

INVESTMENT OPPORTUNITIES

BOONE co.

ECONOMIC DEVELOPMENT CORPORATION

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

TARGET INDUSTRY
AGRIBUSINESS

41,164

2023 LABOR
WORKFORCE

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 <small>*excludes Behind-the-Scenes Tours</small>	●	●	●	●	●	●	●
Logo + link on BetterInBoone.org - Investors \$5k + receive extended listing	●	●	●	●	●	●	●
Receive Boone County news alerts	●	●	●	●	●	●	●
Listing in annual report \$500-\$1,000 Logo for \$2,500+ investors	●	●	●	●	●	●	●
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	●	●	●	●	●		
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			
Social media spotlight	●	●	●				
Exclusive Newsletter: sponsored content* <small>*Content / copy provided by investor</small>	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.



Launching soon...Broker & Developer Partnerships

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 with logo and link
- Recognition as a Microloan Fund 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
MICROLOANS
GRANTED

\$174.5K
IN MICROLOANS



150+
SMALL BUSINESS
HELPED

HOURS
2,000+
SPENT ON SMALL
BUSINESS
DEVELOPMENT IN
BOONE COUNTY



2024 SPONSORSHIPS

BEST DAY IN BOONE COUNTY – OCTOBER 3, 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

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

AFFILIATE LEVEL

EMPOWER	\$5,000
GROWTH	\$2,500
PROSPER	\$1,000

BUSINESS OPTIMIZATION

CONSULTING	\$5,000
HIGH-IMPACT MARKETING	\$2,500
SPOTLIGHT MARKETING	\$1,000

MICROLOAN FUND

	\$10,000
	\$5,000
	\$2,500

BEST DAY IN BOONE COUNTY

SPONSORSHIP

PRESENTED BY	\$5,000
T-SHIRT	\$3,000
LUNCH & BEVERAGE	\$1,200
SUPPLY	\$800
THANK YOU	\$450

OTHER INVESTMENT

TOTAL INVESTMENT

PAY WITH CC

Subject to fees

INVOICE

ACH

PARTNER SIGNATURE

DATE

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