



NEW HORIZON UTILITY CONSTRUCTION, LLC

BUSINESS PLAN and WORK LOCATION DATA

February 2024

New Horizons Utility Construction LLC

Business Plan

Scott Johnson, Owner
Founded 2009

Executive Summary

Product

New Horizon Utility Construction LLC (NHU) manufactures parts, electronics, and related material for running and maintaining telecom and fiber optic cable. NHU maintains, repairs, and builds telecom and fiber optic and all equivalent pole utility structures (including, but not limited to risers, strand, anchors, bonds) for multiple organizations who have business in primarily rural areas.

Customers

The target customer for NHU is telecom and fiber optic companies who have business in primarily rural areas.

History of the Company

Founded in 2009 by Scott Johnson...

Future of the Company

Since being founded in 2009, NHU has been on an upward growth path. The future of the company would include moving into a space closer to our base of work and continuing to build a strong workforce.

Company Description

Mission Statement

To build and support a strong communications infrastructure in the local community, while providing the local community with an opportunity to work in a growing trade industry.

Principal Members

Scott Johnson — Owner
Lisa Johnson — Bookkeeper
Chase — Operations Manager
Chris — Office Manager

Legal Structure

New Horizon Utility Construction is a Limited Liability Compan

New Horizons Utility Construction LLC

Business Plan

Service Line

Product/Service

NHU manufactures parts, electronics, and related material for running and maintaining telecom and fiber optic cable; and provides maintenance, repairs, and building of telecom and fiber optic and all equivalent pole utility structures for telecom companies.

This includes but is not limited to:

- Manufacturing equipment, supplies, and tools to accomplish field work.
- Building new strand and cable on existing and new poles.
- Building new anchors and down-guys for existing and new poles.
- Maintenance on existing cable, strand, anchors, down-guys.
- Responding to outages and damage calls from telecom companies.

Pricing Structure

NHU uses a competitive and straightforward pricing model that is regularly updated to keep current with industry standards and inflation.

Intellectual Property Rights

New Horizon Utility Construction LLC is a trademarked name in the State of Oregon.

Marketing & Sales

Strategy

NHU will do the following:

- Provide excellent service and response time to organizations.
- Continue to build strong industry relationships.

Communicate with the Customer

NHU will communicate with its customers by:

- Phone Calls
- Email
- Personal Visits

How to Sell

The owner Scott Johnson has made many business contacts since 2009 and is well known in the industry. Through his expertise and business relations, NHU bids, sells, and completes jobs.

Yearly Totals of New Horizon Work Locations

	Total Jobs 22-24		Percent
Rural	2506		83%
Metro	531		17%
Total	3037		
	2022 Total		
Rural	1324		84%
Metro	251		16%
Total	1575		
	2023 Total		
Rural	1031		80%
Metro	255		20%
Total	1286		
	2024 Total (January)		
Rural	151		86%
Metro	25		14%
Total	176		

2022 Work Location by Zip Code					
Rural/Metro	City	Zipcode	Jobs Completed		
Metro	Portland	97206, 97202, 97204, 97212, 97213	166		
Rural	Sandy	97055	216	Total Rural Jobs	1324
Rural	Boring	97009	9	Total Metro Jobs	251
Rural	Rhododendon	97049	261	Total Jobs	1575
Rural	Woodburn	97071	5		
Metro	West Linn	97068, 97034	10	Percent Rural Jobs	84%
Metro	Beaverton	97008, 97005, 97006, 97224	10	Percent Metro Jobs	16%
Metro	Hillsboro	97124, 97123, 97006	15		
Metro	Newburg	97132	4		
Metro	Gresham	97080, 97030, 97230, 97233	9		
Metro	Oregon City	97045	31		
Rural	Welches	97067	381		
Rural	Molalla	97038	53		
Rural	Mulino	97042, 97045, 97013	69		
Rural	Canby	97013	37		
Rural	Wilamina	97396, 97378	2		
Metro	Tualatin	97062	2		
Metro	Forest Grove	97116	1		
Metro	Wilsonville	97070	1		
Rural	Troutdale	97060	2		
Rural	Zig-Zag	97067, 97049	114		
Rural	Brightwood	97011	70		
Rural	Corbett	97019	3		
Rural	Mt. Angel	97362, 97373	2		
Rural	Orient	97080, 97009	6		
Rural	Estacada	97023	1		
Rural	Gov. Camp	97028	1		
Rural	Barlow	97013	5		
Rural	Cherryville	97055	84		
Rural	Mt. Hood Village	97067	3		
Metro	Tigard	97223	2		

2023 Work Location by Zip Code					
Rural/Metro	City	Zipcode	Jobs Completed		
Metro	Portland	97206, 97202, 97204, 97212, 97213	158		
Rural	Sandy	97055	372	Total Rural Jobs	1031
Rural	Boring	97009	39	Total Metro Jobs	255
Rural	Rhododendon	97049	175	Total Jobs	1286
Rural	Woodburn	97071	3		
Metro	Beaverton	97008, 97005, 97006, 97224	1	Percent Rural Jobs	80%
Metro	Gresham	97080, 97030, 97230, 97233	60	Percent Metro Jobs	20%
Metro	Oregon City	97045	15		
Rural	Welches	97067	139		
Rural	Mulino	97042, 97045, 97013	2		
Rural	Canby	97013	1		
Rural	Wilamina	97396, 97378	2		
Metro	Tualatin	97062	1		
Rural	Troutdale	97060	5		
Rural	Zig-Zag	97067, 97049	11		
Rural	Brightwood	97011	234		
Rural	Corbett	97019	13		
Rural	Cherryville	97055	2		
Rural	Mt. Hood Village	97067	28		
Metro	Hillsboro	97124	1		
Metro	Beaver Creek	97004	14		
Metro	Damascus	97089	3		
Metro	Salem	97301	1		
Rural	Aurora	97002	1		
Metro	Fairview	97024	1		
Rural	Gov Camp	97028	4		

January 2024 Work Location by Zip Code					
Rural/Metro	City	Zipcode	Jobs Completed		
Metro	Portland	97206, 97202, 97204, 97212, 97213	17		
Rural	Sandy	97055	44	Total Rural Jobs	151
Rural	Boring	97009	3	Total Metro Jobs	25
Rural	Rhododendon	97049	7	Total Jobs	176
Metro	Oregon City	97045	8		
Rural	Welches	97067	81	Percent Rural Jobs	86%
Rural	Troutdale	97060	1	Percent Metro Jobs	14%
Rural	Brightwood	97011	9		
Rural	Corbett	97019	2		
Rural	Mt. Hood Village	97067	2		
Rural	Estacada	97023	2		