



Jacksonville, Florida

For More Information Contact:

Jerry Mallot
President, JAXUSA Partnership
(904) 366-6654
jmallot@jaxusa.org

BACKGROUND

In the early '90's, civic leadership in Jacksonville, Florida decided they were no longer satisfied with a passive approach to economic development. Using the regional Chamber as the facilitator, corporate and political leaders launched Cornerstone, a regional collaborative for business attraction and retention. Recently re-branded as JAXUSA, this initiative is frequently recognized as one of the top economic development programs in the country. JAXUSA represents the seven counties of Northeast Florida.

RESOURCE DEVELOPMENT GROUP ROLE AND RESULTS

RDG Principals have managed three of the five Cornerstone/JAXUSA investment campaigns. Always funded in five year cycles, RDG has facilitated program "resets" and financial feasibilities at the beginning of each cycle. They have also managed the subsequent direct solicitation investment campaigns.

Over the course of three campaigns, RDG has helped JAXUSA generate close to \$30 million in corporate support, which has been supplemented with operating dollars from the public sector.

LEGACY

JAXUSA is universally recognized as one of the top economic development initiatives in the United States. It has successfully recruited hundreds of companies and helped retain, create and attract tens of thousands of new jobs to the region. The JAXUSA brand is truly global, and is well-known for innovative initiatives designed to attract headquarters, finance and technology firms. The international platform, built on leveraging JAXPORT is considered one of the most effective in the world.