

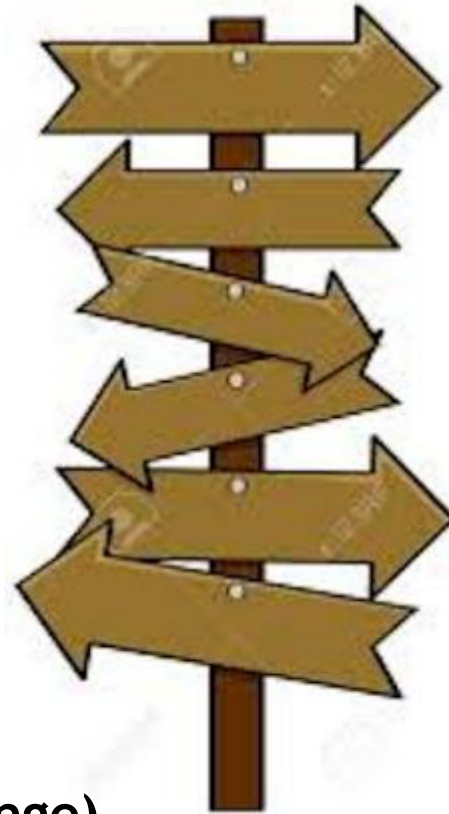


State of the City

February 25, 2021

What is the State of the City?

- **Ongoing Change - Over Time**
- **Resilient**
- **Challenges**
- **Poised For More Growth (and Change)**



Change Is Ongoing - Let's Walk Down Memory Lane



Former Mayor Brian Laurenzo
A Brief History - 2005 to Present

2005 JEDCO Annual Meeting

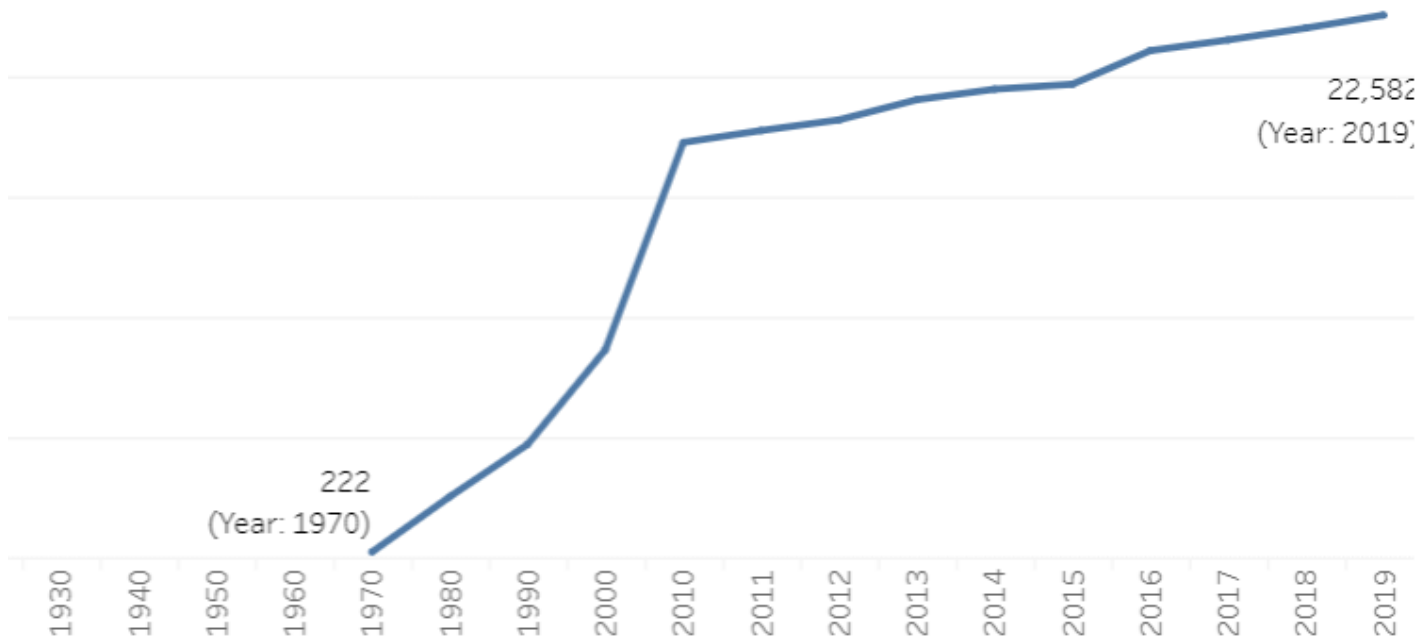


New JEDCO Director Phil Dunshee

35 Years Following Johnston's Incorporation

2005 JEDCO Annual Meeting

Johnston total population



35 Years Following Johnston's Incorporation

Source: Iowa Data Center

A Lot Has Happened Since 2005



The groundbreaking for Johnston Station was held April 6, 2005.

A Lot Has Happened Since 2005



Phil Dunshee, Governor Vilsack and Mayor Brian
Laurenzo August 29, 2006

Example: Transportation Infrastructure

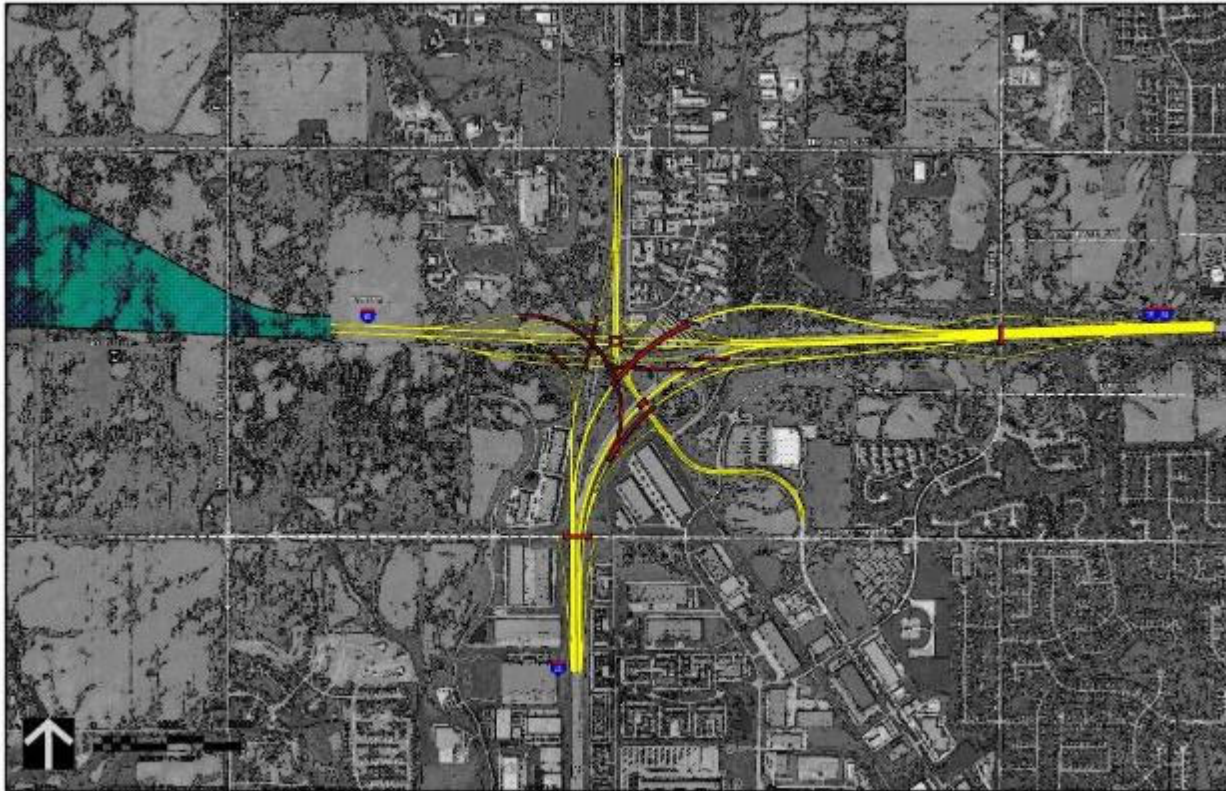


54th to 62nd
FY 24

100th to 86th

West Park
NW 54th Ave & 100th Street

Who Remembers This? - 2006



The “Full Build-Out” Plan

“growth marches on in western Polk County and eastern Dallas County. We need a comprehensive plan for transportation in our area, because if we don't our roads won't be safe and growth will be constrained. We also need a plan, because transportation resources are becoming scarce - as illustrated by the project cutbacks recently announced by the Iowa Department of Transportation. While we will continue to support specific projects such as an interchange at 100th street - it is clear that developing a plan that will help state, local and federal officials sort through priorities is vital.”

100th Street - 2021



Interchange Wish Becomes A Reality

Merle Hay Road Redevelopment Plan - 2007



Original Town Center Vision - 2007



“Merle Hay Road Study Update

The potential future for Merle Hay Road Redevelopment started to come in to focus in recent weeks as RDG Design developed and presented concepts for the intersection of Merle Hay and 62nd, and the corridor north and south of 62nd street.”

Current Vision - 2021



Perceived Need For More Recreation



Proposed Joint Project With Grimes

Original Gateway Vision - 2012



Original Gateway Vision - 2012



Focus On Former Hotel Site

Current Focus - Ignit



IGNIT SPORTS & FITNESS
CONCEPT PLANS

JULY 15, 2020

Not for construction
Not for sale or other use
SMM 1213

Simonson & Associates, Inc.
1111 1st Street, Suite 100
St. Paul, MN 55102
612.291.1111
www.simonsoninc.com

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Re-investment District Pre-Application

Birchwood Crossing



Completion of Carter Court -
Connector To NW 54th Ave

Roughwood



**Lesson: Communities Set The Table -
Businesses and Markets Make Choices**

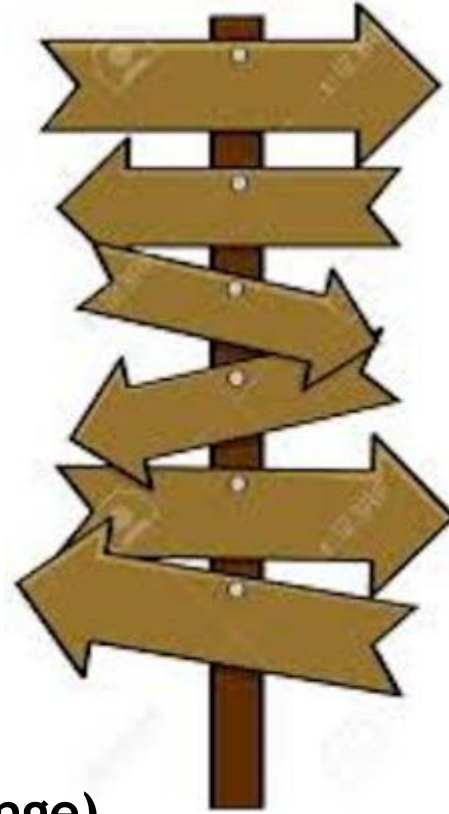
Highlights - Contributions

- Multiple Pioneer Expansions
- Helping Secure State Economic Development Assistance
- Helping Secure RISE Grant for NW 62nd Ave
- Helping Secure State Assistance for Terra Park
- Being an Advocate for Workforce and Senior Housing
- Being an Advocate for Quality of Life And Community Amenities (Trails, Bridges, Parks, Water Trails and More)
- Being an Advocate for Developers and Businesses and Projects
- Informing Members and Citizens About Developments and Projects
- Promoting Understanding of the Development Process
- Aiding Businesses with Recovery Efforts - From Floods to a Pandemic
- Partnering with the City, County, State and GDMP



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Effects of COVID-19 on Businesses

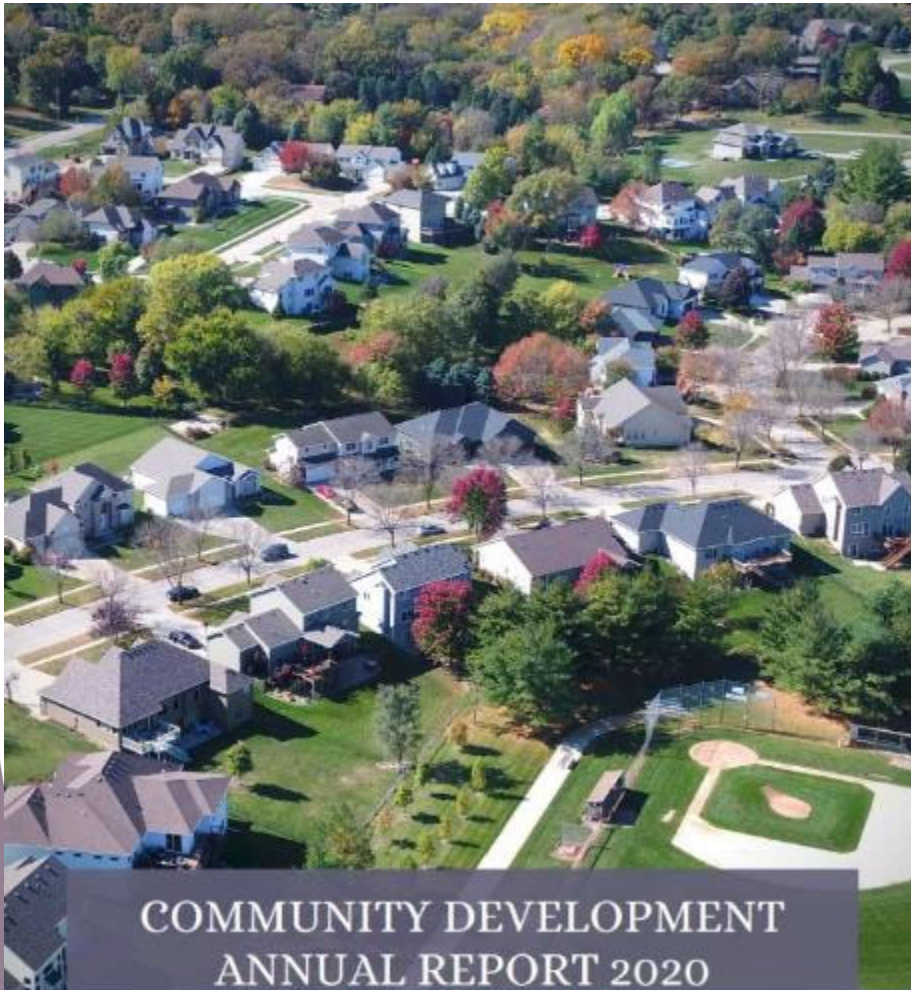
Fifty percent of the respondents say they are still experiencing distress as a result of COVID-19, and yet seventy-six percent say they are very prepared or prepared “to meet the needs of changing industry as a result of COVID-19 and similar challenges that may occur in the future.”

Takeaway – One thing we observe in our day-to-day interactions with businesses is that there is resiliency and strength among business owners and managers. They work hard every day to survive, and you can feel their hope for the future is strong. Nothing scientific about this. But the survey results do seem to reflect this condition.



Some Businesses Severely Affected -
For Some Existing Market Forces At Work

Johnston Community Development Report 2020



- \$59+ million in total new valuation permitted
- Four new commercial permits issued totaling \$14,249,000
- 23 new commercial remodel permits issued totaling \$4,139,000
- 147 new residential units permitted in 2020
 - Single Family - 87
 - Townhomes - 12
 - Multifamily - 48
 - \$35,382,000 in total valuation
- Slow but Steady Growth Projected

City of Johnston Forecast

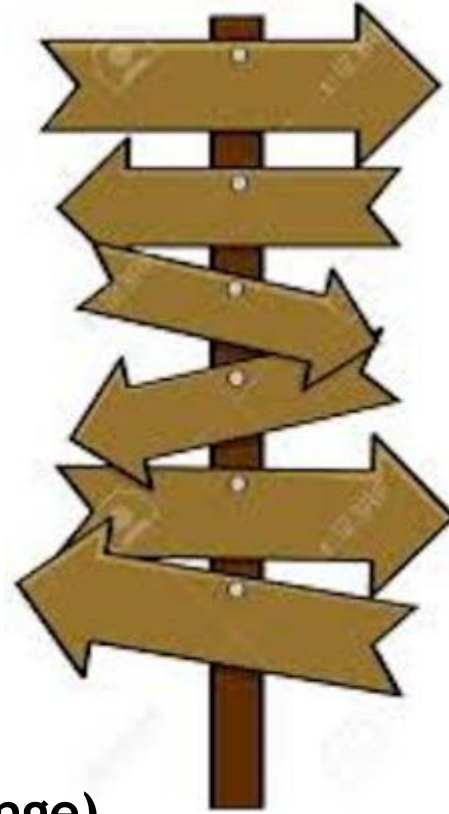


“The City has seen many local businesses impacted by the pandemic and partnered with private businesses, Greater Des Moines Partnership and Polk County to provide grant assistance to struggling small businesses in the community. Nonetheless, the pandemic's impact on small businesses and greater long-term trends have created some notable commercial vacancies along NW 86th St and Merle Hay Road. However, residential growth in the community continues to draw interest from developers, and its anticipated vacant spaces will be adapted for new uses and new commercial growth will continue in West Office Park, Windsor Office Park and along Beaver Drive.

Your Predictions?

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COVID-19 Isn't Finished Yet

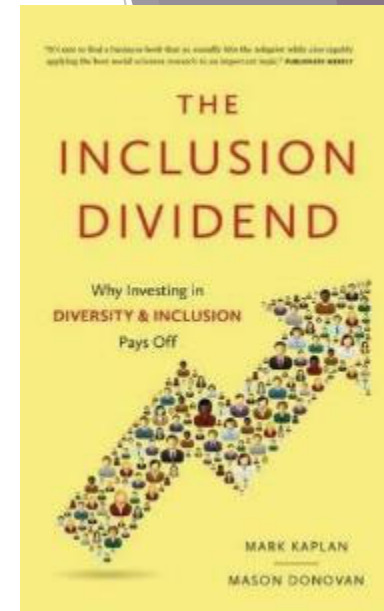


- Return To Work Plans Still Being Developed
- Filling Vacant Commercial Spaces

Challenge - Inclusion City Business Survey

- Most respondents said that Johnston is “inclusive” and “welcoming to all people”
- Two percent indicated the City is *not* very welcoming and inclusive
- 17% said they did not have an opinion
- We’re good on that, right? Answer: probably not as much as we would like to think.

Conversations we have had with some of our major employers in recent years indicate that there is some work to do. The City Council’s recently adopted strategic plan includes this topic. Specifically, it states that the community needs to “ensure that Johnston is a welcoming community, with a proactive Diversity, Equity & Inclusion Plan to support citizen/business engagement.” What the tasks are for achieving this goal will be still to be determined.



Challenge - Inclusion

Census Information

Race and Hispanic Origin

	Estimate	Percent
Total	21,406	
White alone	19,274	90.0%
Black or African American alone	677	3.2%
American Indian and Alaska Native alone	10	0.0%
Asian alone	934	4.4%
Native Hawaiian and Other Pacific Islander al..	0	0.0%
Some other race alone	33	0.2%
Two or more races	478	2.2%
Hispanic or Latino	492	2.3%
White alone not Hispanic or Latino	18,877	88.2%

Source: Iowa Data Center

Challenge - Broadband City Business Survey

- Eighty-four percent of the respondents say they already have broadband services at their business
- Twelve percent do not.
- 32% of the respondents said that “it is very important that their internet service is improved, because their current service is not meeting their needs.” [Emphasis added]



Johnston has Century Link, Mediacom and now Metronet. Some businesses use UPN or other infrastructure. Issue solved? Too soon to say.

The community should complete the visioning study, identify gaps in service, and explore solutions. To be competitive in the future – 100% broadband access should be the goal, and in the process, maybe there should be a conversation about what speeds are required to meet those business and community needs. Currently a focus of the Governor and legislature.

Challenge - Business Climate City Business Survey



Eight-six percent of the respondents said that as a place to do business, Johnston was “excellent” or “good”. But 12% said Johnston was “average” and 1% said “poor.”

A wish that we had greater insight about what those 13% think should be done to make things better. And it is not just about City services.

Challenge - Corporate Focus Communities & Shareholders



Something is different. Uncertainty Exists About the Corteva Focus and the Company's Engagement with the Community

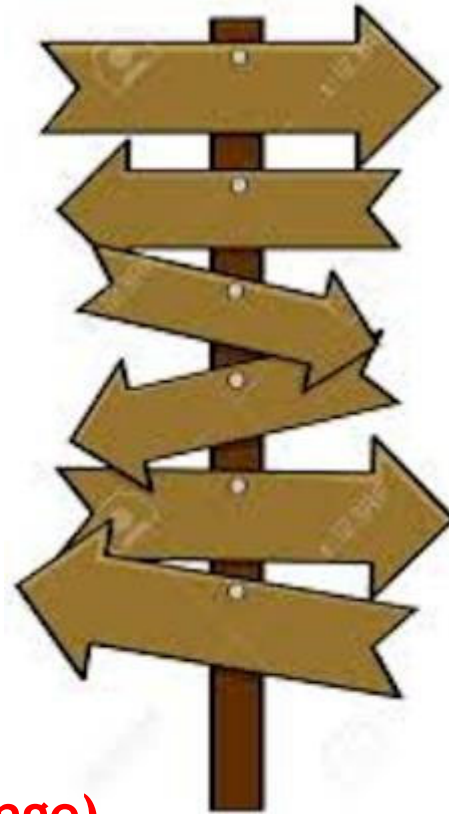
Fiscal Challenges of Growth



\$143,121,054 Total G.O. Debt
 98.19% of Legal Limit

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Go West! (And North)



Prepare For The Future
Beaver Creek Development Area

Go West! (And North)

“The City will continue to expand utility services to the newly annexed NW Saylorville Drive Annexation Area to prepare that area for future development in the wake of increased accessibility to the Highway 141 corridor because of the flyover ramp being constructed at Interstate 35/80.”

“Remarkable commercial growth has occurred along Highway 141 in the past several years, with development continuing to push north towards properties recently annexed into Johnston around Beaver Creek Golf Course and Saylorville Drive.”

“As the City continues to work through infrastructure challenges in these areas in 2021-2022, new development is expected to follow suit rapidly over the next several years.”*

*Xenia Litigation is a barrier to progress.

Learn More At Growjohnston.com



VOTE IN THE JCSD SPECIAL ELECTION!



On Tuesday, March 2, 2021 all residents in the Johnston Community School District will have the opportunity to vote on two ballot questions regarding our SAVE Revenue Purpose Statement and PPEL (Physical Plant & Equipment Levy).

THANK YOU!



PHIL DUNSHEE
Executive Director



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