

2025-2030 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 in a safe and secure workplace.

STRATEGIES

INCREASE CARGO VOLUMES

JAXPORT's role as an economic engine is fueled by the growth of cargo volumes moving through our facilities. The port's diversified business model provides opportunity for growth in each cargo type with emphasis on containers, vehicles, and breakbulk.

CONTAINERS

The project to raise a set of powerlines near Blount Island will increase the terminal's air draft to allow more container vessels to utilize Jacksonville's 47-foot deepwater shipping channel. Growth in the number of imported and exported containers (TEUs) creates the biggest boost to local and regional jobs relative to other cargo types. The port will achieve a throughput of 1.6 million TEUs annually by growing container business in key markets with an emphasis on further trade lane diversification.

AUTOS

As one of the nation's busiest auto ports, JAXPORT has the capabilities and capacity to move more vehicles. Enhancing the port's auto berths and facilities to support customer needs will drive continued growth in this business line to achieve a target of 625,000 units annually.

BREAKBULK

JAXPORT will continue to build on its position as a sought-after port for breakbulk by continuing to upgrade facilities and add on-dock warehousing space. Supporting the growth of this cargo type will enable the port to achieve 1.3 million tons of breakbulk cargo annually.

ADDITIONAL GROWTH

Other focus areas include a new dry bulk facility for the movement of cement and aggregates in support of Florida highway and housing construction projects, building on our "cruise friendly" reputation, maintaining our industry-leading customer service, and maximizing the opportunities at Dames Point.

IMPROVE EFFICIENCY OF CARGO MOVEMENT

Major projects will enhance JAXPORT's reputation as a modern and efficient seaport. In addition to the completion of tenant terminal developments at Blount Island and increasing the terminal's air draft, several other projects are underway to improve operational efficiency. Initiatives include construction of a new terminal entry gate to improve traffic flow; the rehabilitation of Berths 30, 31, and 32; the addition of a new auto berth (Berth 21); and investments to upgrade and enhance our container crane fleet.

ENABLE WORKFORCE WITH IMPROVED TRAINING, TECHNOLOGY AND EQUIPMENT

Our workforce is our greatest strength. JAXPORT will increase efficiency and ease of operation by systematically acquiring newer equipment and technology. We will also dedicate resources to deliver comprehensive leadership development training that supports collaboration across roles and departments.

SAFETY, SECURITY AND COMMUNITY STEWARDSHIP

JAXPORT is committed to maintaining a safe and secure workplace while making a positive impact beyond our gates. We will continue to enhance our security and safety programs by reinforcing a culture rooted in best practices. We will also continue to support initiatives that protect the health of the St. Johns River and educate the community about the port's economic impact on the region.

ASPIRATIONS

STRATEGICALLY GROW ANNUAL THROUGHPUT, REVENUE AND PRIVATE-SECTOR JOBS

OPERATE WITH RELIABLE, WELL-UNDERSTOOD LANDLORD PRACTICES

STRENGTHEN EFFICIENT, BEST-IN-CLASS SECURITY AND SAFETY PROCESSES

DEPLOY TECHNOLOGY TO BRING MORE EFFICIENCY TO PORT OPERATIONS

CHAMPION COLLABORATION THROUGHOUT OUR TEAM AND WITH OUR PARTNERS

