



NASSAU COUNTY

Florida's First Best Impression



Value

As Nassau County continues to undergo a transition from both landscape and cultural standpoints it is not only our role but NCEDB's goal to position our County and its assets in the most positive and competitive nature moving forward

Our Vision & Mission



Vision

Nassau County, achieving and unparalleled quality of life together



Mission

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



Marketing Outreach Strategy

4 Major Pillars



01

Business Retention & Expansion (BRE)

Host BRE Forums, Hurricane Preparedness workshops, conduct workforce surveys, and support the CTE program by providing current Job Demand reports

02

Business Marketing & Recruitment (BRM)

Identify, attract, and recruit new businesses with an emphasis on the targeted Industries

03

Public Relations & Communication (PRC)

Communicate key economic development information, maximize the NCEDB website, & participate in Committees/Forums/Rural Counties Day

04

Sustainable Revenue Source (SRS)

Maintain past investors, with a goal to add 3 new by year end.



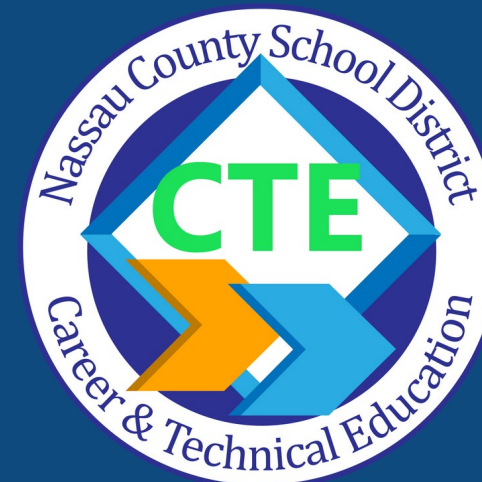
Marketing Outreach

Education

Skilled Workforce

Building on Nassau County's School Boards Grade A education system NCEDB remains conscientious of the workforce needed as a business relocates.

Using our best assets: FSCJ Nassau Center, CTE Program



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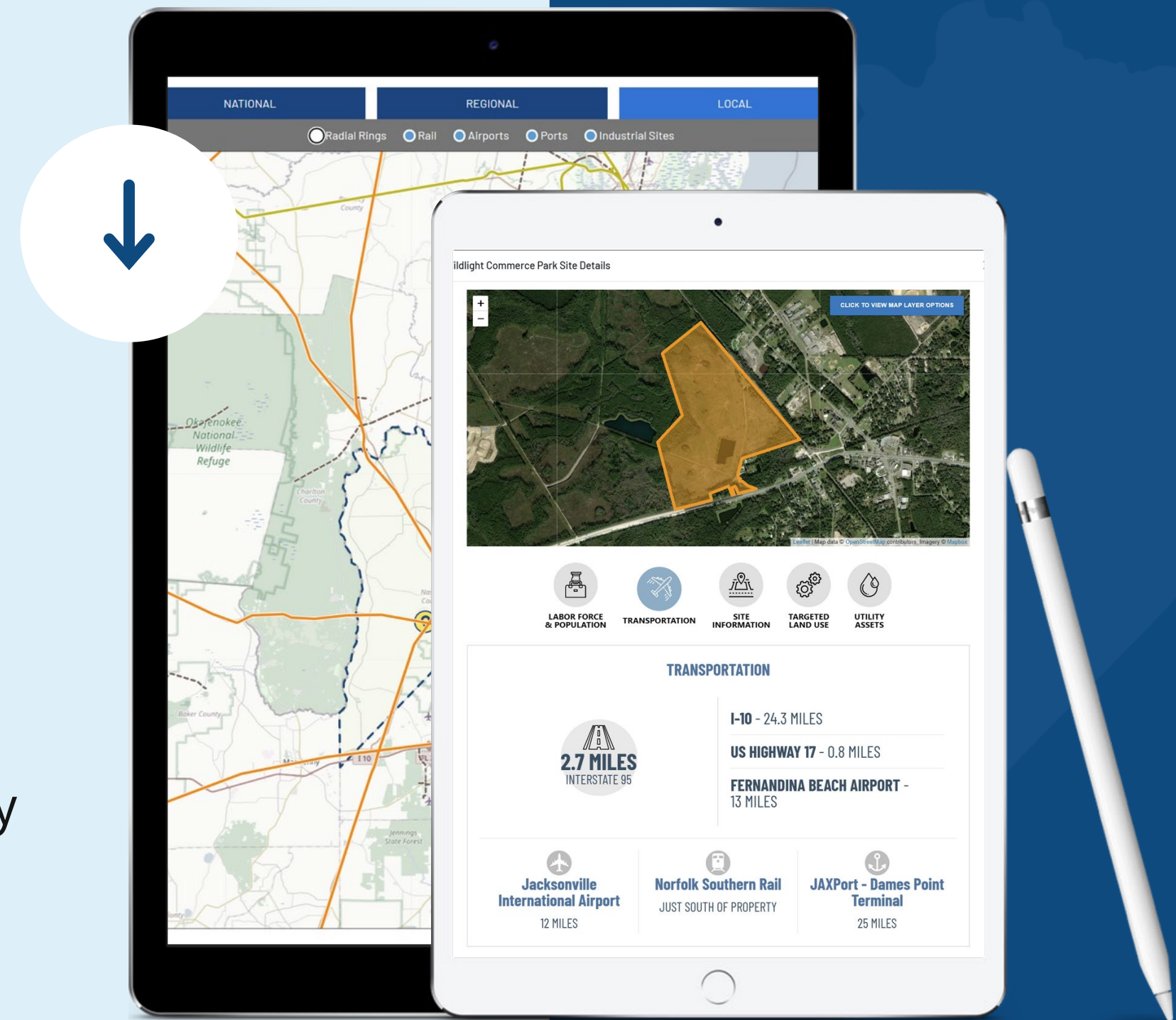
Industry Certifications

Industry certifications earned by Nassau County School District students in the 2022-2023 school year

Marketing Outreach

Execution

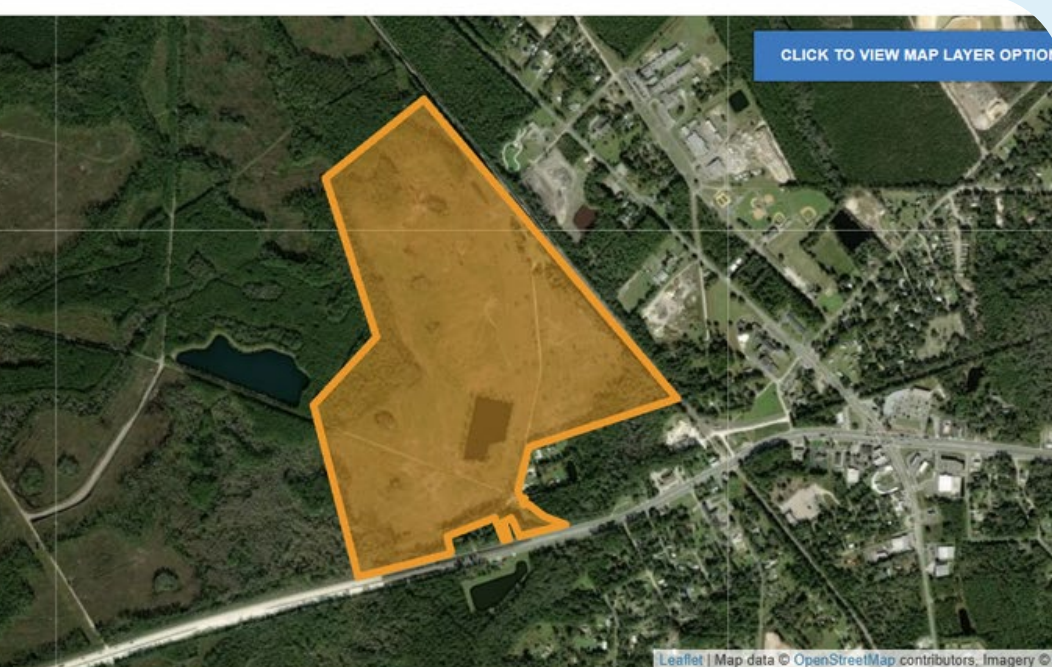
- Increase Investments / Identifying New Key Stakeholder's
- Maintaining the updating Marketing material and information related to Crawford Diamond, and other marketable shovel-ready sites
- Continue to submit available sites



Website Updates

Interactive Maps

We have implemented interactive maps. The maps feature sought-after properties such as the Crawford Diamond Industrial Park and the Wildlight Commerce Park. Site Selectors can select the various utilities on the site and see where they lay on the properties as well as demographic information. Our goal is to add more key properties as we identify them.



TRANSPORTATION

I-10 - 24.3 MILES

US HIGHWAY 17 - 0.8 MILES

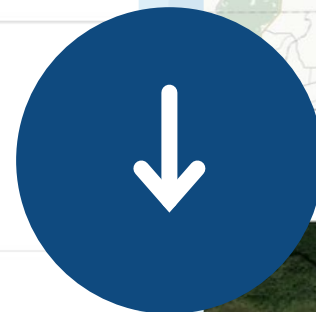
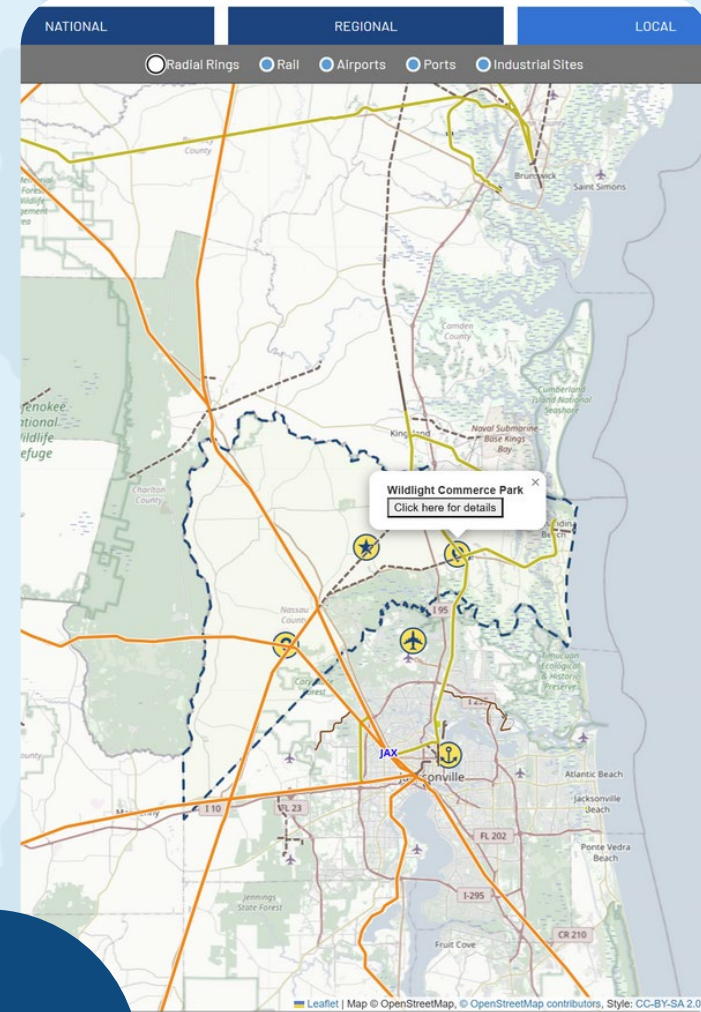
FERNANDINA BEACH AIRPORT -
13 MILES

2.7 MILES
INTERSTATE 95

Jacksonville
International Airport
12 MILES

Norfolk Southern Rail
JUST SOUTH OF PROPERTY

JAXPort - Dames Point
Terminal
25 MILES



Multi-Faceted Funding

Economic Activities



BRE

\$10,900

- Maintain the BRE Program.
- Two Business Round Tables.
- Provide job creation and small business development training.
- Resources for business community.
- Training grants, Customized Training (FSCJ Nassau), Support Expansion needs.

BRM

\$10,000

- Brand materials & Marketing packets for prospects.
- Website updates with interactive maps.
- Develop a multifaceted marketing program.
- Identify additional marketable sites.

PRC

\$8,300

- Business Community Outreach.
- Monthly Newsletters/Quarterly Updates .
- Rural Counties Day.
- Staying current with legislative changes.

SRS

\$7,500

- Increase budget.
- Facilitate annual Investor appreciation event.
- Keep all Investors regularly updated on relevant topics.
- Facilitate an annual economic update luncheon.

BUSINESS RETENTION & EXPANSION (BRE)

To support, retain, and expand upon the local business base. Increase business retention and expansion activities with all present companies.



BUSINESS RECRUITMENT & MARKETING (BRM)

Drive sustainable job growth by leveraging our quality of life, as we continue to market our key job opportunity areas.



PUBLIC RELATIONS & COMMUNICATION (PRC)

Maintain partnerships with local, regional, and national media to communicate key economic development information.

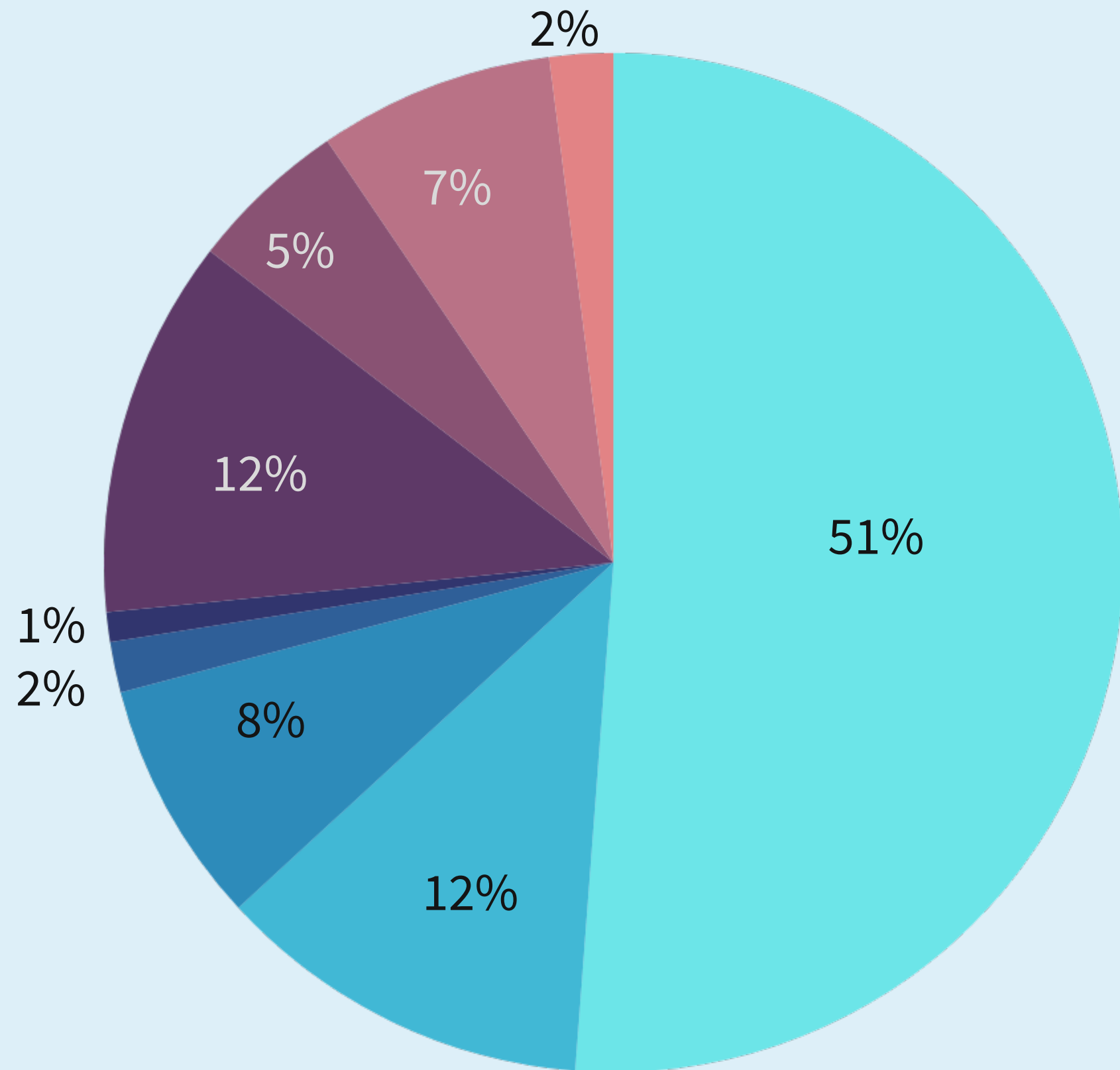


SUSTAINABLE REVENUE SOURCE (SRS)

Increase and maintain annual budget, develop sustainable revenue stream for economic development and community initiatives.



Budget Breakdown



- Salaries: \$171,250
- SBDC: \$40,000
- Operating: \$25,900
- Taxes / Workers Comp. / Ins. Liability: \$16,870
- Professional Development: \$5,360
- Economic Development Activities: \$40,200
- Contractual Services: \$25,000
- Dues & Subscriptions: \$3,140
- Marketing: \$6,750

↓
Total: \$334,568

BRM: Project Update

Active Project	Industry	CAPEX	Jobs	Average Wage
17	Manufacturing	TBD	200	\$50,000
3	Manufacturing	\$4 Million	200	\$50,000 - 60,000
4	Life Science/Manufacturing	\$100 Million	TBD	\$50,000 - 60,000
5	Manufacturing	TBD	650	\$50,000 - 60,000
6	Manufacturing	\$82 Million	425	\$59,000
7	Manufacturing	\$500 Million	400	\$60,000
8	Industrial	\$30 Million	100+	\$50,000



BRE

Impact

Through the BRE Program, we have reached 37 businesses, conducted 72 business surveys, and visited 30 businesses.

BRE Partners

- Economic Development
- CareerSource
- Small Business Development Center
- Tourist Development Council
- Nassau County Chamber
- County Planning



SBDC Impact

Service	2023 Jan - Aug	2022 CY
Entrepreneurs Consulted	115	149
Total Consulting Hours	472	595
Workshop Attendees	14,288	3,375
Jobs Created/Retained	44	31
Business Startups	15	13
Capital Formation	\$1,082,030	\$1,850,700

CareerSource NE Florida	22-23 Q4	22-23 FY
Employers Served	39	174
Job Seeker Visitors	763	3,640
Services to Job Seekers	586	3,074

2022 - 2023 FY

Project Overview

TOTAL PROJECTS

17

PROJECTS BY STAGE

13

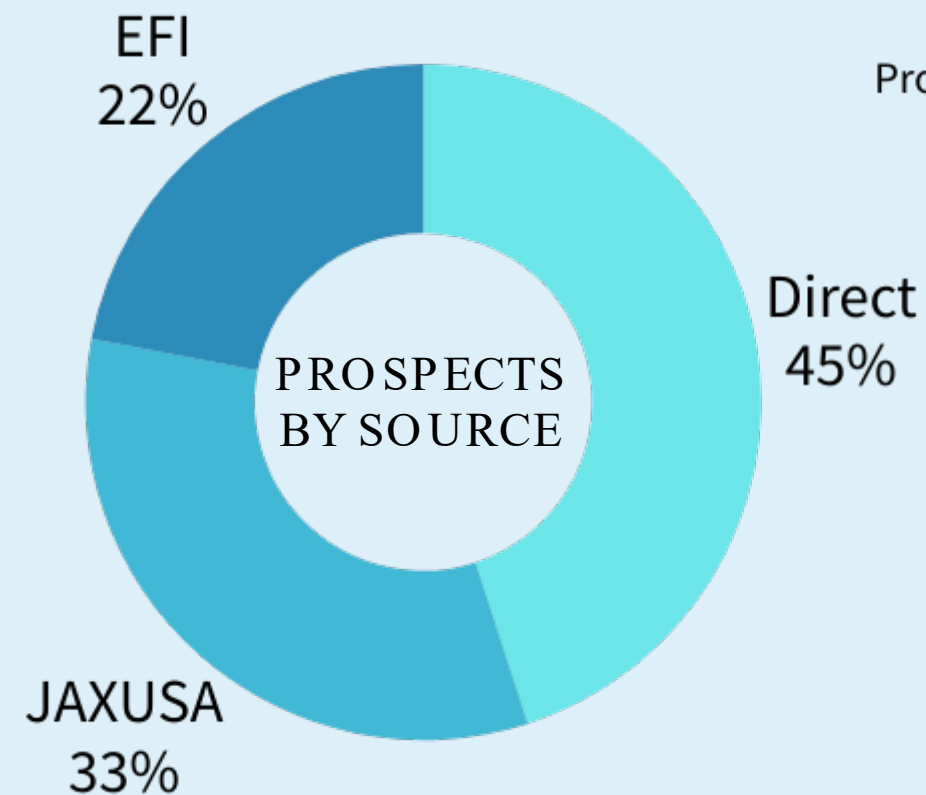
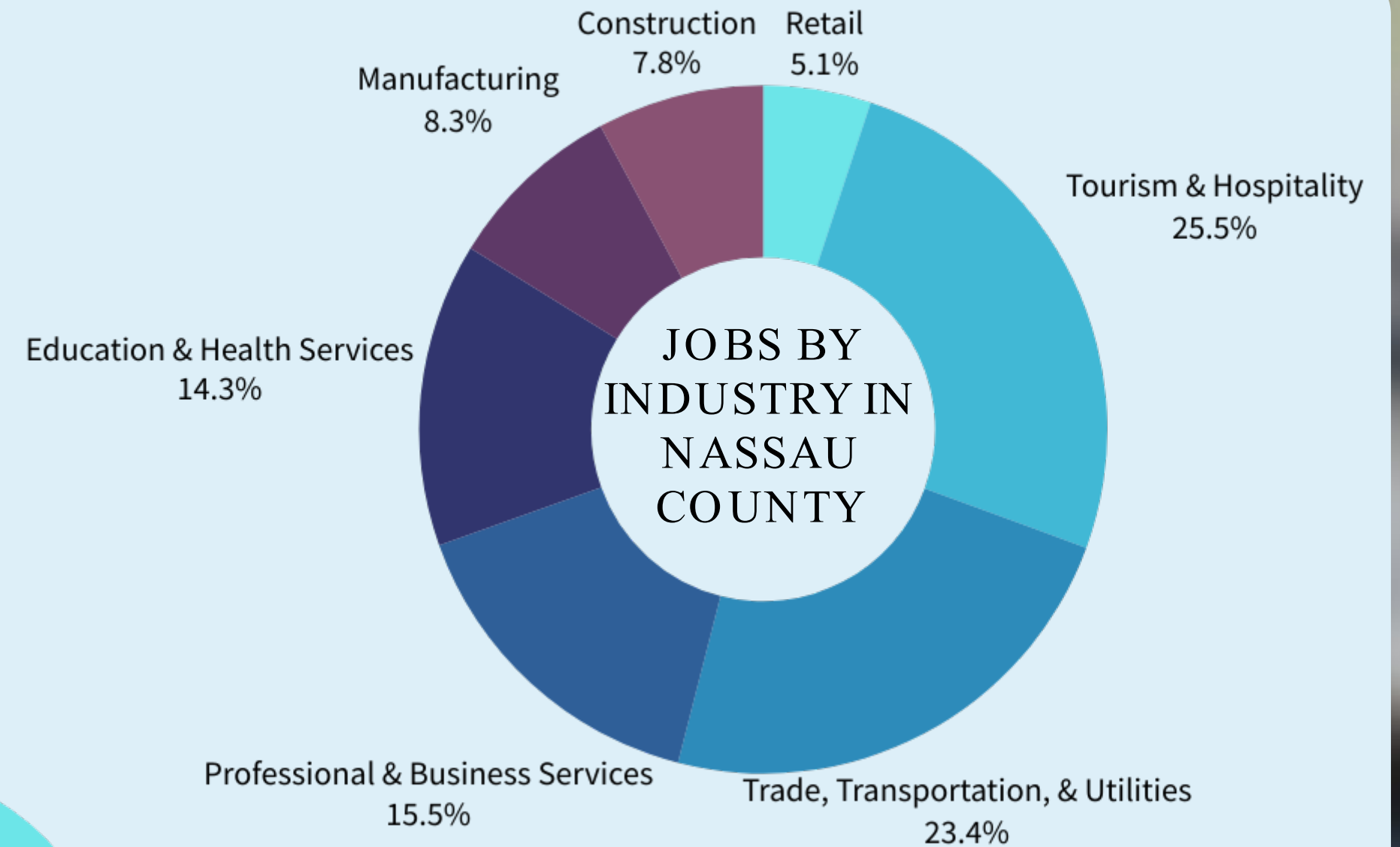
SITE VISITS

15

PROSPECT
MEETINGS

16

QUALIFIED



Key Stakeholders





THANK YOU

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