

JACKSONVILLE

*From art to industry,
education to grid-iron action,
the River City has come of age.*

"If I could have, to hold forever, one brief place of time and beauty," author Marjorie Kinman Rawlings writes in her 1942 memoir *Cross Creek*, "I think I might choose the night on the high lonely bank above the St. Johns River."

Jacksonville residents agree, save for one detail: It ain't so lonely anymore. Since Rawlings' days, the River City has written its own coming-of-age story and today it's a growing city pulsing with energy, industry, art and outdoors adventures.

PHOTO BY ELLI WATTS/EVERETT

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Portrait

Once considered a sleepy town, today Jacksonville enjoys the recognition of a town on the rise. In recent years, it's been named among *National Geographic Adventure's* "Top Six Beach Towns" and *AmericanStyle's* "Top 25 Arts Destinations;" it's even among *Fit Pregnancy's* "Best Cities in America to Have a Baby."

Noting diverse industries including finance, medicine, logistics, tourism and the military, Wally M. Lee III, president of the Jacksonville Regional Chamber of Commerce, describes the city as "uniquely positioned to weather economic downturns because of its diverse business community."

Jacksonville is also a great place to study and start a career, with 20 colleges and universities, from small arts and

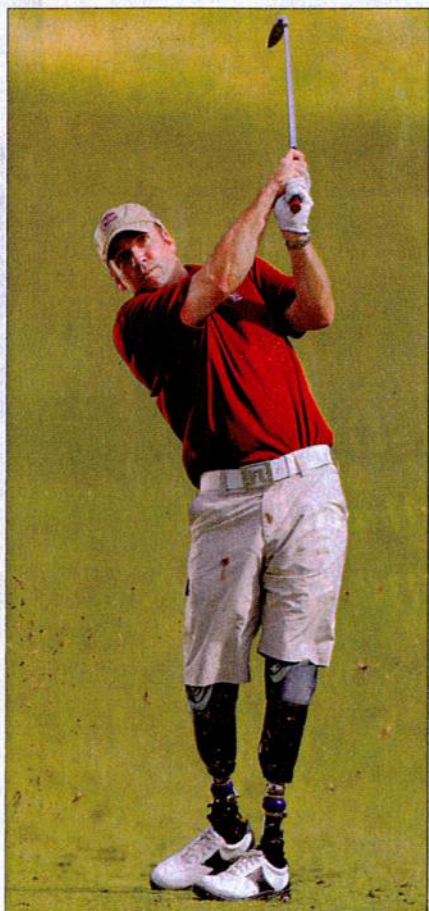


Kayaking near the Timucuan Preserve

JACKSONVILLE BOASTS THE NATION'S LARGEST PUBLIC PARK SYSTEM WITH MORE THAN 111,600 ACRES OF PARKLAND AND PRESERVES, NOT TO MENTION NINE BEACHES.

technology schools such as Florida Community College, ranked No. 1 in the nation in 2007 by the Center for Digital

Education for its IT services, to the private Jacksonville University, named one of "America's Best Colleges" by



MY JACKSONVILLE

Back in the Game

"LIFE IS AN ABSOLUTE GIFT AND EVERY DAY WE HAVE . . . IS PHENOMENAL."

Dan Nevins, a retired U.S. Army staff sergeant, looks like any avid golfer on the green except for one thing: He lost both legs below the knee after a mission in Iraq five years ago.

Today, he's a spokesman for the Wounded Warrior Project, a Jacksonville-based nonprofit organization that provides care for injured soldiers, and for the PGA Tour's Birdies for the Brave, which raises funds for hometown groups that serve service members and their families.

With golf such a major part in his life, Nevins says the River City's the place to be. "I love Jacksonville for many reasons," he says. "One is the incredible golf that it has to offer, from the storied and challenging TPC Sawgrass to many other tough and pristine courses.

"As far as visiting Jacksonville, it is a must for any golfer. I would put our golf courses up against any other in the nation. You can choose from the most challenging layouts that test the best players in the world, to the most scenic and breathtaking oceanside courses, to courses where scoring low is well within reach. We have it all."

PHOTOS (FROM TOP) BY BILL YATES/CYPIX AND COURTESY OF DAN NEVINS

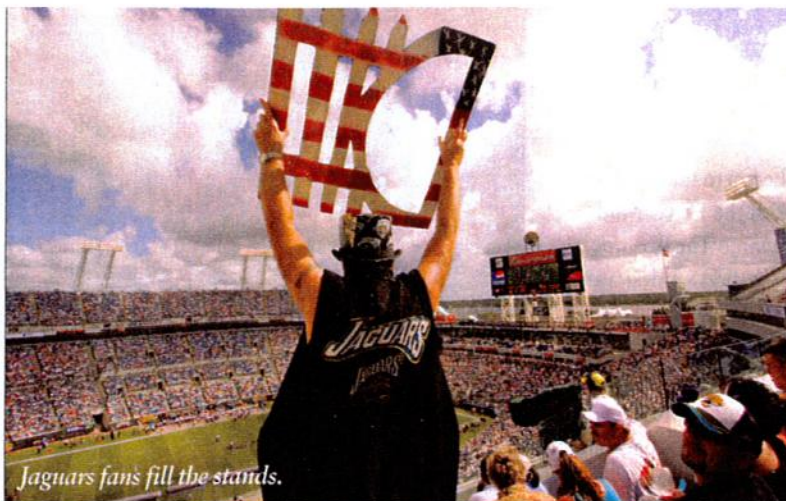
U.S. News & World Report for the fourth consecutive year in 2008.

College campuses energize the River City, along with a vibrant arts community. The downtown alone boasts numerous museums and galleries, with the most popular being the Museum of Contemporary Art, Jacksonville Maritime Museum and the Museum of Science and History. The downtown becomes a traveling art experience during First Wednesday Art Walks, when more than 40 venues, including museums, galleries, restaurants, nightclubs and shops, display works by local artists and serve up hors d'oeuvres, drinks and live music.

"When we think 'Jacksonville,' we think 'diversity,'" says Lyndsay Rossman, director of corporate communications

for Visit Jacksonville, the new title of the Jacksonville & the Beaches Convention and Visitors Bureau. On any given day,

visitors can find plenty to do, from soaking up the sounds of the nationally renowned Jacksonville Symphony



Jaguars fans fill the stands.

THE STATE-OF-THE-ART JACKSONVILLE MUNICIPAL STADIUM IS HOME TO THE JACKSONVILLE JAGUARS.

Where to Stay

Quaint bed-and-breakfast inns, sprawling luxury resorts, posh downtown hotels—whatever your pleasure, Jacksonville has a place for you.

Ponte Vedra Inn & Club

A landmark since 1928, this 300-acre oceanfront resort 20 miles southeast of Jacksonville has it all: 36 holes of golf, 15 hydro tennis courts, four heated swimming pools and guest rooms with either a private terrace or patio. Seven restaurants—from High Tides, a "barefoot and bikinis" cafe, to the upscale Seafoam Room—serve families and honeymooners alike. And a full-service spa offers standard deep-tissue and Swedish massages, alongside special treatments like the Rose Hydrating Cocoon treatment, which uses rich oils and creams with damask rose. Lounge the day away while the kids play at camp (June–August). Little more than a mile away, The Inn & Club's sister resort, the 10-acre, Mediterranean-inspired Lodge & Club, offers much of the same on a smaller, but just-as-grand, scale. 200 Ponte Vedra Boulevard, Ponte Vedra Beach, 800-234-7842, www.pvresorts.com



Ponte Vedra Inn & Club

Crowne Plaza Jacksonville Riverfront Hotel

Featuring two bars and two restaurants including a Ruth's Chris Steak House, this downtown hotel is a favorite among business travelers. A 24-hour business center keeps road warriors productive, but the nearby Riverwalk and its shops and restaurants ensure it won't be all work and no play. 1201 Riverplace Boulevard, 904-398-8800, www.cpjacksonville.com

Riverdale Inn

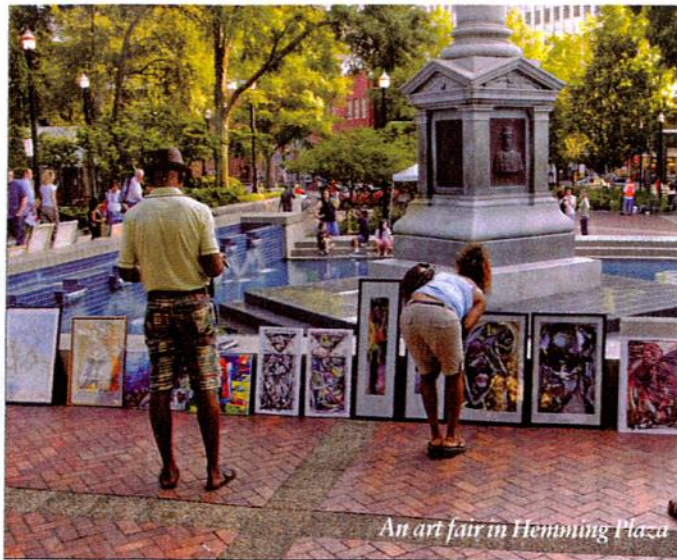
Go back in time at Riverdale Inn, a manse that stands along "The Row," the area's moniker at the turn of the century. The fabled, 10-room bed-and-breakfast boasts an upscale eatery, The Row Restaurant, and a laid-back bar, the Gum Bunch Pub. Business travelers enjoy a \$30 discount on all rooms. Traveling as a group? Ask for the four-bedroom Napier Suite. 1521 Riverside Avenue, 866-808-3400, www.riverdaleinn.com

One Ocean Resort

The area's newest oceanfront resort features guest rooms with floor-to-ceiling ocean views, 42-inch LCD entertainment centers and amenity cabinets—can you say extra M&Ms? The Azurée restaurant is among the area's best—the Jumbo Blue Crab Cakes!—and the spa features six ocean-view treatment rooms. 1 Ocean Boulevard, Atlantic Beach, 904-249-7402, www.oneoceanresort.com

PHOTOS BY (FROM TOP) KEN MCCRAY/COURTESY OF VISIT JACKSONVILLE AND BILL YATES/CYPIX

Orchestra to taking in a show at the 71-year-old San Marco Theatre, one of the nation's oldest movie houses. Or get outdoors: Jacksonville boasts the nation's largest public park system with more than 111,600 acres of parkland and ecological preserves, not to mention nine beaches. And of course, there's always watching the gridiron action of an NFL game. The state-of-the-art Jacksonville Municipal Stadium is home to the Jacksonville Jaguars.

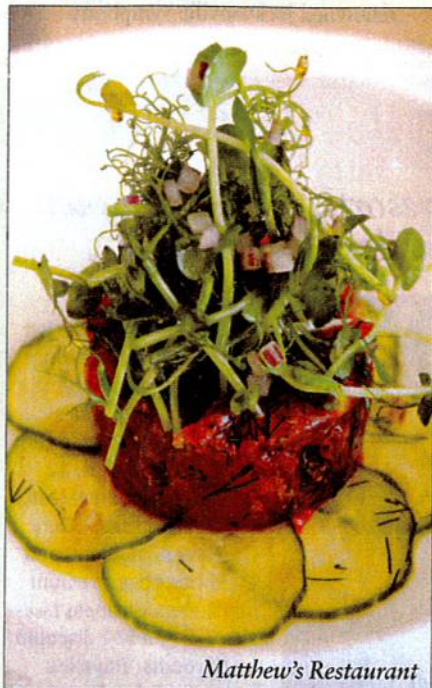


An art fair in Hemming Plaza

"We're building a lot of great memories for young fans who are growing up with their own hometown team to cheer

for," says Jaguars Chairman and CEO Wayne Weaver. "Sports teams are often an important part of a city's identity and spirit. The Jaguars can be one element in this area's progress and quality of life."

Catching a game, earning a degree, starting a new career, taking an art walk, or just taking a sunny respite. All of these diverse elements make the River City as memorable for present-day visitors, as it was for the author Rawlings.



Matthew's Restaurant

Cafe Nola Upscale bistro fare (pan-seared salmon with Japanese soba noodles) served in an upbeat atmosphere make Cafe Nola, located inside Jacksonville's Museum of Contemporary Art, a favorite dining spot. Be sure to look for pre-show specials offered to symphony and theatre patrons. 333 North Laura Street, 904-366-6911, www.mocajacksonville.org/cafe

River City Brewing Company Perched in a prime spot on the Southbank Riverwalk, River City Brewing Co. serves "New American/Louisiana" cuisine, from coconut shrimp with mandarin marm-

Where to Eat

Hungry for some haute cuisine? Or hankerin' for some down-home cookin'? Jacksonville restaurants offer both, and every dish in between.

lade in the dining room to beer-cheese soup in the Brew Haus. Wash it down with a home-brewed beer made using traditional European brew-pub techniques. 835 Museum Circle, 904-398-2299, www.rivercitybrew.com

Matthew's Restaurant This AAA Four Star winner near historic San Marco Square serves up a fusion of Asian, Mediterranean, Middle Eastern and Southern flavors cooked in an open, exhibition-style kitchen. The wine cellar boasts more than 2,000 bottles from 10 countries. Don't miss the tasting menu's wine pairings; match the Peppered Pheasant Escalope with a Louis M. Martini cabernet. 2107 Hendricks Avenue, 904-396-9922, www.matthewsrestaurant.com

Jenkins Quality Barbecue This regular-guy restaurant smokes ribs, chicken, pork and beef in an oak wood-fired pit. Locals swear by the barbecue sauce alone—it's a family recipe that's remained a secret for more than half a century. 830 North Pearl Street, 904-353-6388, www.jenkinsqualitybarbecue.com

Burrito Gallery The biggest and most unique burritos, tacos and quesadillas in town—ginger-teriyaki-tofu tacos, any-

one? Pieces by local artists line the walls of the dining room, bar and patio. 21 East Adams Street, 904-598-2922, www.burritogallery.com

Homestead Restaurant Serving up the finest in Southern cuisine since the 1940s, the Homestead is a local institution. Try the fried-green-tomatoes-and-crab bisque, and enjoy live entertainment in the Copper Top Bar. 1712 Beach Boulevard, Jacksonville Beach, 904-247-6820, www.homesteadrestaurant.us

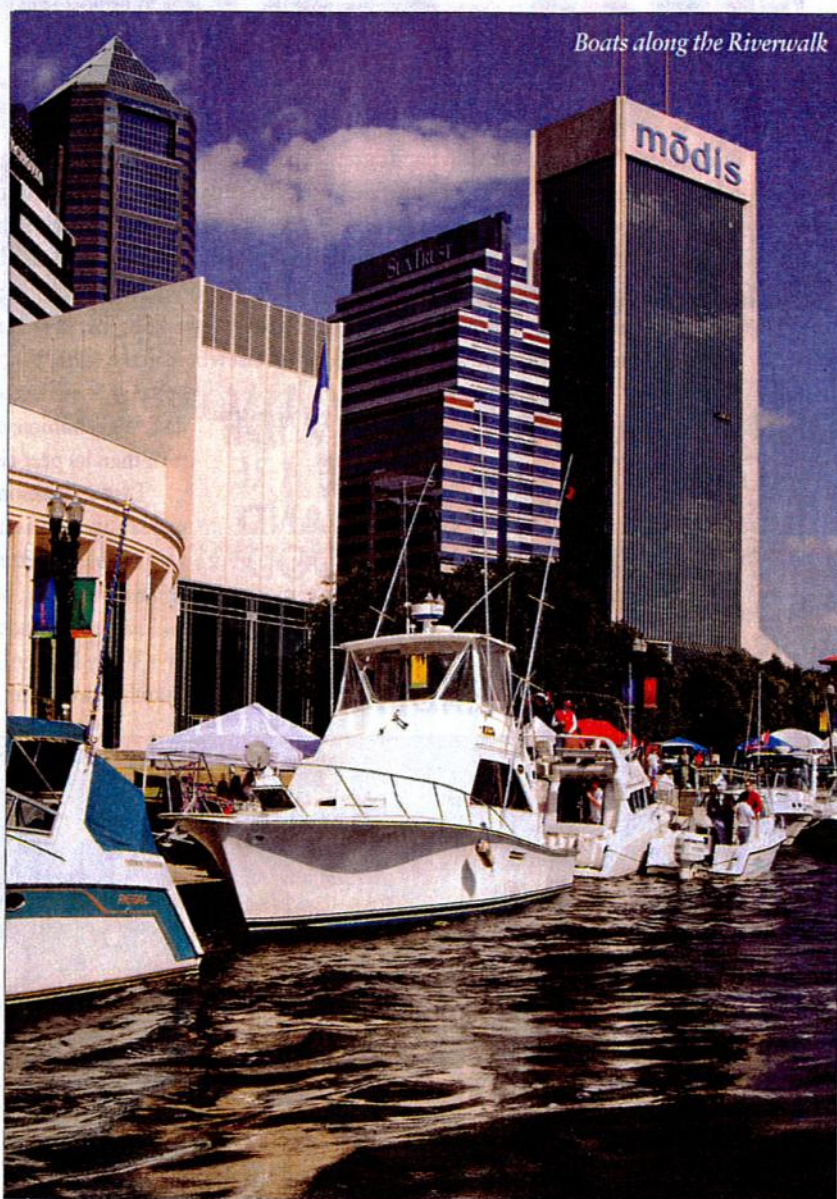
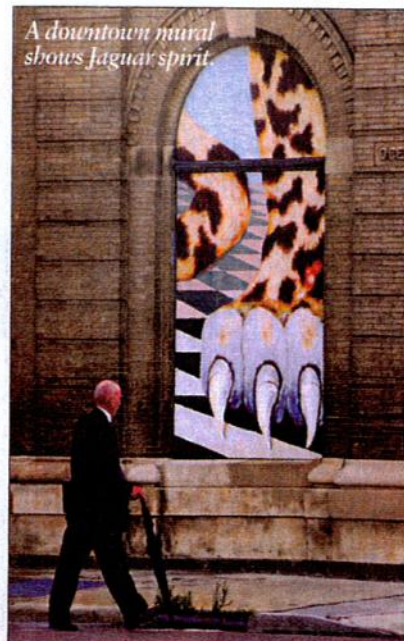
Culhane's Irish Pub & Restaurant Run by four sisters who were born and raised in County Limerick, Ireland, Culhane's offers authentic Irish fare such as fish and chips or bangers and mash. Catch monthly performances by Glas Tara School of Irish Dance and Jacksonville Pipes and Drums Inc. 967 Atlantic Boulevard, Atlantic Beach, 904-249-9595, www.culhanesirishpub.com

The Capital Grille Imagine butter-poached lobster served with seared tenderloin. Fresh seafood is the perfect match for The Capital Grille's famous dry-aged steaks. Even more perfect: Choosing a bold cabernet from one of 350 wines. 5197 Big Island Drive, 904-997-9233, www.thecapitalgrille.com

PHOTOS (FROM TOP) BY BRUCE JONES AND COURTESY OF MATTHEW'S RESTAURANT

Blueprint for Prosperity

That's the title of one of the many initiatives boosting business in Jacksonville.

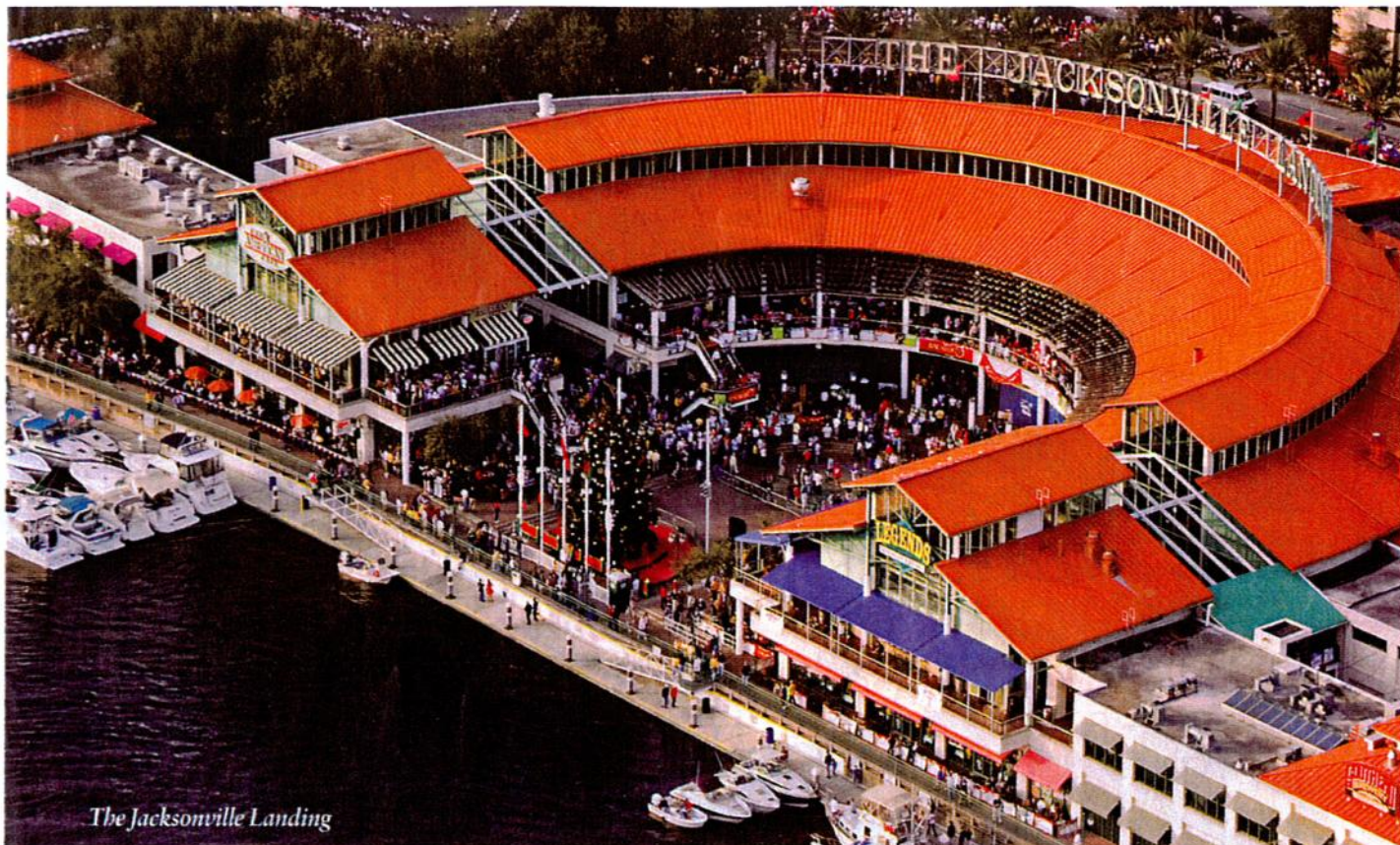


For 10 years running, online magazine *Expansion Management.com* has ranked Jacksonville among the "hottest cities in America" for business expansion and relocation—and with good reason.

The River City boasts one of the nation's most affordable and business-friendly environments. More than 80 companies, including Fortune 500 standouts CSX Corp., Fidelity National Financial and Winn-Dixie Supermarkets, make Jacksonville their regional or national headquarters. Logistics and transportation company Landstar has also gotten *Fortune's* notice; it's made the magazine's "Most Admired Companies in America" list for five years running.

City leadership and nearly 20 educational institutions support business and industry through programs such as the Jacksonville Regional Chamber of Commerce's Cornerstone Regional Development Partnership. The partnership's Career Academies program enrolls more than 2,200 high-school students in programs such as job shadowing and internships in healthcare, aviation, information technology and finance. Jacksonville's workforce is now 700,000 strong, with more jobs on the way.

PHOTOS (CLOCKWISE FROM LEFT) BY BILL YATES, BRUCE JONES, BILL YATES AND BRUCE JONES (2)



The Jacksonville Landing

Germany's Deutsche Bank opened a Jacksonville office in 2008 and expects to have 1,000 employees by 2011, with an average wage of \$49,200. And Tokyo's Pilot Pen Corp. will move its Trumbull, Connecticut, headquarters to Jacksonville, bringing 66 jobs and \$7.5 million in initial capital investments.

Business leaders appreciate the quality of life Jacksonville provides for its employees. "The Jacksonville area has a lot to offer residents who live, work and play here," says Henry Gerken, president and CEO

of Landstar. "That's one reason Landstar relocated its headquarters to Jacksonville in 1998."

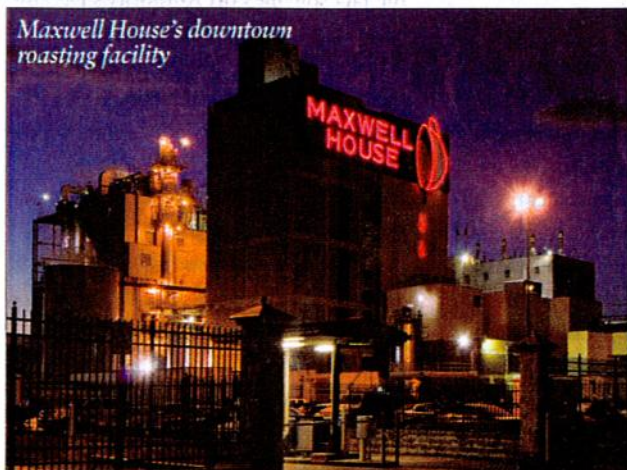
Mayor John Peyton's Blueprint for Prosperity, a program designed to boost per-capita income, educational achievement, and public health and safety, re-

cently released a report showing that the city's per capita income has risen 5.3 percent since 2003. Wages remain higher than the statewide average, at \$884 a week compared to \$777. With proportionately fewer jobs lost in Duval County than elsewhere in the state, Jacksonville

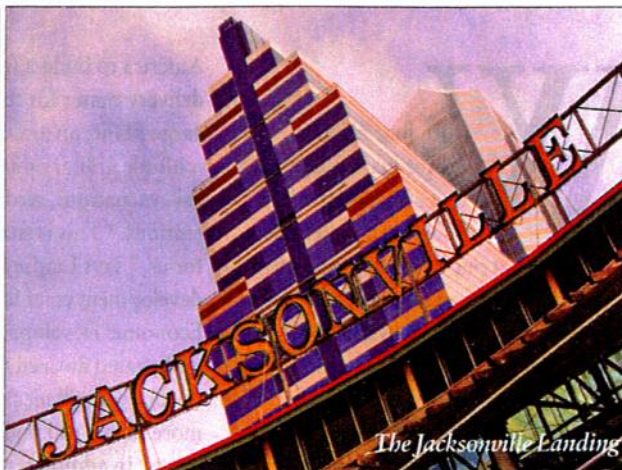
appears less affected by the nation's economic downturn than its peer cities.

"Due to Jacksonville's wide range of businesses, we are able to better survive and thrive during both good and bad economic times," says Wally M. Lee, III, chamber president.

"DUE TO JACKSONVILLE'S WIDE RANGE OF BUSINESSES, WE ARE ABLE TO BETTER SURVIVE AND THRIVE DURING BOTH GOOD AND BAD ECONOMIC TIMES," SAYS WALLY M. LEE, III, CHAMBER PRESIDENT.



Maxwell House's downtown roasting facility



The Jacksonville Landing



Blount Island Marine Terminal at JaxPort

Inking Deals

*from Washington
to Tokyo*

*Jacksonville could land
nearly 6,000 new jobs in
aviation and shipping.*

With four airports, three marine terminals and a vast network of railways and interstate roadways that put 45 million customers within a day's drive, Jacksonville is increasingly becoming an aviation and international logistics powerhouse.

Jacksonville Mayor John Peyton recently penned an agreement with Washington, D.C.-based Alenia North

America to build a final assembly and delivery center for the C-27J Spartan cargo plane, an aircraft that can perform multiple military missions such as medical evacuations, airdrops and cargo operations. "This is such a big home run for us," says Lindsey Ballas, business development chief for the Jacksonville Economic Development Commission.

Located at Cecil Commerce Center, the project will mean 300 new jobs and more than \$100 million in capital investments. In addition, the Jacksonville Avia-

tion Authority will build several airplane hangars at Cecil to service private and corporate jets.

Military aircraft manufacturing is a natural for the area given the presence of Naval Air Station Jacksonville and Naval Station Mayport in Jacksonville; Camp Blanding in nearby Clay County; and Naval Submarine Base Kings Bay in south Georgia. When personnel from those bases leave the military, they often stay in Jacksonville, bolstering a corps of more than 20,000 people in northeast Florida with aviation experience.

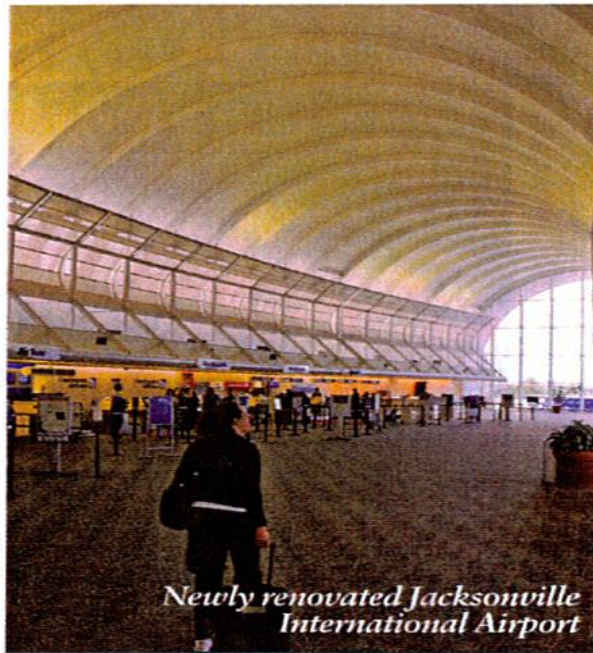
A major logistics coup for the area is the Jacksonville Port Authority's December deal with Hanjin Shipping Co. of Seoul, Korea. The 30-year lease agreement calls for the construction of a \$300 million, 90-acre container facility, which could generate more than 5,600 new jobs. More than \$200 million will go toward interstate, roadway and transportation infrastructure improvements in and around the port.

Slated for opening late in 2011, the Hanjin terminal will move about 800,000 containers from Asia through Jacksonville annually, as will the new TraPac Container Terminal built by

Portrait JACKSONVILLE

Tokyo-based Mitsui OSK Lines. These two terminals alone will triple the total annual throughput of containers at the port, potentially making it the third largest port in the eastern United States.

“This creates a much broader global engagement for Jacksonville moving forward,” says Jerry Mallott, executive vice president of economic development for the Jacksonville Regional Chamber of Commerce. “[Hanjin and TraPac] represent an amazing level of new international coverage coming to Jacksonville.”



Newly renovated Jacksonville International Airport

WITH **FOUR AIRPORTS, THREE MARINE TERMINALS AND A VAST NETWORK OF RAILWAYS AND INTERSTATE ROADWAYS THAT PUT 45 MILLION CUSTOMERS WITHIN A DAY'S DRIVE, JACKSONVILLE IS INCREASINGLY BECOMING AN INTERNATIONAL LOGISTICS POWERHOUSE.**

PHOTOS BY BRUCE JONES AND (OPPOSITE PAGE) ERIC ROUSSEAU

Secret Garden

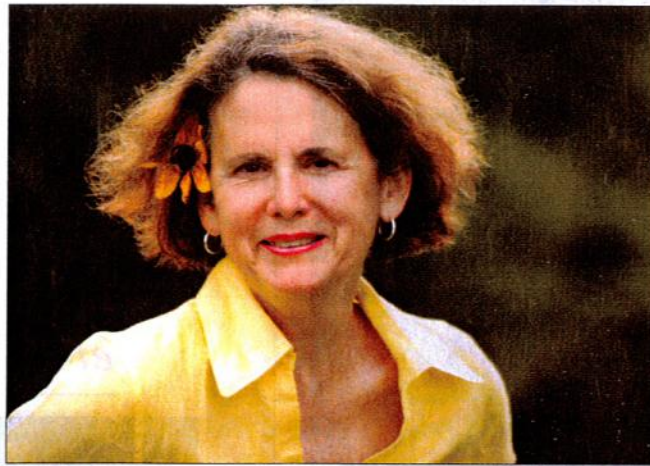
SIT A SPELL WITH VICTORIA FREEMAN, WHO BRINGS A BIT OF COUNTRY TO THE CITY.

A charming inn backed by flower, herb and vegetable gardens, The House on Cherry Street bed-and-breakfast rests in the quiet Riverside Avondale Historic District. And just as charming is its proprietor and Jacksonville resident of 36 years, Victoria Freeman.

Freeman founded Urban Farmers United, a group of city-dwelling locals who grow their own produce, raise “secret chickens” for meat and eggs, and hold potluck dinners, filling tables with dishes such as rosemary bread, arugula rice and ginger pork-collard soup.

Conversations with Freeman flow as easily as the St. Johns River, just steps from her door, and it always turns to her hometown:

“I love that I can hop on my bicycle and cross the river using only pedal power,” she



says. “I can sit in my backyard and watch dolphins and mullet leap. In my neighborhood, I can walk to world-class restaurants, and on my way, stroll past a house where Lynyrd Skynyrd jammed and another where Marjorie Kinnan Rawlings discussed the rough draft of The Yearling, her Pulitzer Prize-winning novel. ... I love the sense of history and possibility here.”

MY JACKSONVILLE

Beam Them Up!

Medical technology is so advanced in Jacksonville that even Spock would be proud.



Helicopter landing at Wolfson Children's Hospital

Proton beams, robotic surgeons and electrophysiology labs may sound like plot elements of the latest sci-fi feature film; but they're everyday tools for physicians at Jacksonville's hospitals.

- At the University of Florida Proton Therapy Institute, one of only five centers in the United States, cancer patients receive treatment with fewer side effects. Proton therapy uses a beam of protons to focus on diseased tissue, with less damage to normal tissue than with standard radiation therapy, meaning reduced recovery times. The treatment is so sought-after that patients fly from as far away as Saudi Arabia and South America.

"Patients get up every day off that table and go golfing," says Kelly Brock-

meier, media relations manager for Shands Jacksonville, the institute's host hospital. "[It's] the only place in the world where you can receive both traditional and proton-therapy cancer treatment."

- Ranked among the nation's top cardiovascular hospitals, the Gary & Nancy Chartrand Heart & Vascular Center, part of St. Vincent's Medical Center, features electrophysiology labs that allow surgeons to capture and display real-time images of a patient's heart from two views simultaneously, reducing complications and treatment times.

St. Luke's Hospital, also part of St. Vincent's, is among the nation's first hospitals to offer the Realize Adjustable Gastric Band-C, the newest generation of device surgically implanted around the stomach to help obese patients lose weight and improve obesity-related health

conditions including Type 2 diabetes, sleep apnea and high cholesterol. It's just one of the options that St. Luke's offers patients weighing 300 pounds or more. Such cases often are turned away by other hospitals because of the intensity and high risk.

- In December, Wolfson Children's Hospital, part of the Baptist Health network and the only children's hospital between Atlanta and Orlando, added the da Vinci S-Robot to its pediatric surgery program. The S-Robot is part of the da Vinci robotic surgery system, the world's first robotic surgical system to use 3-D, high-definition video that allows the surgeon to operate using micro-instruments through dime-sized incisions. The results: shorter hospital stays, less pain and scarring, less risk of infection, less blood loss and faster recovery times.

- Memorial Hospital's CyberKnife Cancer Center features the CyberKnife Robotic Radiosurgery System, the world's most accurate radiosurgery instrument. Originally used for head and neck tumors, the instrument can now be used anywhere on the body. Patients can often go without anesthesia or incisions, getting them back to normal activity in less than a week.

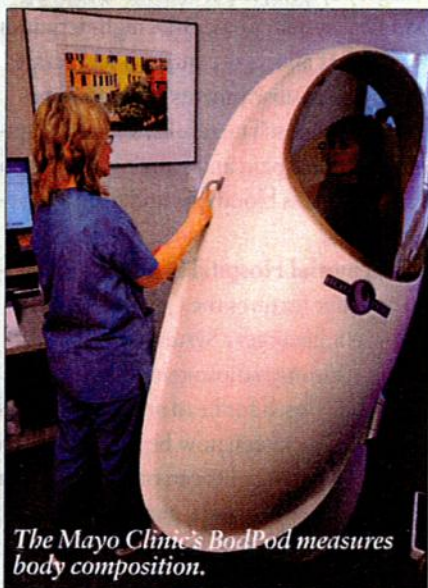
- Mayo Clinic's new Southside hospital is the only medical center in the Southeast using an intraoperative MRI, which provides real-time imaging during surgery. Mayo's nuclear image scanner can eliminate the need for exploratory surgery.

But Mayo's most innovative and effective offering has nothing to do with high-tech equipment or procedures. The hospital's policy of highly integrated and coordinated care allows patients to have a coordinating physician who arranges for a number of specialists to give their input, allowing for an intensified focus.

Another winning strategy: Mayo physicians are salaried, which means they are not compensated separately for various tests and procedures. "A salaried practice environment focuses decision-making on the best outcome for the patient as opposed to what's good for the doctor, the hospital or the insurance company," says Dr. Jack Leventhal, who specializes in pulmonary medicine. It all adds up to high-tech, low-stress care.

Health Care on the Fast Track

Assess your health issues in record time at the Mayo Clinic's Executive Health Program.



The Mayo Clinic's BodyPod measures body composition.

You know your health is important. But you're a busy executive and your schedule just won't allow for multiple trips to the doctor's office: the family doctor for a cholesterol check, the dermatologist to have that mole looked at, the orthopedist to see if your tennis elbow can be treated. It's all too much.

What if you could spend just a day or two each year getting all your health needs addressed and then quickly get back to the work you love?

The Mayo Clinic's Executive Health Program caters to busy business professionals, offering comprehensive examinations through the clinic's medical, surgical and laboratory facilities in a one- or two-day span. The visit starts with a consultation with a coordinating physician who arranges multiple tests and consultations with specialists. Results are back by the end of the visit, and

a final consultation with the physician helps set the patient on a healthy track for the next year.

"Time is money," says Mayo business development manager Holly Occi, who says the 35-year-old program treats

more than 2,800 executives from across the country each year. Patients can also see physicians at Mayo locations in Arizona and Minnesota. "We get them in and out as fast as we can while addressing every medical concern you can conceive of in one visit."

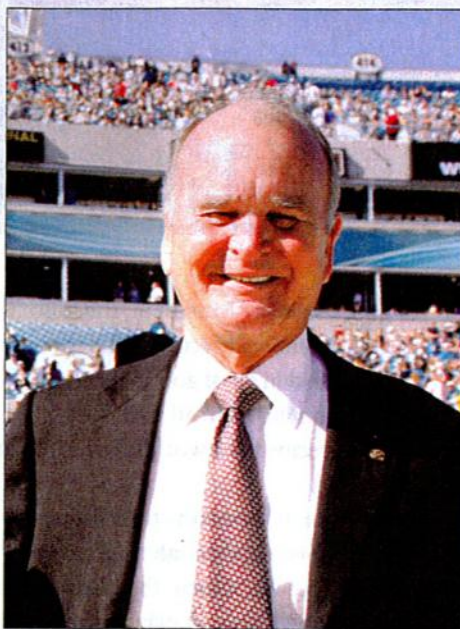
MY JACKSONVILLE

Leading the Team

FROM HEELS TO CLEATS, WAYNE WEAVER HEADS UP SHOE CARNIVAL INC. AND THE JACKSONVILLE JAGUARS.

He came to Jacksonville in the 1990s as a women's footwear magnate, then co-owner, president and CEO of the Nine West chain. But he made his name as the city's football hero.

In 1991, Wayne Weaver began leading the efforts to land an NFL team. Four years later, the Jacksonville Jaguars played



their first game against the Carolina Panthers in the annual AFC-NFC Hall of Fame Game, in Canton, Ohio. In 2005, Weaver's popularity among NFL owners helped the River City clinch hosting Super Bowl XXXIX. And today he's bent on seeing the Jaguars don Super Bowl rings of their own.

But for Weaver, Chairman and CEO of the Jacksonville Jaguars, his team's impact goes far beyond the field. The Jaguars' community programs help to

get kids excited about reading, feed and house the homeless, and put smiles on the faces of children receiving treatment in local hospitals.

"From the very beginning I was excited about the challenge of building a competitive NFL team, and game days are very rewarding when you win," says Weaver, who's also majority owner of Shoe Carnival Inc. "What's been most rewarding is meeting people and hearing their stories about how the Jaguars have affected them, both as an exciting team on the field and as a good neighbor in this community."



Teeing Up for Fans *and* Charities

*The Players Championship
is about more than just
world-class golf.*

Springtime means one thing for Northeast Florida's golf enthusiasts—The Players Championship. Featuring 144 of the world's best players, the Players is considered the strongest field in professional

golf. And it's one of the area's most anticipated annual events, pouring millions into charitable coffers and allowing average Joes to dream of a hole-in-one on the infamous 17th island green.

"This event boasts 35 years of history on a golf course that has what many consider the most recognized hole in all

of golf," says Jay Monahan, the tournament's executive director. "And it's the deepest field in all of golf in terms of players coming from all over the globe. That's a recipe for a world-class sporting event."

Informally known as the "fifth major" (majors one through four are the Masters, the U.S. Open, the British Open and the PGA Championship), the Players runs May 7–10 at TPC Sawgrass in Ponte Vedra Beach. The tournament annually draws more than 200,000 fans and is broadcast in 25 languages to 209 countries, potentially reaching 500 million viewers. Fans from around the world descend upon Northeast Florida to watch golf's top pros battle it out for a share of the \$9.5 million purse.

Over the past few years, the event has become increasingly interactive, making for a more fan-friendly experience. More than 10,000 would-be golf pros took a



Fans keep an eye on the 17th hole at TPC Sawgrass.

PHOTO BY SAM GREENWOOD/COURTESY OF PGA TOUR PHOTOGRAPHIC SERVICES

shot at the UBS 17th Hole Challenge, a scaled-down replica of TPC Sawgrass' dreaded island hole. A putting green replicating the 18th hole is also a popular attraction. More changes are in store to boost fan participation, Monahan promises, declining to spoil any surprises. As for the ultimate fan experience—playing the course—that's available any time. Amateurs of all levels can take a shot at the Stadium course, a Pete Dye design, or the Valley course.

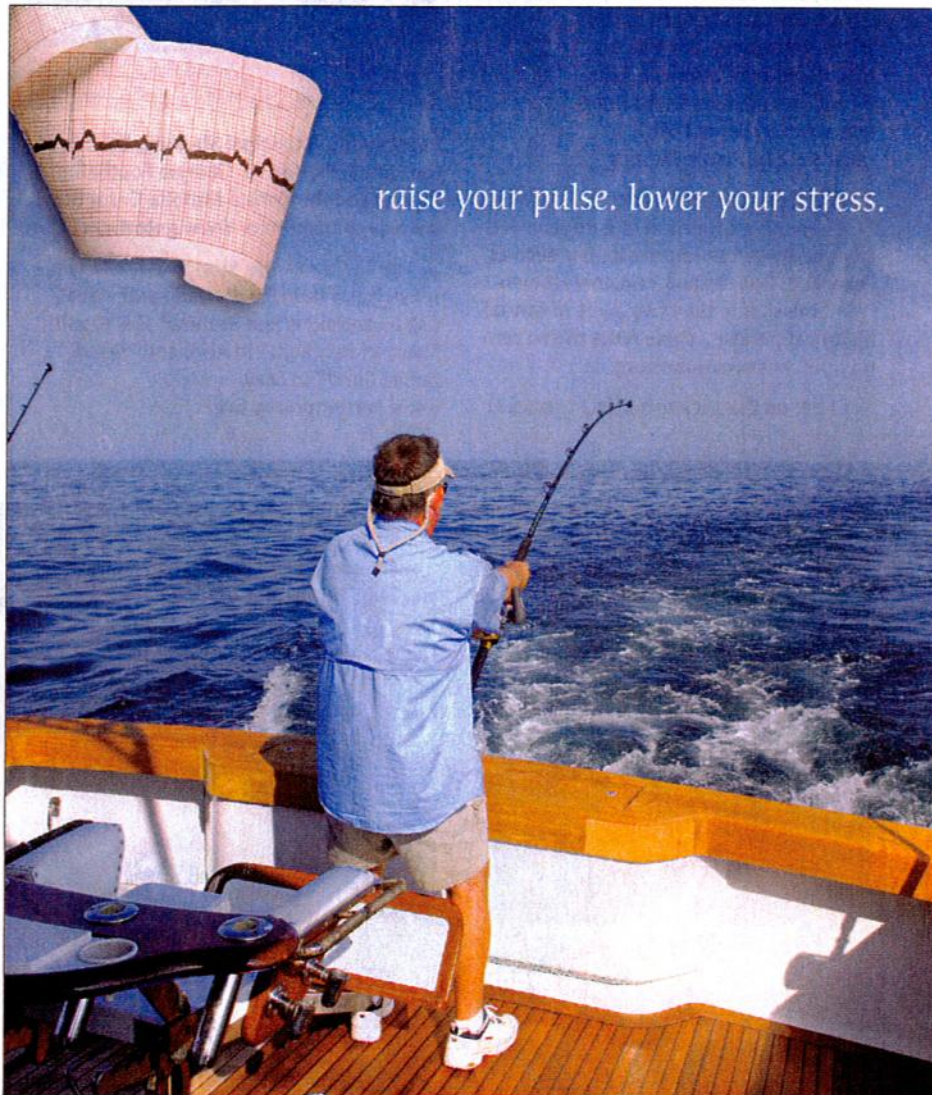
In addition to the excitement that it brings to Northeast Florida, the Players also pumps millions of dollars into the local economy and benefits some of the area's charitable organizations. A 2007 University of Florida study estimated the total economic impact at more than \$150 million annually. Last year, a record \$3 million went to area charities, bringing the tournament's total charitable donations since 1977 to more than

\$31 million. Each year, a PGA Tour team reviews hundreds of grant requests and chooses recipient organizations that benefit health, military, children, arts and culture-related initiatives.

"People in this region take great philanthropic and civic pride and responsi-

FANS FROM AROUND THE WORLD DESCEND UPON NORTHEAST FLORIDA TO WATCH **GOLF'S TOP PROS** BATTLE IT OUT FOR A SHARE OF THE \$9.5 MILLION PURSE.

bility," Monahan says. "It just adds to such a great atmosphere during the Players Championship."



raise your pulse. lower your stress.

Jacksonville and the Beaches can lure both small groups and large. Great facilities and a vibrant downtown are matched by miles of sparkling beaches, endless waterways, historic sites and some of the best golf in the world. Jacksonville is also home to some of the world's most advanced medical facilities, where preeminent physicians lead the way in groundbreaking research and treatment. These facilities, as well as the high-caliber medical professionals they attract, have put Jacksonville on the map as a center for advanced medicine. If you haven't booked a meeting here yet, we invite you to learn more about why you should. Go to visitjacksonville.com/medical.



JACKSONVILLE

America's Health Center

Call 800-340-4444 for information
www.visitjacksonville.com/medical

Baptist Medical • The Bariatric Center at Memorial Hospital • Brooks Rehabilitation
 Cyberknife Cancer Center at Memorial Hospital • Mayo Clinic • Nemours Children's
 Clinic Shands Jacksonville • St. Luke's Hospital • St. Vincent's Medical Center
 University of Florida Proton Therapy Institute • Wolfson Children's Hospital

Top 10 Things to Do

1. The **Jacksonville Zoo and Gardens** exhibits more than 1,500 rare and exotic animals from the blue poison dart frog to the southern white rhinoceros of Africa. New this spring: the Asian Bamboo Garden. www.jaxzoo.org

2. The **Museum of Contemporary Art** features works by top modern artists, such as Robert Rauschenberg, in a hip, historic downtown building. Take the kiddies upstairs to the interactive ArtExplorom Loft. www.mocajacksonville.org

3. The **Cummer Museum of Art & Gardens** boasts a collection of European masters and American impressionists such as Peter Paul Rubens and Winslow Homer. Don't miss more than two acres of formal historical gardens, some more than a century old. www.cummer.org

4. Cheer on the **Jacksonville Jaguars** at



Jacksonville Municipal Stadium, the site of the annual Florida vs. Georgia Football Classic and the Konica Minolta Gator Bowl. www.jaguars.com or www.gatorbowl.com

5. The **Jacksonville Symphony Orchestra** strikes a note for diversity with "Scottish Impressions and Brahms" this month, "Mozart Requiem" in April and "Bond, James Bond" in May. www.jaxsymphony.org

6. Enjoy buffet-style dining and a live stage show at the **Alhambra Dinner Theatre**. The 2009 season features "Singing in the Rain," "Footloose" and "Forever Plaid." www.alhambradinnertheatre.com

7. **Jacksonville's sandy white beaches** front more than 20 miles of boardwalks, bistros, boutiques and bikinis. A favorite spot: Kathryn Abbey Hanna Park, a 450-acre haven of freshwater lakes, rental cabins and a water playground. www.coj.net

8. Calling all naturalists: The **Timucuan Ecological and Historic Preserve** features salt marshes, coastal dunes, hardwood hammocks and 6,000 years of history. www.nps.gov/timu

9. Saddle up for an unforgettable ride at **Diamond D Ranch**. Cross creeks on horseback and keep a lookout for American bison, water buffalo, ostrich and antelope. www.diamonddranchinc.com

10. Take a closer look at Jacksonville with a family river ride. Learn about the history and ecology of the mighty St. Johns River via a two-hour boat ride with the **St. Johns Riverkeeper**. www.stjohnsriverkeeper.org