

NEWS

Jacksonville launches second round of talent-attraction campaign with \$9,000 incentives

By **Angela Bauer**, Reporter

Feb 6, 2025

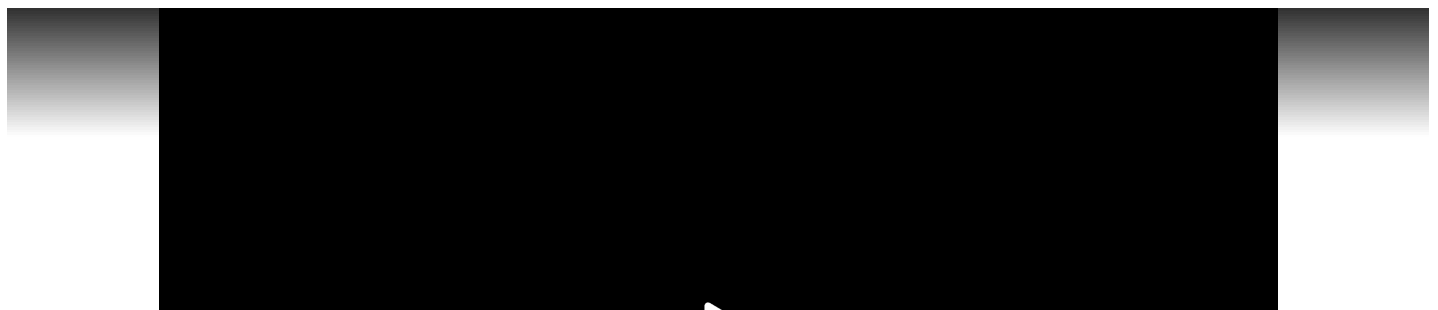


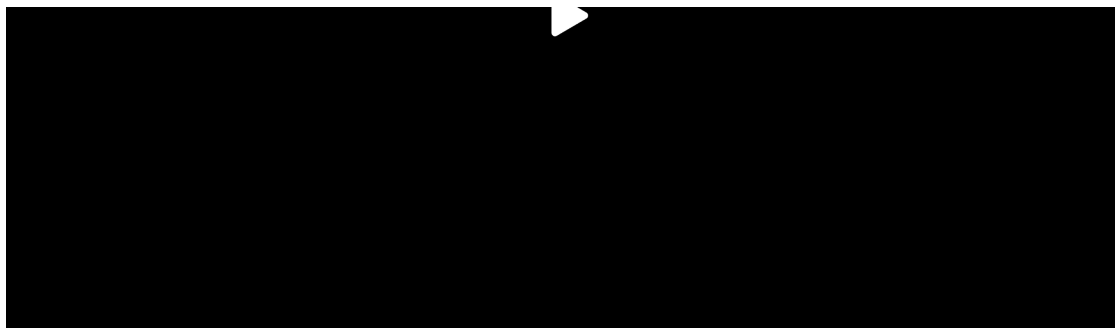


The first group of Make My Move candidates, with Jacksonville Mayor Andy Ezard (center) and Jacksonville Regional Economic Development Corp. President Kristin Jamison (right), includes Lance Perkins (from left), Cade Liehr, Emma Reuschel, Elena Chrysostomou and Nathan Reed.

JREDC/Provided

Jacksonville Regional Economic Development Corp. has begun the second round of its talent-attraction campaign.





The [Make My Move campaign](#) uses a digital advertising campaign on various social media sites, videos educating viable candidates about everything the region has to offer, and relocation incentives to attract people, according to JREDC.

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The first round of the effort saw five professionals — including two scientists, two engineers and a marketing professional — chosen from several hundred applicants to move to Jacksonville.

“We know the Jacksonville region is the right place to put down roots and grow a business for many reasons, including our centralized location, excellent quality of life and tremendous educational opportunities for people of all ages,” JREDC President Kristin Jamison said. “This creative mix of marketing and relocation incentives has already proven to attract more residents to our communities and aid area employers in finding the right employees they need to be successful.”

The campaign touts the area's quality-of-life attributes, from amenities to "Midwestern work ethic, culture and safety to cost-of-living and cost-of-doing-business advantages."

A relocation incentive package valued at \$9,000 includes \$5,000 cash, three free months of fiber broadband service, and \$300 in Chamber Checks redeemable at more than 80 Jacksonville Area Chamber of Commerce member businesses, among other items.

"The collaborative nature of all those involved only underlines the quality of the community that makes Jacksonville an ideal place for living and conducting business," Jamison said. "The JREDC is working to attract a skilled workforce for the success of our current employers, as well as people interested in doing business in the Jacksonville region."

The second round will emphasize candidates to fill open positions in the fields of healthcare, manufacturing, accounting, engineering, education and legal.

More information about the campaign is available at jredc.org.

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JREDC works to promote economic growth and stability in Morgan and Scott counties by attracting new businesses, supporting existing businesses and encouraging entrepreneurship.

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**Angela Bauer**

LIFESTYLES EDITOR, COPY EDITOR



Angela Bauer has been a copy editor and lifestyles editor for the Journal-Courier since July 2012. The Evansville, Indiana, native grew up in Paducah, Kentucky, and interned with the Paducah Sun. Angela also was a reporter, lifestyles editor and copy editor for papers in Kentucky and Florida.

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