TOWN OF JOHNSTOWN

Economic Development Profile

2021

JOHNSTOWN, Colorado

WELCOME

Our low cost of living, short commute times, world class cultural and recreational amenities, and a booming economy are some of the many qualities that solidify Johnstown as the preferred location to do business in.

In the last 3 years, Johnstown has experienced significant growth that includes residential, commercial, and industrial development. Our tax base continues to diversify while providing our residents and visitors premier shopping and entertainment options across a 14-mile radius.

Johnstown is strategically situated along major corridors such as I-25, Hwy-60, and Hwy-34, which provide key accessibility for major retailers and companies to locate in our community. In addition, our robust workforce, pro-business climate, innovative incentive programs, and competitive land costs define us as the center of trade and services in Northern Colorado.

As a community we continue to invest in our infrastructure to support today's growth, and that of the future. We take an urban approach to development while maintaining the outdoor amenities and recreational opportunities that make Colorado living so attractive.

Whether you explore our thriving Historic Downtown, newly built Johnstown Community YMCA, or enjoy spending the day in Johnstown Plaza…the energy you will feel is that of opportunity, growth, and success.

Come join our community today and explore why Johnstown is the preferred location in Northern Colorado.

AT A GLANCE

POPULATION

17,382

AVERAGE HOUSEHOLD INCOME

$113,416

RETAIL TRADE AREA

500,000+

MEDIAN AGE

36.9

SQUARE MILES

14

SALES TAX REVENUE 2019 TO 2020

36% INCREASE

JOHNSTOWN

A Preferred Location

As one of the fastest growing communities in Northern Colorado, Johnstown is defining itself as a premier market for development and growth. With over 400 companies and a rapidly growing residential population, it's easy to see why everyone is calling Johnstown home.

Sources: ESRI Community Profile report, US Census Bureau- American Community Survey and Population Estimates, Town of Johnstown Finance Department

MARKET ANALYSIS

POPULATION

17,382

MALE

54.3%

FEMALE

45.7%

DIVERSITY INDEX

50.1

AVERAGE ANNUAL GROWTH RATE, NEXT 5 YEARS

2.85%

AGE TREND

YOUNGER

EDUCATIONAL ATTAINMENT HIGH SCHOOL GRADUATE OR HIGER

96.6%

BACHELOR DEGREE OR HIGHER

35%

UNIVERSITIES & COLLEGES WITHIN 39 MILE RADIUS

5

RETAIL GAP ANALYSIS

$84M

TOTAL SALES POTENTIAL

$228M

RETAIL TRADE

$205M

FOOD & DRINK

$22M

MEDIAN HOME VALUE

$373,670

CURRENT HOUSING UNITS

5,826

PROJECTED HOUSING UNITS 2025

6,693

PROJECTED MEDIAN HOME VALUE 2025

$400,508

Sources: ESRI Community Profile report, Colorado State Demography Office- Johnstown Community Profile, US Census Bureau- American Community Survey

LEADING COMPANIES IN JOHNSTOWN

SCHEELS
GEAR. PASSION. SPORTS.

US

CANYON BAKEHOUSE
GLUTEN FREE

Carrier

FedEx

LIBERTY
FIREARMS INSTITUTE

Coca-Cola
SWIRE COCA-COLA

LABOR FORCE

8,362

EMPLOYED

96.1%

UNEMPLOMENT RATE

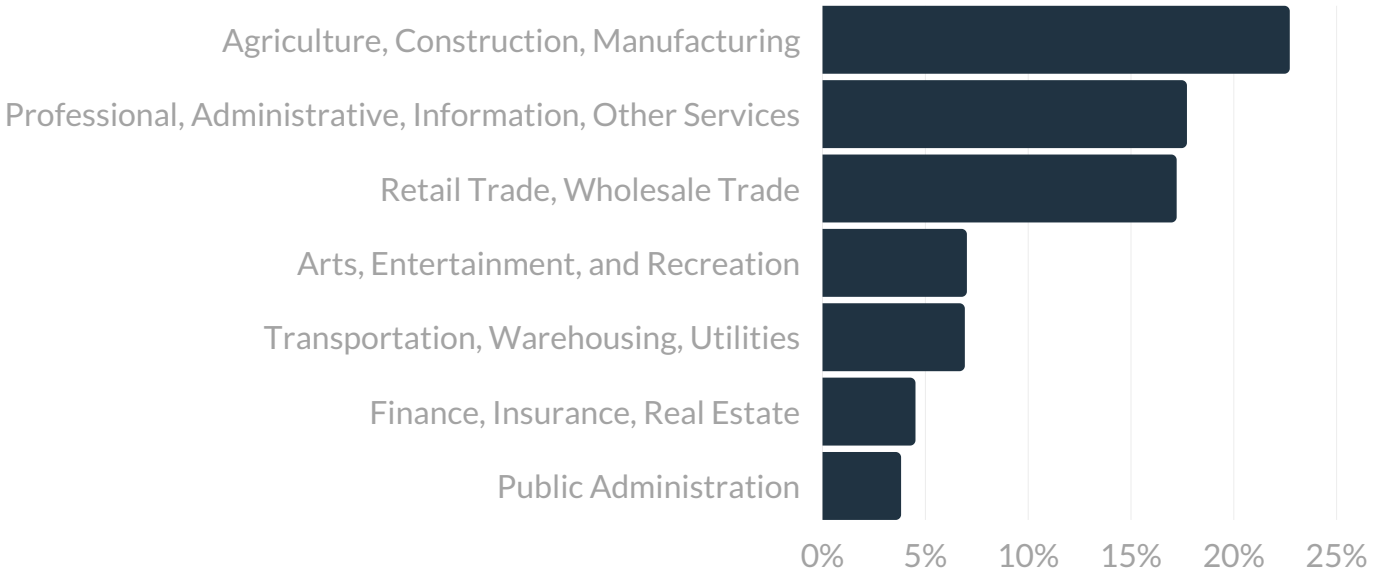
3.9%

AVERAGE COMMUTE TO WORK INTO JOHNSTOWN (MINUTES)

29.3

WORKFORCE

EMPLOYMENT BY INDUSTRY



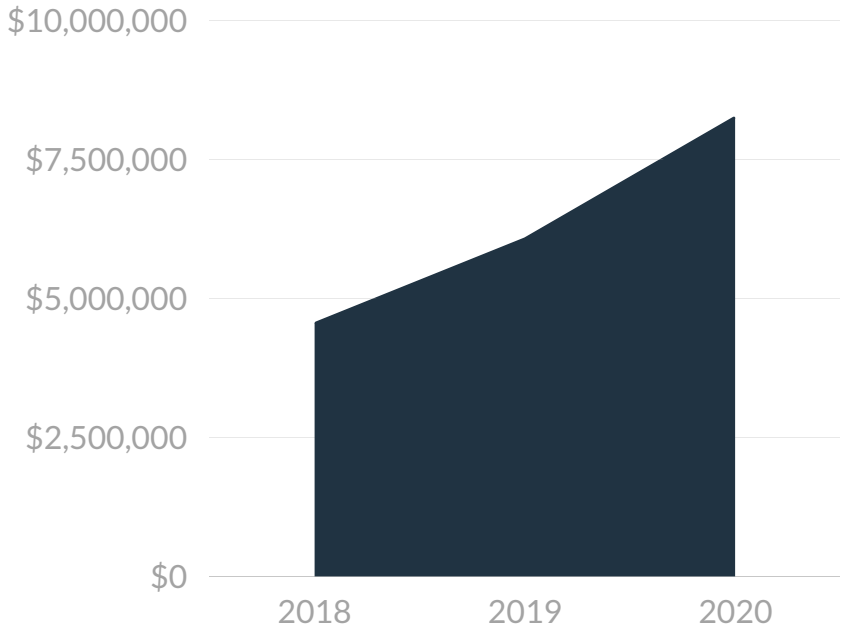
Sources: Colorado State Demography Office- Johnstown Community Profile, US Census Bureau- American Community Survey

DEVELOPMENT

2018-2020 COMMERCIAL CAPITAL INVESTMENT OVER

$71 MILLION

SALES TAX REVENUE



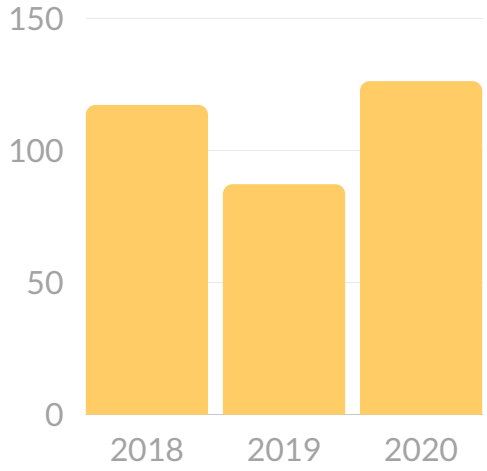
SALES TAX RATE

3.5%

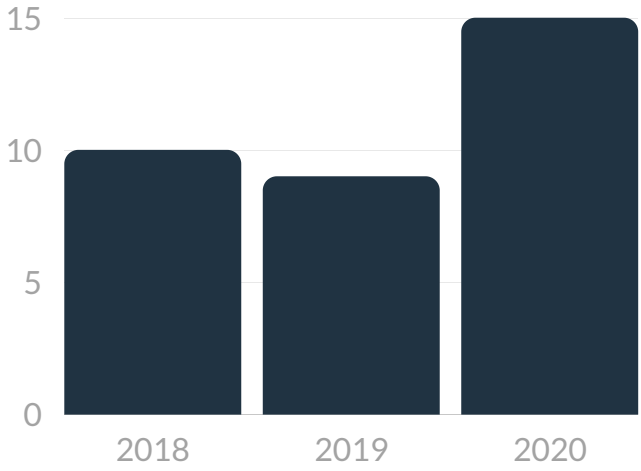
NUMBER OF COMAPANIES

474

NEW PERMITS ISSUED



RESIDENTIAL



COMMERCIAL

Sources: Town of Johnstown; Building Department, Finance Department

COMMUNITY

PUBLIC PARKS

8

ACRES OF OPEN SPACE & PARKS

76

MILES OF TRAIL

3.7

JOHNSTOWN COMMUNITY YMCA

69,000 SQ FT

LOCAL SHOPPING & ENTERTAINMENT OPTIONS

600+ ACRES

DISTANCE TO DENVER

45 MILES

JOHNSTOWN

The Community That Cares

As our community continues to experience unprecedented growth- maintaining an excellent quality of life for our residents and businesses is of top priority. Johnstown has committed to investing over $53 million in capital projects in 2021 that include transportation improvements, and water, wastewater, and sewer expansion projects to ensure our community can sustain the growth of today and that of the future. Johnstown also committed to assisting our businesses affected by the ongoing pandemic by allocating $1 million to local business owners. We are proud to be the community that cares!

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