

# 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

1990s

TOWN SEES  
MASSIVE  
GROWTH

2011

TOWN CONSOLIDATES  
POPULATION WITH  
MT. PLEASANT  
TOWNSHIP

2016

TOWN PARTNERS  
WITH VERIDUS,  
CONTEXT, AND  
BF&S

2019

DEMOLITION AND CONSTRUCTION  
ON CANAL STREET, CIVIC GREEN,  
AND TOWN HALL BEGINS  
TOWN HALL OPENS

2006

POPULATION  
TRIPLES  
STREETSCAPE  
PROJECT BEGINS

2013

TOWN PARTNERS  
WITH HYETTPALMA  
RESIDENTS SHARE  
HOPES FOR NEW  
DOWNTOWN

2018

LAND  
ACQUISITIONS  
BEGIN

2020

CIVIC GREEN AND CANAL  
STREET TO FINISH  
NEW BUSINESSES TO  
POPULATE DOWNTOWN



# 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.

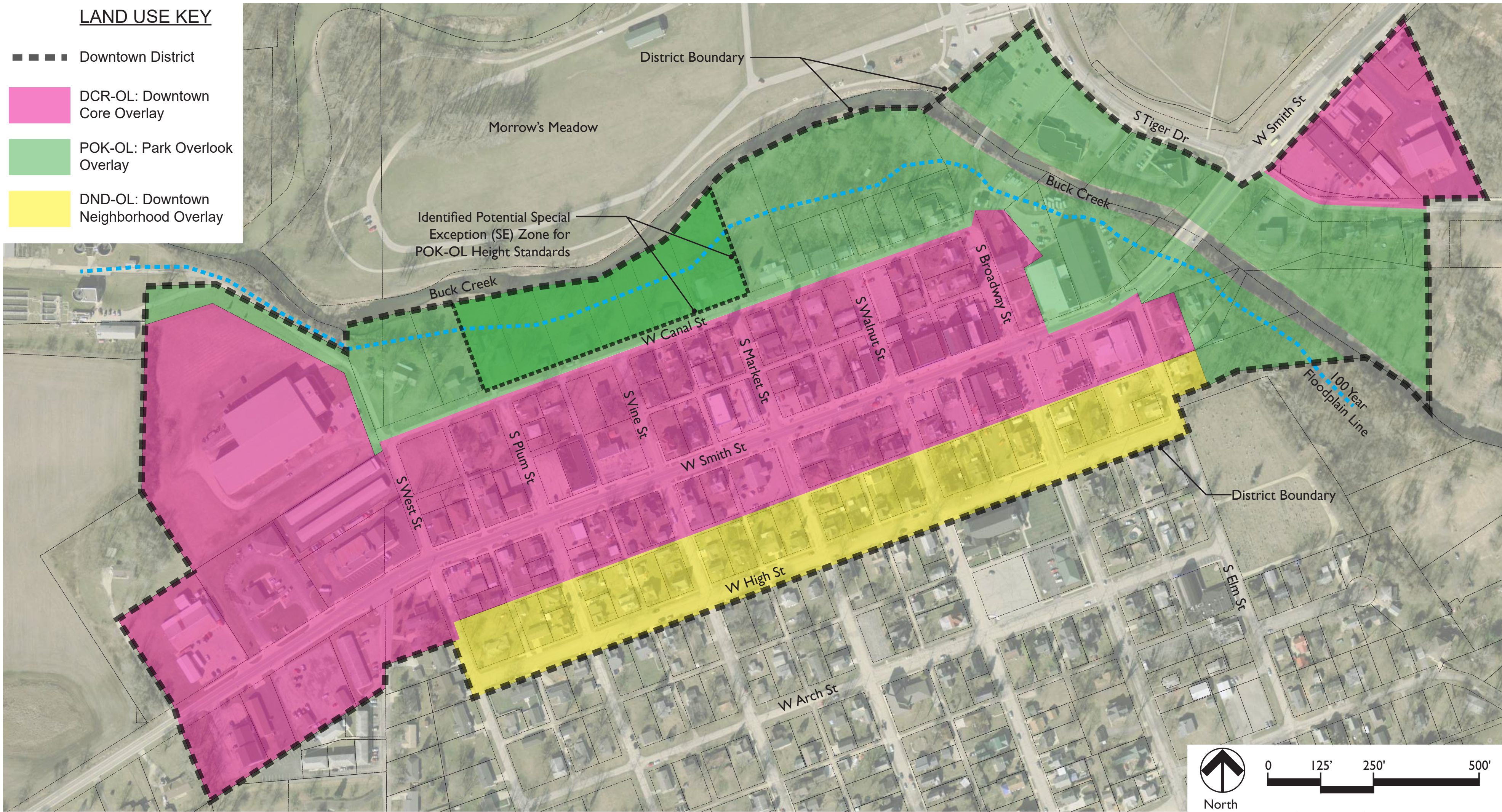


A+

LONG-TERM RATING FROM  
S&P GLOBAL RATINGS



# DOWNTOWN DISTRICT OVERLAY ZONES

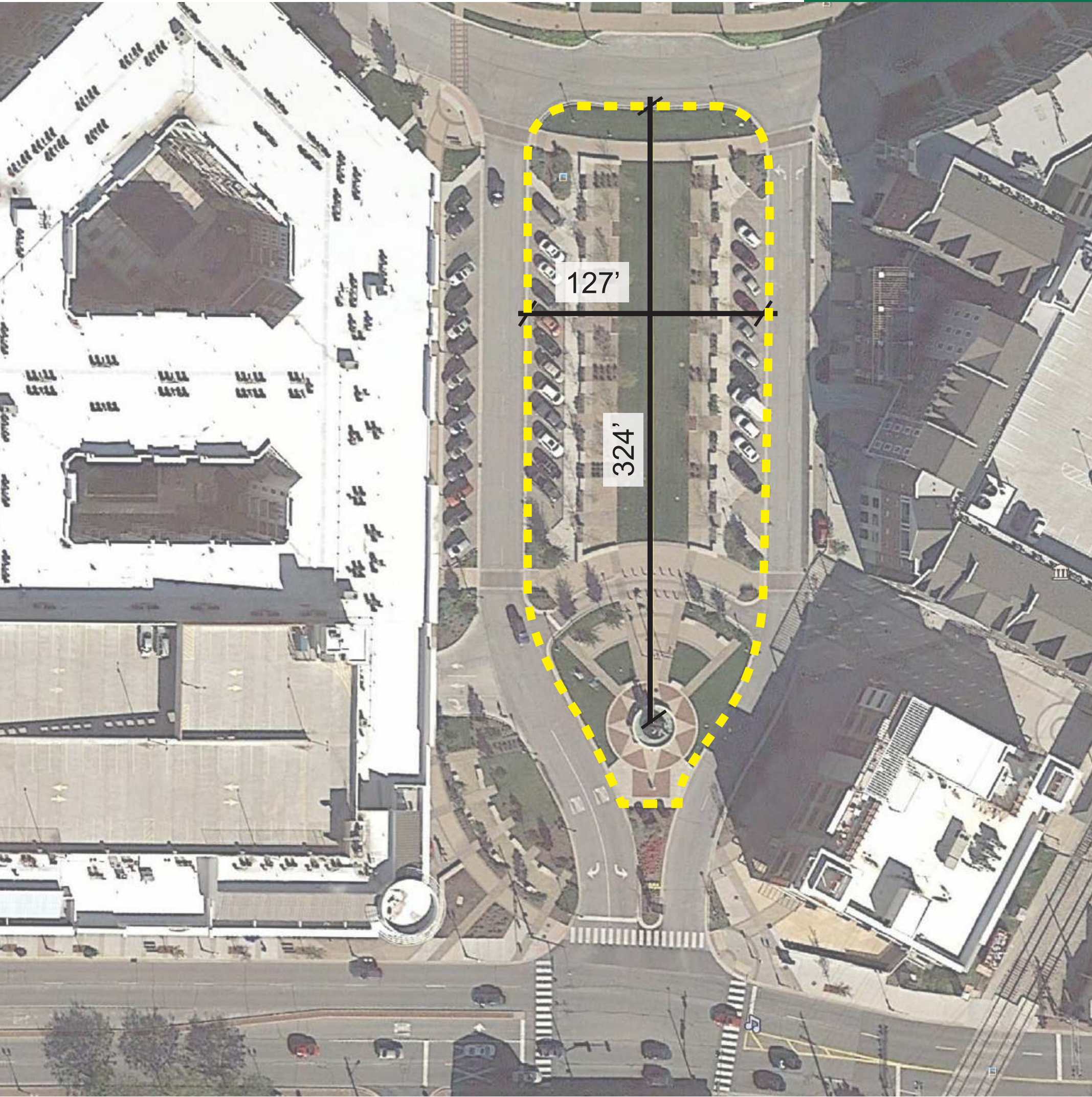




YORKTOWN CIVIC GREEN



FISHERS CENTRAL GREEN



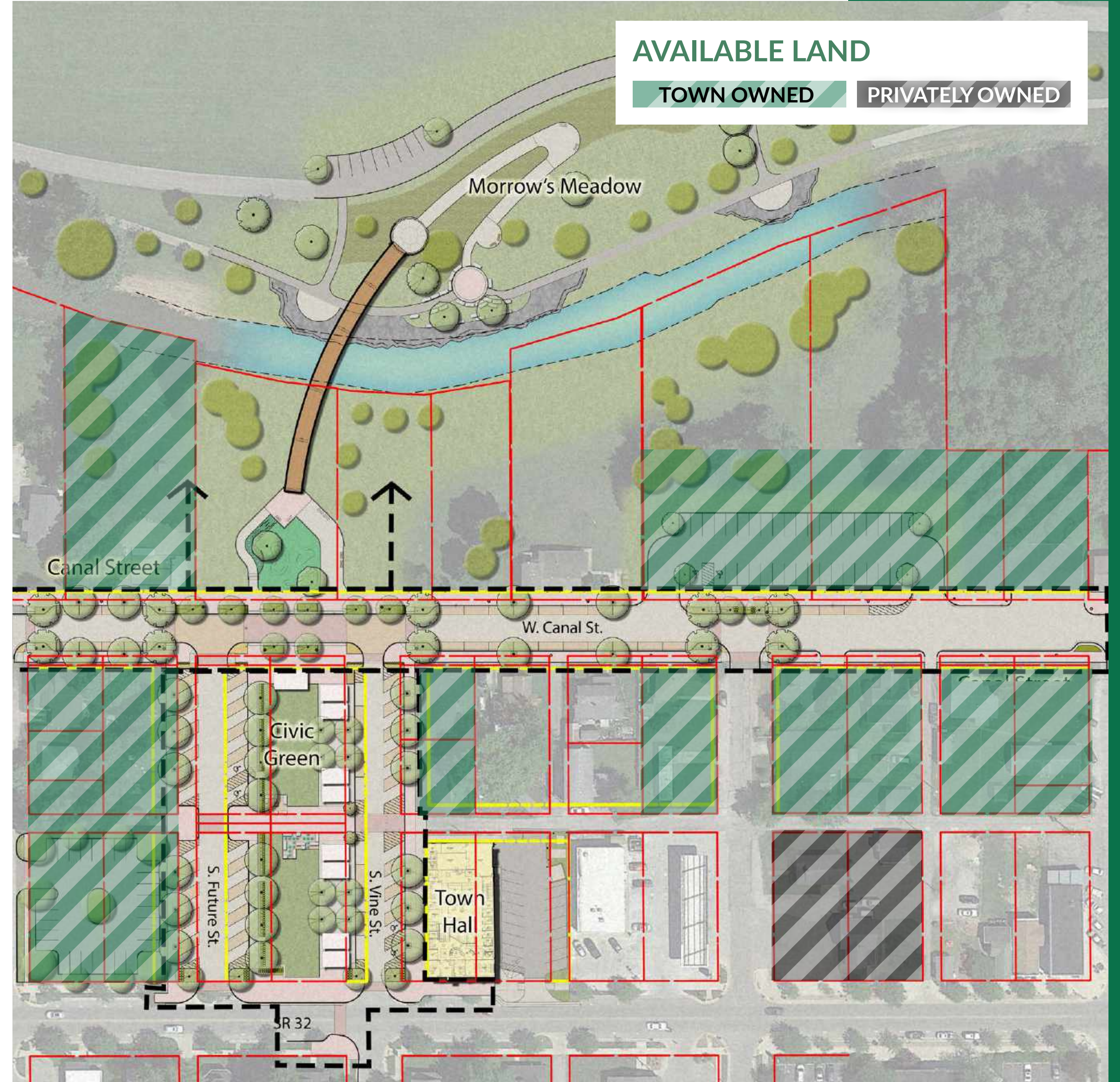








3D Schematic View Looking North on Vine St.





# What's in it for you?

NEARLY

7,000

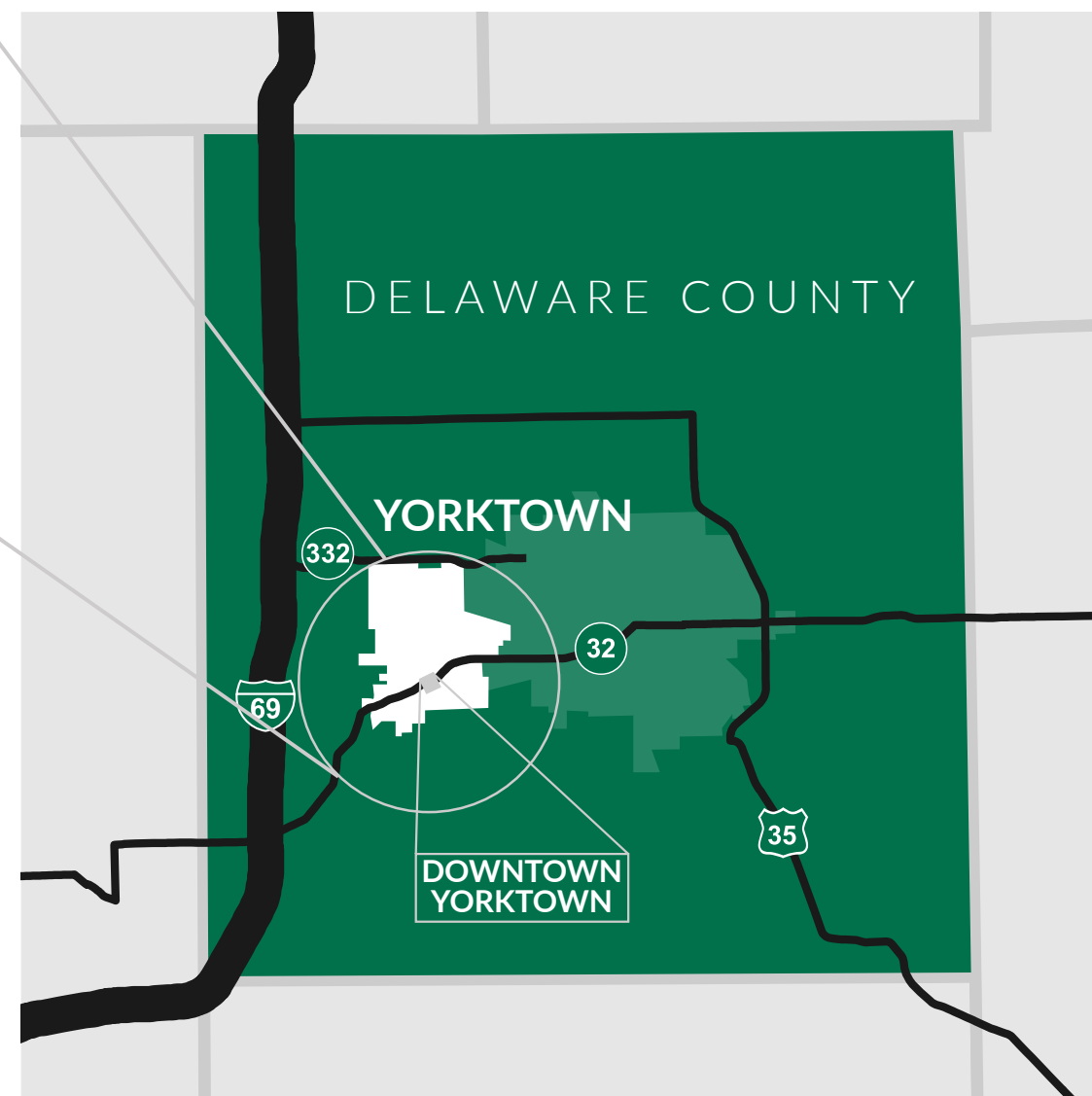
VEHICLES TRAVEL THROUGH  
DOWNTOWN YORKTOWN  
EVERY DAY

19,635

URBAN-RURAL  
CONSOLIDATED  
POPULATION

20+

COMMUNITY EVENTS  
ANNUALLY





YORKTOWN'S HIGH QUALITY OF LIFE

# Schools

*Yorktown Community Schools*



#14

SCHOOL  
SINCE 2010<sup>1</sup>

SCHOOL IN  
INDIANA<sup>2</sup>

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.<sup>1</sup>

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.<sup>1</sup>

1. 2017 Yorktown, Indiana Market Analysis





RETAIL GAP

**\$3,478,147**

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EXTERNAL DRIVERS

**Per Capita Disposable Income**

**External Competition**

**Import Penetration in the Manufacturing Sector**

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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.<sup>1</sup>

1. 2017 Yorktown, Indiana Market Analysis





RETAIL GAP  
**\$2,754,278**

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

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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.<sup>1</sup>

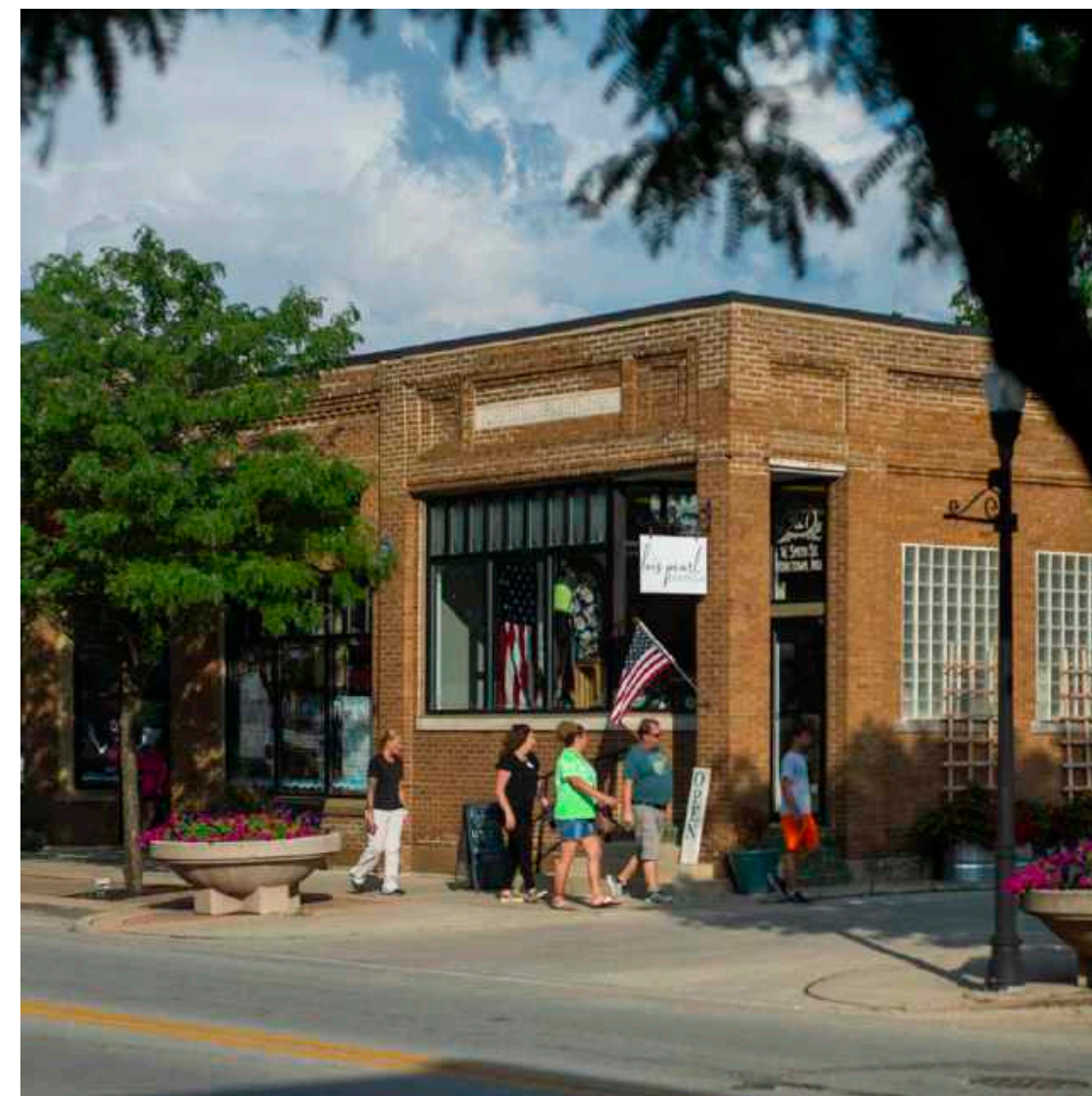
1. 2017 Yorktown, Indiana Market Analysis





# 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

**Pete Olson**  
TOWN MANAGER

[polson@yorktownindiana.org](mailto:polson@yorktownindiana.org)  
765-759-4003



[GROWYORKTOWN.COM](http://GROWYORKTOWN.COM)