



JONESBORO
UNLIMITED

20
22

**ANNUAL
MEETING**



2022

Another landmark year for our city. We witnessed 800,000 square feet of construction in the Craighead Technology Park. Colson USA and Spirit Fitness welcomed their growing staff into brand-new buildings. Camfil APC is finishing the transition from multiple facilities into one 247,000 SF site. Hytrol announced another expansion. The new FedEx distribution center along Highway 18 is closing in on the opening day.

We keep gaining momentum. The expansion of Craighead Technology Park to include over 600 acres of prime industrial land in sight of Interstate 555 only adds to the notable factors that place Jonesboro as a destination for investment.

There is great satisfaction in watching our five-year strategic plan get off to a strong start. In 2022, we saw investment in Jonesboro solidify. Industrial construction thrived. Healthcare expanded. Local logistics and transportation companies continued to deliver our products to the world. Our technology firms kept it all digitally sound.

Thanks to you, our Jonesboro Unlimited investors, who keep Jonesboro in the enviable position of growing consistently over time. Your belief in Jonesboro has supported our community robustly with infrastructure and the desire for constant additions to our quality of place amenities.

In the flexible definition of "economic development," Jonesboro has penned its meaning: advancing economic prosperity in Jonesboro and the region.

We are proud to include you in our family of forward-thinking investors.

A handwritten signature in blue ink that reads 'Chris B. Barker'.

Chairman of the Board
Jonesboro Unlimited

LEADERSHIP BOARD OF DIRECTORS



CHRIS BARBER
ST. BERNARDS HEALTHCARE



MURRAY BENTON
MID-SOUTH SALES



JAMES BEST
BEST & BEST LEASING



MARK BIGGERS
E.C. BARTON & CO.



KENT BRIDGER
SIMMONS BANK



BRAD EDWARDS
FIRST SECURITY BANK



LEN FREY
ARKANSAS STATE UNIVERSITY



STACY GESTRING
ART ADVERTISING



RODGER HURT
SOUTHERN MARKETING AFFILIATES



ROBERT JONES
WADDEL, COLE, & JONES



SAM LYND
NEA BAPTIST HEALTH SYSTEM



ALAN MORSE
RITTER COMMUNICATIONS



DAVID PEACOCK
HYTROL CONVEYOR COMPANY



GREG WILLIAMS
NABHOLZ



LINDA WOFFORD
ENGINES, INC.

JOB CREATION

576
NET NEW JOBS
IN 2022

\$159M
IN CAPITAL
INVESTMENT

Our companies keep hiring. It's a leading indicator of Jonesboro's economic strength. In 2022, employers in our four target industries, led by healthcare and manufacturing, added 576 people to their payrolls. At the same time, Jonesboro businesses continued to invest in themselves, spending \$159M in capital investment.

This shows how we are carrying the momentum of our first Five-Year Strategic Plan into our second. We continue to build on the strength of 5,001 new jobs and \$802M in capital investment from 2017-2021.

2022 shows, once again, Jonesboro's future is dynamic and strong. We continue to be encouraged by our consistent growth and proud of the efforts that have led us here.



Plan your work and work your plan.

That phrase rings true as we enter our second year of our new five-year plan. 2022 was a success and we are excited about 2023!


A foundational project for our talent attraction efforts included the complete redesign of www.myjonesborojobs.com. This project allowed us to partner with the Jonesboro Regional Chamber of Commerce and develop a jobs platform that utilizes the latest technology, automates the process and has a great marketing plan driving job seekers to it. It is off to a great start!

This past year we were pleased to partner with the City of Jonesboro to commission a Soft Trail Study for Mountain Biking. The study is complete and we look forward to seeing the implementation of the recommendations. This and future projects will continue to move the needle on important quality of life projects.

This publication is just one example of how we share our story. Through the use of technology, social media, connections with consultants and good old fashioned visits with companies, more and more people are learning about Jonesboro and what a great place it is to do business. We continue to tell our story.

Significant progress is being made in the development of Craighead Technology Park South. Rezoning and master-planning the property was at the top of our list this past year and provides the momentum for us to move forward with increasing speed as we further develop the park.

And speaking of momentum...the Momentum 2.0 Campaign is in the books! Thank you to Marilyn and Sam Hummelstein for your tireless work in our campaign. None of the work highlighted in this publication would be possible without the generous support of our investors. Your investment in our shared vision will enable us to continue demonstrating that Jonesboro's future is truly Unlimited.


Mark Young
President and CEO



WORKING THE PLAN



WORKFORCE DEVELOPMENT

Jonesboro's labor force is an asset because JU brings education and industry together to create engaged and productive employees. That starts with students.

Be Pro Be Proud Draft Day, a pilot event for the state, connects high school students with technical and skilled training with local employers. The Be Pro Be Proud Draft Day is returning to Jonesboro in April. The event is a partnership with the Arkansas State Chamber of Commerce.

Plans are underway for our 9th TekStarz Summer Manufacturing Camp. The camp inspires 7th and 8th graders to seek careers in STEM while nurturing a positive outlook toward manufacturing.

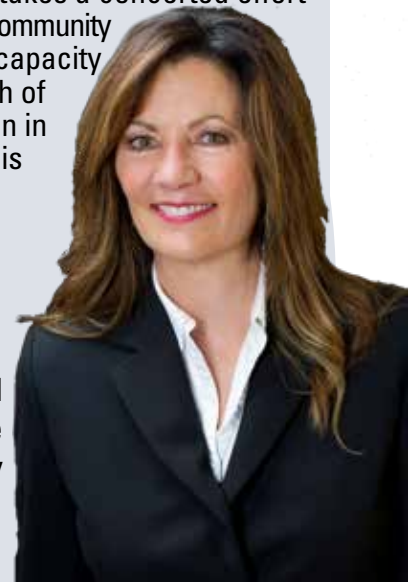
The Industry Educators Externship engages teachers from local schools to spend three days with participating manufacturers. The immersive experience gives educators an authentic look at career opportunities in manufacturing that they share with their students.

At the same time we are investing in the future, our ACT Work Ready Community certification illustrates to site selectors that Craighead County has a qualified workforce already in place.

Our efforts are getting noticed. Jonesboro was named a Trendsetter City by Arkansas Business for Excellence in Workforce Development. An honor we are proud to share.

Workforce Development does not fall on one organization or company. It takes a concerted effort and investment throughout a community to increase our workforce's capacity and skill level. It is a strength of our community and a mission in which Jonesboro Unlimited is proud to serve.

Shelle Randall
Director of Workforce
Development & Existing Industry





CTP EXPANSION

Work continues to develop one of the largest, contiguous, infrastructure-accessible industrial properties in our multi-state region. CTP South is over 600 acres of I-2 zoned, prime industrial real estate closely accessed to I-555 on Nestle Rd. This property continues to receive attention from the Arkansas Economic Development Commission (AEDC) and out-of-state Site Selection Consultants.

What makes an industrial property great is the readiness of the necessary infrastructure to provide a competitive edge in speed-to-market. In our case, CTP South continues to inherit the benefit of our community and partners' long-term vision of investing in ourselves and our companies. City Water & Light is a fantastic utility provider and community partner, punching above its weight compared to other providers. This focus on performance and growth has long benefited the more than \$1 Billion invested by private corporations in the Craighead Technology Park. City Water & Light continues to be a key component in Jonesboro's future.

Partnerships result from recognition, and we are excited that AEDC selected CTP South to participate in a master-planning grant program. Burns & McDonnell, an engineering and selection firm, worked with AEDC to select communities and sites across Arkansas and deploy their expertise in identifying opportunities and developing competitive sites. CTP South received significant recognition from its on-the-ground team. It will benefit from a master-planned portfolio that will allow Jonesboro to leverage this asset to its best and highest purpose for years to come.

As JU Investors, I hope you are excited by these developments, I hope you are encouraged by this opportunity, and I hope you are proud to be part of the work that gets things like this accomplished for Jonesboro.

A handwritten signature in black ink, reading 'Steven D. Lamm'.

Steven Lamm
V.P. of Economic Development



BRANDING



The inspiration came from other cities that seemed to have it right.

Branding.

Showing a common graphic element across several organizations presents an organized and intentional identity that shows we work together.

It was an essential part of our new Strategic Plan in 2022: Developing a new brand identity for Jonesboro. It's something that has been needed for a long time.

We know how to work together in Jonesboro. It shows in our growth and our progress. However, our graphic identity doesn't show any kinship or intentionality that shows we know how to work together. In committee meetings and focus groups, the dreaded term "silos" kept coming up.

Silos are selfish, and they hoard. That's not us.

Working with Arnett-Muldrow out of Greenville, South Carolina, we teamed up with four forward-facing organizations to develop a new brand identity for Jonesboro. One graphic identity to knock down and empty those silos. One that would concentrate on our abundant fields of talent and strength and drive instead of isolating those gifts into dreaded silos.

The City of Jonesboro, The Jonesboro Regional Chamber of Commerce, the Downtown Jonesboro Alliance, the Jonesboro Advertising and Promotion Commission, and Jonesboro Unlimited, along with other community representatives, formed a committee to lead the process. After months of focus groups and discussion, the result was a logo, tagline, fonts, and color palette that complements all groups while maintaining the individual integrity of each group.



Craig Rickert
Director of Communications

