

Exciting New Venture Comes to Jacksonville



From designing magical décor for weddings and spectacular events to the “Queen of Christmas”, Anne Urban has done it all. Anne started her company, Destination Planning, when Jacksonville announced the Super Bowl was coming to town. While business from the Super Bowl was good, she quickly realized “You don’t know what you don’t know!” “My ah ha moment was meeting Sandy Bartow, then director of the Jacksonville Women’s Business Center (JWBC), and getting her advice”. So what was her advice you may ask....

Learn as much as you can about running a successful business and don’t be afraid to ask for help. Anne immediately joined one of JWBC’s Business Advisory Councils (now known as Success Circles) a facilitated peer-to-peer mentoring roundtable. A year later, Anne was selected as one of three women business owners who received an advisory panel as part of JWBC’s inaugural ATHENAPowerlink® group. “From there I took every workshop and program JWBC had to offer,” says Urban. Destination Planning was a qualified success, reaching over a million dollars in revenue by its second year.

JWBC helped make Destination Planning successful and now Urban is using those skills to start her new venture, one that will not only boost the community that has been so supportive of her company, but give back as well. “This new attraction will generate jobs, pay new taxes and give back to so many good causes. I am thrilled to be in a position to create such a unique experience in Jacksonville”.

The Enchanted Christmas Village, a 40 acre theme park, will open on November 25, 2016, through December 31st 2016. This annual attraction hosted by the Jolly ole Elf himself (Santa) will have over a million lights, an animated Christmas tree that performs every 30 minutes, an Enchanted Hayride Trail, Santa’s Workshop, brought to you by Coca-Cola of North Florida, carousel rides, a Haymaze, the International Marketplace, food truck courtyard, nightly entertainment, and much, much more!



Each weekend a non-profit agency will reap the benefit of shared revenues from this venture. Downs Syndrome Society, Catholic Charities, Meninak, Komen of North Florida and Children’s Home Society are this year’s recipients. “Giving back to the community through the non-profit revenue sharing and the Spirit Giving program to area churches mission trips is a dream come true. It has been my challenge to see how I could use my 30+ years in event production and hospitality management to give back to those in need, says Urban”.

And, Anne didn’t forget about JWBC. For every ticket purchased using the code **JWBC**, Anne will donate 10% of the sales to the Jacksonville Women’s Business Center.

To learn more about the Enchanted Christmas Village or purchase tickets, visit www.jacksonvillechristmas.com.