-Truck event and later convened in the County's Commission Chambers where they heard from Elected Officials at the local, state and federal levels, as well as representatives from the County, City of Fernandina Beach, and Towns of Callahan and Hilliard. The class ended their day by participating in a mock Commission meeting.



Annual Membership Meeting

On December 12th the Chamber hosted its annual membership meeting at The Crab Trap. Members were provided with a summary of the Chamber's 2024 accomplishments, incoming and outgoing Board members were celebrated, and attendees participated in an ugly Christmas sweater contest!



CHAMBER Activity Report

Member Outreach
Visits/Calls
2,003

Business Resources
Provided
93

Online Business
Directory Referrals
2,803,581

Visitor Assistance
Provided
8,416

Active
Businesses
2,203

Certificates of Origin
(Exporting)
17

Relocation
Requests
1,072

Bids/Proposals
to Members
9

New Chamber
Members
141

Nassau County Economic Development Board (NCEDB)

Investor Appreciation Event

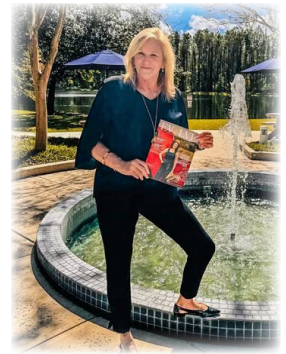
On October 24th, the NCEDB celebrated 30 years of service at its Annual Investor Appreciation Event at Mocama Wildlight recognizing the following partners for their contributions to the Nassau County community:



Rayonier: Regional Economic Impact Award
Baptist Health: Business Retention and Expansion Award
HCA Healthcare: New Business Investment Award

The board also posthumously honored long-standing board member, David Buchanan, with the Excellence in Economic Development Leadership Award. Mr. Buchanan was a Hilliard businessman, director of transportation for the Nassau County School Board, and mayor of Hilliard for 18 years.

Sherri Mitchell, NCEDB Executive Director, was featured in Evolve Magazine’s “Made Here” issue that included a feature story on RYAM entitled 85 Years of Manufacturing at the Beach: Rayonier Advanced Materials (RYAM).” The article highlighted RYAM’s history and investment in Nassau County and it’s goals for the future.



During Manufacturing Month, Nassau County students from the career and technical education classes toured five businesses to experience firsthand the importance of manufacturing in our community. The NCEDB coordinated tours with ALM Technologies, Florida Machine Works, Masonite, Netting Pros, and Science Interactive.



NCEDB Activity

Business Retention & Expansion

9

Business Visits and/or Workforce Surveys

Business Recruitment & Marketing

24

Qualified Leads who Visited NCEDB Website

Public Relations & Communication

2

Total Presentations Given

Sustainable Revenue Source

12

New Investors

New Prospects				
Active Prospects	Industry	Capex	Jobs	Average Wage
NCEDB Prospect 1	Manufacturing	\$25 Million	50	TBD
NCEDB Prospect 2	Manufacturing	\$4 Million	20	TBD
NCEDB Prospect 3	Distribution	TBD	150	TBD
NCEDB Prospect 4	Manufacturing	\$5 Million	80	TBD
NCEDB Prospect 5	Defense & Homeland Security	\$70 Million	120	TBD
NCEDB Prospect 6	Manufacturing	\$40 Million	75	\$67K

Small Business Development Center (SBDC) at UNF



8th Annual Vetpreneur Summit

On December 6th the City of Jacksonville's Military Affairs and Veterans Department, in collaboration with the SBDC at UNF and FSCJ, hosted its 8th Annual Vetpreneur Summit. This standing room only free event focused on veteran-owned small businesses and veterans who are interested in starting a business. Participants engaged with military leaders to learn about starting or building a business, financing, contracting opportunities, and available resources; and heard success stories from existing veteran-owned businesses.

Spotlight on Success - Moxie Salon and Spa

Joy Schmidt started beauty school at 15, graduated at 17, and worked in several salons over the years, becoming a licensed cosmetology educator in 2010. First attending Cameo Beauty Academy and then working for Paul Mitchell Schools, the educational training she received helped with her leadership and management skills. For 29 years, Joy has been dedicated to her career as a hairstylist and is even more passionate about the industry now as a salon owner.



Moxie Salon and Spa is a full-service Salon offering hair and skin care services. The idea of Moxie came from 30 years of being in the cosmetology industry. After overcoming obstacles related to the pandemic and training hairstylists in a virtual setting, Joy was determined to finally open her own salon.



In 2023, Joy heard about the SBDC services for those looking to start a business and reached out to Jodi Henson, SBDC business consultant in Nassau County. Jodi helped Joy through the process of drafting and refining a business plan to secure funding. "Jodi was so professional and knowledgeable. She guided me throughout the whole process of building my business plan. She continued to check in with me to make sure I was on track. She even stopped into the salon to visit and see how things were going" Joy stated. Joy was able to successfully obtain an SBA loan to cover the startup and build-out costs for the salon, along with working capital, and marketing assistance. In early 2024, Moxie Salon and Spa was officially opened in Yulee. Today, Joy is leveraging her years of cosmetology knowledge and experience as a leader and educator to bring her skills to her clients and employees.

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