Johnston
ECONOMIC DEVELOPMENT CORPORATION

2020

INVESTOR PACKET

ABOUT JEDCO

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.

WHAT IS JEDCO?

A Public-Private Partnership

Johnston is not just a fantastic place to grow your business, it's a place where you will find helpful and invested partners in the process. For many years, Johnston Economic Development Corporation and the City of Johnston have successfully worked as a public-private partnership to strengthen the city for its residential and working communities.

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.

JEDCO plays an important role in promoting Johnston as a great place to do business and providing assistance to businesses throughout the various phases of the development process. As a private, not-for-profit corporation, JEDCO is positioned to be a problem solver for both developers and the city. By helping developers find the ideal property or building in which to invest, Johnston city leaders can focus on ensuring a smooth development process.

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.

Learn more about development in Johnston by visiting GrowJohnston.com.

- Networking Events
- Marketing & Promotion
- **Regional Collaboration**
- Development News

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ANNUAL EVENTS

Networking with Development Professionals

Every year Johnston Economic Development Corporation hosts three annual events in collaboration with the City of Johnston. Each event offers renewed opportunity to learn about the city's biggest projects directly from Johnston city leaders as well as to attend a networking reception with leaders in the economic development and commercial lending industries.

Members are also invited to attend JEDCO board meetings, which take place bi-monthly. For a full schedule of board meetings, visit growjohnston.com/events/board-meetings. For more information about upcoming events or board meetings, reach out to thrive@growjohnston.com.

ANNUAL MEETING

Elect the newest members of the JEDCO Board of Directors

Stay current with Johnston news with updates from city officials

Enjoy food and drink while networking with other economic development professionals

January

DEVELOPMENT FORUM

Learn about the most recent city projects directly from Johnston's development leaders

Hear a keynote speaker address the hottest topics facing commercial development in Iowa

Meet and make a deal (or two) with local development professionals

April

BUS TOUR WITH GRIMES

Tour the Johnston and Grimes communities to get a firsthand look at upcoming projects

Receive the newest copy of the Johnston Economic Development Guide

Network with commercial development professionals in the area

October

2020 MEMBERSHIP BENEFITS

Benefits by Investment Level

	$250 INDIVIDUAL	$500 BUSINESS	$1,250 BRONZE	$2,500 SILVER	$5,000 GOLD	$10,000 PLATINUM
Listed as a member with link in membership directory on GrowJohnston.com	✓	✓	✓	✓	✓	✓
Listed as a member in JEDCO advertisement in the Annual Johnston Chamber of Commerce Membership Directory and Community Guide.		✓	✓	✓	✓	✓
Listed as member in JEDCO advertisement in the Annual JEDCO Economic Development Guide		✓	✓	✓	✓	✓
One full page (may be front and back) promotional advertisement for your business in the Annual JEDCO Economic Development Guide			✓	✓	✓	✓
One full page (may be front and back) promotional flyer for each available property in Johnston in the Annual JEDCO Economic Development Guide			✓	✓	✓	✓
One-week promotional placement and link on the GrowJohnston.com homepage			✓	✓	✓	✓
Ten promotional posts in the @growjohnston Twitter stream			✓	✓	✓	✓
Ten additional promotional posts in the @growjohnston Twitter stream				✓	✓	✓
Two feature stories or company profiles on GrowJohnston.com				✓	✓	✓
Opportunity to host one JEDCO board meeting				✓	✓	✓
Named "Co-Sponsor" of the Annual Economic Development Bus Tour (included in all promotional materials)					✓	
Named "Primary Sponsor" of the Annual Economic Development Forum (included in all promotional materials)						✓

SPONSORSHIPS

Additional Opportunities to Get Involved

- **ANNUAL DRONE VIDEO(S) SPONSORSHIP** — **$1,000**
  (Spring, Summer or Fall) Graphic display of business name and logo included as "Sponsored by" credit published on each sponsored seasonal drone segment, which will be published on GrowJohnston.com, the @GrowJohnston Twitter feed and the @GrowJohnston YouTube channel. Videos will also be shared with the JEDCO membership and Johnston public officials via electronic newsletter.

- **ANNUAL MEETING BEVERAGE SPONSORSHIP** — **$350**
  Recognition for providing liquid refreshments to all participants, both verbally at the event and printed on all promotional materials.

- **ANNUAL DEVELOPMENT FORUM BEVERAGE SPONSORSHIP** — **$350**
  Recognition for providing liquid refreshments to all participants, both verbally at the event and printed on all promotional materials.

- **ANNUAL DEVELOPMENT BUS TOUR BEVERAGE SPONSORSHIP** — **$350**
  Recognition for providing liquid refreshments to all participants, both verbally at the event and printed on all promotional materials.

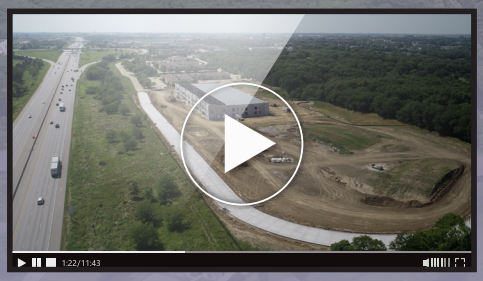
- **TARGETED EMAIL PROMOTION** — **$150**
  One promotional or informational email sent to the JEDCO electronic network.

- **INDIVIDUAL OR BUSINESS LEVEL JEDCO MEMBER DEVELOPMENT GUIDE AD/FLYER** — **$150/EACH**, **OR 3 FOR $375**, **OR 5 FOR $500**
  A one-page (may be front and back) advertisement or property flyer for a business, property or project in annual Economic Development Guide, published in conjunction with anual economic development tour and reception

- **NON-MEMBER DEVELOPMENT GUIDE AD/FLYER** — **$250**
  A one-page (may be front and back) advertisement or property flyer for a business, property or project in annual Economic Development Guide, published in conjunction with anual economic development tour and reception.

DRONE VIDEO & PHOTOGRAPHY

TAKING YOUR **PROJECT AND PROPERTY PROMOTION** TO THE **NEXT LEVEL**



Johnston Economic Development Corporation is committed to promoting growth and development in the City of Johnston and in Northwest Polk County. If you have a project or property that you'd like to promote with high quality drone video and images, we can help!

We work with a skilled drone videographer to capture the perfect shot; then our marketing team takes over to package the perfect finished product for you!

4K HD VIDEO

BACKGROUND MUSIC

HIGH-QUALITY IMAGES

AND MORE!

For more information, contact our marketing team at thrive@growjohnston.com.

PRICING BASED ON PROJECT NEEDS.

Johnston ECONOMIC DEVELOPMENT CORPORATION

Gregory Ruger Productions

Learn more. **Reach out!**

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@GrowJohnston

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