

2020-2025 STRATEGIC PLAN

VISION

JAXPORT will be a global leader in diversified trade and supply chain solutions, focused on efficiency and fiscal integrity.

MISSION

Creating jobs and opportunity by offering the most competitive environment for the movement of cargo and people.

STRATEGIES

EXPAND CONTAINER BUSINESS

By 2022, Jacksonville's harbor will be deepened to 47 feet, with related crane and berth infrastructure in place to accommodate increasingly larger container ships. We will work to grow offerings in Trans-Pacific and Trans-Atlantic services, while also building on our leadership role in the Puerto Rican trade by attracting more ship calls in the North-South trades.

EXPAND VEHICLE CAPACITY AND VOLUME

There is high demand for auto processing space at JAXPORT. To maintain our market position as one of the nation's top vehicle handling ports, we will work to support our customers by providing more acreage and maintaining congestion-free berths available for ship calls.

EXPAND BREAKBULK BUSINESS LINE

JAXPORT is experiencing increasing demand from the market for additional warehouse space for breakbulk and bulk products. Creating additional accommodations for this important line of business will help maintain our diversified revenue stream.

ACQUIRE ADDITIONAL LAND IN PROXIMITY TO THE PORT

With nearly 100% of JAXPORT's current property under long-term lease agreements, it is imperative that we acquire additional property. Waterfront and/or near waterfront property will be acquired to accommodate demand.

COMPLETE HARBOR DEEPENING

A deeper harbor will propel JAXPORT to be able to accommodate containerized cargo transported by the world's largest vessels. The project maintains the port's competitiveness, strengthens growth in international trade lanes, and creates well-paying jobs for Northeast Florida.

CREATE REVENUE FROM ALL PROPERTY OWNED

Of the more than 1,500 acres owned by JAXPORT, few parcels are undeveloped. Building out these areas, one on Dames Point and one on Talleyrand, will make full use of our land resources and provide tenants the opportunity to expand their businesses.

REBUILD CRUISE BUSINESS LINE

We are making preparations for the return of our homeported ship post-pandemic.

INVEST IN TECHNOLOGY SOLUTIONS THAT IMPROVE EFFICIENCY OF PORT OPERATIONS

Improving our use of existing technology and introducing new technologies to improve operational efficiency will be a high priority for us as we modernize processes. Investing in technology solutions will allow us to meet the demands of today's cargo owners.

PRIORITIZE INVESTMENT IN INFRASTRUCTURE, EQUIPMENT AND FACILITIES

JAXPORT has a history of successfully completing significant capital projects. We will continue this success with improvements to our existing facilities and will expand capacity of our Dredge Material Management Area (DMMA) sites to accommodate our growth.

BUILDING ON OUR CORE COMPETENCIES

Through the years, JAXPORT has developed core competencies in areas of brand management, employee development, financial reporting, and safety. Our plan builds on these competencies and focuses efforts on the increasing need to address areas of resiliency and environmental sensitivity, as well as connecting our key stakeholders with JAXPORT's contributions to the community.

ASPIRATIONS

STRATEGICALLY GROW ANNUAL THROUGHPUT, REVENUE AND PRIVATE-SECTOR JOBS

INCORPORATE ECO-FRIENDLY AND "GREEN" ELEMENTS IN INFRASTRUCTURE, EQUIPMENT AND FACILITIES

DEPLOY TECHNOLOGY TO BRING MORE EFFICIENCY TO PORT OPERATIONS

OPERATE WITH RELIABLE, WELL UNDERSTOOD LANDLORD PRACTICES

FURTHER DEVELOP OUR TEAM'S CAPABILITIES

