

Johnston

ECONOMIC DEVELOPMENT CORPORATION

- 2019 Investor Packet -



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Phil Dunshee



Johnston Economic Development
Executive Director

pdunshee@growjohnston.com
515-564-6547

8711 Windsor Parkway, Suite 2
Johnston, IA 50131

Adam Plagge



City of Johnston
Economic Development Manager

aplagge@cityofjohnston.com
515-727-7774

6221 Merle Hay Road - PO Box 410
Johnston, IA 50131

BOARD OF DIRECTORS

Johnston Economic Development Corporation
A Public - Private Partnership



Tim Heldt, President
Charter Bank



Bruce Whited, Vice President
Bank Iowa



Brian Vahle, Secretary/Treasurer
First National Bank



Deb Calvert
MidAmerican Energy



Paul Nagel
John Deere Financial



Jason Kerndt
Vision Bank



Ross Harris
Short Elliott Hendrickson (SEH)



Ginger Miller
Corteva



Eric Bohnenkamp
Hubbell Realty Company



Grant Taylor
Hansen Company Inc



Jeff Schug
McClure Engineering



Matt Van Loon
Ryan Companies



Brian Erickson
Knapp Properties



Mike Bonnett
Landmark Brokerage Services



Steve Scott
Cushman & Wakefield

WELCOME TO Johnston

Dear Business Leader,

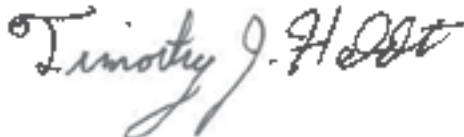
As a business owner and resident in Johnston for more than 20 years, I have had the unique opportunity to observe both population growth and economic transformation.

Johnston has become a sought-after community for people to live, work and grow their businesses. It is organizations like Johnston Economic Development Corporation, in partnership with the City of Johnston, that have helped foster economic growth and innovation over the last few decades. A public-private partnership like this ensures continued success for the variety of businesses that call Johnston home.

As the City of Johnston continues to undertake new projects that revitalize opportunity in the community, the desires of the citizens of the city are always at the heart of decision-making. Over the past few years, citizens have requested more restaurants and retail in the city, a request that helped inspire the formation of several retail-based projects, such as the Merle Hay Road Gateway and the Town Center. In addition to these projects, the city has annexed more land in Northwest Johnston, expanding opportunities for future development activity.

Looking forward to 2019, JEDCO is excited to help facilitate bringing new business to the community and seeing projects transform from inspiration to reality. Without the support of our membership, we would not be able to do what we do. Please review the updated "Investment" membership structure and consider the impact you would like to have on development in Johnston this year.

We welcome you to be a part of development in this thriving community!

Sincerely,
 Timothy J. Heldt, *President*




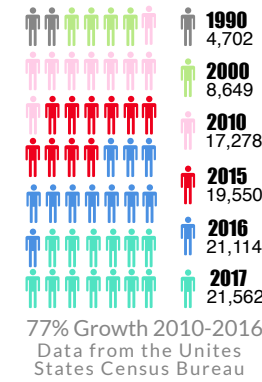
A Welcoming Community



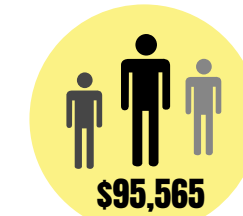
Johnston is the main artery of the Ames-Des Moines Cultivation Corridor with robust bio-tech economy featuring a Global Research Center for Corteva Agriscience and an array of finance industry heavy weights including John Deere Financial, DLL, Shazam and Iowa Bankers Association.

A host of workforce talent lays within the rapidly growing community of 21,000+ who collectively forms one of the highest educated and highest income earning communities in the state.

GROWTH BY YEAR



MEDIAN household income



45% higher than Iowas median income

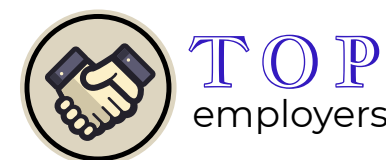
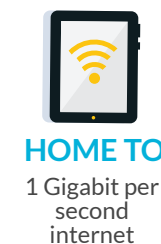
MEDIAN home value



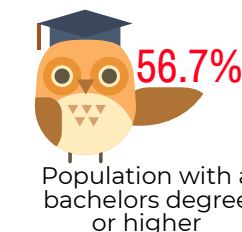
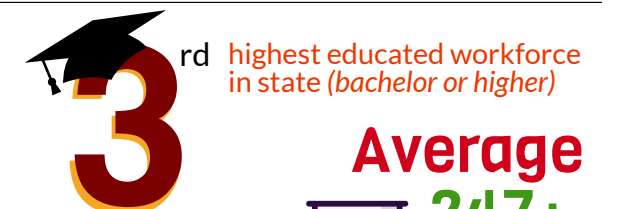
Household Size 2.5



MEDIAN AGE 39



DLL Group
 Corteva Agriscience
 Iowa Bankers Association
 John Deere Financial
 Johnston Community School District
 Iowa National Guard
 Shazam



JEDCO INVESTORS



BECOME AN INVESTOR

Our mission is to foster economic growth and opportunity in the Johnston community and the Greater Des Moines region by serving as an advocate for smart development, providing the latest Johnston development news and insights, and promoting opportunities to those in the real estate development and business communities.

Individuals and business representatives of the Johnston community are encouraged to become investors, not only to promote economic growth in the Johnston community through participation in our organization, but also to take advantage of the promotional opportunities we provide to our investors.

Investor Benefits

As well as being a source of advocacy and information about local development projects for our investors, we also actively work to promote their projects and properties through our website, Twitter feed and monthly newsletter. We also assist parties seeking advice about development strategies and connect people seeking development opportunities in Johnston and Northwest Polk County. Additionally, because investors range from brokers to contractors and more, we're able to offer valuable networking opportunities through our active and annual events.

Additional benefits to investors are included depending on which of the six membership options you choose.



PLATINUM - \$10,000+

GOLD - \$5,000+

SILVER - \$2,500+

BRONZE - \$1,250+

BUSINESS - \$500

INDIVIDUAL - \$250

Investor Benefits

	INDIVIDUAL	BUSINESS	BRONZE	SILVER	GOLD	PLATINUM
Spot in membership directory on GrowJohnston.com	✓	✓	✓	✓	✓	✓
Link to business website via GrowJohnston.com		✓	✓	✓	✓	✓
Listed as member in JEDCO insert included in Johnston Chamber of Commerce Member Directory and Community Guide		✓	✓	✓	✓	✓
Listed as member in the JEDCO annual development guide		✓	✓	✓	✓	✓
1 page (may be front and back) promotional advertisement in the JEDCO annual development guide			✓	✓	✓	✓
1 page (may be front and back) flyer for each qualified development site or building in the JEDCO annual development guide			✓	✓	✓	✓
1 week promotional placement and link to company on the home page side bar of GrowJohnston.com			✓	✓	✓	✓
10 promotional posts in the @growjohnston Twitter stream			✓	✓	✓	✓
10 additional promotional posts in the @growjohnston Twitter stream (20 total)				✓	✓	✓
2 feature-stories or profile posts on the GrowJohnston.com blog				✓	✓	✓
Opportunity to host 1 JEDCO Board meeting (There are 6 meetings per year)				✓	✓	✓
Named co-sponsor of the Johnston Annual Economic Development Bus Tour, included on all promotional materials					✓	
Named primary sponsor of the Johnston Annual Development Forum, included on all promotional materials						✓



Annual Events

Each year, JEDCO, in collaboration with the City of Johnston, holds three annual events, which all include an opportunity to learn more about Johnston and network with other economic development professionals.

ANNUAL MEETING



- Participate in the JEDCO Board of Directors election
- Stay in the know on current happenings in Johnston with updates from the city
- Enjoy refreshments and networking with other economic development professionals

ANNUAL DEVELOPMENT FORUM



- Get the most recent updates directly from the City of Johnston's economic development leadership
- Engage with a keynote speaker addressing the hottest topics in commercial development
- Have a little fun networking with other economic development professionals over a cocktail reception

ANNUAL BUS TOUR



- Take an exclusive tour of Johnston and Grimes to get breaking project updates and preview available properties
- Join economic development professionals for a cocktail reception and networking event following the tour
- Receive the newest version of the annual Economic Development Guide, complete with city updates, incentive information and property updates

Additional Sponsorship Opportunities

ANNUAL DRONE VIDEO SPONSORSHIP - \$1,000

*CO-SPONSORSHIP OPPORTUNITIES ALSO AVAILABLE

Graphic display of business name and logo included as "Sponsored by" credit published on drone videos to be displayed on GrowJohnston.com and to be promoted via electronic newsletter and social media

ANNUAL MEETING SPONSORSHIP - \$350

Recognition for providing liquid refreshments to all participants

ANNUAL DEVELOPMENT FORUM SPONSORSHIP - \$350

Recognition for providing liquid refreshments to all participants

ANNUAL BUS TOUR SPONSORSHIP - \$350

Recognition for providing liquid refreshments to all participants

TARGETED E-MAIL PROMOTION - \$150

1 promotional or informational e-mail sent to the Johnston Economic Development Corporation electronic network

NON-INVESTOR ANNUAL DEVELOPMENT GUIDE AD - \$250

1 page (may be front and back) advertisement for a business, property or project in annual development guide published in conjunction with annual economic development tour and reception.