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## **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. Later 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.

## **RDG'S ROLE AND RESULTS**

RDG Principals have managed five of the six Cornerstone/JAXUSA investment campaigns, including the current campaign in 2020. Usually funded in five-year cycles, RDG has facilitated program "resets" and financial feasibilities at the beginning of each cycle. We have also managed the subsequent direct solicitation investment campaigns. Over the course of five campaigns, RDG has helped JAXUSA generate over \$40 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.

resource development  
group



building organizations that build communities

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