

# WHY JAX?

## TOP SELLING POINTS FOR THE REGION

- **Leading destination for business: 80+ headquarters including 4 Fortune 500 companies, more than any other city in Florida**
- **Target industries: advanced manufacturing, aviation, financial services, health & life sciences, IT and logistics**
- **No personal income tax and 5th lowest tax climate in country**
- **20+ higher learning institutions attracting next generation of talent - evolving to provide degrees needed for future careers**
- **Elite health care destination with 1 of only 3 Mayo Clinics in the U.S.**
- **Average commute time is only 25 minutes**
- **Cost of living below the national average and one of the most competitive in the Southeast**
- **1.5 million residents in the 7-county region provide a rich diversity and growing talent pool**
- **Ideal location for company operations & talent retention with an average of 220 days of sunshine & 90 miles of beaches**
- **One of only 32 NFL teams in the country - the Jacksonville Jaguars - and home to THE PLAYERS Championship**

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### ADDITIONAL JAX INSIGHTS:

- Region is least likely place on East & Gulf Coasts for a hurricane
- Companies from more than 80 countries are represented in Jacksonville
- Home to the only licensed commercial spaceport on East Coast – provides an edge on emerging sector for innovation and growth
- Known as “America’s Logistics Center,” one of the only centrally located East Coast regions to offer direct access to rail, air, port and interstate
- 3rd largest military population in the U.S.; 3,000 annual military separations provide highly-skilled workforce
- Companies can complete projects quickly due to area’s consolidated government and streamlined permitting process
- Region is home to state’s top rated K-12 schools
- Strong communities and friendly people are found throughout Northeast Florida making the region an ideal place to locate

