

Grow Yorktown

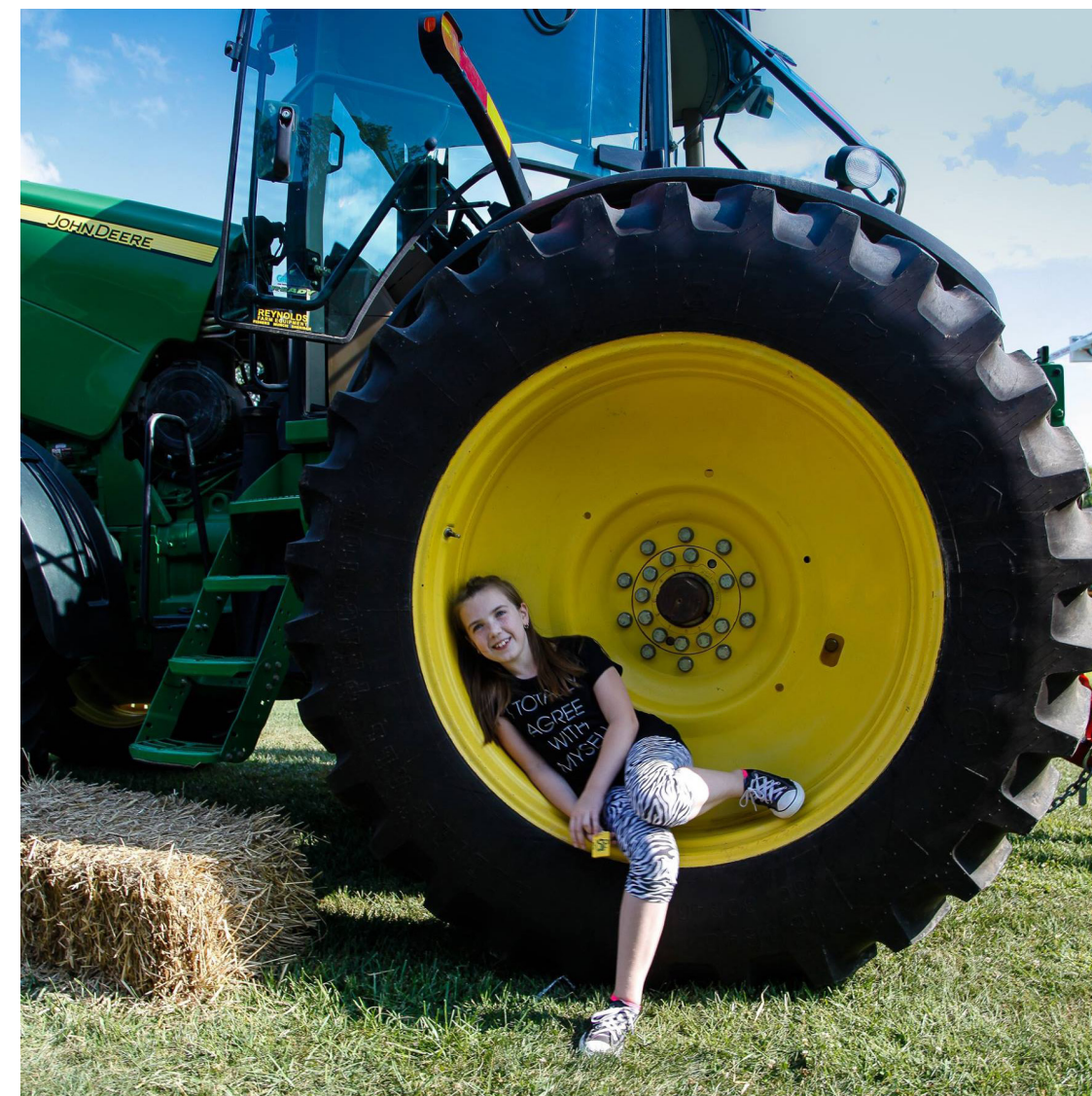
INVESTMENT OPPORTUNITY



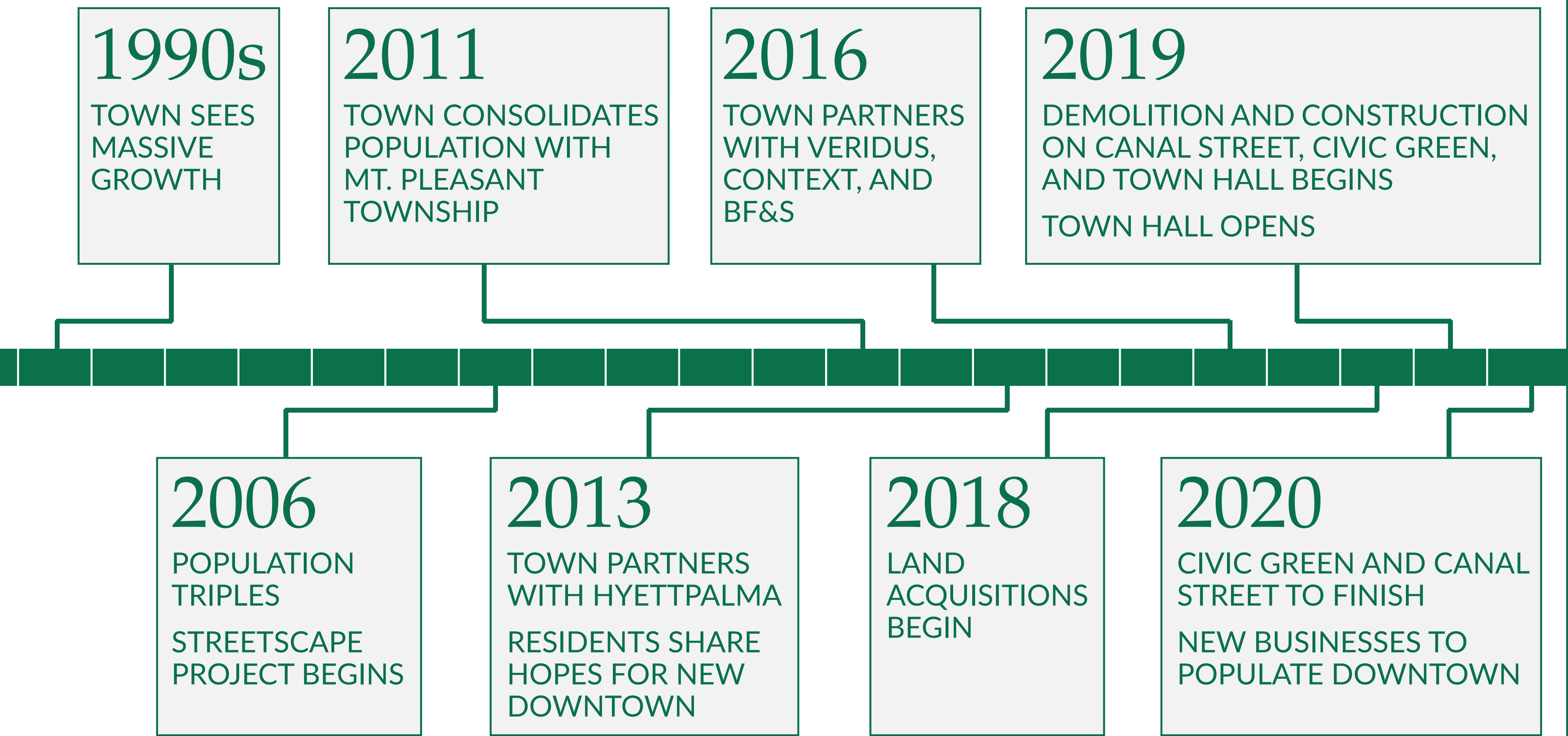
YORKTOWN
INDIANA

Purpose of this Meeting

1. MAKE DEVELOPERS AND BUSINESS OWNERS AWARE OF OPPORTUNITIES IN YORKTOWN
2. DEMONSTRATE THE TOWN'S COMMITMENT TO REDEVELOPMENT EFFORTS
3. CONNECT DEVELOPERS AND BUSINESS OWNERS WITH EACH OTHER



A Look at How We Got Here



Downtown Redevelopment

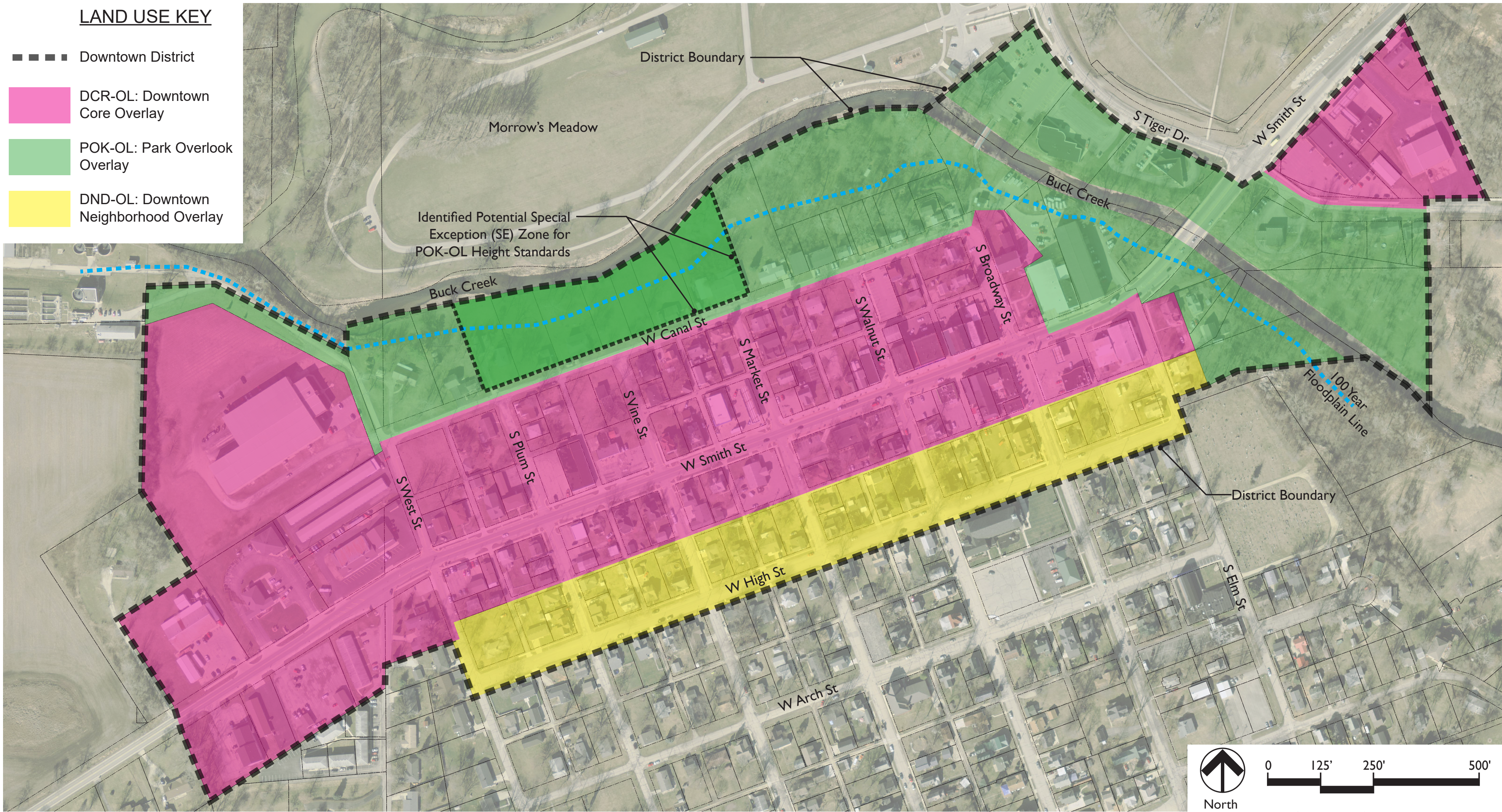
1. CREATE A SOCIAL AND ECONOMIC HUB FOR THE TOWN OF YORKTOWN.
2. DEVELOP A DESTINATION DOWNTOWN YORKTOWN.
3. CREATE A MULTI-GENERATIONAL ATTRACTION.
4. DEVELOP A PROJECT THAT CREATES A CULTURE UNIQUE TO YORKTOWN.



A+

LONG-TERM RATING FROM
S&P GLOBAL RATINGS

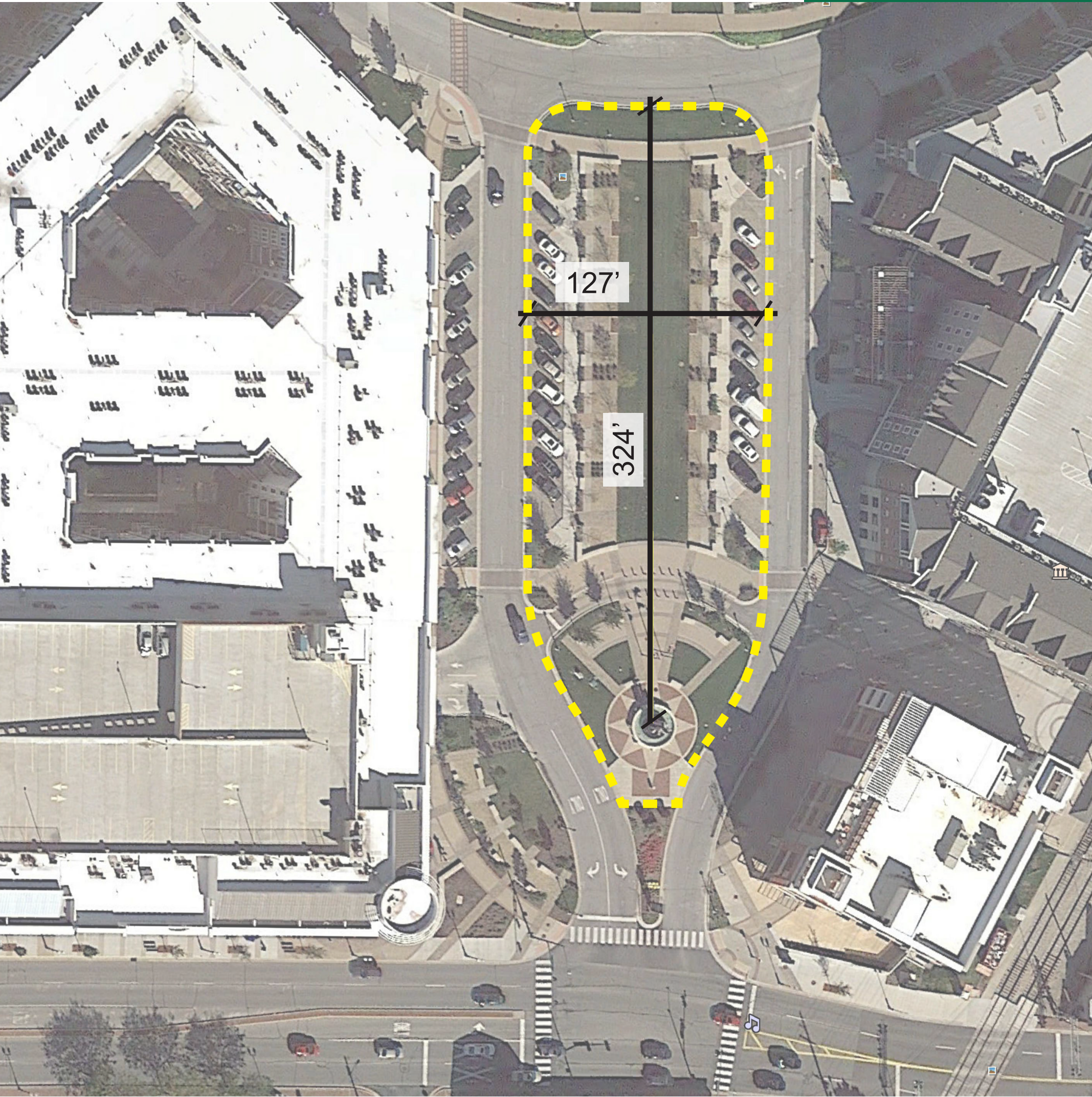
DOWNTOWN DISTRICT OVERLAY ZONES



YORKTOWN CIVIC GREEN



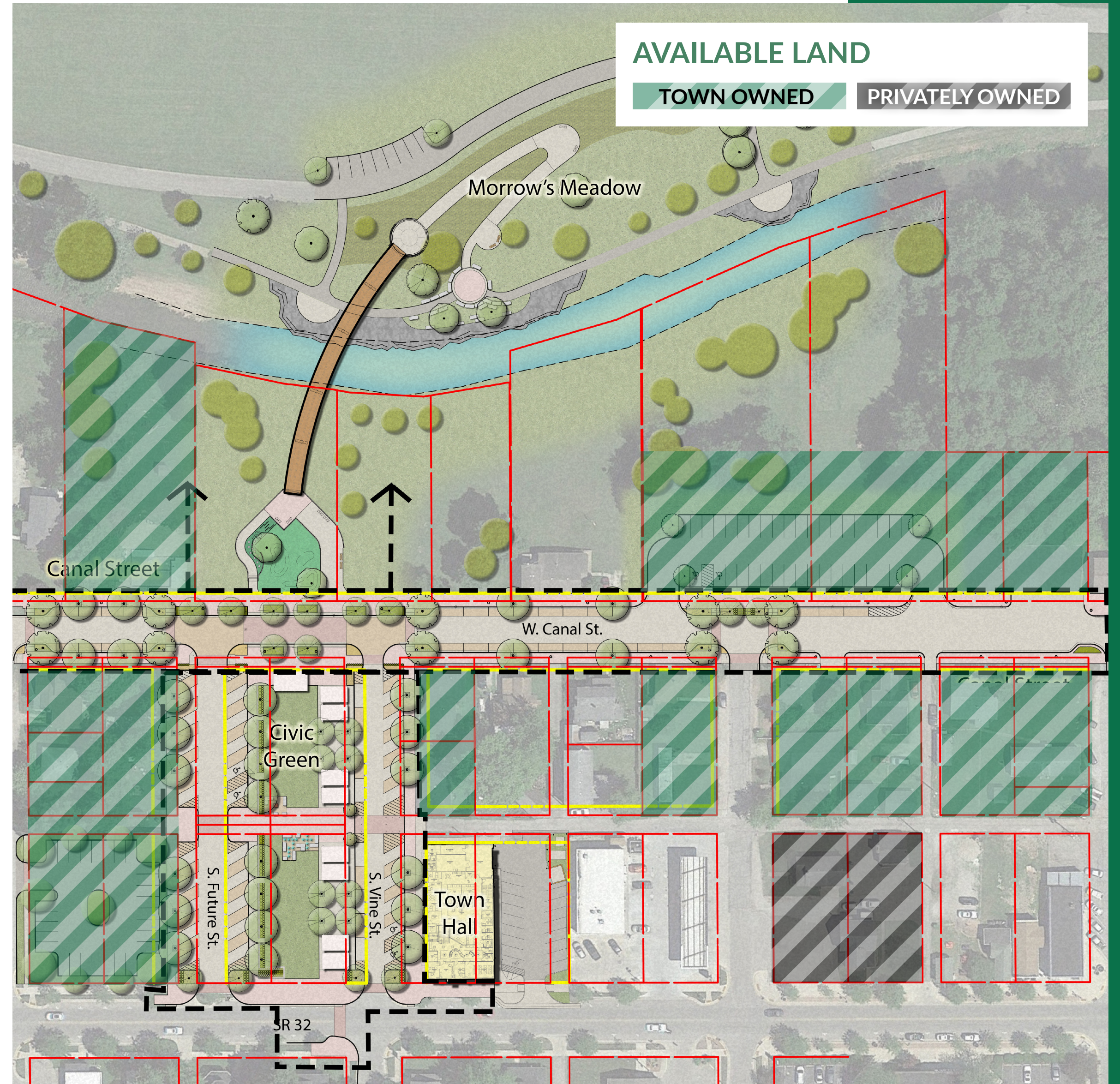
FISHERS CENTRAL GREEN







3D Schematic View Looking North on Vine St.



What's in it for you?

NEARLY

7,000

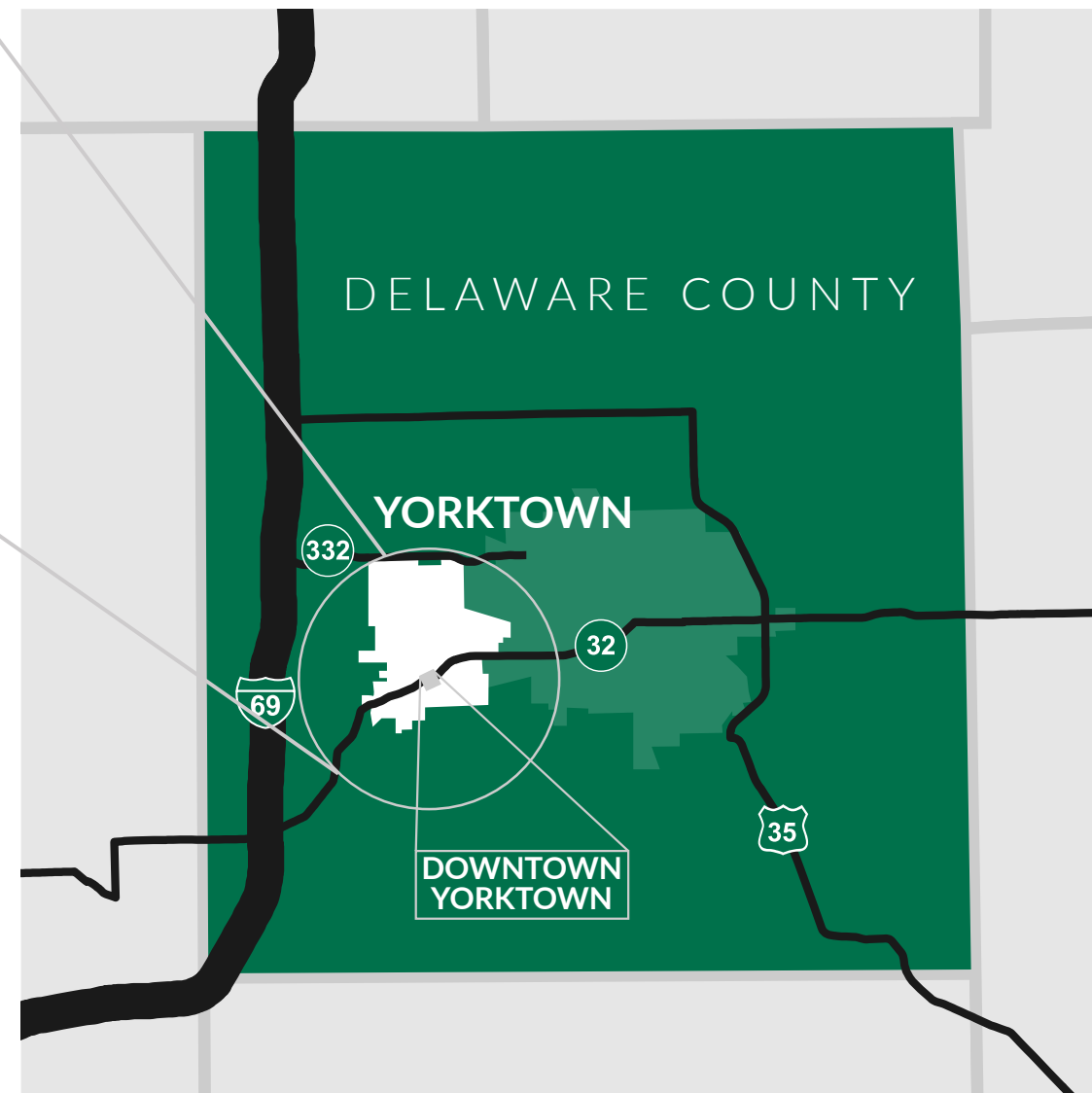
VEHICLES TRAVEL THROUGH
DOWNTOWN YORKTOWN
EVERY DAY

19,635

URBAN-RURAL
CONSOLIDATED
POPULATION

20+

COMMUNITY EVENTS
ANNUALLY



YORKTOWN'S HIGH QUALITY OF LIFE

Schools

Yorktown Community Schools



#14

SCHOOL
SINCE 2010¹

SCHOOL IN
INDIANA²

NATIONAL BLUE RIBBON SCHOOL

1. Indiana Department of Education 2. U.S. News & World Report, 2019



YORKTOWN'S HIGH QUALITY OF LIFE

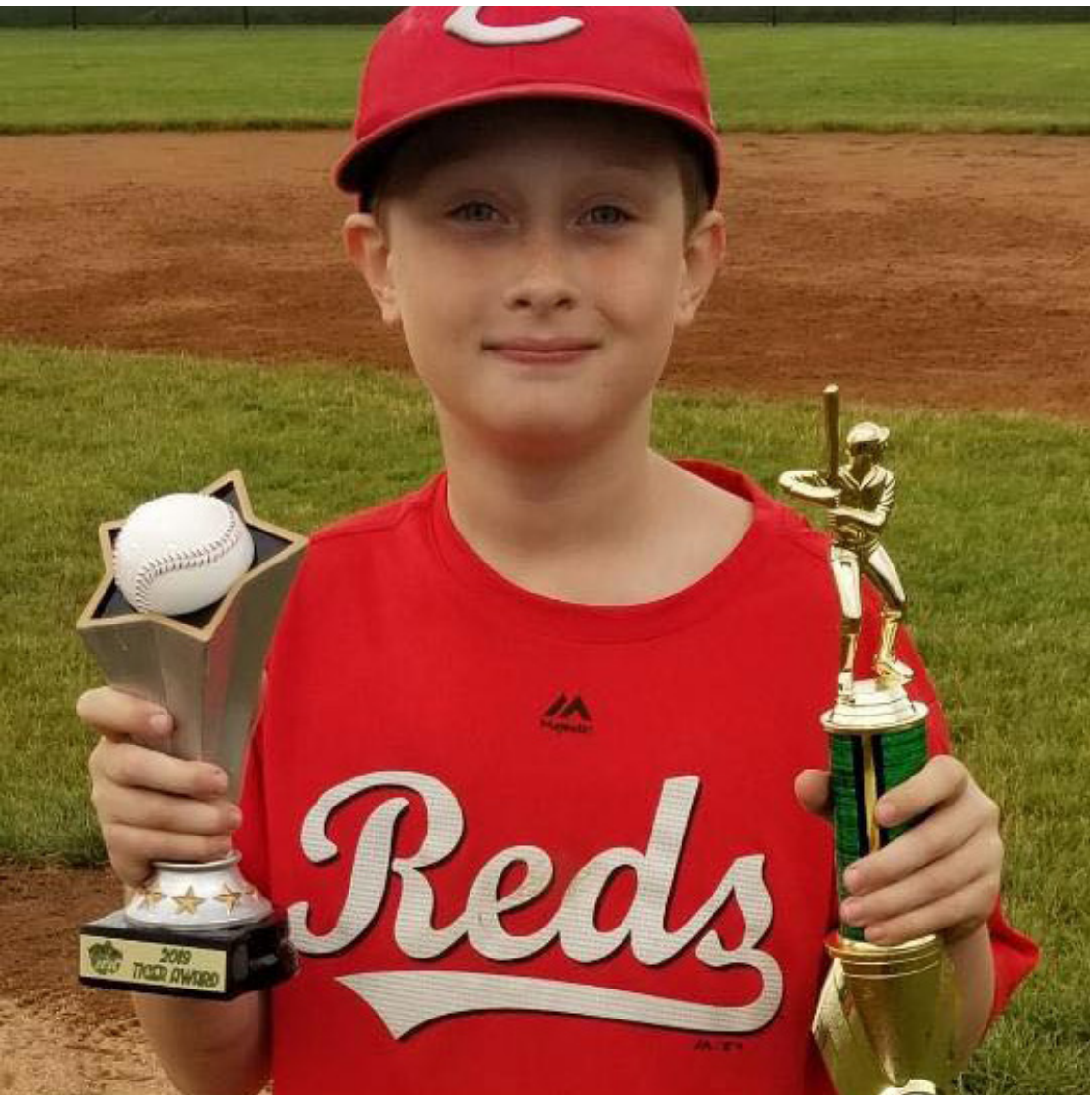
Youth Sports

Munciana
Volleyball

25+ 150,000+

TOURNAMENTS
ANNUALLY

ANNUAL ATTENDEES
PER SEASON



JAA Baseball
and Softball

28 7,000+

TOURNAMENTS
ANNUALLY

ANNUAL ATTENDEES
PER SEASON



DCFC
Soccer

60+ 1,000+

STATEWIDE
TRAVEL TEAMS

ANNUAL ATTENDEES
PER SEASON

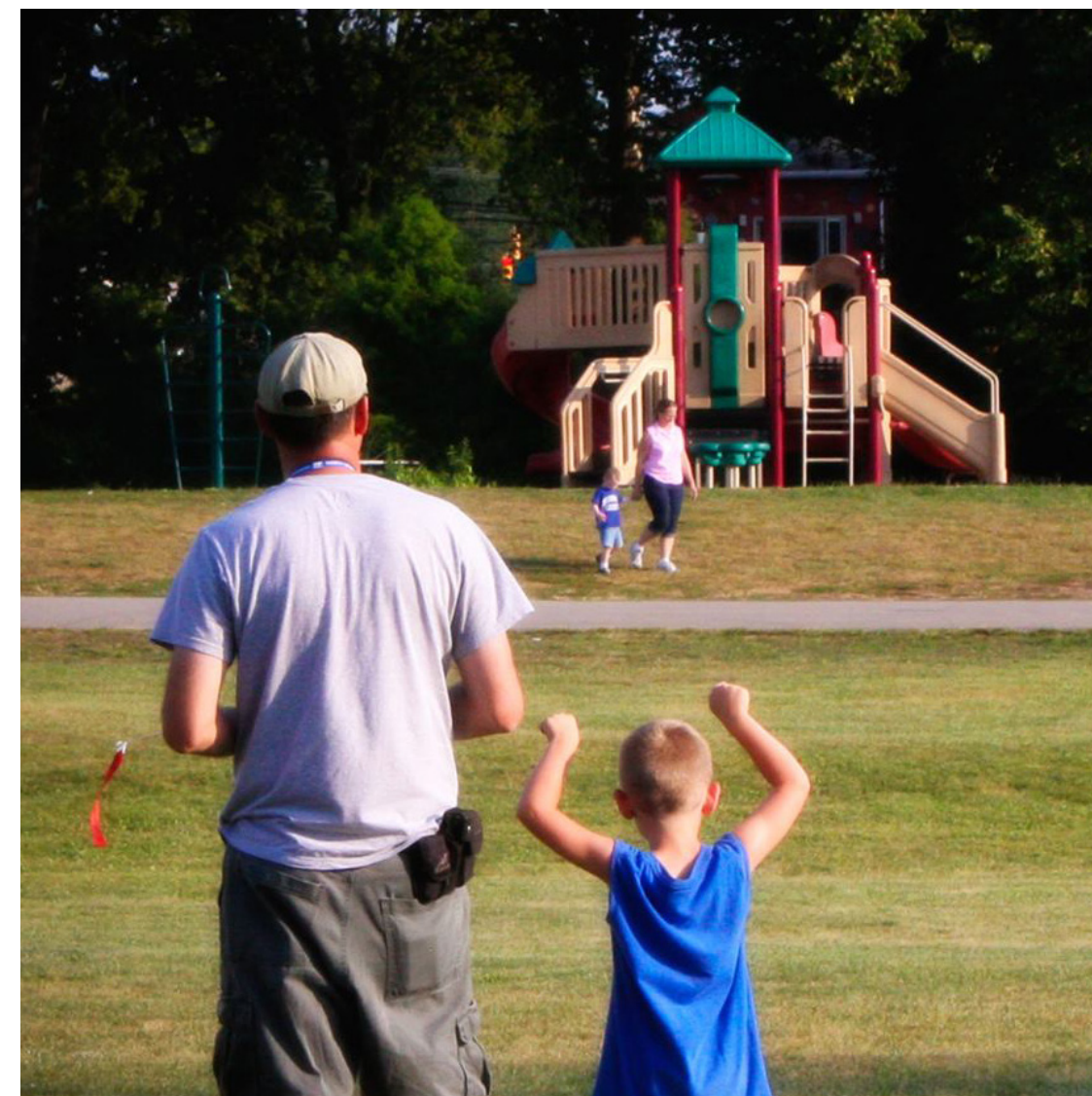
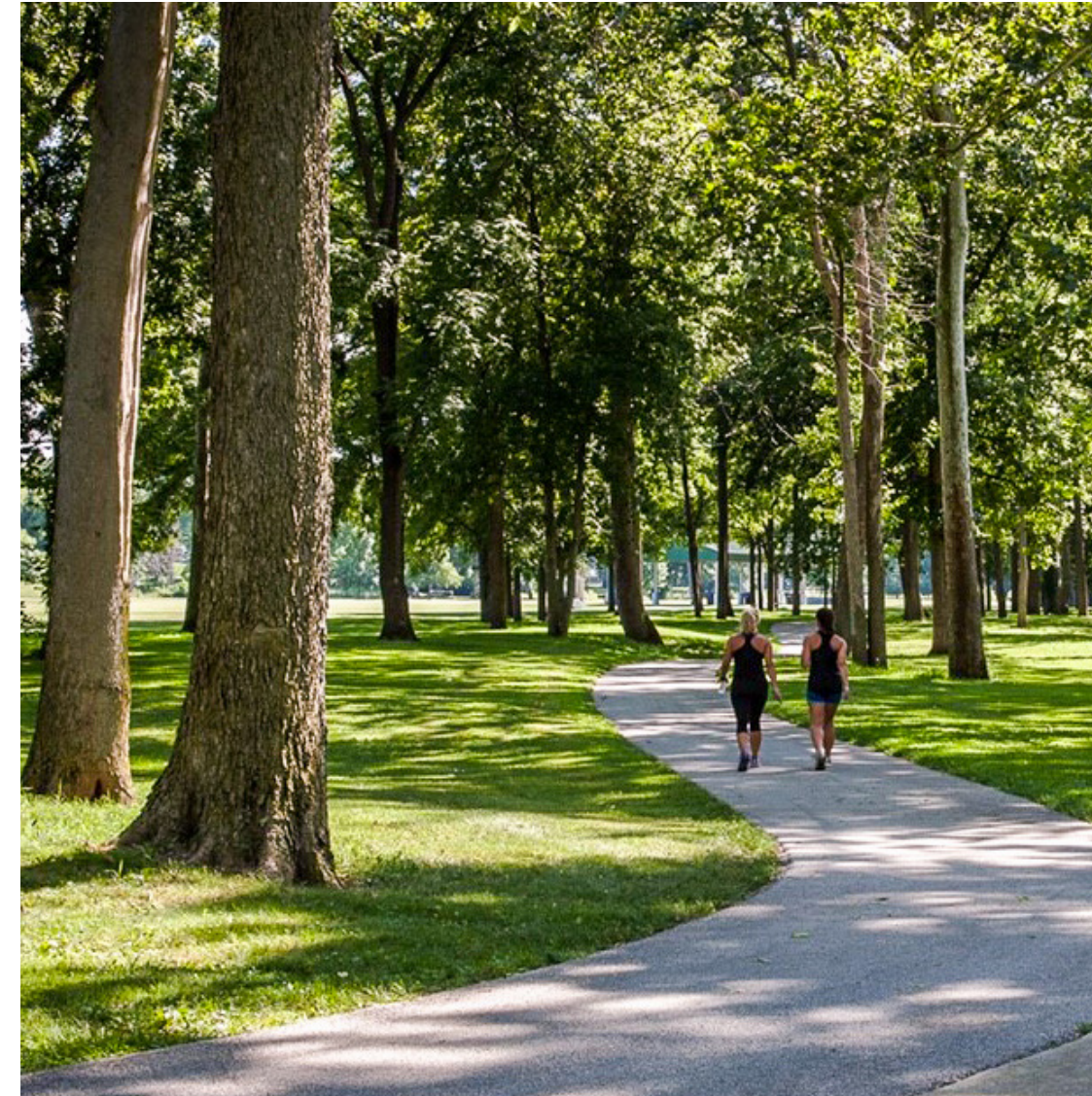
YORKTOWN'S HIGH QUALITY OF LIFE

Parks & Recreation

- Morrow's Meadow
- 10 Miles of Trails & Sidewalks

\$3,000,000+

INVESTED IN TRAIL SYSTEM OVER PAST TEN YEARS



RETAIL OPPORTUNITY

RETAIL GAP

\$21,428,694

EXTERNAL DRIVERS

Per Capita Disposable Incomes

Healthy Eating Index

Per Capita of Specific Goods

TRENDS & FORECASTS

Annual growth is expected to continue in grocery stores, fruit and vegetable markets, seafood markets, and other specialty food stores.

Grocery & Specialty Food Stores

Yorktown currently lacks a grocery store. Comparable markets, like nearby small towns of about the same stature, are able to sustain a small grocery store. This suggests Yorktown is a viable marketplace for a grocery or specialty food store. Having a grocery or specialty food store in the downtown area would draw on the high demand found within Yorktown and keep local money within the local economy; residents currently spend more than \$21 million on groceries in surrounding areas.¹

1. 2017 Yorktown, Indiana Market Analysis



RETAIL OPPORTUNITY

RETAIL GAP

\$11,104,672

EXTERNAL DRIVERS

Consumer Spending

Consumer Confidence

Healthy Eating

**Households Earning
More Than \$100,000**

TRENDS & FORECASTS

*Coffee shops and full-service
restaurants are expected to
grow 2% annually*

Restaurants, Cafés, Breweries, & Delis

Every day, nearly 7,000 vehicles drive through downtown Yorktown, and more than 3,000 people come to Yorktown for work. With a large daytime population, cafés, bakeries, delis, and similar eateries would thrive, appealing to workers looking for coffee, breakfast, take-out lunch stops, and places to have lunch with colleagues. Additionally, Yorktown residents expressed desires for more diverse restaurants. Restaurants with varying price points or unique features, like high-end dining destinations or brewpubs, are likely to thrive in the market; Yorktown residents currently spend about \$11 million at restaurants in surrounding areas.¹

1. 2017 Yorktown, Indiana Market Analysis



RETAIL GAP

\$3,478,147

EXTERNAL DRIVERS

Per Capita Disposable Income

External Competition

**Import Penetration in the
Manufacturing Sector**

TRENDS & FORECASTS

*Some retailers are starting to
develop both an online and
brick-and-mortar presence*

RETAIL OPPORTUNITY

Clothing Boutiques & Stores

Downtown Yorktown currently supports two locally owned boutiques, both of which carry women's clothing. A clothing store that markets toward men's, women's, and children's clothing would likely succeed in the area without oversaturating the market; Yorktown residents currently spend nearly \$3.5 million on clothes in surrounding areas.¹

1. 2017 Yorktown, Indiana Market Analysis



RETAIL GAP
\$2,754,278

EXTERNAL DRIVERS
Per Capita Disposable Income
Participation in Sports
Number of Young People

TRENDS & FORECASTS
Sports participation is expected to continue growing, health consciousness, sporting goods stores with interactive facilities to test out equipment are becoming increasingly popular

RETAIL OPPORTUNITY

Sports, Recreation, & Hobby Stores

Yorktown boasts a strong sports community, with three times more sports industry establishments per capita than comparable towns. But while the town brings in a plethora of youth sports teams and competitions, the town lacks sporting goods and similar stores. Currently, Yorktown residents spend nearly \$3 million at sports, recreation, and hobby stores in surrounding areas.¹

1. 2017 Yorktown, Indiana Market Analysis



Next Steps

1. COMMUNICATE YOUR INTEREST.
2. TOWN WILL OFFER LAND IN RFP.
3. SCHEDULE ONE-ON-ONE MEETINGS FOR DISCUSSIONS & NEGOTIATIONS WHEN LAND IS OFFERED IN RFP.



Thank You

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GROWYORKTOWN.COM