



# EDC QUARTERLY REPORT JANUARY – MARCH 2024

St. Johns County Chamber of Commerce  
Economic Development Council



# EXECUTIVE SUMMARY

The second quarter provided a strong start to 2024. The Board of County Commissioners approved the final incentive request for Publix Central Fill Pharmaceutical Facility and initial incentive requests for the Vermeer Southeast project and the Acadia Behavioral Health project. These project announcements along with several others highlight continued progress in non-residential growth in the County.

Our Economic Development Council breakfast provided insight regarding the infrastructure upgrades taking place across the County and how those improvements factor into the County's long-range plans for growth management. Joy Andrews, County Administrator, provided detailed insights on a variety of projects across the county and the benefits they would bring. She also discussed the input sessions taking place with the Comprehensive Plan and encouraged everyone in attendance to provide input to the county on this important process.

Big news also came from UF Health St. Johns as they announced the construction of a 150-bed hospital and medical office complex on a 42.5-acre site in Durbin Park. This investment will bring between 1,500 and 2,000 new jobs to the county and continue to enhance our position as medical hub in the Southeast. UF Health plans to invest over 1 billion dollars in our region through this project and enhancements to their existing facilities.

The 2024 Legislative Session is in the books and all attention now turns to Gov. Ron DeSantis, who over the next three months will receive and review the FY 2025 Florida Budget and numerous other bills approved by the Florida Legislature before their adjournment on March 8. The Chamber continues to closely follow legislation on the business rent tax reduction, Live Local Act, funding for Visit Florida, and the tourism development tax.

The Chamber staff is also keeping an eye on federal legislation that may affect our local businesses. The new federal reporting requirements with the Beneficial Ownership Information Directory is one example of legislation that potentially affects a significant portion of our membership. This stems from the bipartisan Corporate Transparency Act, enacted in 2021 to curb illicit finance and requires many companies doing business in the United States to report information about the individuals who ultimately own or control them.

Finally, we are in strong planning mode as we launch our new St. Johns County Chamber of Commerce Foundation and begin planning the celebration of our 120<sup>th</sup> year as a Chamber. The Foundation is a 501c3 nonprofit organization with the mission to serve the entire community through leadership opportunities, workforce education, and economic development programs. The foundation expands the Chamber's mission by offering additional programming and philanthropy beyond the traditional business sector.

# ECONOMIC DEVELOPMENT COUNCIL: PURPOSE & ROLE

## PURPOSE

The purpose of the Economic Development Council is multifaceted: to promote the economic growth of St. Johns County by attracting new business and industry into the community, enhancing the growth and expansion of existing business and industry, fostering entrepreneurialism and innovation and supporting workforce development and business education programs and serving as the ESF 18 business and industry lead for emergency response and disaster recovery in coordination with St. Johns County Emergency Management and Economic Development departments.

## ROLE

The Economic Development Council (EDC) provides support to business owners, executives and entrepreneurs who seek to start, expand or relocate enterprises in St. Johns County.

Our efforts are leveraged by collaboration and cooperation with federal, state, regional and local partners, including St. Johns County Government and the St. Johns County Board of County Commissioners.

# ECONOMIC DEVELOPMENT EDUCATION & EFFORTS

## EDUCATIONAL TRAINING & ACTIVITIES

Educational Training & Activities – Throughout the second quarter Chamber Staff participated in educational training and activities with partner agencies including:

Jan. 8	Industrial Development Authority Meeting	Feb. 20	JAXUSA Policy Council Meeting
		Feb. 27	JAXUSA Career Fair
Jan. 19	JAXUSA Partner Meeting	Feb. 27	JAXUSA Investor Celebration
Jan. 28	St. Johns River State College FBLA Class – Scott Maynard	Feb. 29	Elevate Women Conference – Isabelle Renault
Feb. 1	WSOS Radio Interview on Pitch Factory - Scott Maynard & Kaitlyn Crowder	Mar. 8	JAXUSA Partner Meeting
		Mar. 11	Project Opioid Regional Meeting
Feb. 2	Hastings Main Street Association – Scott Maynard, Growth in St. Johns County	Mar. 15	Small Business Administration Regional Meeting
Feb. 8	JAXUSA Partner Meeting	Mar. 22	Armenian delegation studying U.S. women leaders
Feb. 12	Industrial Development Authority Meeting	Mar. 25-29	Flagler College Business Week
Feb. 13	Pedro Menendez High School Vystar Business Academy – Scott Maynard	Mar. 28	JAXUSA Regional Luncheon – Donna Deegan, Mayor of Jacksonville
Feb. 15	JAXUSA Business Development Committee		



## BUSINESS EDUCATION TRAINING & COMMUNITY OUTREACH EFFORTS

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The Chamber provides training, business education, networking opportunities and outreach activities for its members and the community.

Jan. 9 Ambassador Monthly Meeting

Jan. 10 Chamber Before Hours – St. Augustine Encompass Health



Tom Laughlin, Encompass Health

Jan. 11 Chamber at Noon – Erin Waller, UF Health St. Johns

Jan. 19-20 Leadership St. Johns Retreat

Jan. 24 Chamber After Hours – Longleaf St. Johns Apartment

Jan. 25 Leadership St. Johns Social Services Day

Jan. 25 Chamber After Hours – St. Johns Basecamp Fitness Fruit Cove

Feb. 1 Women with Vision - Asia Gholston, Jacksonville Jaguars

Feb. 6 Ambassador Monthly Meeting

Feb. 7 Chamber Before Hours - Fyzical Therapy & Balance Centers

Feb. 8 Chamber Before Hours - St. Augustine - SJC Visitors & Convention Center

Feb. 9 Historic St. Augustine Area Council Meeting – Amy Skinner, City of St. Augustine

Feb. 14	Chamber at Noon – Lee Smith, Executive Director of The Players Championship
Feb. 15	Tourism and Hospitality Council – Digital Domination AI Panel
Feb. 16	Chamber 101
Feb. 21	Chamber Foundation Board Meeting
Feb. 21	Chamber After Hours – YMCA Florida First Coast
Feb. 22	Chamber After Hours – bestbet
Feb. 23	EDC Breakfast – Joy Andrews, County Administrator
Mar. 5	Ambassador Monthly Meeting
Mar. 7	Night at the Players
Mar. 20	Chamber at Noon – Alfreda Boney, PSC Consulting
Mar. 28	Bizzed Series – Glen Gould
Mar. 28	Chamber After Hours – Liberty Landscape and Supply





## RIBBON CUTTINGS, GRAND OPENINGS & GROUNDBREAKINGS

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Jan. 11      Third Space Improv ribbon cutting



Jan. 11      First Coast Cultural Center ribbon cutting

Jan. 18      Effect Medspa ribbon cutting

Jan. 19      River City Wrestling event announcement

Jan. 22      Fleur de Lis Boutique Florida ribbon cutting





Jan. 25	Ferreira Wealth Group ribbon cutting
Feb. 5	Argyle Restaurant ribbon cutting
Feb. 8	Fifth Third Bank ribbon cutting
Feb. 21	UF Health Durbin Park groundbreaking ceremony
Feb. 28	KFC ribbon cutting
Mar. 15	Discover and Recover ribbon cutting
Mar. 19	St. Johns Premier Boat Rental ribbon cutting



Mar. 19	Love's Travel Stops ribbon cutting
Mar. 22	Village RV ribbon cutting
Mar. 25	Texas Roadhouse ribbon cutting



## ECONOMIC DEVELOPMENT COUNCIL QUARTERLY BREAKFAST EVENT FEBRUARY 23, 2024



Joy Andrews, St. Johns County Administrator

This quarters EDC Breakfast featured St. Johns County Administrator Joy Andrews presenting on infrastructure improvements and the comprehensive plan update. Andrews provided insight regarding the infrastructure upgrades taking place across the County and how those improvements factor into the County’s long-range plans for growth management. St. Johns County continues to be one of the fastest-growing counties in the state, presenting new opportunities and challenges.

“It is so important for us to have an informed community,” Andrews said. “We want the community to tell us what they want their County government and home to look like. The only way to have that authentic, meaningful dialogue is when they are informed. It is on us, on County staff including myself, to go around this community and make sure that our neighbors are in the know.”

The key components of the presentation focused on growth and infrastructure, financial stewardship, open governance and transparency, and economic resiliency. These are all important topics to Chamber members. “We are excited for the future and grateful for our partnership with St. Johns County,” St. Johns County Chamber of Commerce President/CEO Isabelle Renault said. “It is vital for our business community to know what to expect regarding

upcoming infrastructure so they can make plans for their own business in the future and see where they want to grow.”

While growth is a good thing – and St. Johns County has seen a lot of it over the past few years – Andrews said it comes with challenges. One of those challenges is to meet the needs of population growth as more individuals and families choose to live their Florida dream in St. Johns County. Andrews said in 2023, the county permitted 5,286 single-family homes, more than neighboring counties. And 2024 has gotten off to a hot start with another 633 permits issued in January alone.

That kind of growth means county officials have to work hard to manage it to ensure a good quality of life for residents old and new. “It’s time we get a grasp on how we adapt to growth, with expansion, with change so that we are resilient,” Andrews said. “We have learned from town hall meetings that natural resource conservation is so vitally important for all of us who live here.”

Andrews reviewed several projects recently completed or under construction, including water treatment facilities, transportation improvement projects, public safety efforts and infrastructure improvements. On the subject of financial stewardship, Andrews highlighted several instances where the county was able to leverage state and federal funds to cover the cost of road improvements, parks development, beach protection and other important issues.

Andrews also touched on the comprehensive plan update, open government, and transparency efforts underway in the county to keep residents informed of projects and issues. Those efforts include the creation in 2023 of the Office of Performance and Transparency and a Comprehensive Plan website to obtain citizen input.

During the EDC Quarterly Breakfast, the Chamber recognized Florida Power and Light and Constangy, Brooks, Smith & Prophete, LLP for their contributions to the Chamber and the Region. Both organizations play a vital role in economic development for the area.



The Florida Power and Light team being recognized for their contributions to the Chamber.



The Constangy, Brooks, Smith, and Prophete LLP Team being recognized for their contributions to the Chamber.



# BUSINESS RETENTION & EXPANSION

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## UF HEALTH ST. JOHNS ANNOUNCES NEW HOSPITAL AND MEDICAL COMPLEX IN DURBIN PARK

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It was a transformational day in St. Johns County as UF Health St. Johns announced the construction of a 150-bed hospital and medical office complex on a 42.5-acre site in Durbin Park. Carlton Devooght, CEO of UF Health St. Johns, said, “Today marks the beginning of an extraordinary journey for UF Health. It is time to celebrate not only the construction of a building, but the birth of a new era of healthcare for our community.”

Mori Hosseini, Chair of the University of Florida Board of Trustees, said, “Today is just the beginning. We are here because the University of Florida has a bold vision for Northeast Florida. Today we advance an agenda where we provide somewhere between 1,500 and 2,000 new jobs right here. At that point, UF Health will have over 12,000 employees in Northeast Florida to go with a one-billion-dollar investment.” UF Health St. Johns knows healthcare is evolving at a rapid pace and they are committed to staying ahead of the curve. This expansion will be a significant part of that commitment.

UF Health ranks in the top 2, with Mayo Clinic as the top healthcare provider in the state with both having a presence in Northeast Florida. UF Health Durbin Park will be a full-service community hospital with a focus on Orthopedic, Neurosurgery, Cardiology and Women’s Services. The UF Health College of Medicine is ranked number one in the state and the Neurosurgery Department is ranked number two in the United States. UF Health is the nation’s premier program for liver, lung, and kidney transplants.

Dr. Ben Sasse, President of the University of Florida echoed Chairman Hosseini’s comments. He said, “Our goal is to make sure Floridians have access to the highest level of healthcare and we are excited to be expanding in this special community and building in what is clearly a booming crossroads in the state, here in Northeast Florida. At UF Health we want our research to develop discoveries in biomedical engineering that will be delivered quickly and practically to hospitals like Durbin Park.”

The hospital is expected to open in late 2025

# ST. JOHNS COUNTY CHAMBER OF COMMERCE TALLAHASSEE LEGISLATIVE SESSION UPDATE

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The 2024 Legislative Session is in the books and all attention now turns to Gov. Ron DeSantis, who over the next three months will receive and review the FY 2025 Florida Budget and numerous other bills approved by the Florida Legislature before their adjournment on March 8. Following is a recap and highlight of major issues your Chamber has actively engaged with over the past three months.

## **Florida Legislature approves \$117.5 Billion budget for FY 2025**

**Why does this matter?** These are pocketbook issues for small businesses. More dollars for infrastructure improvements, Visit Florida tourism marketing, teacher salaries and the SAIL/SHIP Affordable Housing programs are important to St. Johns County if we hope to continue our trajectory of growth. Lower taxes in the form of a significant cut in the business rent tax mean more money in your pockets each month.

**Status:** The Florida House and Senate agreed on a \$117.5 Billion budget and are in the process of sending the legislation to Governor DeSantis. The Legislature also approved a \$1.5 Billion Tax Package that includes: \$500 million in savings on exemptions on property insurance taxes and fees; the creation of a childcare tax credit to incentivize businesses to assist their employees with childcare costs; and four distinct sales tax free holidays estimated to save Florida consumers nearly \$290 Million.

**Business Rent Tax** Initially, the Florida House proposed an additional .75% cut in the business rent tax good for one year only (2025) and the Senate countered with a proposal pushed by Governor DeSantis to exempt certain property insurance policies from taxes and fees for one year. The Senate position ultimately prevailed. Nevertheless, the business rent tax is still scheduled to drop from its current 4.5% down to 2% on June 1, 2024. Recall that in 2021, the SJC Chamber strongly supported the Florida Legislature's action to reduce the business rent tax from 5% to 2% by the summer of 2024. This significant reduction allows for reinvestment back into local communities, businesses, and Florida's workforce.



## **Tourist Development Tax Referendum/Discretionary Sales Tax Referendum**

Notably absent from the final tax package was an onerous provision requiring periodic reapproval of **tourist development taxes** by local voters, which was a priority of the Florida House. The Tourist Development Tax (also known as the “Bed Tax” is paid primarily by out-of-County tourists on every night they stay in a hotel or other lodging facility. The dollars collected by St. Johns County (FY 2023 exceeded \$20 million) are in turn used by the County and the Visitors and Convention Bureau to promote tourism, provide beach replenishment and a host of other services in the County. The SJC Chamber voiced our strong opposition to the House provision and after discussing the issue with Rep. Cyndi Stevenson, she spoke against the measure during a pivotal Ways and Means Committee hearing.

**Why does this matter?** Unlike Orlando and Miami, St. Johns County, St. Augustine and Ponte Vedra Beach rely upon the TD Taxes to bring in more tourists who in turn spend millions each year supporting our County’s largest single industry. These taxes are collected from predominantly out of County/out of state tourists, not SJC residents.

**Visit Florida funded at \$80 million annually** After many years of fighting this yearly funding battle, the Florida House and Senate have agreed to fund Visit Florida at \$80 million for the next few years. Visit Florida co-op funding with our local SJC tourism efforts helps bring targeted visitors to St. Augustine, Ponte Vedra and the Beaches to spend their money and enjoy their vacations.

**Why does this matter?** The Tourism industry is the largest single component of St. Johns County’s economy employing thousands of people and contributing millions in tax dollars annually. Visit Florida’s assistance during and after Hurricanes Matthew and Irma and the COVID crisis haled our St. Johns County tourism sector survive and thrive. Your Chamber has been an active and vocal supporter of Visit Florida for many years.

**Live Local Act-related bills:** SB 328 and HB 1239 prohibit cities and counties from restricting the floor area ratio as well as density for Live Local proposed developments. They both authorize cities and counties to restrict the height of proposed developments under certain circumstances; make remedial and clarifying changes to property tax exemptions granted by the Live Local Act and appropriate \$100 million to the Florida Housing Finance Corporation for the Hometown Heroes Program.

**Recent Actions:** SB 328 was unanimously passed by the Senate and reconciled with HB 1239 and approved by the House by a vote of 112-1 and sent to the Governor for his signature.

**Why does this matter?** Providing attainable housing in SJC is a major Chamber initiative as it keeps our local businesses and workforce growing and thriving.

*For more information, please contact:*

*Robert W. Porter, Vice President, Public Policy*

E: [bob.porter@sjcchamber.com](mailto:bob.porter@sjcchamber.com)

# NEW FEDERAL BUSINESS REPORTING REQUIREMENTS

## U.S. Beneficial Ownership Information Registry Now Accepting Reports



The U.S. Department of the Treasury's Financial Crimes Enforcement Network (FinCEN) has begun accepting [beneficial ownership information reports](#). The bipartisan Corporate Transparency Act, enacted in 2021 to curb illicit finance, requires many companies doing business in the United States to report information about the individuals who ultimately own or control them.

"The launch of the United States' beneficial

ownership registry marks a historic step forward to protect our economic and national security," said Secretary of the Treasury Janet L. Yellen. "Corporate anonymity enables money laundering, drug trafficking, terrorism, and corruption. It harms American citizens and puts law-abiding small businesses at a disadvantage. Having a centralized database of beneficial ownership information will eliminate critical vulnerabilities in our financial system and allow us to tackle the scourge of illicit finance enabled by opaque corporate structures."

Filing is simple, secure, and free of charge. Companies that are required to comply ("reporting companies") must file their initial reports by the following deadlines:

- **Existing companies:** Reporting companies created or registered to do business in the United States before January 1, 2024 must file by January 1, 2025.
- **Newly created or registered companies:** Reporting companies created or registered to do business in the United States in 2024 have 90 calendar days to file after receiving actual or public notice that their company's creation or registration is effective.

Beneficial ownership information reporting is not an annual requirement. A report only needs to be submitted once, unless the filer needs to update or correct information. Generally, reporting companies must provide four pieces of information about each beneficial owner:

- name;
- date of birth;
- address; and
- the identifying number and issuer from either a non-expired U.S. driver's license, a non-expired U.S. passport, or a non-expired identification document issued by a State (including a U.S. territory or possession), local government, or Indian tribe. If none of those documents exist, a non-expired foreign passport can be used. An image of the document must also be submitted.

The company must also submit certain information about itself, such as its name(s) and address. In addition, reporting companies created on or after January 1, 2024, are required to submit information about the individuals who formed the company ("company applicants").

FinCEN is committed to providing America's small businesses with the resources and information they need to make filing as quick and easy as possible. FinCEN's [Small Entity Compliance Guide](#) walks small businesses through the requirements in plain language. Filers can also view informational videos and webinars, find answers to frequently asked questions, connect to the contact center, and learn more about how to report at [www.fincen.gov/boi](http://www.fincen.gov/boi).

# WORKFORCE DEVELOPMENT EFFORTS

## COUNTY’S UNEMPLOYMENT INCREASES SLIGHTLY IN Q2

Source: Florida Department of Economic Opportunity (not seasonally adjusted)

NORTHEAST FLORIDA NOVEMBER 2023 UNEMPLOYMENT STATISTICS BY COUNTY			
	FEB-23	JAN-24	FEB-24
CareerSource Northeast Florida	2.8%	3.3%	3.3%
Baker County	2.7%	3.1%	3.2%
Clay County	2.7%	3.3%	3.3%
Duval County	2.9%	3.4%	3.4%
Nassau County	2.6%	3.2%	3.1%
Putnam County	3.8%	4.2%	4.3%
St. Johns County	2.5%	3.0%	3.0%
Jacksonville MSA	2.8%	3.3%	3.3%
Florida	2.7%	3.1%	3.1%
United States	3.9%	4.1%	4.2%

Source: Florida Department of Economic Opportunity (DEO) & CareerSource Northeast FL

St. Johns County’s unemployment rate increased slightly during the second quarter of FY 20232-2024. At the end of February 2024, the unemployment rate in St. Johns County was at 3.0% which was below the State of Florida’s 3.1% and the United States at 4.2%.

St. Johns County experienced the lowest unemployment rate in the Jacksonville MSA region for the fourth quarter. As of February 2024, Florida DEO reported the unemployment rate across the region ranged from 3.0 percent in St. Johns County to 4.3 percent in Putnam County.

# WORLD'S GREATEST HEATING AND AIR ANNOUNCES WOMEN'S HVAC INTERNSHIP



World's Greatest Heating and Air, a local Heating and Air company, is thrilled to announce the launch of the Women of HVAC Paid Internship program in St. Johns County. This initiative is designed

internships and on-the-job training to equip participants with the skills and knowledge necessary to become successful technicians and installers in the HVAC industry.

World's Greatest Heating and Air is committed to fostering a diverse and inclusive work environment. The company believes that diversity enhances innovation, productivity, and overall success. By launching the Women of HVAC Paid Internship, the organization is taking a significant step towards addressing gender imbalance in the HVAC industry.

to empower women seeking career opportunities in the heating, ventilation, and air conditioning (HVAC) industry.

The program is currently accepting applications and plans to begin hiring interns by March 1. Interested candidates are encouraged to apply through the company's website. Successful applicants will receive hands-on training, mentorship, and the opportunity to build a rewarding career in the HVAC field.

World's Greatest Heating and Air is excited about the positive impact the Women of HVAC Paid Internship program will have on empowering women in the HVAC industry and narrowing the gender gap.

For more information about the Women of HVAC Paid Internship program or to submit an application, please visit World's Greatest Heating and Air Internship or contact Crissy Collins at [ccollins@wghvac.com](mailto:ccollins@wghvac.com).

About World's Greatest Heating and Air: World's Greatest Heating and Air is a leading heating and air conditioning company dedicated to providing honest and exceptional HVAC services in Duval County and St. Johns County. With a strong commitment to quality, client satisfaction, and community engagement, the company has established itself as a trusted partner for residential and commercial HVAC solutions.

The inspiration behind this pioneering program comes from the founder's personal journey. Having graduated from college years ago, she began her career in Training & Development but found herself struggling to make ends meet, even with multiple jobs, including waiting tables. After over a decade, she transitioned into the HVAC industry, where she encountered numerous young men who had chosen to forgo traditional college education in favor of learning a skilled trade. These individuals were achieving six-figure salaries at an age when she had been a struggling college graduate.

One glaring observation she made was the lack of female representation in the HVAC industry. Research revealed that less than 3% of the workforce in HVAC is women. This realization led her to the question, "Why should the guys make all that money?" Out of this question emerged the Women of HVAC Paid Internship program.

The Women of HVAC Paid Internship is an extraordinary opportunity for women in Duval and St. John's County to break into the HVAC field. This program will provide paid



# ENTREPRENEURSHIP

## CHAMBER MEMBER AMY ANGELILLI CREATES ST. AUGUSTINE BUCKET LIST WITH NEW BOOK

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### ‘100 THINGS TO DO IN ST. AUGUSTINE BEFORE YOU DIE’

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*Author Amy Angelilli collects the best eateries, activities + adventures in America's oldest city*



Look up “Things to Do” in St. Augustine and the thousands of results can be a bit overwhelming. Luckily, Amy Angelilli is a willing guide. Her new book, “100 Things to Do in St. Augustine Before You Die,” catalogs the most interesting and obscure activities not to be missed in the oldest city. Her curated list of attractions, restaurants, activities, and recreation will turn anyone’s visit to St. Augustine into a memorable experience. Angelilli will celebrate the book’s release at some of her favorite local spots, many of which are featured in her work. The book is currently available for pre-order [here](#).

“St. Augustine is such a fun town to experience,” smiles author Amy Angelilli. “One of the true joys of living here is showing my family and friends all of the cool spots I’ve found on my adventures. Now, I get to do that on a bigger scale! Visiting a new place can be daunting – you don’t want to go astray or miss something awesome. This book makes it easy – these are the can’t-miss things to do in St. Augustine!”

The 100 Things to Do series, published by Reedy Press, provides tourists with a list of local-approved experiences in America’s most exciting cities and towns. Its newest edition, “100 Things to Do in St. Augustine Before You Die,” enlists the expertise of Amy Angelilli, improv theater instructor, owner of The Adventure Project and Third Space Improv, and enthusiastic traveler, to uncover the best food, drink, music, entertainment, sports, recreation, museums, shopping, and more.

“If doing improv has taught me anything, it’s to live in the moment and say yes to the adventure,” reveals Angelilli. “As much as I would love to save all of St. Augustine’s secret spots for myself, that’s just not me. I want everyone to know how amazing this tiny town is – the people, the places, the history, and architecture – everything! Come and use this book as your guide for a fun and fabulous adventure.”

**ABOUT AMY ANGELILLI:** Amy Angelilli adopted St. Augustine, Florida as her hometown in 2015. Since then, she has become a beloved improv instructor and local business owner with The Adventure Project and her new creative studio, Third Space Improv. She has been a joyous traveler since college and loves exploring new places while sharing her adventures far and wide. Photos to accompany press release can be found [here](#). Learn more at [theadventureproject.com](https://theadventureproject.com) and follow along on social media @theadventurepro. Content for this article was contributed by Kara Pound from Old City Public Relations.

## PITCH FACTORY ANNOUNCES 2024 DATES



The St. Johns County Chamber of Commerce Pitch Factory has announced upcoming dates for the 2024 Pitch Factory. This year's cohort will begin on Tuesday, June 25 and meet each Tuesday night through August. 6. The 2023 cohort had over 30 participants, and 17 competed in the final pitches. After the final pitch, participants received valuable feedback from the judges and developed knowledge and confidence to take their business to the next level. Mentorship continues throughout the year.

The Chamber is honored to partner with the Women's Business Center and the JAX Chamber to bring an exciting opportunity for entrepreneurs in St. Johns County. Inspired by the [JAX Bridges program](#), "The Pitch Factory" is a six-week workshop that will prepare entrepreneurs to bring their businesses to the next level by helping to develop and refine their pitches and strategy.

Through a Women's Business Center grant and our generous sponsor, North Avenue Capital, this program is offered free of charge to allow everyone the opportunity to participate. Thank you to Ascension St. Vincent's Hospital for again hosting the 2024 classes in their training space. See what the 2023 cohort's participants thought in the video on the [St. Johns Chamber of Commerce YouTube Channel](#). For more information on the program contact Scott Maynard at [scott.maynard@sjcchamber.com](mailto:scott.maynard@sjcchamber.com).



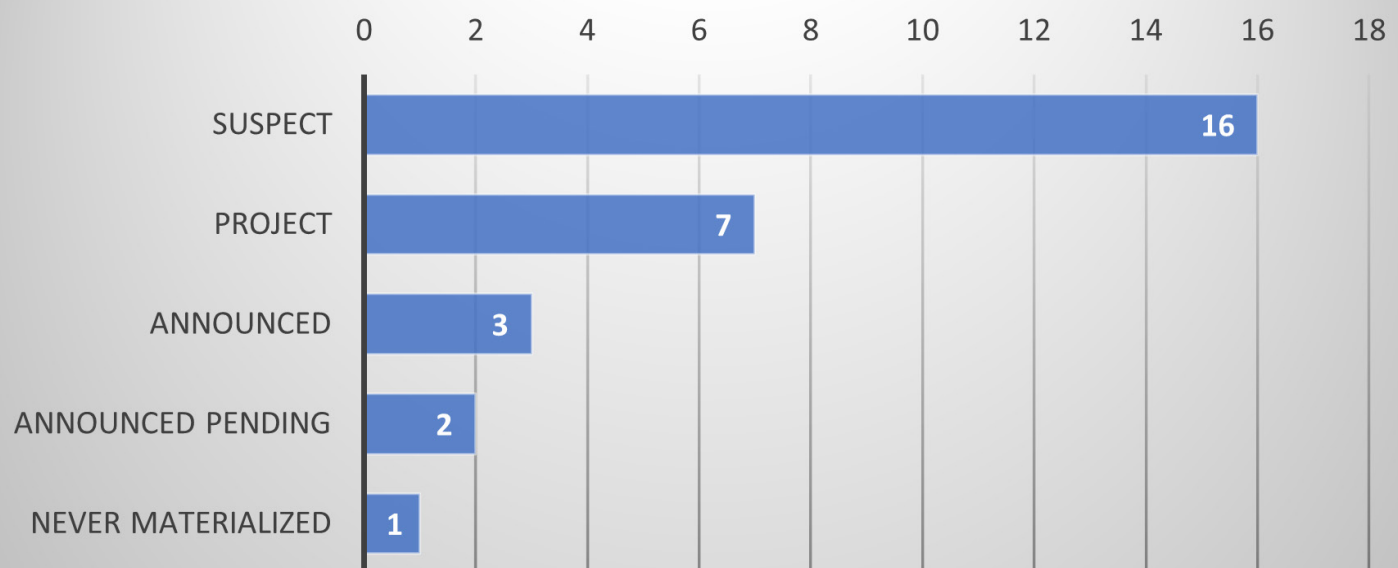
# ST. JOHNS COUNTY PROJECT PIPELINE

## Q2 – ALL PROJECTS IN THE PIPELINE FOR ST. JOHNS COUNTY

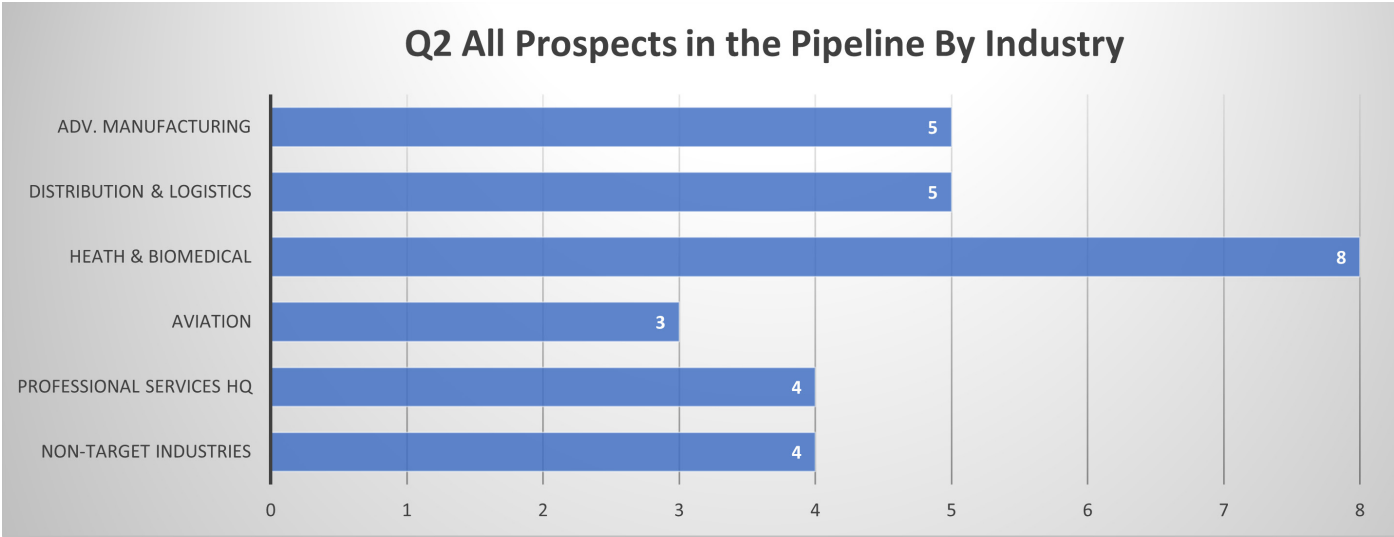
### STAGES OF A PROJECT IN THE PIPELINE

STAGE	DESCRIPTION
Suspect	EFI referrals, JAXUSA referrals, Chamber Member/Local Referrals, and Direct Inquiries with at least a 10% potential of moving forward.
Project	The project has real potential to select St. Johns County for new business, relocation, or expansion. The representative either has an existing business, has visited, or plans to visit St. Johns County.
Imminent	St. Johns County has been shortlisted among other potential locations.
Announced Pending	The project has selected St. Johns County and awaiting final approvals from County and other agencies to move forward.
Announced	The project has selected St. Johns County and all final approvals are complete.

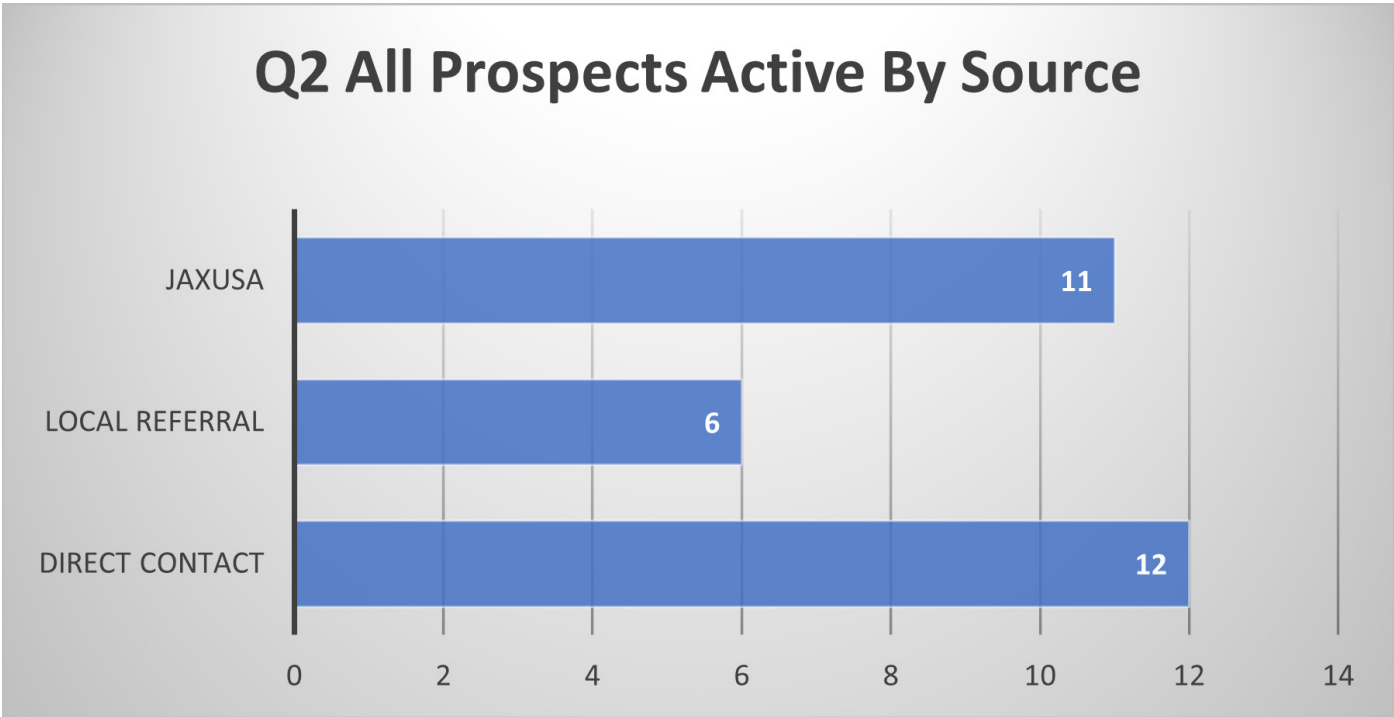
### Q2 All Prospects in the Pipeline By Stage



- At the end of Q2, there were a total of 29 active businesses in the pipeline. The two announced pending projects should be revealed in quarter two.
- These projects represented a wide variety of industrial types.



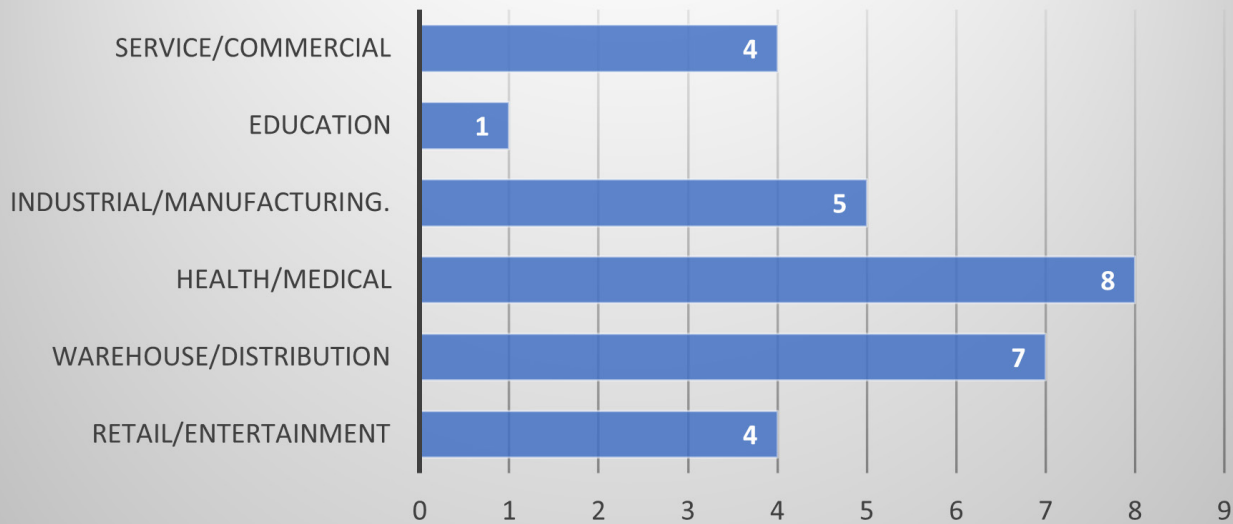
- There were a number of new Health and Wellness projects announced in quarter two that brought the total up to 8.
- There are a total of thirteen businesses in the pipeline for the other targeted industries of Advanced Manufacturing (5 projects), Distribution/Logistics (5 projects) and Aviation (3 projects).



- JaxUSA referred 4 new projects during quarter two.
- Twenty-nine (29) total projects remained in the pipeline.

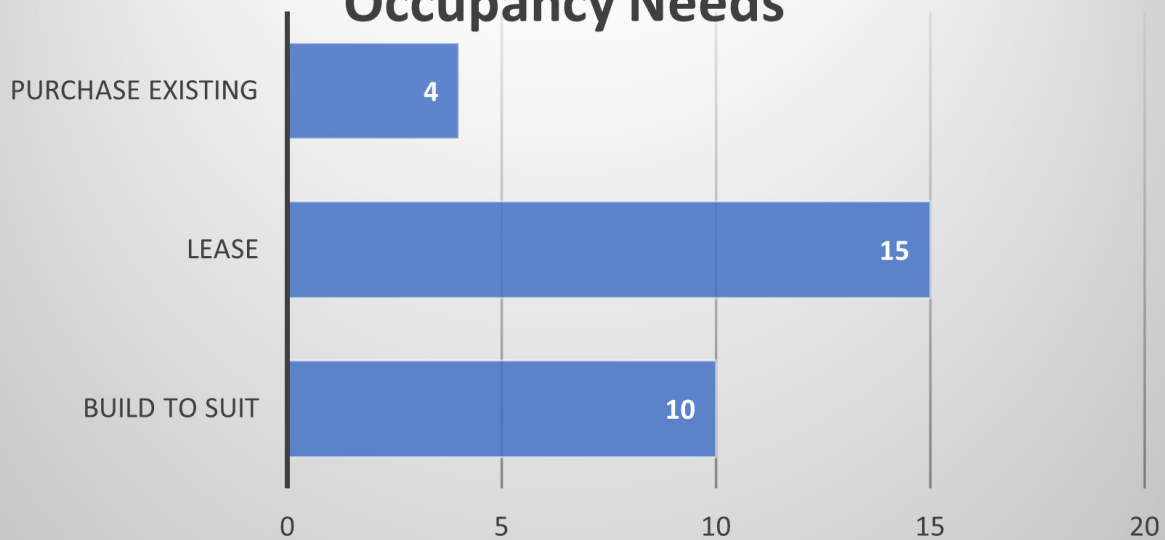


## Q2 All Prospects in the Pipeline By Facility Function



- Current projects in the pipeline seek service or commercial space (4 projects), industrial or manufacturing space (5 projects), health or medical facilities (8 projects), warehouse/distribution (7 projects), retail/entertainment space (4 projects) and training space (1 project).
- The Foundry Project on World Golf Parkway will add 500,000 square feet of warehouse/light industrial space by quarter one of 2025.

## Q2 All Prospects in Pipeline By Occupancy Needs



- The majority of the current projects in the pipeline seek to lease (15 projects) or build-to-suit space (10 projects).
- Four projects indicated an interest in purchasing an existing building in St. Johns County.



ST. JOHNS  
C O U N T Y  
CHAMBER  
OF COMMERCE  
Economic Development Council