

# TOWN OF JOHNSTOWN | COLORADO

## ECONOMIC DEVELOPMENT PROFILE

2023





# WELCOME

As one of the fastest growing communities in Northern Colorado, Johnstown has become the premier market for development and growth. Spanning over 15 square miles that includes major transportation corridors such as I-25, Hwy-60, and Hwy-34, Johnstown provides strategic accessibility for major retailers and companies to locate in our community.

Our attractive neighborhoods, desirable housing, excellent public institutions, and high quality shopping centers are a few of the reasons why people call Johnstown home. 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- not to mention the lowest development fees in the region.

Our economic vitality is not just our unprecedented growth but the investments we make as a community to support it. We have committed to investing over \$225 million in infrastructure improvements to support today's growth, and that of the future. We take an urban approach to development while maintaining the outdoor recreational opportunities that make Colorado living so attractive.

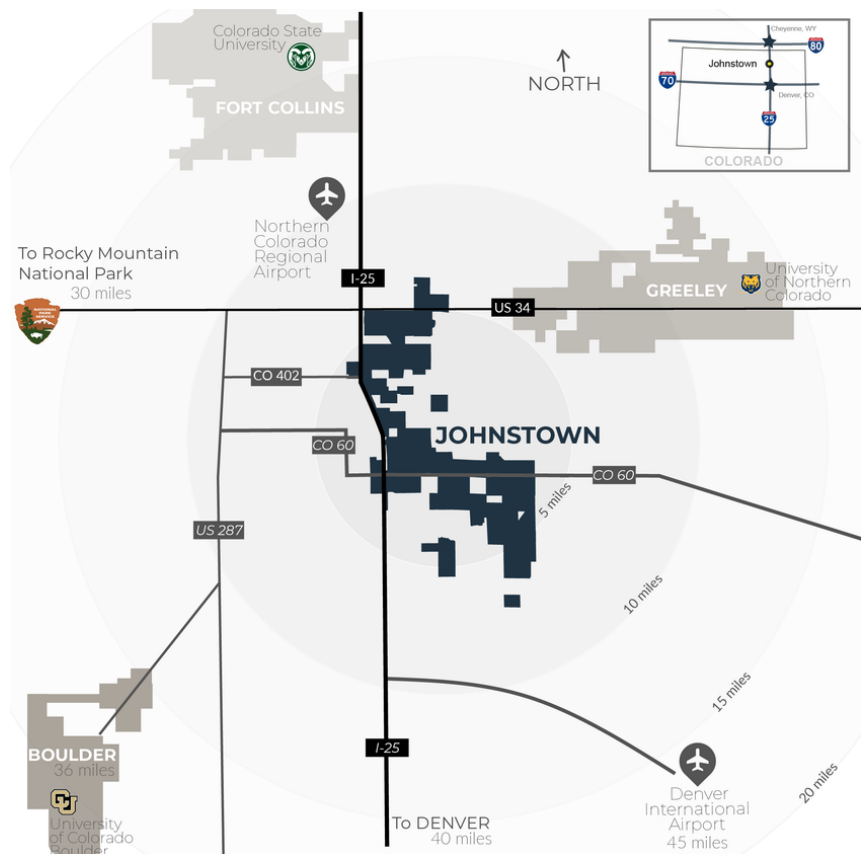
**Come join our community today and explore why Johnstown is the preferred location for residents and businesses in Northern Colorado.**





## JOHNSTOWN AT A GLANCE

Population	19,773
Annual Growth Rate	5.1%
Est. Population 2027	22,081
Male	51.5%
Female	48.5%
Median Age	35
Total Housing Units	6,921
Median Home Value	\$431,550
Average HH Size	3.14
Median HH Income	\$115,491



# INDUSTRY

Northern Colorado is one of the fastest growing regions within the state and has had continued success in attracting companies in the tech, bioscience, energy & natural resources, manufacturing, and construction sphere- to name a few.

## TOP 5 LARGEST INDUSTRIES IN JOHNSTOWN

1. Construction
2. Government
3. Ag, Forestry, Fishing, & Hunting
4. Accommodation & Food Service
5. Manufacturing

## TOP 5 GROWING INDUSTRIES IN JOHNSTOWN

1. Professional, Scientific, & Tech
2. Government
3. Other Services
4. Health Care & Social Assistance
5. Accommodation & Food Service

## TOP INDUSTRIES BY JOBS IN JOHNSTOWN

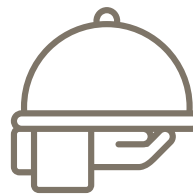
RETAIL



OTHER SERVICES - REPAIR, PERSONAL CARE, ETC.



ACCOMMODATION & FOOD SERVICE



CONSTRUCTION



Johnstown's leading companies such as Swire Coca-Cola, Canyon Bakehouse, US Engineering, TRC Construction, and many more, all contribute to the diverse range of industries and robust workforce that shape our community.



SWIRE COCA-COLA





# TALENT FORCE

As Johnstown continues to attract industries that vary from sustainable energy to information technology to advanced manufacturing; both big and small, having a skilled talent force is key to that success.



96.01%  
HIGH SCHOOL  
DEGREE +

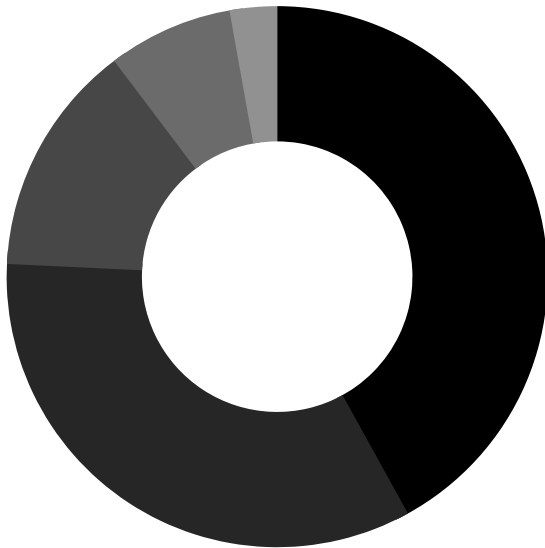
10,478  
LABOR FORCE



44.71% Associate Degree + 34% Blue Collar | 65% White Collar

## TOP UNIVERSITIES

*within 35 miles &  
by number of Graduates*



University of Colorado Boulder | 9,622



Colorado State University- Fort Collins | 7,745



University of Northern Colorado | 3,199



Front Range Community College | 1,713



Aims Community College | 648

## WELD COUNTY JOB FORECAST

YEAR	FORECASTED JOBS
2025	162,080
2030	177,282
2035	193,824
2040	210,908

Johnstown  
experienced a 9%  
job growth while the  
nation is at an  
average of 3.1%  
from 2015-2020

# DEVELOPMENT

Johnstown defines itself as the preferred location in Northern Colorado because of our robust talent force, lowest development fees in the region, and land availability across major transportation corridors. Over 1,000+ acres of development opportunities for shopping, entertainment, office, and residential.

JOHNSTOWN  
RETAIL  
ANALYSIS

**\$58.4**  
MILLION GAP  
FOOD &  
BEVERAGE



## INCOME & SPENDING

**\$115,491**

Median Yearly Household Income

46% More than the County (Weld)

44% More than the State

70% More than the Nation

**\$50.6**  
MILLION GAP  
GROCERY  
STORES

**\$7** MILLION  
GAP  
ELECTRONIC  
SHOPPING &  
MAIL-ORDER  
HOUSES

**\$67,425**

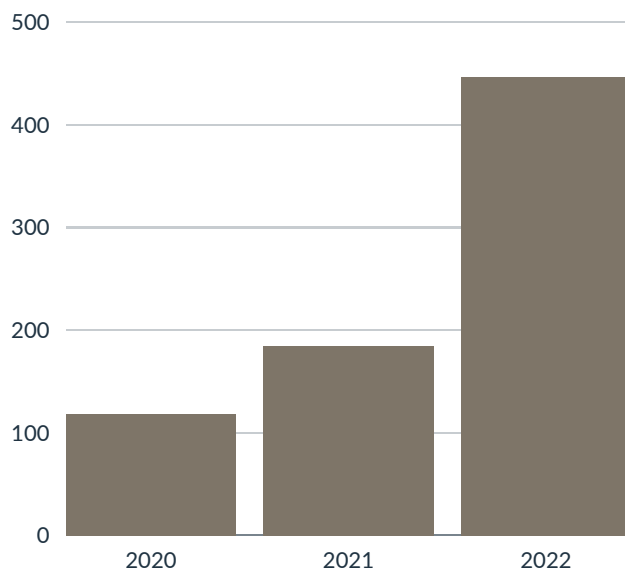
Average Yearly  
Household Expenditures

**3.5%** *Local Sales & Use Tax Rate*

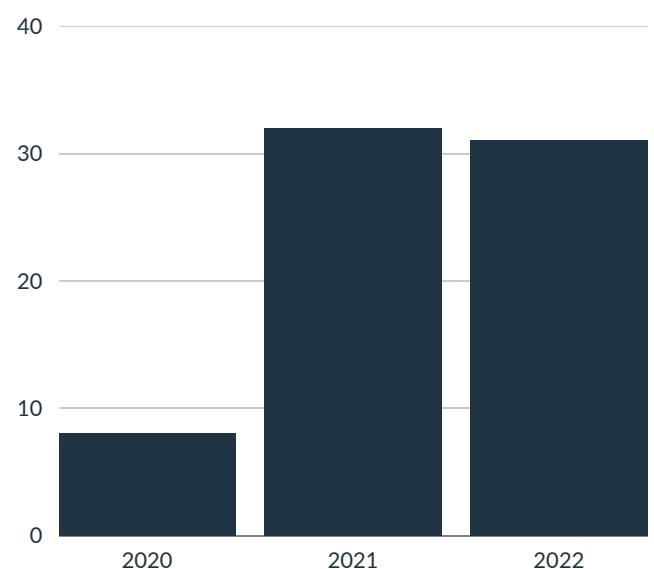
**2.9%** *States Sales Tax*

**.8%** *Larimer County*

*\*No sales tax in Weld County*



NEW RESIDENTIAL  
PERMITS ISSUED



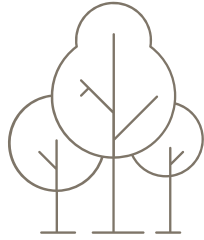
NEW COMMERCIAL  
PERMITS ISSUED

# COMMUNITY

As our community continues to grow maintaining an excellent quality of life for our residents and businesses is, of top priority. Johnstown launched several capital projects in 2021 that included the South Water Tank Project & Pipeline, expansion of our Water Treatment Plant including 11 miles of pipeline, expansion of our Wastewater Treatment Plant, and construction of a new Wastewater Treatment Plant including new sewer trunk lines. These investments ensure our community remains competitive and can sustain the growth of today and that of the future.

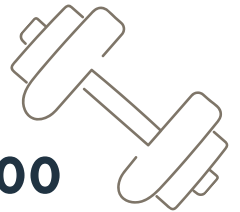


**4.5 MILES**  
OF TRAIL



**8 PUBLIC**  
**PARKS**

**76 ACRES** OF  
OPEN SPACE  
& PARKS



**69,000**  
**SQ FT**

JOHNSTOWN  
COMMUNITY  
YMCA

## TOP 3 TAPESTRY SEGMENTS

1. UP & COMING FAMILIES
2. GREEN ACRES
3. URBAN CHIC



## DRIVE TIMES (MINUTES)

DENVER INTERNATIONAL AIRPORT	50
DENVER	50
FORT COLLINS	30
GREELEY	25



## CONTACT US

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