



# Jacksonville Civic Council

2025 Year in Review



## Annual Message from President & CEO, Dennis Whittle

Dear Civic Council Members,

Each year, you've come to expect the benefits of membership: high-caliber speakers, meaningful ways to plug in, and a trusted table where Jacksonville's leaders come together to move the city from first class to world-class.

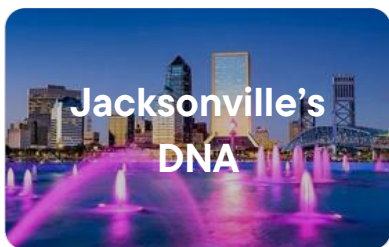
This year, we set out to elevate your experience—to be all hands on deck, expand opportunities for engagement, and chart an epic path toward our unreasonable aspiration: helping Jacksonville become a Top 50 city. In return 95% of you stepped up to actively participate. I hope you've felt the difference.

Your leadership this year has been nothing short of world-class. Because of you, we've been able to lay the foundation, and provide the rocket fuel, for transformational work across our city. Together, we moved with speed and clarity on the issues that matter most to Jacksonville's future.

### Driving Impact

This was a year of CEOs and community partners teaming up to tackle longstanding challenges with urgency, creativity, and collaboration. Through the Civic Council, you delivered meaningful progress across several priority areas. These initiatives created space for deeper analysis, stronger partnerships, and visible wins for our community.

These initiatives represent the kind of unreasonable ideas and world-class execution that only this group can catalyze. Key initiatives include:





## Jax365: A Citywide Commitment to Top 50

This year, we launched Jax365, a community-wide movement that invites every Jaxson, from every neighborhood and walk of life, to help shape Jacksonville into a world-class city. Jax365 is both a platform and a rallying call for bold action. It empowers individuals to set and pursue their own “unreasonable” goals, knowing that real progress comes from the collective energy of an inspired community. No matter who you are or where you live, you have a role in building the future of Jacksonville—365 days a year.



## EpicJax 2.0

In 2025, we transformed EpicJax into a clearer, more disciplined, and data-driven engine for community impact. We strengthened the Sprint framework, enhanced our analytical backbone, and built a more rigorous process for identifying root causes, testing solutions, and measuring results. This evolution positions the Civic Council to deliver not just unreasonable ideas—but world-class execution and measurable progress in the years ahead.



### *Unreasonable Podcast*

We also launched Unreasonable, a production of the Civic Council that celebrates our members and other community leaders as bold visionaries and fearless business leaders shaping the future of Jacksonville. We've recorded 11 episodes for Season 1 that are rolling out now. You'll meet passionate changemakers who are rewriting the rules—refusing to settle for good enough—and daring to dream bigger for their businesses, their lives, and our city.



### *Member Experiences*

You biked the Emerald Trail to understand emerging opportunities.

You shared lunches and candid conversations with City Council leaders.

You joined roundtables, site visits, and community sessions that brought the work to life.

These experiences deepened relationships, accelerated collaboration, and helped shape the solutions that only the Civic Council can deliver.



## Your World-Class Civic Council Team

Behind every initiative is a small but mighty team driving research, advocacy, execution, and membership. This year, we continued to grow in energy and capability—fueling the work with expertise that far exceeds our size.

When we completed our strategic plan in 2023, we realized we would need more “rocket fuel” to help the city become a world-class destination of choice. So we launched the Jacksonville Civic Council Foundation and set a target to raise \$3 million. Thanks to many of you - including a dozen leadership donors - we have surpassed \$2 million in commitments, giving us the ability to deliver world-class research, advocacy, and execution capacity for the city.

This year, our goal is 100% member participation. We welcome additional leadership gifts and ask each member to consider at least a \$5,000 annual contribution to help us meet our goals. The Foundation is a 501c3, and therefore contributions are generally tax-deductible (as always, consult your tax advisor). A pledge form and your annual membership dues invoice are enclosed.

Thank you for a transformational, “unreasonable” year and for showing what it looks like when the city’s most committed leaders are all hands on deck.

With gratitude and determination,



*Dennis Whittle*  
President & CEO  
Jacksonville Civic Council





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