

JCCI Forward

2001 Issue Forum: Business Climate and Economic Trends

This forum group explored the 2005 Super Bowl and how the city and community can maximize the benefits of the big game.

Key findings:

- The Super Bowl should happen with the community, not to the community. Citizen participation and involvement in the thousands of volunteer opportunities, defined by the Host Committee are an important way to keep Jacksonville's citizens in "the game."
- Jacksonville must be showcased to capitalize on economic development and corporate relocation opportunities. Taking advantage of the media's focus and garnering favorable world impressions for tourism and winning future Super Bowl dates are part of the game plan.
- Transportation is a major challenge, wherein planning and coordination are key. This will be an important factor for which the city will be rated.
- The economic impact to Northeast Florida will range from \$100 to \$300 million derived from the 100,000 to 150,000 visitors expected to visit. Small businesses, the largest component of Jacksonville's economy, are advised to become involved through Jacksonville's Chamber and business advocacy organizations early to maximize their opportunities.

Action plan:

- The committee's primary course of action is to produce a document which showcases their research and recommendations. In addition, the committee will devise a concise PowerPoint presentation to accompany the paper.
- The committee will perform a presentation for the Super Bowl Host Committee by September (when fully staffed), Ch.A.S.E. (Jacksonville Chamber of Commerce's small business task force), and per request (of businesses and citizens). Members of the Forward Committee will be provided with the report and have been encouraged to present to organizations at their pleasure.
- The committee will also provide copies of the paper to the Jacksonville Chamber of Commerce and JCCI to be disbursed accordingly and respectively to civic organizations, the media, and general public per request. The committee will link the report to the JCCI website.

Issue forum groups met with both community leaders and resource experts who provided valuable information for group discussions. We thank the following individuals for their contributions to the Forward process.

Heather Surface; JEDC; Super Bowl Host Committee
Theresa O'Donnell Price; Special Events Department; City of Jacksonville
Sam Kouvaris; Sports Anchor; WJXT Channel 4
Jim Dalton; The Dalton Agency
Mike Sullivan; Director of Sports and Entertainment; JEDC; Super Bowl Host Committee
Bob Baldwin; Vice President; Chamber's Alliance for Small Businesses (CH.A.S.E)
Ellen Morris; Owner; Tempforce Staffing Services
Dr. Torri Lilly; Dean of Workforce Development; FCCJ – Kent Campus
Victoria Robas; Operations Director, Talleyrand Docks, Jacksonville Port Authority
Chip Snowden; Director of Operations; Jacksonville International Airport
Michael Blaylock; Jacksonville Transportation Authority
Pat Duncan; JEDC; Super Bowl Host Committee
Ron Wolf; Program Manager; FCCJ Hospitality and Culinary Arts
Irving Kass; General Manager; Adam's Mark Hotel

Forum groups met biweekly for five months. They received information from knowledgeable resource people and additional written materials provided by *Forward* staff. We congratulate their efforts, civic involvement, and advocacy.

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