

A close-up photograph of a hand typing on a silver laptop keyboard. To the left, a cup of coffee with a thick, light-colored foam sits on a pinkish-red saucer. The background is a soft, out-of-focus light color.

# INVESTMENT OPPORTUNITIES

A decorative arrangement of green eucalyptus leaves and clusters of small white flowers, possibly baby's breath, set against a dark, semi-transparent background.

## BOONE EDC

# 2024



# WHY INVEST

Joining the Boone EDC as an investing member propels growth in Boone County through our vision and strategic plan. Our investing members benefit from valuable connections, resources, and contribute to community initiatives, fostering a prosperous future for all. Together, we create a resilient environment, ensuring a prosperous legacy for future generations. Join us in shaping the future of Boone County.

# OUR VALUES

**ADVOCATE:** Champion for Boone County's growth, prosperity, and well-being.

**RESPONSIVE:** Swiftly and diligently addressing community needs and stakeholders' concerns.

**COMMITTED:** Dedication to sustainable economic development in Boone County.

**INNOVATIVE:** Cultivation of a creative environment, welcoming fresh ideas for progress.

**CONNECT:** Actively building partnerships strengthening Boone County's economic landscape.

# OUR INITIATIVES

- Develop a vision and brand for Boone County
- Launch workforce marketing campaigns
- Educate and advocate for workforce solutions
- Develop programming for underseved populations



4.6B

capital Investment  
Secured  
2019-23



339

Leads

2022-23



70

Annual

business, Retention  
& expansion visits



150+

Small  
Businesses  
Assisted  
2022-23



boone county population

75,109

78% increase in 10 years

41,164

2023 Labor Workforce



target industry  
agribusiness

3,050

boone County  
Businesses

## Our 5-Year Economic Development Goals

- Conduct 65 annual business retention and expansion (BR & E) visits with existing businesses
- Address ongoing leads for new business attraction and retention
- Provide training to 25 small businesses via regional partnerships
- Target 5% revenue growth for trained small businesses
- Aim for 7.5% conversion rate for primary businesses and 2.5% for Main Street businesses

### Small Business Development 2022-23

- 2,000+ Hours Dedicated
- 150+ Small Businesses Helped

### Microloan Fund 2022-23

- 9 Small Businesses Awarded Microloans
- Total Awarded: \$174.5k

### Digital Upgrade Grant 2023

- 4 Small Businesses Given Grants
- Total Granted: \$20k In Matched Grants

2019-23

## Community

### Day of Service

588 Volunteers  
2,352 Volunteer Hours  
\$62.5k In Donated Hours  
60 + Non-Profits Serviced

2023  
Did you  
know?

3,536  
Miles Driven in  
Boone County  
for Business  
Development

70  
Business  
Retention &  
Expansion Visits

21  
Press Releases  
Written about  
Boone County  
Business

100+  
Earned Media  
Stories by  
Outside Media

# ANNUAL INVESTOR BENEFITS & VALUE

Your investment in our vision is not just crucial; it's the driving force behind sustainable growth. By joining us, you catalyze innovation, attract substantial investments, and unlock unparalleled economic opportunities.\*Custom partnerships are available.

	Legacy \$20,000	Visionary \$15,000	Champion \$10,000	High-Impact \$5,000	Innovator \$2,500	Influencer \$1,000	Enterprise \$500
Voting privileges in Boone EDC elections	●	●	●	●	●	●	●
Eligible for election to Boone EDC's board of directors	●	●	●	●	●	●	●
Invitation to partner / member events *excludes Behind-the-Scenes Tours	●	●	●	●	●	●	●
Logo + link on BetterInBoone.org - Investors \$5k+ receive extended listing	●	●	●	●	●	●	●
Receive Boone County news alerts	●	●	●	●	●	●	●
Listing in annual report \$500-\$1,000	●	●	●	●	●	●	●
Access to the Boone EDC Small Business Support Resources	●	●	●	●	●	●	●
Complimentary ticket(s) to annual meeting	●	●	●	●	●	●	
Invitations to Behind-the-Scenes tours of cutting-edge companies	●	●	●	●	●		
Logo in Annual Report	●	●	●	●			
Featured on our Work In Boone Resource Page with extended listing	●	●	●	●			
Sponsorship opportunities for premier events	●	●	●	●			
First access to Boone EDC surveys and reports	●	●	●	●			
Use of Boone EDC boardroom (per availability) in hours *annually	24	16	12	8			
Sites & Buildings Annual Upload Service	●	●	●	●			
Social media spotlight	●	●	●				
Exclusive Newsletter: sponsored content* *Content / copy provided by investor	3	2	1				
Exclusive access to Boone EDC executives in hours *annually	8	4	2				
Semi-annual lunch with Boone EDC executive team	●	●					
Partnership testimony about investor included in annual report and on website.	●	●					
Contribute thought leadership content on website	●						
Eligible to speak at Annual Meeting	●						
Organization name displayed in Boone EDC boardroom	●						



# AFFILIATE PARTNERSHIP BENEFITS

Elevate your impact with our Affiliate Partnership levels. Invest in the Boone EDC by becoming an affiliate partner. Your partnership as an affiliate is pivotal in propelling our vision forward. Your support doesn't just fuel growth; it serves as the catalyst for innovation, attracting significant investments and unveiling unmatched economic prospects. Together, we can customize partnerships to maximize our collective impact.

	Empower \$5,000	Growth \$2,500	Prosper \$1,000
Invitation to select partner / member events	●	●	●
Logo + link on website as a partner and resource	●	●	●
Up-to-date news alerts on business related information	●	●	●
Invitation to annual meeting	●	●	
Sponsorship opportunities for premier events	●	●	
Newsletter: "About You" in newsletter via an ad with link	●	●	
Contribute thought leadership content on website - content provided by partner with edits by Boone EDC	2	1	
Meet with Boone EDC staff to discuss your organization's work and impact	●		
Eligible to host a meeting to showcase your business and connect with select companies via Teams or at Boone EDC Board Room	●		



## WHY INVEST?

"The Boone EDC was integral to realizing a complex project - one of the largest automated warehouses in the United States - during one of the most challenging periods in remembered history. Through lockdowns, labor shortages, supply chain bottlenecks, and complex permitting and building processes - the Boone EDC walked the path with us every step of the way. That we are here today is a testament to their role as true partners to us on our continued growth journey." -Jonas Swarttouw, NewCold's Executive Vice President and Chairman of North America

# BUSINESS OPTIMIZATION

## Spotlight Marketing - \$500

Our marketing packages at the Boone EDC are invaluable for small businesses looking to elevate their online presence and community engagement. With our Spotlight Marketing Package priced at \$500, businesses receive curated social media posts across popular platforms like Instagram, Facebook, and LinkedIn, enhancing their digital visibility.

### INCLUDES:

- (1) Curated Social Media Post on Instagram, Facebook, LinkedIn, X
- (1) Boone County Biz Spotlight Social Media Reel created by Boone EDC

## High Impact Marketing - \$1,000

For those seeking even greater impact, our High Impact Marketing Package at \$1,000 offers enhanced exposure. In addition to the social media posts and the engaging Spotlight Reel, businesses receive a focused narrative feature on BetterInBoone.org, amplifying their story and reach. Furthermore, their business is included in a non-exclusive newsletter sent to our esteemed investors and members, expanding their network and connections within the local business community. These packages provide small businesses with cost-effective and impactful marketing solutions tailored to boost their growth and recognition.

### INCLUDES:

- (1) Curated Social Media Post on Instagram, Facebook, LinkedIn, X
- (1) Boone County Biz Spotlight Social Media Reel created by Boone EDC
- (1) Focused Narrative Feature on BetterInBoone.org
- (1) Included in one non-exclusive newsletter to our investors and members

## Boone EDC Consulting - \$2,500

Investing in our services at the Boone EDC provides businesses with a distinct edge. We offer a comprehensive package of benefits, including specialized local expertise, broad networks, resource accessibility, market insights, regulatory support, strategic planning, community engagement, and expertise in sustainability and social responsibility. Our tailored approach empowers businesses to streamline operations, cultivate meaningful partnerships, and harmonize strategies with the local community. By choosing us, businesses not only enhance their overall value proposition but also pave the way for enduring success in the long run.

### INCLUDES:

- (1) one hour session with the executive director, entrepreneur and innovation manager and director of marketing and communication to discuss topic of your choice.
- (3) one on one hour long sessions with your choice or a combination of executive director, entrepreneur and innovation manager or the director of marketing and communication
- Creation and delivery of a detail summary of meetings, suggested solutions or advise, resources and other pertinent information.



# BROKER & DEVELOPER PARTNERSHIPS

The Boone EDC is strategically positioned to enhance your properties and boost your success. With a proven track record of nurturing growth and seizing opportunities, we offer an exclusive gateway to unparalleled advantages in the dynamic landscape of real estate development. Our collaborative network, industry expertise, and strategic resources are tailored to elevate your ventures. Engage in a collaborative alliance with us to nurture flourishing developments and create vibrant, thriving communities.

In addition to opportunities for you to become an investor, affiliate partner or sponsor, we are introducing two valuable opportunities for individual brokers, developers or brokerage teams to use our services and expertise.

These packages are tailored for individual brokers and developers. Boone EDC can curate customized packages and solutions for corporate brands.

## Sites & Building Database Service Annual Package - \$900

Leverage the Boone EDC's upload services to distinguish your listing from the rest. By featuring your property on our comprehensive sites & building database, you unlock its potential to be considered for lucrative proposals. In 2023 alone, we facilitated 190 leads, most sourced through our sites and building database, leading to fully funded opportunities for potential prospects. Additionally, your listing gains visibility on BetterInBoone.org and is funneled to the State of Indiana's real estate database further amplifying its exposure and market reach.

Includes

- Each of your listings will be seamlessly uploaded and enhanced through your photography, listing information and documentation
- Listings will gain prime visibility on our Sites & Database and showcased on BetterInBoone.org and the State of Indiana's real estate database resulting in additional exposure and reach
- Up to 20 listings per year
- Email reminders to check for listing updates
- Direct contact with the Boone EDC to coordinate your listing upload and modifications
- Quarterly data summaries of lead activity received by the Boone EDC

\$1.9+

Billion

Capital  
Investment  
Secured  
2023

## Commercial Marketing Package - \$795

Collaborate with our experts during a tailored one-hour onsite meeting to strategize and align your vision with our specialized services. Benefit from the creation of exclusive newsletters catered to investors, partners, small businesses, and entrepreneur leads to maximize your outreach and engagement. Amplify your online presence with a professionally crafted social media post shared across Boone EDC's platforms, featuring captivating photos and a dynamic reel. Elevate your commercial endeavors, expand your network, and drive success with Boone EDC's Commercial Marketing Package.

Each package includes:

- 1 hour onsite meeting with Boone EDC staff
- Creation of (1) exclusive newsletter to our investors and partners
- Creation of (1) exclusive newsletter to small business and entrepreneur leads
- Creation of (1) social media post share on Boone EDC's platforms includes social media photos and a reel

purchase both packages - \$1,495

2023

Did you  
know?

190

Leads came into  
the Boone EDC -  
a lead every 1.3  
days

95

Listings were  
uploaded to  
sites & building  
database

110

Proposals were  
responded to

200+

Hours spent  
uploading and  
updating listings

## Microloan Fund

Donating to the Boone EDC's Microloan program can significantly empower local entrepreneurs and small businesses. Consider contributing monetary funds to the program to provide financial assistance to aspiring entrepreneurs who might not have access to traditional loans. Your donation will directly support their business endeavors, fueling economic growth and local innovation. By donating to the Microloan program, you are investing in the community's economic vitality, enabling individuals to pursue their entrepreneurial dreams and contribute to the overall prosperity of Boone County.

### INCLUDES:

- Recognition on our Microloan Fund section on [BetterInBoone.org](https://www.betterinboone.org) with logo and link
- Recognition as a Microloan Funding partner in 2 newsletters to our investors and members
- Ability to host a teams meeting or in person meeting at Boone EDC Board Room for small businesses
- Recognition at the Annual Member Luncheon and in our annual report
- Exclusive Invitation to Champagne Toast for Microloan completed projects

Minimum donation \$2,500 | Suggested donation \$10,000

## 2022-23 SNAPSHOT

9

Microlans granted

\$174.5k

In Microlans



150+

small business helped

Hours

2,000+

Spent on small business  
development in Boone  
County





# 2024 SPONSORSHIPS

## BEST DAY IN BOONE COUNTY - OCTOBER 1, 2024

Sponsoring Best Day in Boone County 2024 is an unparalleled opportunity to create a profound and enduring impact. By supporting this event, your organization demonstrates unwavering community commitment, cultivates goodwill, and fortifies local connections. It showcases your brand's social responsibility, elevating your reputation and building unwavering customer trust. Moreover, it grants direct access to impassioned, community-focused individuals, opening doors to invaluable networking opportunities. Seize this moment to align your brand unequivocally with positive change and carve out a meaningful legacy in Boone County. Sponsor now for an exceptionally purposeful and influential presence that resonates far beyond the event. All sponsors will be included in select social media and press opportunities throughout the year.

## SPONSORSHIPS

Best Day in Boone presentation sponsor | \$5,000

- EXCLUSIVE - 1 Available
- Presented by Boone EDC & (your company name)
- Logo + link on website
- Logo on t-shirt
- Featured in press release with quote
- All social media posts will have company's name linked and listed
- Opportunity to be interviewed by the media
- (4) social media posts featuring company throughout the year

t-shirt sponsor | \$3,000

- EXCLUSIVE - 1 Available
- Logo on sleeve as t-shirt sponsor
- Logo + link on website
- (2) Social media posts featuring your company
- Featured as a sponsor in press release

**SOLD**

lunch & beverage sponsor | \$1,200

- 4 Available
- Logo + link on website
- Logo on t-shirt
- Recognition as lunch sponsor
- (1) social media post featuring your company

supply sponsor | \$800

- Logo + link on website
- Logo on t-shirt
- Recognition as supply sponsor

thank you | \$450

- Logo + link on website
- Company name listed on t-shirt



# INVESTING AGREEMENT

Business Name

Contact Name

Address

City

State

Zip

Email

Phone

Invoice Contact & Email

## COMMITMENT LEVEL

### INVESTOR

Legacy	\$20,000
Visionary	\$15,000
Champion	\$10,000
High Impact	\$5,000
Innovator	\$2,500
Influencer	\$1,000
Enterprise	\$500

### BUSINESS OPTIMIZATION

Consulting	\$5,000
High-Impact Marketing	\$1,000
Spotlight Marketing	\$500
<u>BROKER &amp; DEVELOPER</u>	
Annual Upload service	\$900
Commercial Marketing	\$795
Purchase Both	\$1,495

### BEST DAY IN BOONE COUNTY

<u>SPONSORSHIP</u>	
Presented by	\$5,000
T-Shirt	\$3,000
Lunch & Beverage	\$1,200
Supply	\$800
Thank You	\$450

### AFFILIATE LEVEL

Empower	\$5,000
Growth	\$2,500
Prosper	\$1,000

<u>MICROLOAN FUND</u>	\$10,000
	\$5,000
	\$2,500

Other investment

Pay with CC

Subject to fees

Invoice

ACH

Total Investment

Partner Signature

Date

# 5 WAYS TO BE INVOLVED WITH BOONE EDC

The Boone EDC stands as a cornerstone for progress, advocating for the county's growth, addressing community needs, and spearheading sustainable economic development. Your involvement and investment not only support these fundamental values but also contribute directly to shaping a thriving community, leveraging innovative strategies, and forging partnerships that propel Boone County towards long-term prosperity. For more information please email [hello@betterinboone.org](mailto:hello@betterinboone.org).

## 1 Be An *Investor*

LEGACY	\$20,000
VISIONARY	\$15,000
CHAMPION	\$10,000
HIGH IMPACT	\$5,000
INNOVATOR	\$2,500
INFLUENCER	\$1,000
ENTERPRISE	\$500

## 2 Be an *Affiliate*

Don't want to be an Investor?

Elevate your impact with our Affiliate Partnership levels. A new way to connect with Boone County.

Empower	\$5,000
Growth	\$2,500
Prosper	\$1,000

## 3 Be a *Client* Business Optimization Services

- Boone EDC Consulting Package \$2,500
- High Impact Marketing Package \$1,000
- Spotlight Marketing Package \$500

### Broker & Developer Services

- Sites & Database Upload Service \$900
- Commercial Marketing Package \$795



## 4 Be A *Donor*

### Microloan Fund \$2,500-\$10,000

Donating to the Boone EDC's Microloan program can significantly empower local entrepreneurs and small businesses. Consider contributing monetary funds to the program to provide financial assistance to aspiring entrepreneurs who might not have access to traditional loans.



## 5 Be a *Sponsor* Best Day in Boone - October 3, 2024 Sponsorship

Best Day in Boone Presenting Sponsor	\$5,000
T-shirt Sponsor -SOLD	\$3,000
Lunch & Beverage Sponsor	\$1,200
Supply Sponsor	\$800
Thank you Sponsor	\$450