

**Developed in
1983 with the
Chamber of
Commerce as
the Vision
Partner**

**In 2002, the
Vision Process
involves 1,000's
of individuals in
development &
100's of
organizations in
implementation.**

JACKSONVILLE 2005 A REGIONAL VISION



mercial and aesthetic purposes

Superior internal transportation including rapid transit, expanded bus, expressway and Automated Skyway Express systems as well as a highway loop around the city

Improved commercial and economic development of Jacksonville's northwest quadrant

Reliable, competitively priced energy supplies

Superior sewage collection and treatment, solid waste collection and disposal, and water supply and delivery



LEADERSHIP

A region that believes in itself and its bright future

Development of aggressive, can-do leaders in a community where the best take their

turns in government service as a civic responsibility

Effective growth planning to enhance our quality of life

The most productive and harmonious partnership in the United States between the public and private sectors

A system for delivery of human services nationally known for its effectiveness and efficiency

The nation's strongest commitment to philanthropy, including a strong public/private/corporate commitment to cultural development



CONCLUSION

Many of Jacksonville 2005's objectives

require a population growth and economic strength greater than that contained in projections of historic trends.

The population growth rate we will strive to achieve, and for which we will plan, is 2 to 2.5 percent annually.

We will also work to increase per capita income to support population growth to at least 100% of the state per capita income by 2005

Jacksonville 2005 is intended to be a guide, not a finished blueprint, and therefore will be subject to annual revisions dictated by changing circumstances and perceptions.

It will be used to establish Jacksonville Chamber of Commerce priorities for the current year and to develop a work program for succeeding years.

We encourage our institutions throughout our region to incorporate it into the planning and implementation of their programs.



INTRODUCTION

Jacksonville 2005 has been developed by the Jacksonville Chamber of Commerce as a vision of the future which can become reality for Northeast Florida and its people during the next two decades.

It provides an aiming point through a statement of realistic objectives — goals that can be accomplished by mustering the myriad resources of our area's public and private institutions.

The major considerations in drafting this document have been to encourage growth while continually improving the quality of life for all residents of our region.

With adoption of this vision statement, we can organize and concentrate our efforts in programs that will meet the needs and enhance the lives of all our people.

PEOPLE

A clean, safe city which meets all environmental standards

Entryways into the city which reflect its true beauty and grace

Equal opportunity and attractive housing for all citizens

A major public park, zoological park and aquarium which rank among the best in the world

A Jacksonville World's Fair

Incentives for the use of sculpture and fine landscaping in major public and private construction projects

A large, vibrant and productive arts community of national significance:

- A strengthened Arts Assembly producing high public awareness and solid funding for all of the Arts

- A downtown which is a hub of arts activity centering around the restored Florida Theatre and a relocated Jacksonville Art Museum
- Museum and other facilities which will attract exhibitions of national importance
- A symphony orchestra, ballet and repertory theater of national stature
- An annual River City Arts Festival which commands national attention
- A coordinated citywide program for preservation of historic homes and other buildings
- The Florida School for the Arts relocated in Jacksonville

A high national profile in spectator sports:

- A national center for golf and tennis



- Site of international sports events
- A football capital — expanded major college schedule in the Gator Bowl, a strong and prosperous professional football franchise, a site for professional playoff games

ECONOMY

Per-capita income well above the national average

An international trade center with a strong free trade zone and the Port of Jacksonville ranking No. 1 on the South Atlantic Coast

A national and international center for finance, high technology and processing capabilities

A hub for national and international air and ground traffic

A nationally recognized medical center

A business, educational, cultural and living environment which will attract and retain headquarters of major companies

Growth as a major military center through a commitment to the Navy in housing, access, schools, recreation and public transportation which will enhance the city's ranking as a preferred U.S. duty and retirement station

A 24-hour downtown combining retail, commercial/professional, restaurants, entertainment, and middle and upper-income residential development

A nationally recognized high technology and research park based on our business, manufacturing and educational strengths

A distinguished educational system:

- Strong public support for elementary and high schools which lead the nation in quality

- Strong public support for public and private universities recognized as national and international leaders in their areas of specialization

A major tourist and business travel destination:

- An outstanding convention and meeting center
- An internationally known seaside resort complex
- Nationally recognized historic sites
- Major tourist attraction

REGION

Development of Northeast Florida without regard to political subdivisions and under a single name

Maximum balanced public/private use of the St. Johns River and Northeast Florida beaches for recreation, com-



2005 TASK FORCE

HENRY LUKE, Task Force Chairman
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PLANTEC Corporation

A. H. ADAMS, III
President
The Florida Companies

GEORGE C. BROWN, JR.
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Kidder, Peabody & Co., Inc.

J. SHEPARD BRYAN, JR.
President, General Counsel and Secretary
Winn-Dixie Stores, Inc.

YANK D. COBLE, JR., M.D.
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Atlantic National Bank

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Senior Executive Vice President
Barnett Banks of Florida, Inc.

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Chairman, Downtown
Development Authority

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Rogers, Towers, Bailey, Jones & Gay

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Atlantic Marine, Inc.

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Florida State Senate

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Duval County School Board

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Used/Rentals Manager
Ring Power Corporation

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Commanding Officer
Naval Air Facility

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Paul Lewis Tire Company

ROYCE LYLES
Managing Director
Jacksonville Electric Authority

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Independent Life & Accident Insurance Co.

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Commanding Officer
U.S. Naval Station Mayport

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Associated Temporary Staffing, Inc.

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Arvida Corporation

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Bryant Skinner Company

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President
Dependable Insurance Group, Inc.

JESSIE TREMBLAY
Downtown Store Manager
Ivey's of Jacksonville

ANDY TURNER
Owner
Personally Yours Advertising Specialties

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Florida Publishing Company

J. STEVEN WILSON
President
Wilson Financial Corporation

JAMES H. WINSTON
President
LPMC

STAFF
VIRGINIA D. MYRICK, Manager
Community Development Department
Jacksonville Chamber of Commerce



On Front Cover:

- 1. WILFORD C. LYON, JR.**, 1984 President
President & Chief Administrative Officer,
Independent Life
- 2. JAMES H. WINSTON**, 1983 President
President, LPMC
- 3. HENRY LUKE**, 2005 Task Force Chairman
President, PLANTEC Corporation
- 4. JAMES G. VAUGHAN, JR.**, Executive Vice
President, Jacksonville Chamber of Commerce