

This is

2019 review

*our*  
***MOMENTUM***  
JONESBORO

# our goal SO FAR

The goal to add 2,500 direct, new jobs to Jonesboro's economy in five years was ambitious.

Three years in, we've already eclipsed that mark.

Led by our five target industries: agriculture, healthcare, logistics, manufacturing, and professional services, Jonesboro's economy continues to thrive.

As we celebrate the surpassing of this goal, we need to remember that there is still work to do. We need to sustain the same drive and dedication to improving and growing our city that helped us reach this challenging mark. In doing so, we can truly be



JONESBORO  
UNLIMITED

# 2,500

# Direct New Jobs



# our VISION

What a year for Jonesboro.

A grand opening for the \$20M Risever facility. The groundbreaking for the \$70M Delta Peanut plant. And the completion of phase III of St. Bernards' \$137M expansion.

Jonesboro continues to be a bright spot in the state with our robust growth, rising salaries, and low cost of doing business.

As we enter the 4th year of our five-year strategic plan, it's time to continue our focus and push forward. We have already met and exceeded the goals we set in 2016. And we aren't stopping now.

We meet our goals because of our commitment, dedication, and determination to see them through. You are the driving force that will continue to move Jonesboro forward.

Today, we celebrate the achievements we've made because of the momentum you helped us create and sustain. Thank you for all you do to keep Jonesboro growing and moving forward.



A handwritten signature in blue ink that reads "Chris B. Barber". The signature is fluid and cursive, written over a large, faint, light blue background graphic that says "JONESBORO".

Chris B. Barber, Chairman, Jonesboro Unlimited



our

## SPECIAL GUEST

**Amy Holloway** is the energetic leader of Avalanche Consulting, Inc., the nation's leading economic development strategist. Amy and Avalanche guided Jonesboro Unlimited in the creation of our five-year strategic plan, part of the Momentum Jonesboro campaign in 2016.

In her 24 years as a strategist, Amy has advised more than 150 communities across the US, including Atlanta, Charleston, Charlotte, Houston, and Miami, to name a few.

Amy resides in Austin with her husband, Chris, and their two tenacious terriers. She currently serves on the board of the Golden Hornet Project and has served on the boards of the Fusebox Festival, Long Center for the Performing Arts, Leadership Austin, and the Austin State Hospital. She was a 2007 graduate of Leadership Austin's Emerge program and 2009 graduate of Leadership Austin's Essential Class. Amy received Austin Under 40's 2010 Austinite of the Year award in the field of government and public affairs. In 2012, the Austin Business Journal named Amy one of the five most influential women in Austin.

Amy's BBA and MS degrees in Economics are from Baylor University.



# *our* **BOARD OF DIRECTORS**



Brad Edwards



Brad Parsons



Chris Barber



Niel Crowson



David Peacock



Robert Jones



Greg Williams



Len Frey



James Best



Kent Bridger



Kevan Inboden



Linda Wofford



Murray Benton



Ritter Arnold



Rodger Hurt



Stacy Gestring



# always RISING



The ribbon was cut, and the confetti flew.

After 13 months of construction, Risever hosted its Grand Opening for an overflow crowd of nearly 200 people at the company's new plant in the Craighead Technology Park. Streamed live on Facebook and Youtube thanks to Ritter Communications, the Grand Opening was seen by thousands around the country.

The Grand Opening also marked the beginning of trial production with plans to start producing and shipping orders to customers such as Caterpillar, Volvo, and Komatsu, in the first quarter of 2020.





**RISEVER**



Let's get  
CRACKIN'

FUTURE HOME OF



DELTA  
PEANUT





OF

TA  
NUT

The rain held off just long enough for the groundbreaking for Delta Peanut on August 27.

Dozens of Delta Peanut investors, local officials, and representatives from Nabholz Construction donned the white hard hats and picked up the silver shovels to turn some dirt.

Construction at the 71-acre site in the Craighead Technology Park has been moving quickly since before the groundbreaking in August. Already, thousands of tons of locally harvested peanuts have crossed the Delta Peanut scales for sampling and storage. The shelling facility is scheduled for completion in the 2nd quarter of 2020.

DELTA  
PEANUT



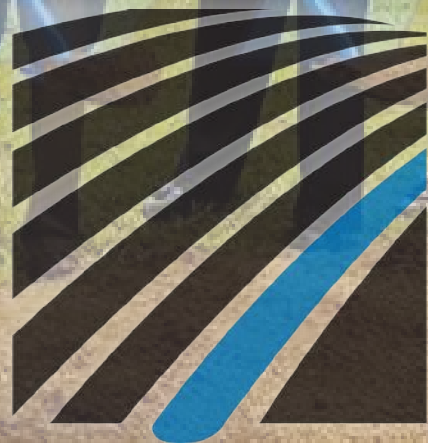
# *digging* FOR DATA

The hardhats and shovels were blue, and the future of Jonesboro's IT infrastructure is bright.

Ritter Communications broke ground on a new, state-of-the-art, \$8M Data Technology Center on April 30. When it goes online in the summer of 2020, the Data Technology Center will be the only one of its kind in the mid-south. Placing a facility like this in Jonesboro will enhance our economic development opportunities. When companies consider relocating or expanding, they look for a strong, secure data center to fit their IT needs. Ritter can offer that.







# Ritter


COMMUNICATIONS



# *Towering* ACHIEVEMENT







**St. Bernard's** Medical Center opened the doors and cut the ribbon for its new surgical tower on December 10. Over two years in the making, the \$103M project has added 245,000 square feet of space to the hospital and given the facility a new "front door".

The new facility includes more surgical suites, ICU beds, and new, state of the art technology for physicians and staff.

The completion of the new surgical tower also means more high-paying jobs for Jonesboro.



The Heart of Great Medicine



# tomorrow's WORKFORCE

**37 teachers** and guidance counselors geared up and dug into the world of manufacturing for our second annual Industry Educators Externship. The three-day event takes local educators out of the classroom for a hands-on, in-depth look into the world of manufacturing.

The idea falls directly under workforce development. We partner with local manufacturing professionals to inform local teachers about the career opportunities that exist in manufacturing. They take that new-found knowledge back their students and guide them as they start to consider what they want to be "when they grow up".

This program is a huge success, thanks to our partners: Hytrol, Nice-Pak, Nestle, and Frito-Lay.



**Nestlé**



**NP**  
**NICE-PAK**  
The Global Wet Wipe Experts





# knowing JONESBORO



Our largest class ever took to the streets of Jonesboro on October 17 for our latest Get To Know Jonesboro tour. 21 Jonesboro newcomers spent the day with us learning all about their new hometown. Newly relocated professionals to Jonesboro came to us from Hytrol, Nice-Pak, Unilver, Apex Tool Group, Nestle, FMH Conveyors, and Frito-Lay. During their day with us, they learned about Jonesboro's history, grabbed some lunch downtown, and were even treated to a tailgate party and tickets to an A-State football game.





# our REACH

Jonesboro Unlimited's reach into the social media world exploded in 2019.

Starting with no social media and minimal new content on [Jonesborounlimited.com](http://Jonesborounlimited.com) two years ago, we now have over 2,000 active followers across our social media platforms.

At the same time, traffic to [joneborounlimited.com](http://joneborounlimited.com) grew significantly in 2019.

Page views grew by over 12% in 2019 while we welcomed Over 7,100 new users to our site, an increase of 19%.





152,000

people reached

150,000

impressions

10,000

video views

1,000



new  
followers



Jonesboro:  
Now You  
Know,  
viewed

50,000

times



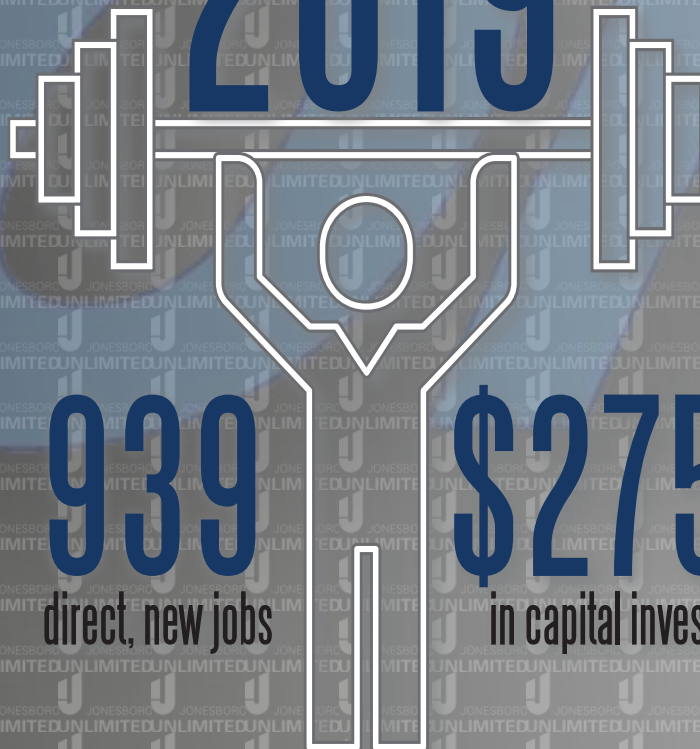
# raising THE BAR

# 2019

With healthcare and manufacturing leading the way again in 2019, Jonesboro added 939 additional jobs across our five targeted industries: healthcare, manufacturing, logistics, professional services, and agriculture.

Three years into the five-year Jonesboro Unlimited Strategic Plan, 3,123 new, high-paying jobs have been created. We are outpacing our goal of creating 2,500 direct, new jobs in five years.

At the same time, capital investment soared in 2019. Led by a banner year in commercial construction, nearly \$275M was invested in growing and strengthening our city.



# 939

direct, new jobs

# \$275M

in capital investment



# *impact*

2017-2019

939

direct, new jobs  
added in 2019

916

direct, new jobs  
added in 2018

1,268

direct, new jobs  
added in 2017

---

3,123

\* direct, new  
jobs added in  
three years

**\$474M\***  
In Capital Investment



\* Jonesboro Unlimited Survey of New and Expanded Industry, 2017-2019



JONESBORO  
UNLIMITED  
[jonesborounlimited.com](http://jonesborounlimited.com)