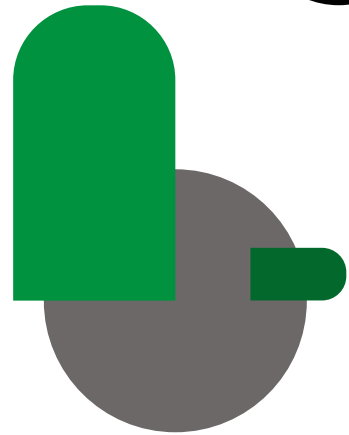
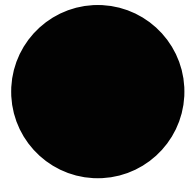


THE TOWN OF
GEORGETOWN
I N D I A N A



2026-2030
TOWN OF GEORGETOWN
REVITALIZATION
PLAN

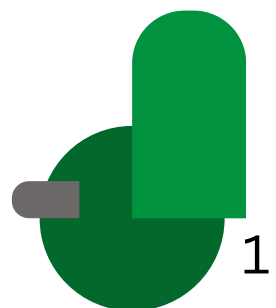


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ACKNOWLEDGEMENTS

2025 Redevelopment Commission

President - Brandon Hopf

Vice President - Jason Parrish

Member - Melanie Douglas

Member - Brittany Schmidt

Member - Adam Zurschmiede

Member - Connie Baugh - School Board Representative

Executive Director - Reny Keener

Secretary - Haley James

Attorney - Kristi Fox

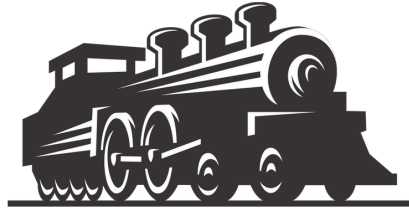


A special thanks to Purdue University for hosting the community workshops, gathering data through a survey, and helping the Town understand the needs of the community.

Please note:

- Downtown Georgetown (Canal Lane to Georgetown Lanesville Road - along SR 64)
- State Road 64 Corridor (Copperfield Commons to County Line Road)

INTRODUCTION



THE TOWN OF GEORGETOWN I N D I A N A

Welcome to the Georgetown Revitalization Plan

This plan represents a critical step forward in shaping the future of our community over the next five years. It is built around a shared vision: to create a thriving, connected, and vibrant downtown and State Road 64 Corridor that reflect the unique character of Georgetown while fostering economic growth and opportunity.

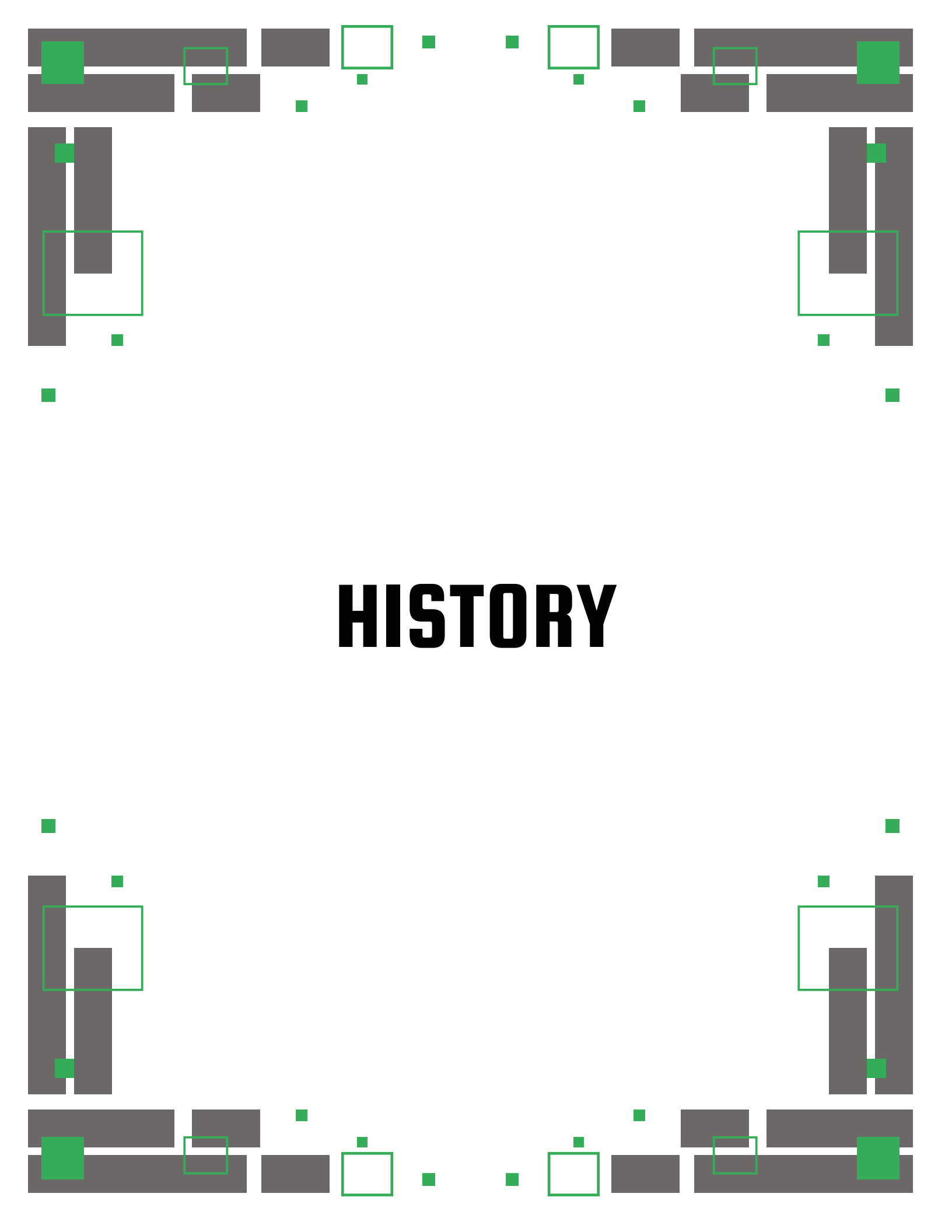
The Revitalization Plan will serve as a guiding document for the Georgetown Redevelopment Commission as we make decisions that impact the future of our downtown district and the State Road 64 Corridor. Whether we're pursuing new development, directing public infrastructure investments, or applying for state and federal grants, this plan will be an essential tool to help us stay aligned with our long-term goals.

Our objective is to continue building on the positive momentum. We're already seeing new businesses choosing downtown, increased interest in commercial redevelopment, and stronger community engagement. With tools like the Facade Grant program and the potential another CCF Grant from the State for businesses for startup or expansion, we aim to support local entrepreneurs and property owners in reinvesting in our community.

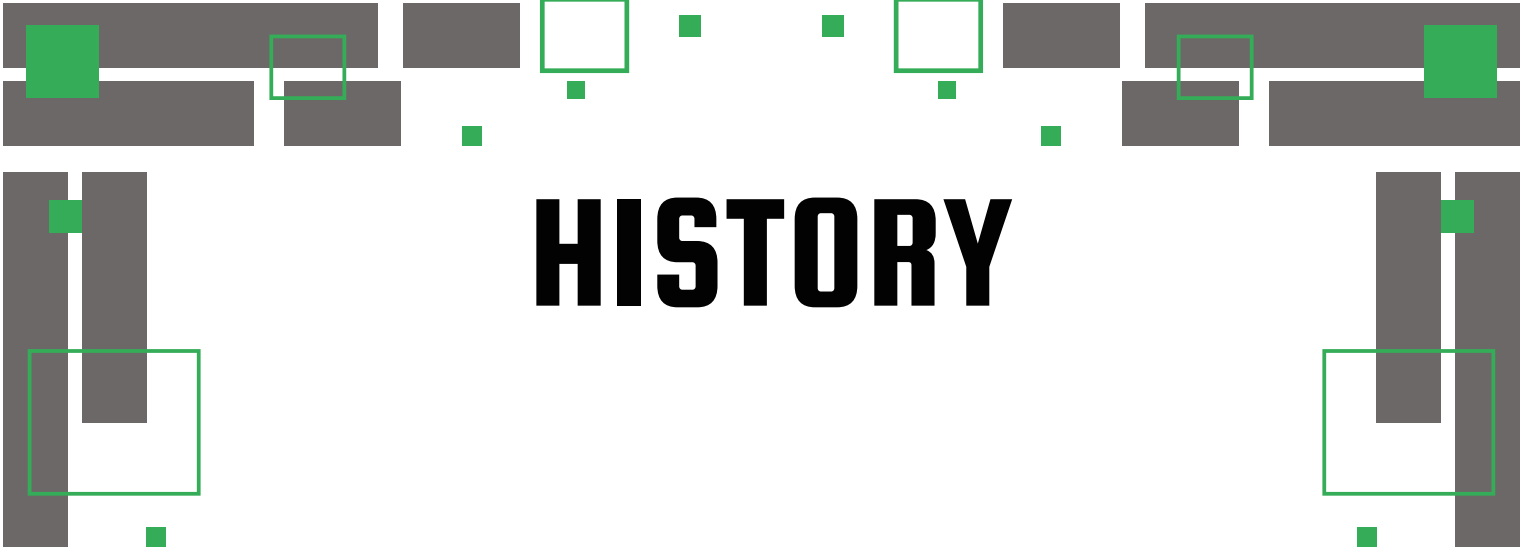
This plan is a roadmap, but it is also an invitation to residents, business owners, investors, and visitors, to help shape and support a more prosperous future for Georgetown. Thank you for joining us in this exciting chapter.

Sincerely,

Reny Keener
Executive Director
Georgetown Redevelopment Commission



HISTORY



HISTORY

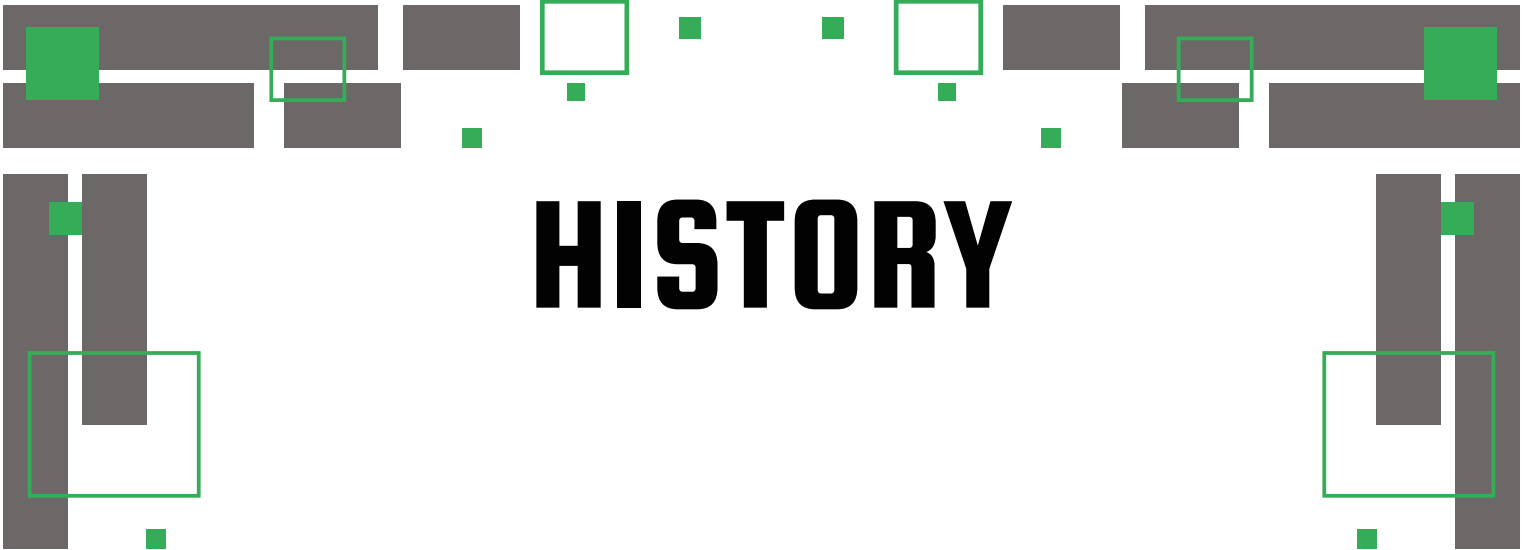
THE GEORGETOWN REDEVELOPMENT COMMISSION

The Georgetown Redevelopment Commission (RDC) was established by the Georgetown Town Council in 2017 with the Ordinance G-17-05. The RDC is made up of a five (5) member voting board and one non-voting advisor member with each member serving a one (1) year term (January – January). The members are appointed to the RDC, three (3) members by the Town Council President and two (2) members by the Town Council. The non-voting advisor member must be a member of the New Albany Floyd County School Board; this member is also appointed to the RDC by the Town Council President.

What Does A Redevelopment Commission Do?

A Redevelopment Commission in Indiana is a local governing body created to promote economic development, eliminate blight, and support community revitalization. Its main purpose is to oversee and manage redevelopment areas, which often include Tax Increment Financing (TIF) Districts. The commission has the authority to direct how TIF revenues are used, such as funding infrastructure improvements, purchasing or preparing land for development, or supporting projects that attract private investment. By doing this, the commission helps guide growth in a way that benefits the broader community.

Beyond just managing TIF funds, Redevelopment Commissions also play a strategic role in long-term planning for economic development. They can acquire property, enter into agreements with developers, and finance public improvements that make areas more attractive for business and residential growth. The overall goal is to create jobs, increase property values, and improve the quality of life in the community by reinvesting in key areas that need support.



HISTORY

THE GEORGETOWN REDEVELOPMENT COMMISSION

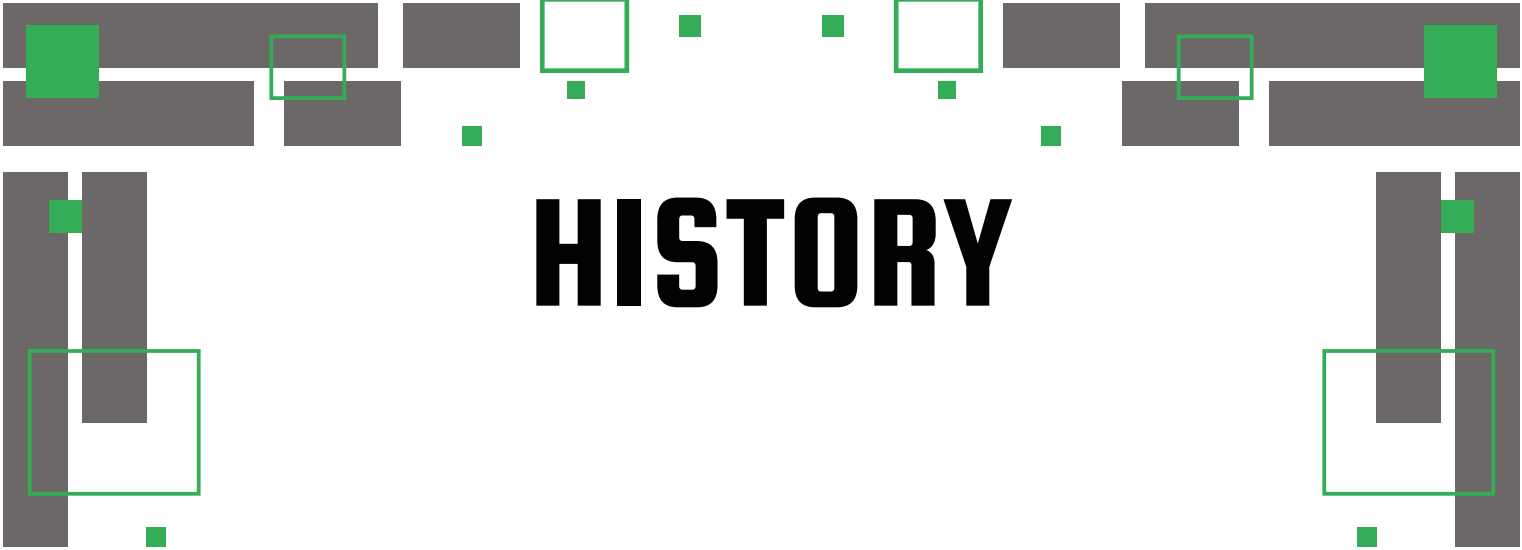
Why Create A Revitalization Plan?

A Redevelopment Commission creates a Revitalization Plan to establish a clear vision and framework for how specific areas of the community will be revitalized and developed. The plan identifies challenges such as blight, underutilized property, or lack of infrastructure, and then lays out strategies to address them. It serves as both a legal requirement and a roadmap, ensuring that redevelopment activities are targeted, transparent, and aligned with state statutes. Without a plan, the commission cannot formally designate redevelopment areas or use certain economic development tools like TIF.

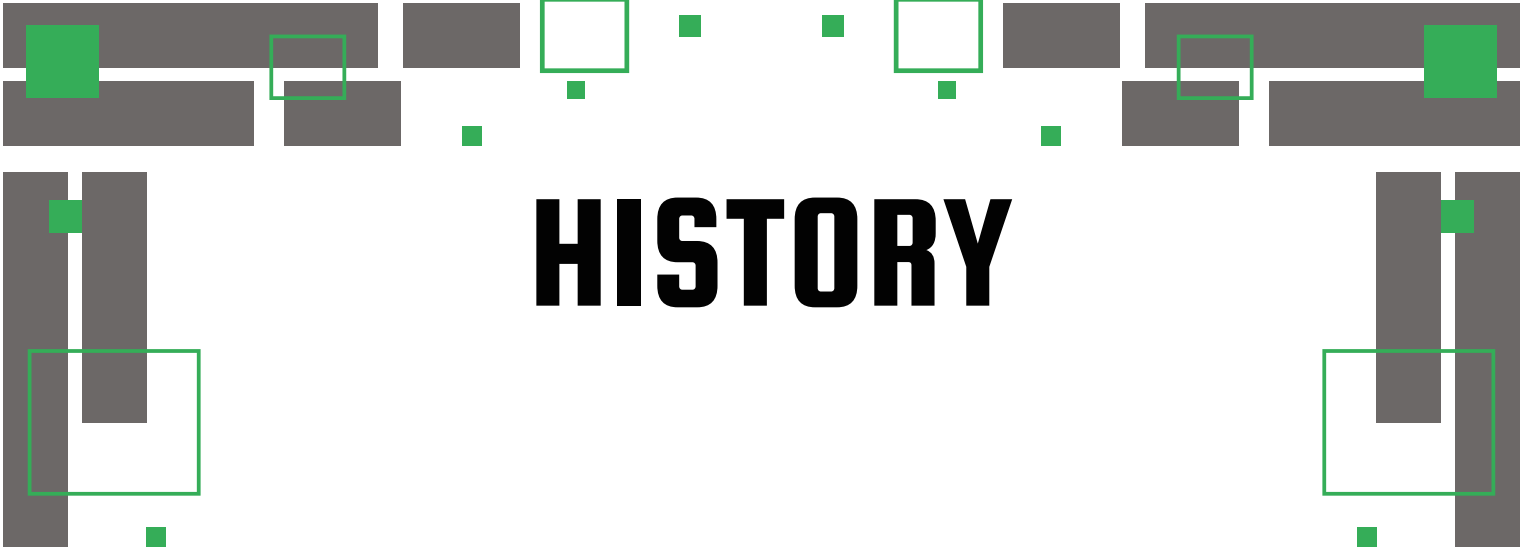
The Revitalization Plan also provides direction for future investment and gives residents, developers, and other stakeholders a shared understanding of the community's goals. By outlining the types of improvements, projects, and uses envisioned for the area, the plan helps attract private investment, supports grant applications, and guides decision-making on how TIF revenues and other resources should be spent. In short, it creates accountability and focus, making sure redevelopment efforts maximize long-term community benefit.

What Are Some Past Planning Efforts?

In 2017, the Redevelopment Commission, the Town Council, and a Steering Committee made up of residents and business owners worked with a consulting firm to complete the 2017 Downtown Revitalization Plan. This plan was paid for by OCRA to help our newly established Redevelopment Commission prepare for its future with a focus on Downtown Revitalization.



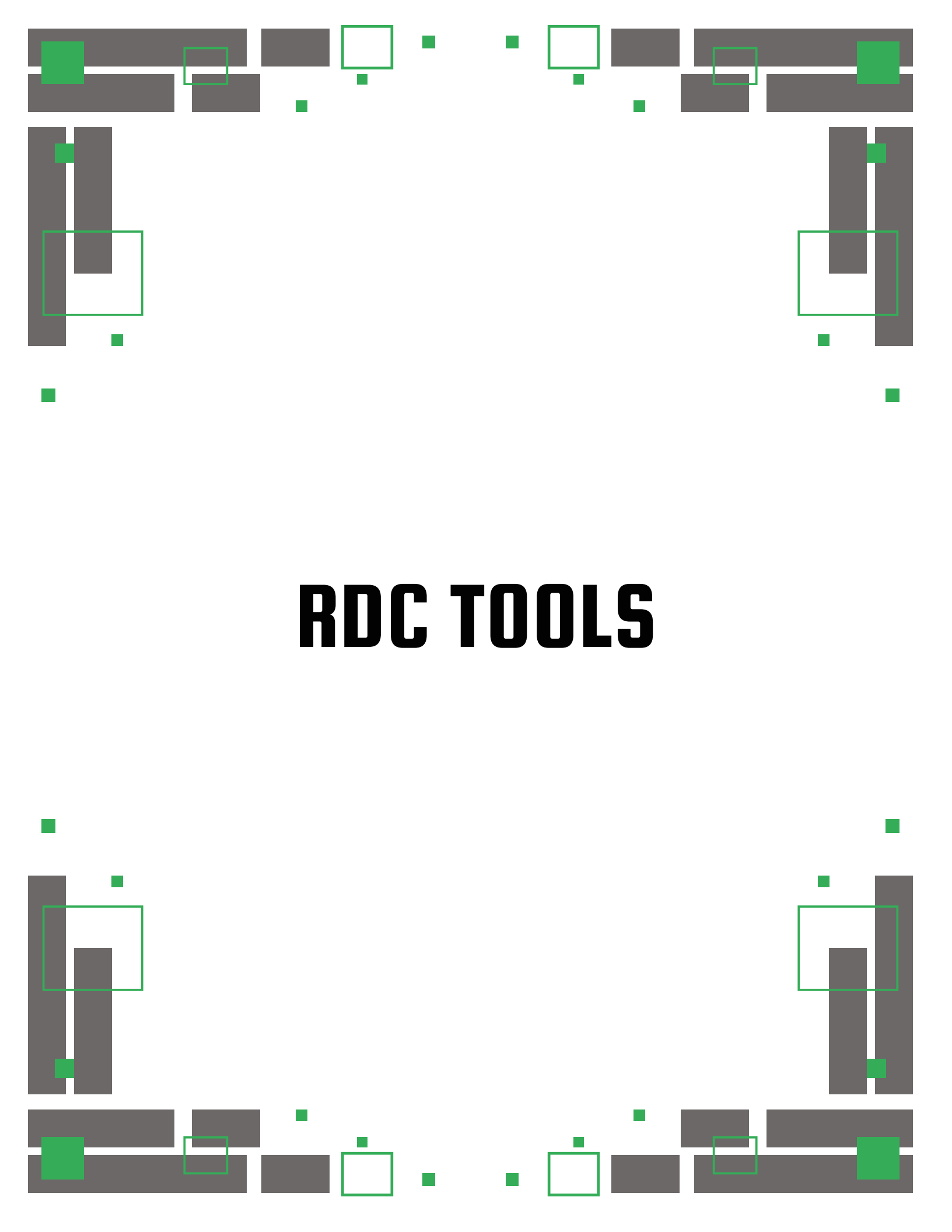
HISTORY



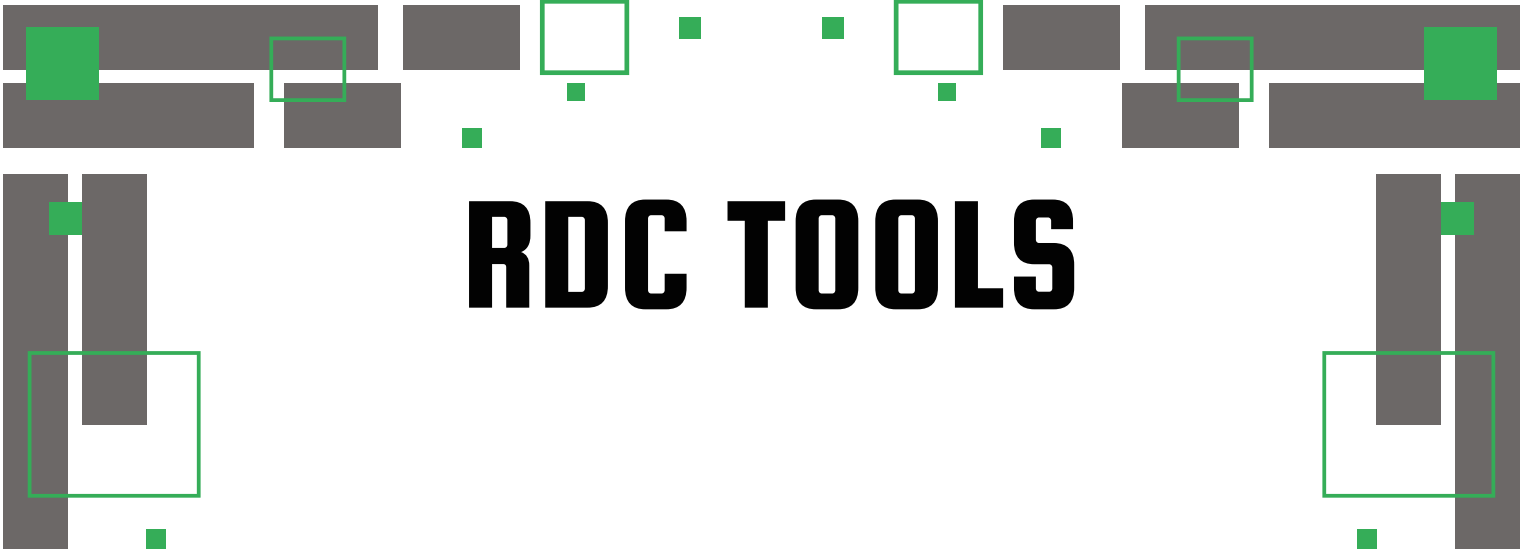
THE GEORGETOWN REDEVELOPMENT COMMISSION

Redevelopment Commission Successes Since 2017:

- Partnered with the Planning Commission to establish the Economic Development Area in 2017
- Establishment of the Façade Grant Improvement Program in 2018
 - Increased the maximum amount to award in 2023
 - Updated the rules in 2025
- Partnered with the Town Council to establish the Main Street Economic Revitalization Area (ERA) in 2023
- Hired an Executive Director in 2023
- Approved the Town's first Tax Abatement in 2023 for the Rails and Ales project in Downtown with a partnership from One Southern Indiana
- Purchased five (5) properties along Lois Lane for the expansion of Georgetown Park
 - Transferred ownership to the Town for development of these properties
- Created of the State Road 64 TIF District in 2025
- Partnered with the Town Council on the creation of the Waterfront District in 2025



RDC TOOLS



RDC TOOLS

REDEVELOPMENT TOOLS

What Is a TIF District? - Georgetown's SR 64 TIF

The Town of Georgetown Redevelopment Commission adopted the State Road 64 TIF District in February 2025 with Resolution RDC-25-01. The Declaratory Resolution to begin the TIF process and establish the Economic Development Area and Allocation Area was completed by Resolution RDC-R-24-02

At its most basic level, a Tax Increment Financing (TIF) District is a tool that local governments in Indiana use to encourage development and improvements in a specific area. When a TIF District is created, the current property tax base in that area is frozen. As new development happens, such as new businesses being built, properties being improved, or values rising, the property taxes generated from that increase in value (called the “increment”) are set aside in a special fund. The original tax base continues to go to the usual taxing units (schools, libraries, counties, the Town’s general fund, etc.), but the “new growth” is captured to reinvest in the district (the “TIF”).

In Indiana, the captured increment can be used for a wide range of redevelopment purposes, such as building infrastructure (roads, sidewalks, utilities), preparing land for new development, or supporting economic development projects that attract private investment. The funds can also be used to pay off bonds issued to finance these improvements, meaning a town can borrow upfront to make changes and repay the debt with the future tax growth from the district.

The goal of a TIF District is to make areas more attractive for private investment without raising taxes. By reinvesting the increased tax revenue back into the same district, the community can spur growth, create jobs, and improve public amenities, which in turn helps raise property values and benefit the wider community over time.

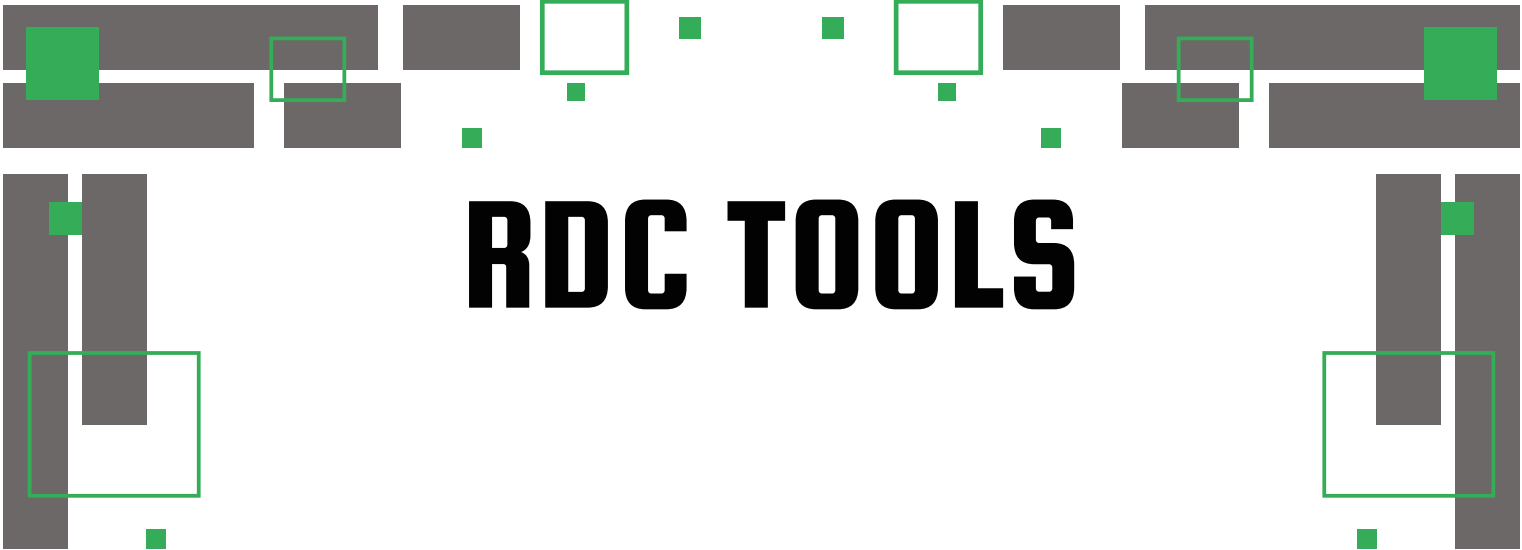
RDC TOOLS

REDEVELOPMENT TOOLS

[Georgetown's SR 64 TIF Map](#)

RDC-25-01 and RDC-R-24-02 list all parcel numbers and the map below.





RDC TOOLS

REDEVELOPMENT TOOLS

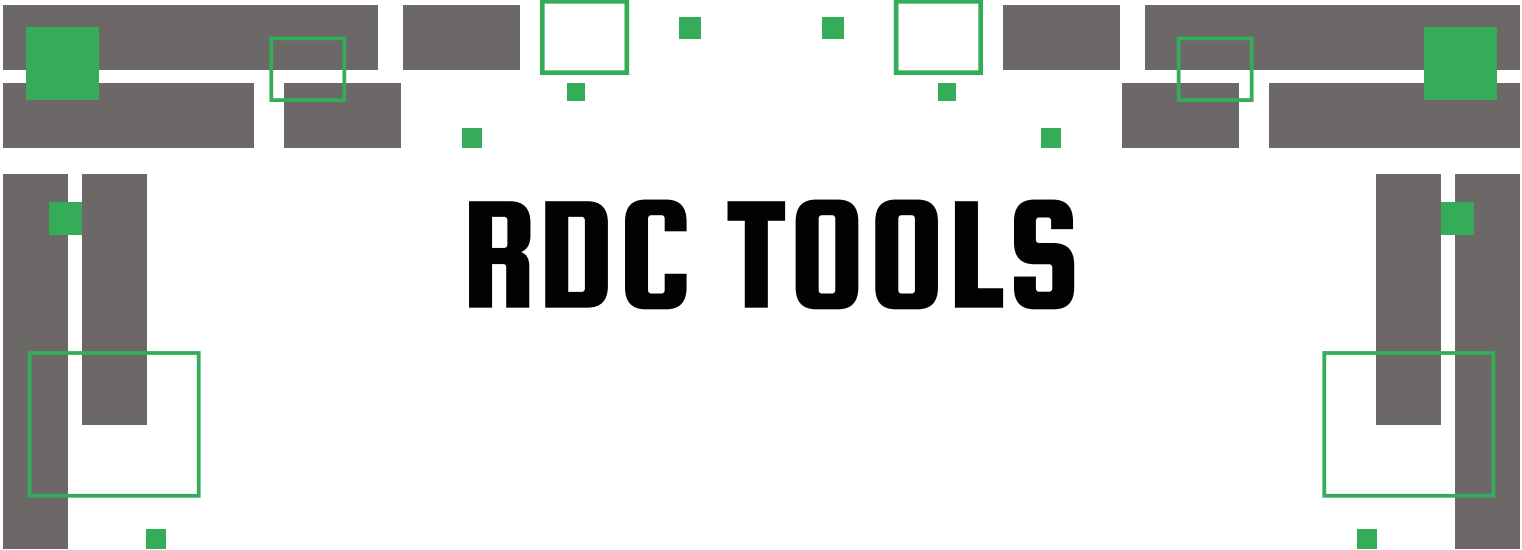
What is Utility TIF? - Georgetown Water Utility TIF

The Town of Georgetown Town Council approved to sell the water utility in 2016 with Ordinance G-16-13 and finalized the sell to Indiana American Water in 2017 with Ordinance G-17-3.

When a municipally owned utility (such as a water, sewer, or electric utility) is sold in Indiana, the proceeds from that sale can be placed into a TIF allocation area if the Town or City has one established. Here's how it works at a basic level: when the utility is sold to a private company, the utility property that was previously tax-exempt (because it was owned by the municipality) becomes taxable. That new taxable value is then captured inside the TIF District.

The assessed value of the utility assets (pipes, facilities, etc.) becomes part of the property tax base within the district. Since that value didn't exist on the tax rolls before the sale, it counts as incremental assessed value. The property taxes generated from that increment are then directed into the TIF fund, instead of going to the overlapping taxing units. These dollars can then be used by the Redevelopment Commission to pay for infrastructure, economic development, or debt service on bonds.

This mechanism allows a community to leverage the one-time sale of its utility into ongoing revenue growth within a TIF District. It can be a powerful way to fund long-term redevelopment projects, because the utility property often carries a significant assessed value once it enters the tax rolls, creating a substantial and steady revenue stream for the district.



RDC TOOLS

REDEVELOPMENT TOOLS

What is A Waterfront District? - Georgetown Waterfront District

The Town Council adopted the creation of the Waterfront District in October 2025 with Resolution R-25-10. The waterfront used for this district is Georgetown Creek.

A “Waterfront District” in Indiana is an economic development tool that allows communities to expand opportunities for businesses, particularly restaurants, to obtain alcohol permits more easily. Normally, the number of alcohol permits available in a community is limited by state quota laws, which are tied to population. In many towns, this cap makes it hard for new restaurants to open or expand because permits can be scarce and very expensive to purchase on the open market.

When a community establishes a Waterfront District, the Indiana Alcohol and Tobacco Commission (ATC) allows additional alcohol permits to be issued within that designated area, beyond the normal quota. These permits are typically much more affordable than traditional quota-based permits, making it easier for new restaurants and entertainment venues to locate there. The district doesn’t have to literally be on the water, it’s named “waterfront” because the law was originally created to help Indiana’s river and lakefront communities, but it has since been applied more broadly to encourage redevelopment.

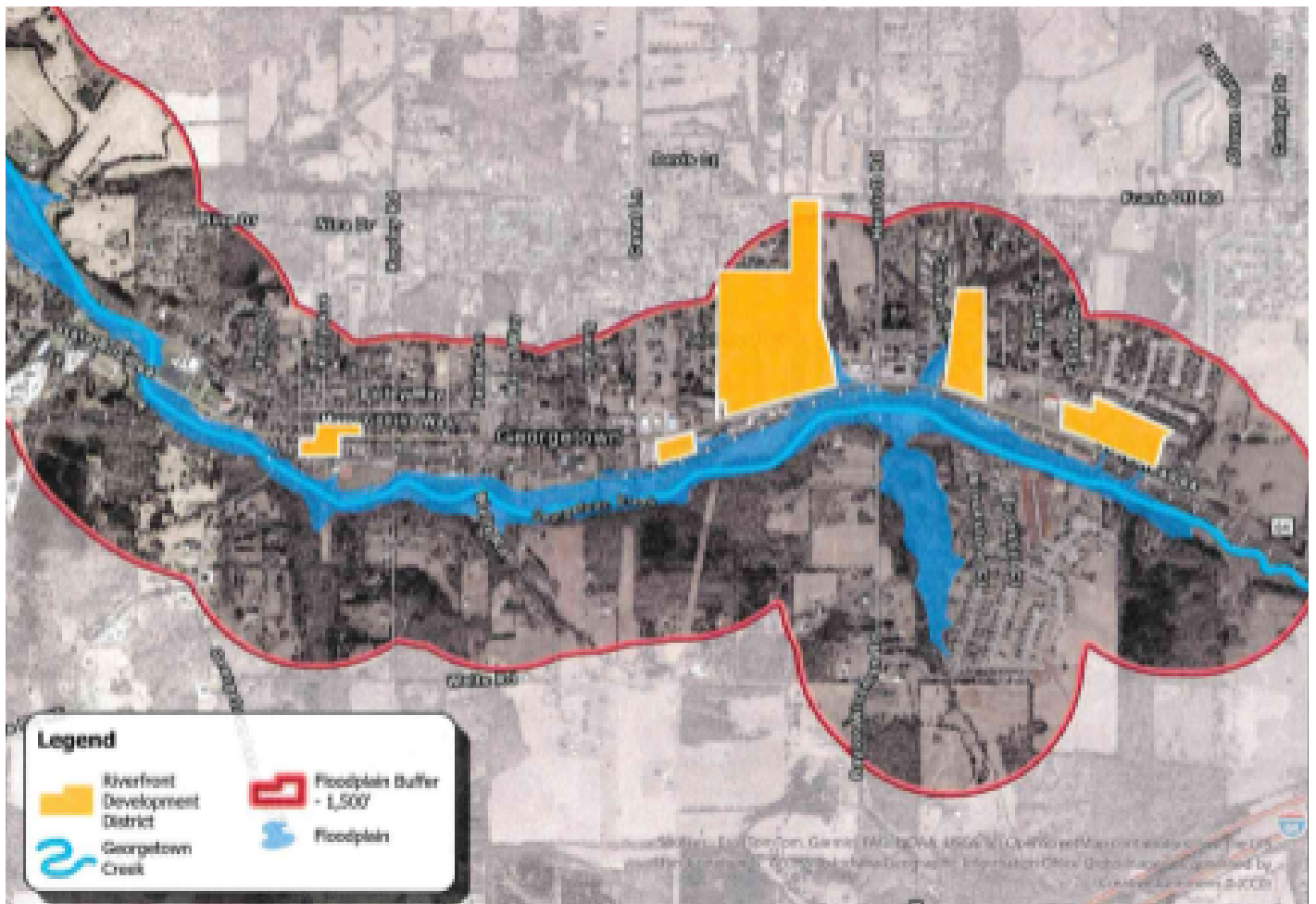
The goal of a Waterfront District is to stimulate economic activity, attract new dining and entertainment options, and bring more people to an area, often as part of a downtown or redevelopment strategy. By lowering the barrier to entry for restaurants, towns can revitalize key areas, increase foot traffic, and support local business growth without relying on state quota limits.

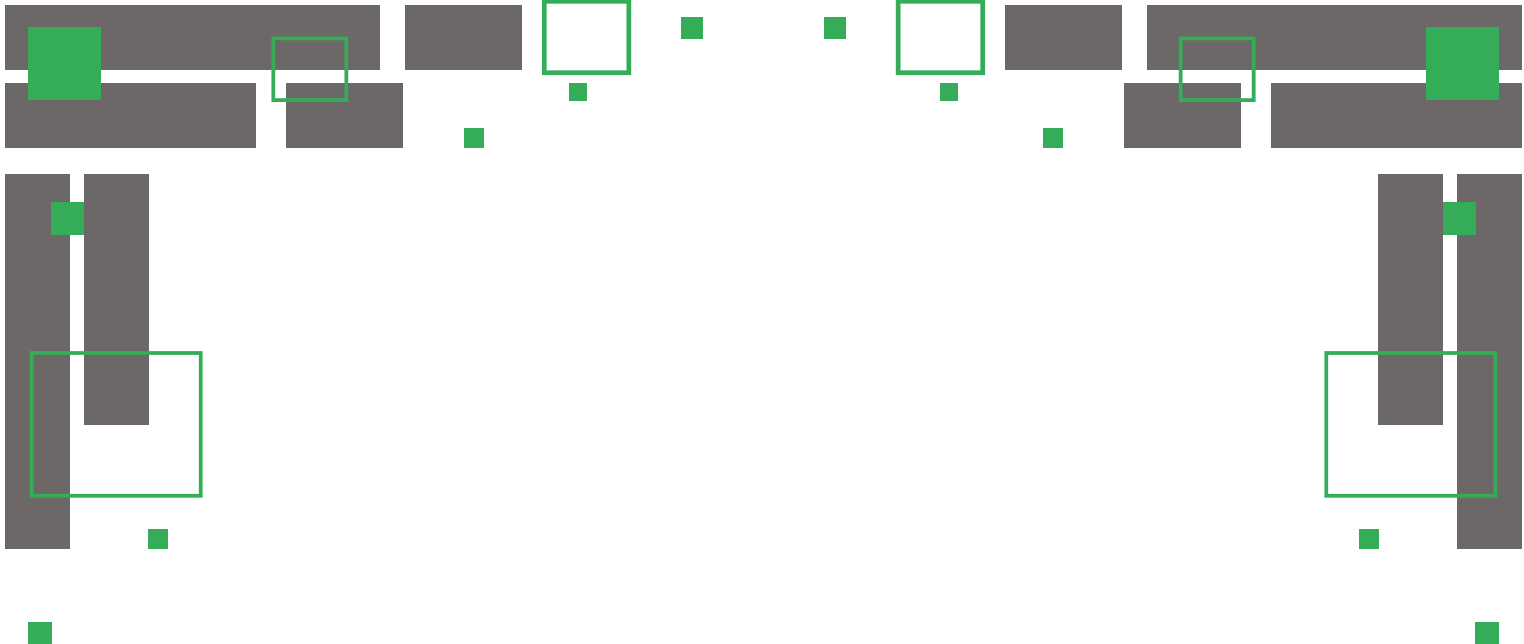
RDC TOOLS

REDEVELOPMENT TOOLS

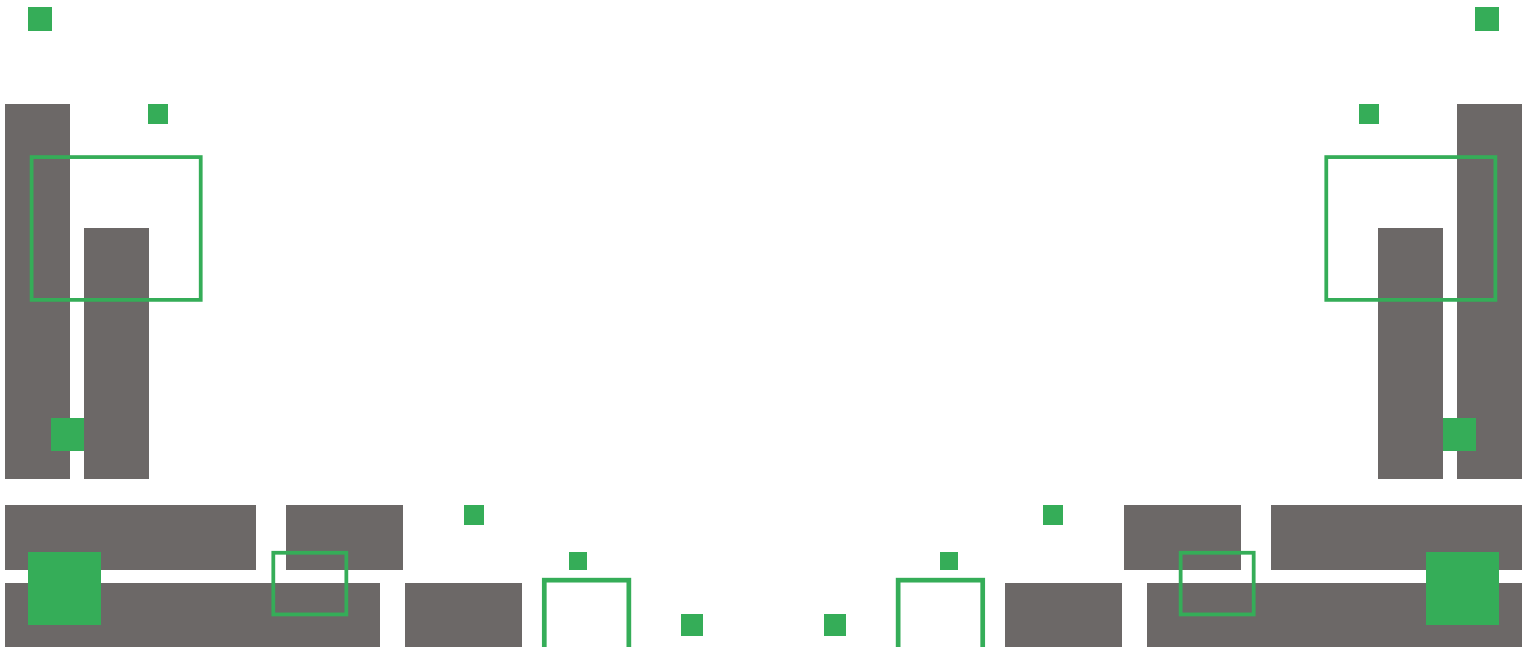
Georgetown's Waterfront District Map

R-25-10 list all parcel numbers and the map below.





COMMUNITY



COMMUNITY

COMMUNITY ENGAGEMENT PROCESS

Purdue Extension partnered with the Town Council to conduct the “Enhancing the Value of Public Spaces: Creating Healthy Communities program” with the focus on Georgetown Parks and Downtown Georgetown. A series of three public engagement meetings were conducted that led to the action plan objectives and strategies, and accompanying information contained in this report. The strategies and documented public feedback related to Downtown Georgetown are to be drawn upon to inform future actions of the Town of Georgetown.

The three public meeting dates were: May 8th, June 12th, and July 10th at Georgetown Town Hall with an additional meeting with business owners on July 10th at the Spot during a Small Business Roundtable event. A community-wide survey was completed by 156 residents alongside the residents who took part in the in-person workshops. The survey was available via hard copy with handouts available at Town Hall and online shared via social media.





COMMUNITY

DEMOGRAPHICS

Population:

As of 2022, Georgetown township had a population of 11,270. This is an increase of 1,638 people since 2010. The population of individuals below the age of 19 make up 26 percent of the total population and the individuals that are above 65 years of age make up 14.6 percent of the population. The median age of the township is 38.2 years. The vast majority (98.5%) of the population speak only English at home. Most notable is that men aged 40-44 outnumber women of the same age by a 3:1.

Employment:

In Georgetown Township, management positions in business, science, and arts occupations employ the largest number of residents, totaling 2,690 individuals. These roles typically offer higher salaries and often require advanced education or specialized training. Other common occupations include sales (1,105), production and transportation (729), service (617), and construction and maintenance (514). The high number of residents in management positions reflects the community's strong educational attainment and professional workforce.

Education:

In Georgetown Township, 28.8% of residents aged 25 and older have earned at least a high school diploma, while 21.3% have some college experience but no degree. Additionally, 8.6% have obtained an associate degree, 25.2% hold a bachelor's degree, and 12.9% have earned a graduate or professional degree. Compared to the State of Indiana, where approximately 17.8% have a bachelor's degree and 10.3% hold a graduate degree, Georgetown Township exceeds state averages in higher education attainment. This suggests a well-educated population that may support a skilled local workforce and economic development.

COMMUNITY

COMMUNITY ECONOMIC PROFILE

Georgetown is located in a growing Floyd County and offers a locally younger and higher-income population than the Indiana average. Those strengths, combined with the new Novaparke Innovation & Technology Campus just outside town create a strong opportunity to attract higher-wage employers, expand small business activity, and grow housing and amenity demand.

Floyd County is growing and the population around Georgetown is leading that growth. Floyd County's population rose almost 8% from 2010 to 2020 and projections show small but steady gains in recent estimates of population approximately 82,000 projected currently. The Town of Georgetown experienced a 32% increase in population growth from 2010 to 2020 while Georgetown Township experienced approximately 16% increase in population growth.

Housing development within Town limits is limited due to lack of green space or building sites. However, the Brookstone development will continue to increase the population of the Town over the next several years. Development around Georgetown inside Floyd County and Georgetown Township continues to grow with developments such as Knob Hill, Henriott Meadows, Westfield Springs, Cotton Wood, Popular Woods, Edwardsville Gateway (former Edwardsville School), and Old Springs of Georgetown.



COMMUNITY

COMMUNITY ECONOMIC PROFILE

Georgetown's median age is approximately 34, notably younger than Floyd County's median of 40.5 and Indiana's median of 38.3. A younger resident base supports family-oriented services, workforce availability for entry-to-mid-level jobs, and longer-term population retention. This younger resident base will continue to drive high quality of life activities which will continue to boost economic development growth and opportunities.

The Townships (The Town statistics were not available) median household income is approximately \$110,500 which is substantially above Indiana's statewide median household income of \$69,458 and Floyd County's median of \$79,000. That purchasing power is a major asset for retail, dining, service businesses, and higher quality housing demand.





community



EXISTING HOUSEHOLD / INCOME



Residential and household data was gathered by the Indiana Small Business Development Center using their “ESRI Reporting Software.” The data was gathered using one mile radius, 10-mile radius, and 20-mile radius from the Mike’s Car Store and Village House Coffee.

1 Mile:

- 2024 Population = 3,387
- 2029 Predicted Population = 3,636 (1.43% increase)
- 2024 Households = 1,275
- 2029 Predicated Households = 1,384 (1.65% increase)
- 2024 Average Household Income = \$138,367
- 2029 Predicated Household Income = \$157,334 (2.60% increase)

10 Mile:

- 2024 Population = 144,186
- 2029 Predicted Population = 145,097 (0.13% increase)
- 2024 Households = 58,273
- 2029 Predicated Households = 58,924 (0.22% increase)
- 2024 Average Household Income = \$85,744
- 2029 Predicated Household Income = \$99,126 (2.94% increase)

20 Mile:

- 2024 Population = 770,166
- 2029 Predicted Population = 778,498 (0.22% increase)
- 2024 Households = 321,360
- 2029 Predicated Households = 325,165 (0.24% increase)
- 2024 Average Household Income = \$89,478
- 2029 Predicated Household Income = \$103,410 (2.94% increase)



COMMUNITY

EXISTING BUSINESS / EMPLOYEE COUNT

Business data was gathered by the Indiana Small Business Development Center using their “ESRI Reporting Software.” The data was gathered using one mile radius, 10-mile radius, and 20-mile radius from the Mike’s Car Store and Village House Coffee.

1 Mile:

- 90 businesses (largest was Services with 39 and Retail Trade with 17).
- 594 employees (largest was Services with 239 and Retail Trade with 135).

10 Mile:

- 3,918 businesses (largest was Services with 1,722 and Retail Trade with 5,715).
- 594 employees (largest was Services with 23,714 and Retail Trade with 8,778).

20 Mile:

- 30,418 businesses (largest was Services with 13,786 and Retail Trade with 17).
- 478,698 employees (largest was Services with 230,917 and Retail Trade with 81,883).



COMMUNITY



EXISTING BUSINESS VISITOR COUNT



Visitor data was gathered by partnering with Indiana University Southeast School of Business using cellphone data pings. The data was gathered from April 1, 2024 – March 31, 2025.

- 5 Diamond Detailing = 3,100 visits with 1,500 visitors
- Georgetown Plaza (812 Pizza / El Nopal) = 74,900 visits with 28,600 visitors
- Georgetown Bakery = 6,400 visits with 3,600 visitors
- Floyd Farm and Feed = 11,700 visits with 4,900 visitors
- Mike's Car Store = 4,700 visits with 2,300 visitors
- Village House Coffee = 52,700 visits with 10,900 visitors



COMMUNITY

RETAIL DEMAND

Consumer Spending data was gathered by the Indiana Small Business Development Center using their “ESRI Reporting Software.” The data was gathered using one mile radius, 10-mile radius, and 20-mile radius from the Mike’s Car Store and Village House Coffee. This data shows Current Demand from 2024 Business Reports and Projected 2029 Demand.

1 Mile:

- 2024 - Apparel and Computer Services = \$3,671,002
- 2029 - Apparel and Computer Services = \$4,529,665
- 2024 - Entertainment and Recreation = \$6,428,399
- 2029 - Entertainment and Recreation = \$7,934,604
- 2024 - Food = \$17,085,932 (\$10,961,416 at Home & \$6,124,516 Away from Home)
- 2029 - Food = \$21,081,783 (\$13,522,766 at Home & \$7,559,017 Away from Home)

10 Mile:

- 2024 - Apparel and Computer Services = \$108,767,356
- 2029 - Apparel and Computer Services = \$127,057,341
- 2024 - Entertainment and Recreation = \$182,588,290
- 2029 - Entertainment and Recreation = \$213,471,145
- 2024 - Food = \$505,793,126 (\$332,914,948 at Home & \$172,878,178 Away from Home)
- 2029 - Food = \$591,042,993 (\$338,969,127 at Home & \$202,073,866 Away from Home)

20 Mile:

- 2024 - Apparel and Computer Services = \$627,958,912
- 2029 - Apparel and Computer Services = \$733,919,261
- 2024 - Entertainment and Recreation = \$1,048,282,753
- 2029 - Entertainment and Recreation = \$1,225,963,948
- 2024 - Food = \$2,919,412,265 (\$1,909,553,827 at Home & \$1,009,858,438 Away from Home)
- 2029 - Food = \$3,413,277,118 (\$2,232,468,385 at Home & \$1,180,808,733 Away from Home)

COMMUNITY

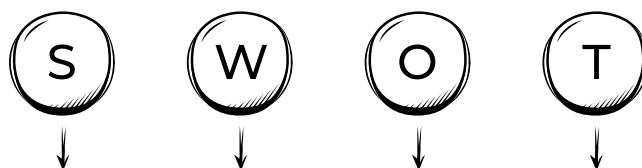
SWOT ANALYSIS

What is a SWOT Analysis?

A SWOT Analysis is a strategic planning tool used to identify and evaluate the community's Strengths, Weaknesses, Opportunities, and Threats. Strengths and weaknesses are internal factors such as available resources, infrastructure, staff capacity, or community engagement. While opportunities and threats are external factors, including economic trends, funding availability, demographic changes, and competition from surrounding areas. By examining these four components, decision-makers gain a clearer understanding of current conditions and can make informed choices about how to move forward effectively.

Why Include a SWOT Analysis in the Redevelopment Plan?

A SWOT Analysis is particularly important for a redevelopment plan because it helps the Town of Georgetown take a realistic and comprehensive look at its current position while planning for the future. It ensures that redevelopment strategies build upon local strengths, address existing challenges, and align with opportunities for growth and investment. Additionally, by identifying potential threats early, the Town can develop proactive solutions to minimize risks. Overall, a SWOT Analysis provides a strong foundation for making data-driven, sustainable, and community-centered redevelopment decisions.



COMMUNITY

SWOT ANALYSIS

Strenghts:

- **Recent Investment Activity:** A few new businesses have begun investing downtown, signaling growing interest and potential for revitalization.
- **State Road 64 TIF District:** Establishment of a TIF district offers a strong tool for reinvestment in public infrastructure and economic development.
- **Grant-Winning Track Record:** Proven ability to secure grants demonstrates credibility and capacity for successful funding applications.
- **Facade Grant Program:** Available financial support for property improvements encourages revitalization and aesthetic upgrades.
- **Sidewalk Expansion Potential:** Opportunities to enhance walkability and connectivity, especially between downtown, the park, and along State Road 64.



COMMUNITY

SWOT ANALYSIS

Weaknesses:

- **Limited Land for Expansion:** Physical growth is constrained, which may limit the scale of new developments or business recruitment.
- **Low Building Inventory:** A small number of usable or available buildings restricts immediate business relocation or expansion opportunities.
- **Insufficient Public Parking:** Limited parking capacity could deter customers, tourists, and future businesses.
- **Presence of Blighted Buildings:** These can create visual blight and reduce the overall appeal of downtown.

Photo of 9150 SR 64 - former Wolfe Motel.



SWOT ANALYSIS

- **Downtown-to-Park Connectivity:** A planned sidewalk could drive foot traffic, support active transportation, and encourage both business and recreational activity.
- **Strategic Use of TIF Funds:** Investment in infrastructure, beautification, or business incentives can catalyze economic development.
- **Adaptive Reuse of Existing Structures:** Vacant or underused buildings can be repurposed for housing, co-working, retail, or cultural uses.
- **Growing Entrepreneurial Interest:** New businesses moving in suggests momentum that can be built upon with targeted marketing and support.
- **Public-Private Partnerships:** Collaboration with developers or non-profits could unlock building renovations or new mixed-use projects.

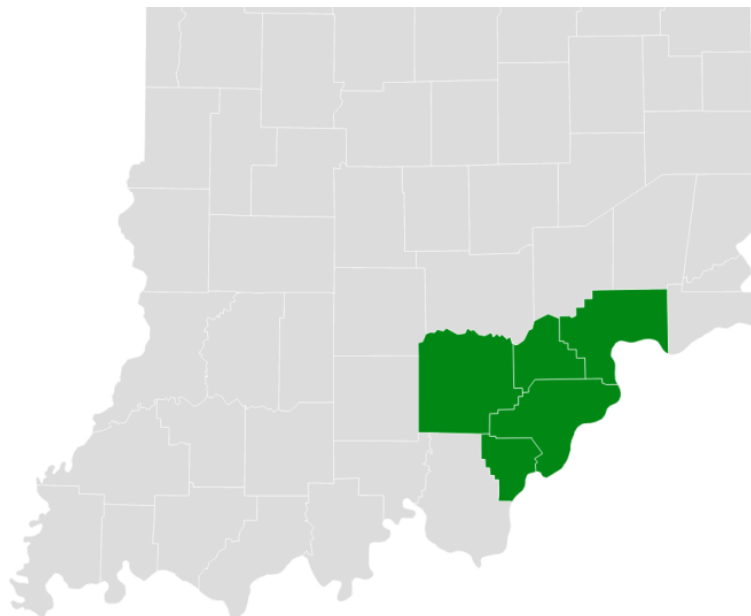


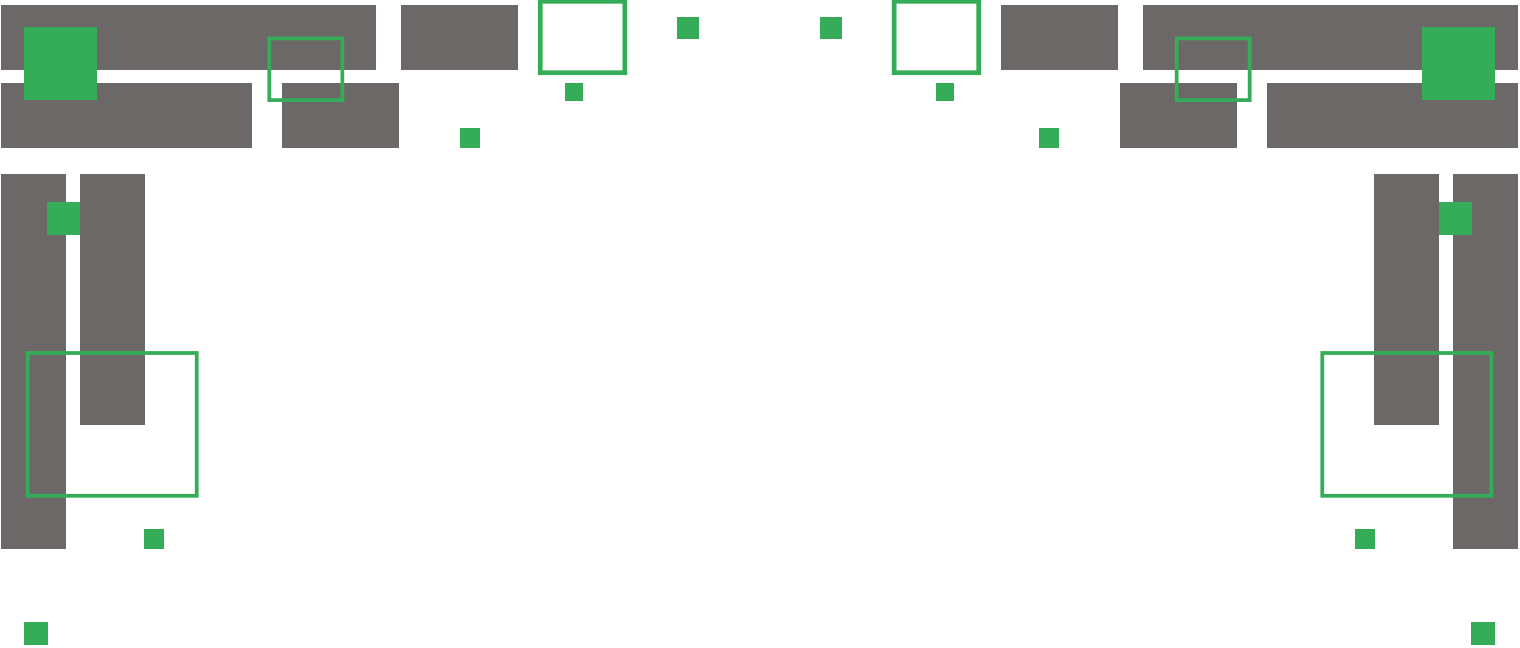
COMMUNITY

SWOT ANALYSIS

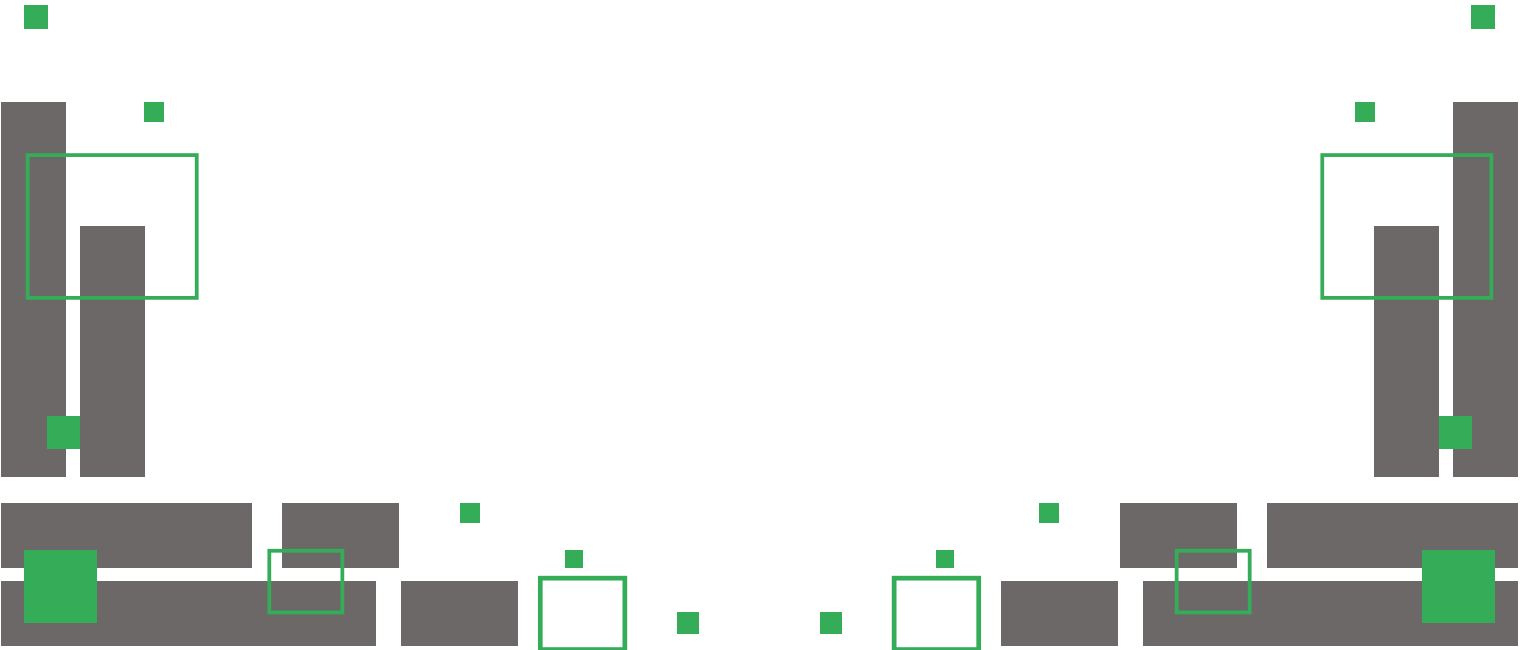
Threats:

- **Inability to Expand Infrastructure Quickly:** Delays in improving sidewalks, parking, or building conditions may stall momentum.
- **Competition from Nearby Communities:** Neighboring towns with more available space or better infrastructure may attract businesses and visitors.
- **Economic Uncertainty:** Inflation, interest rates, or labor shortages could reduce the pace of new business investment or construction.





EXISTING CONDITIONS





EXISTING CONDITIONS

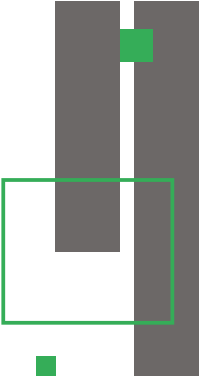


OVERVIEW



Existing conditions were documented through visual survey, existing data, and previous planning efforts. The analysis helps provide a basis for future goals and objectives. Topics analyzed include the following:

- **Land Usage:** The current usage of a plot of land.
- **Zoning:** Municipal laws and regulations that govern how real property can or cannot be used in certain geographic areas.
- **Transportation:** The frequency of vehicles on the roadways and classifications of these roadways.
- **Parking:** Any designated spots both public and private that have designated parking spots.
- **Sidewalks:** Paved paths, designated for pedestrians, adjacent to existing roadways.
- **Historic District:** Area designed for the preservation of historic properties.
- **Underutilized Property:** Areas that are not being utilized to their full potential. May include vacant buildings or land areas.



EXISTING CONDITIONS



LAND USAGE

The composition and layout of land uses play an inherent role in the character of an area and how development will impact that character. Understanding and documenting the character allows a determination of what the area currently is physically and what the area could be in the future in accordance with the vision set forth by the community.

Georgetown has a diverse base of land uses of commercial, residential, mixed use “Georgetown’s Mixed Roadside - Residential and Business District”, light industrial, open space, and agriculture along the State Road 64 Corridor.

- **Commercial Land:** Developed for business uses such as offices and shops.
- **Residential Land:** Utilized for housing includes single family and multi-family units.
- **Georgetown’s Mixed Roadside:** Mix of both business and residential.
- **Light Industrial:** Manufacturing operations for the production of goods and services.
- **Open Space:** Vacant land not being utilized for a purpose.
- **Agriculture:** Land that support agriculture activities.

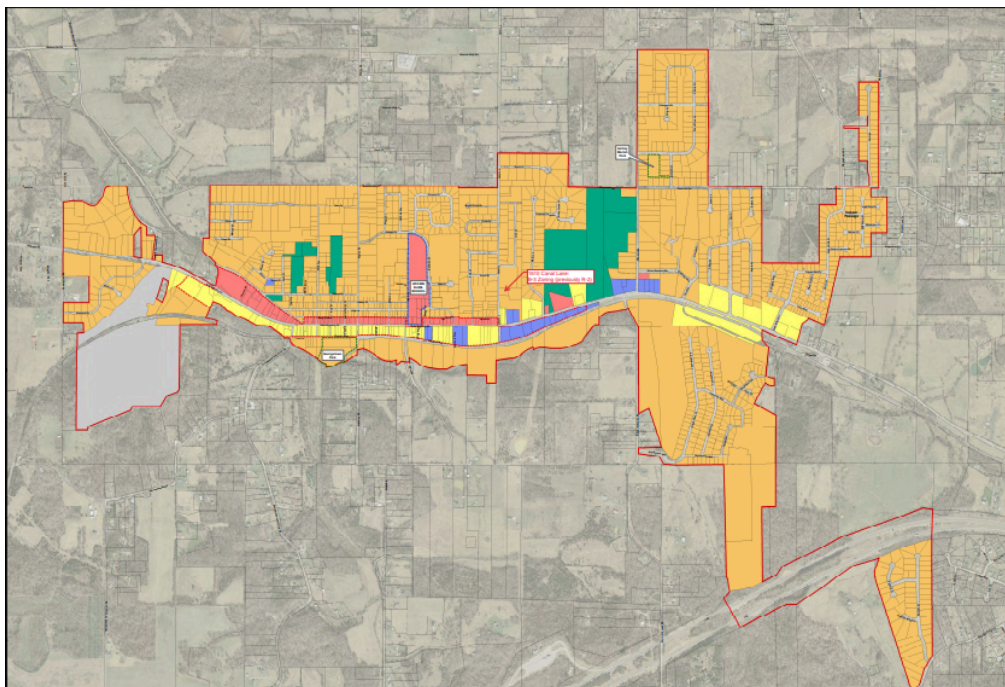
EXISTING CONDITIONS

ZONING

All Downtown Georgetown and most of the State Road 64 Corridor is zoned “Mixed Roadside” which includes both Residential and Business Districts. The “Mixed Roadside” is noted in the Zoning Map below with a red-dotted outline.

- **A:** Agriculture
- **R-1, R-2, R-3:** Residential
- **B-1, B-2, B-3:** Business / Commercial
- **M-1, M-2, M-3:** Industrial

It is important to note that the Planning Commission and Board of Zoning Appeals are working on updating the zoning and building codes throughout Georgetown with final approval being 2026.



EXISTING CONDITIONS

TRANSPORTATION

Average annual daily trips (AADT) are examined for all downtown roadways to determine the level of usage each receives, and which roadways are more likely to be considered more pedestrian friendly. These roadways are examined by the Indiana Traffic Count Database System through the Indiana Department of Transportation (INDOT).

According to data from INDOT, the intersection of State Road 64 and Kepley Road/Wissman Road in Downtown Georgetown experiences an AADT volume of 13,492. For comparison, the nearby intersection of State Road 64 and Canal Lane has an AADT of 13,672.

Closer to the Interstate 64 interchange, the AADT increases to 16,622 at the exit leading into Georgetown. On Interstate 64 itself, the AADT west of the Georgetown exit is 34,679, while east of the exit—between Georgetown and Highlander Point—the volume rises significantly to 55,698.





EXISTING CONDITIONS



PARKING

Public Parking in Downtown and along the State Road 64 is limited. Currently, there are two options for Public Parking in the entire Town with both being in Downtown. These Public Parking spots are around the current Town Hall building at 9111 State Road 64 and the old Bank Building at 9110 State Road 64.

Additional Private Parking Lots that can be used for parking in Downtown and have sidewalks that make walking to places easier are Georgetown Southern Baptist Church (8585 SR 64), Georgetown Elementary (8800 High Street), and Celebration Worship Center Church (8965 SR 64).

Along the State Road 64 Corridor other Private Parking Lots that are not yet connected to Town via sidewalks including Georgetown Christian Church (9420 SR 64), the Optimist Club (8260 SR 64), Georgetown Plaza (7600 SR 64), and the Copperfield Commons (1064 Copperfield Drive).

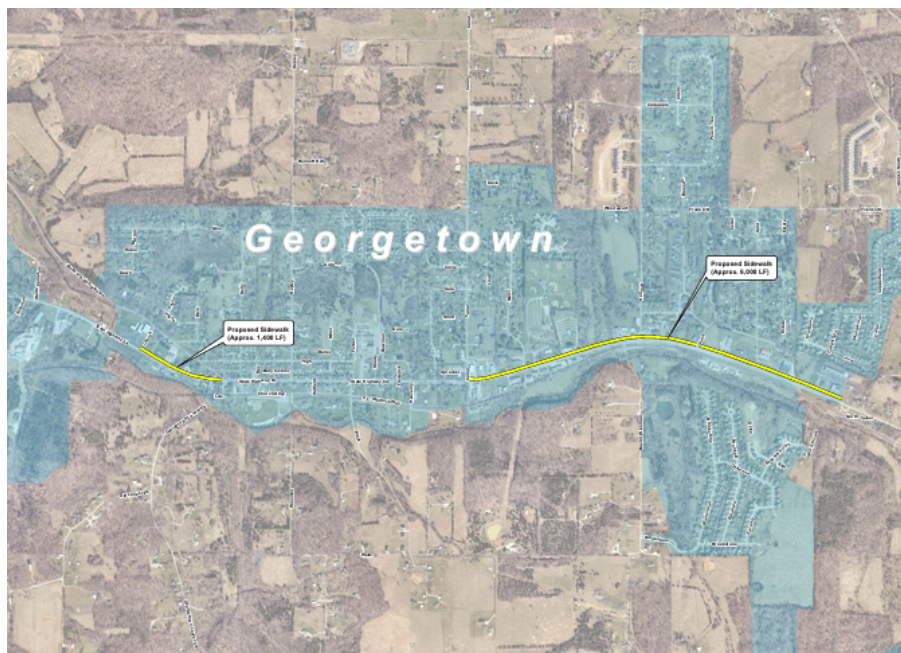
EXISTING CONDITIONS

SIDEWALKS

Current: Sidewalks are located along SR 64 in Downtown Georgetown along the north side of SR 64 from Georgetown-Greenville Road to Canal Lane and on the south side of SR 64 from Georgetown-Lanesville Road to Canal Lane.

Current Construction: Additional sidewalks are being constructed at the end of 2025 to be finished early 2026 from Canal Lane to the Georgetown Drive-In along the north side of SR 64. The Community Foundation of Southern Indiana awarded the Town \$150,000 grant to help pay for this addition.

Future Plans: The goal is to expand the sidewalks from the Georgetown Drive-In through the Copperfield Commons on the east side of town and from Georgetown-Greenville Road to Georgetown Christian Church on the west side of town. After SR 64 has sidewalks, the next objective would be to connect the SR 64 sidewalks to neighborhoods.



EXISTING CONDITIONS

HISTORIC DISTRICT

The Georgetown Historic District was added to the National Register of Historic Places in 2013. The project to create an official historic district was completed by Destination Georgetown and Indiana Landmarks.

The Georgetown Historic District area is bounded by Georgetown-Greenville Road on the west, High Street on the north, Canal Lane on the east, and Church Alley on the south. According to the National Register, there are approximately 163 contributing buildings, 1 contributing site, and 3 contributing structures.

Several notable buildings include the Georgetown Township Consolidated School (1925), Georgetown Firehouse (c. 1940), Wolfe Hotel (1835), Georgetown Bank (1909), First United Brethren Church (1843), Sherman Minton Birthplace (1858), and George R. Fox Saloon (c. 1910).

Photos of 9110 SR 64 - former bank building (left) and 9150 SR 64 - former Wolfe Motel (right).



EXISTING CONDITIONS

UNDERUTILIZED PROPERTY

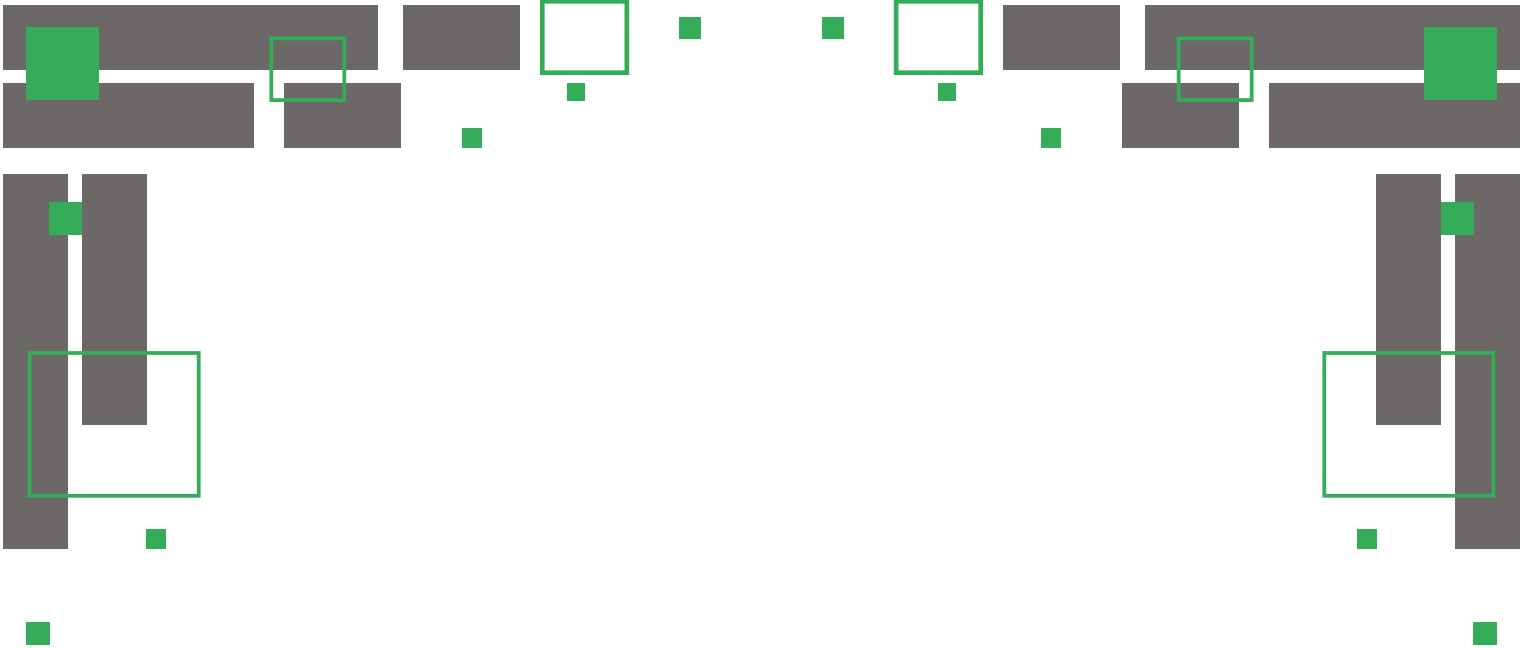
Underutilized lots are classified as not being used to their full economic or development potential. These can be parcels that contain a vacant physical building, surface parking area, or physically undeveloped entirely.

There are several currently vacant buildings in Downtown Georgetown including: 8750 SR 64, 8710 SR 64, 9090 SR 64, 9110 SR 64, 9150 SR 64, 9225 SR 64, and 9215 SR 64. Along the State Road 64 Corridor 8401 SR 64 and 8368 SR 64 are vacant. Throughout the State Road 64 Corridor there are a few physically undeveloped lots.

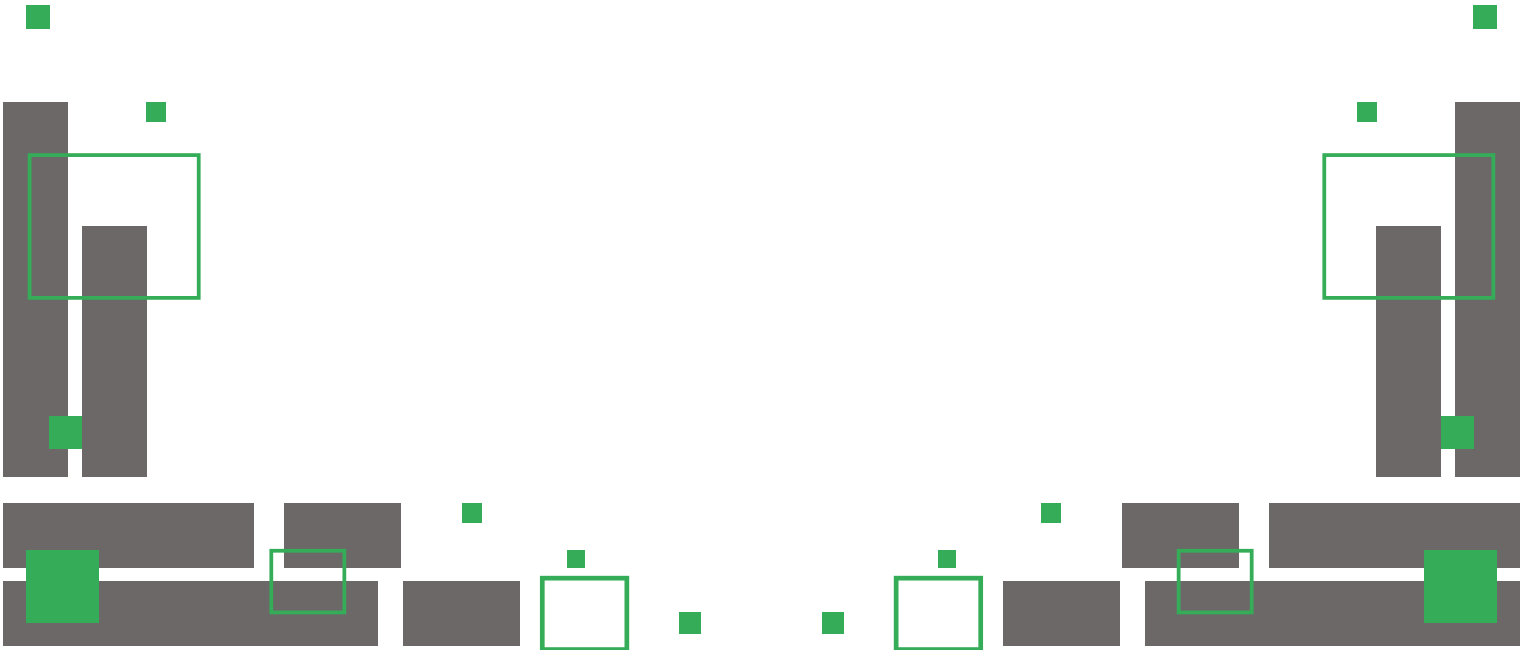
The sites listed above would be prime candidates for redevelopment or development activities such as new businesses, new residents, or infrastructure improvements that align with the Town's future goals.

Photos of 9090 SR 64 and 9094 SR 64 (left) and 8560 SR 64 (right).



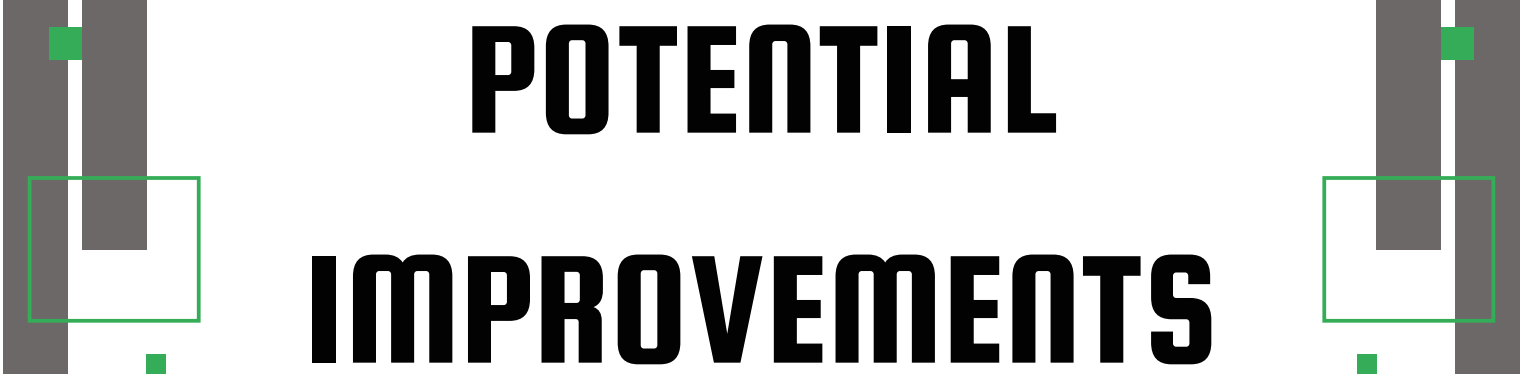


POTENTIAL IMPROVEMENTS





POTENTIAL IMPROVEMENTS



OVERVIEW



Having clearly defined goals for the redevelopment plan is essential because they provide direction, focus, and measurable outcomes for the Town of Georgetown's growth. Goals help guide decision-making by outlining what the community wants to achieve such as: revitalizing downtown, improving infrastructure, attracting new businesses, or enhancing public spaces. With goals in place, resources can be prioritized effectively, ensuring that every project and investment aligns with the broader purpose of community improvement.

These goals also play a key role in shaping a long-term vision for Georgetown's future. They serve as steppingstones toward creating a vibrant, sustainable, and connected community that reflects residents' values and aspirations. By working toward shared objectives, the Town can establish a clear path forward that encourages collaboration, strengthens community identity, and lays the foundation for continued progress and prosperity.

POTENTIAL IMPROVEMENTS

GOAL 1 - SERVE THE COMMUNITY FIRST

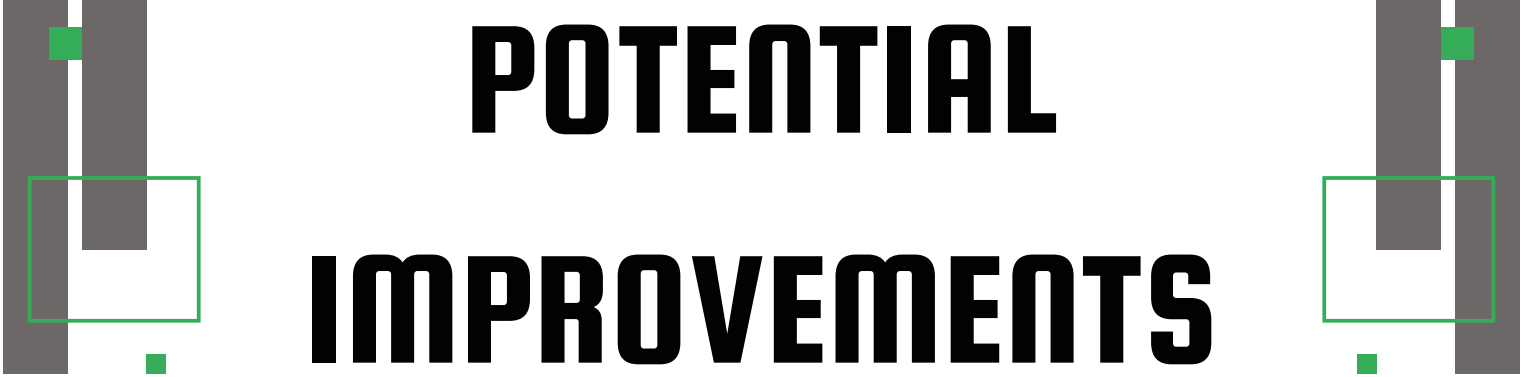
What type of businesses and attractions do our residents want to see in our community? How can our residents spend their money in Town without going to our surrounding communities?

Attracting businesses that serve the community is essential to revitalizing downtown because they create a sense of place, meet local needs, and draw consistent foot traffic. These businesses such as cafes, retail shops, and service providers help activate public spaces, support local jobs, and encourage residents to spend time and money in their own town.





POTENTIAL IMPROVEMENTS



GOAL 1 - SERVE THE COMMUNITY FIRST



Results from the Purdue survey show that people are interested more assets in our Downtown such as restaurants, additional parking, and more stores to shop.

Implementation:

- **Town Beautification:** Adding more public greenspace or streetscape features including flowers, trees, and signage.
- **Working with Developers or Business Owners:** To bring new businesses such as restaurants and stores to downtown. The Town's new Waterfront District should help bring more dining options with the addition of 3-way liquor licenses.
- **Create a DORA (Designated Outdoor Refreshment Area):** A DORA allows individuals who are at least twenty-one (21) years old to purchase alcoholic beverages from approved vendors and retail establishments and carry them outside to be consumed within the DORA boundaries.
- **Additional Parking:** Purchase some of the blighted buildings or vacant lots downtown and turn into additional public parking spaces.

POTENTIAL IMPROVEMENTS

GOAL 2 - COMPLETE STREETS

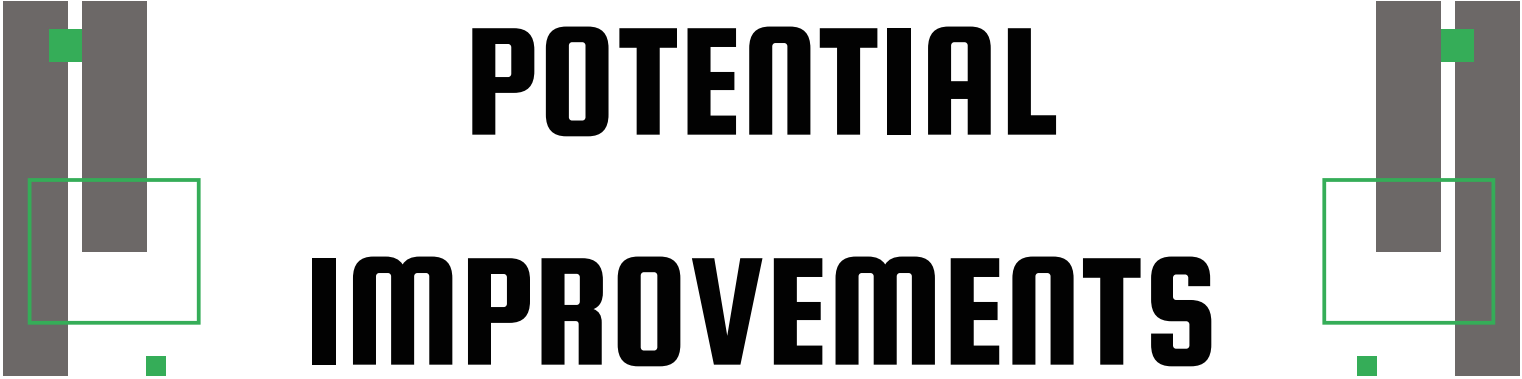
Downtown and State Road 64 Corridor need to be connected via sidewalks for alternative transportation.

By fostering a walkable, convenient, and welcoming environment, community-serving businesses breathe life into the downtown and contribute to its long-term economic and social vitality. Look at adding bike racks or public seating to increase the alternative transportation.





POTENTIAL IMPROVEMENTS



GOAL 2 - COMPLETE STREETS



A Complete Street is a transportation approach that ensures streets are designed to be safe and accessible for all users regardless of age and ability with the focus on pedestrians, cyclists, and motorists. This concept involves planning, designing, and maintaining streets to facilitate safe and convenient travel for everyone, regardless of their mode of transportation.

Implementation:

- **Sidewalks:** Continue the construction of sidewalks along State Road 64 and begin planning on the addition of sidewalks into neighborhoods and our North/South running streets.
- **Crosswalks:** The addition of crosswalks at major intersections or near critical assets help ensure safe crossing of busy streets.

POTENTIAL IMPROVEMENTS

GOAL 3 - CONNECT DOWNTOWN TO GEORGETOWN PARK

Georgetown Park is a community asset that is visited by both locals and tourists due to enjoying park assets and community events.

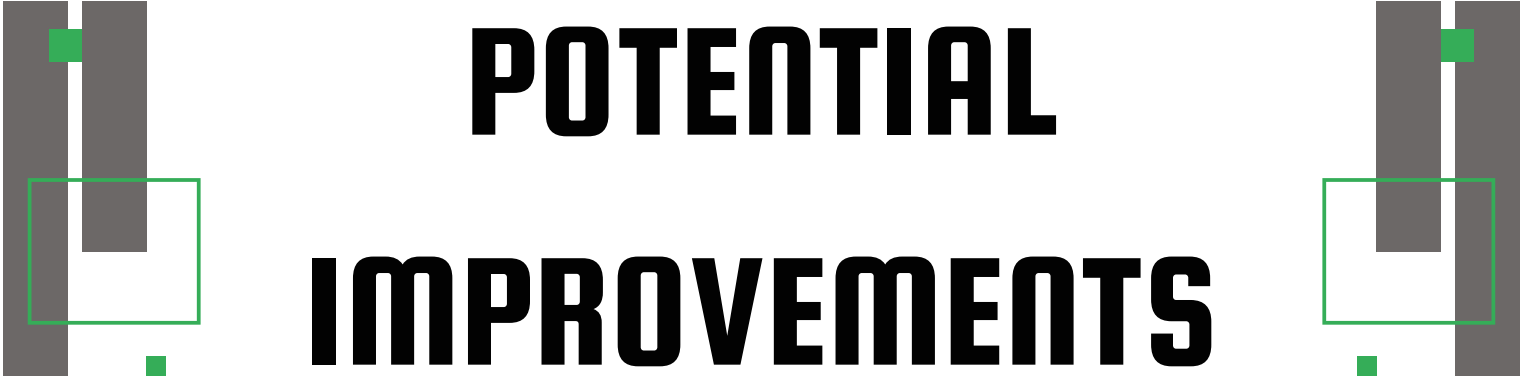
Connecting Downtown Georgetown to Georgetown Park is a key step in enhancing the town's quality of place by creating a safe, walkable link between two vital community assets. This connection encourages residents and visitors to explore both areas, supports local businesses, and promotes outdoor recreation. By integrating natural and commercial spaces, the Town fosters a more cohesive, accessible, and attractive environment that improves overall livability and strengthens community identity.

Photo overlooking Downtown Georgetown (left of railroad) and Georgetown Park (right of railroad).





POTENTIAL IMPROVEMENTS



GOAL 3 - CONNECT DOWNTOWN TO GEORGETOWN PARK



Georgetown Park is currently connect to Downtown by a small underpass of the railroad track behind 9161 SR 64 (the Piano Shop) and the intersection of Kelly Avenue and Church Alley.

Implementation:

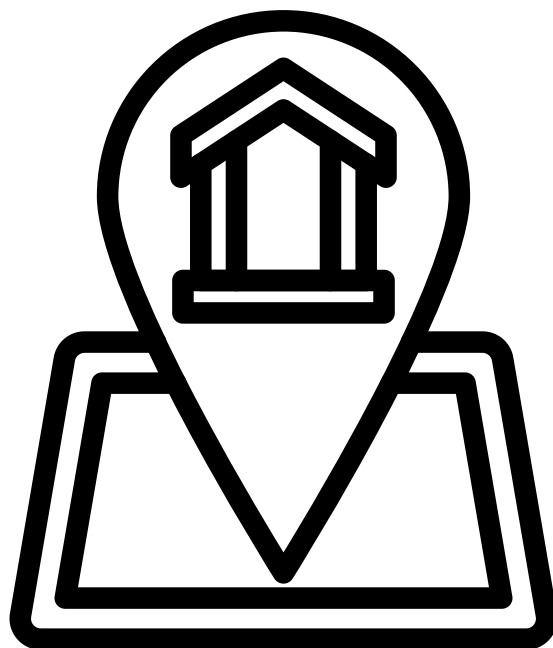
- **Connection via Sidewalk:** Connect Downtown to Georgetown Park via sidewalk at Wissman Road and State Road 64 or at Georgetown-Lanesville Road and State Road 64. The only issue is lack of road width and other utilities having infrastructure in the way.
- **Creation of a Trail along Church Alley:** The creation of a new trail along Church Alley could connect Georgetown Park to Downtown, the State Road 64 Corridor, and the County's new Regional Park.
- **New Signage:** New wayfinding signage in the Downtown area could help direct people to Georgetown Park.

POTENTIAL IMPROVEMENTS

GOAL 4 - PLACEMAKING

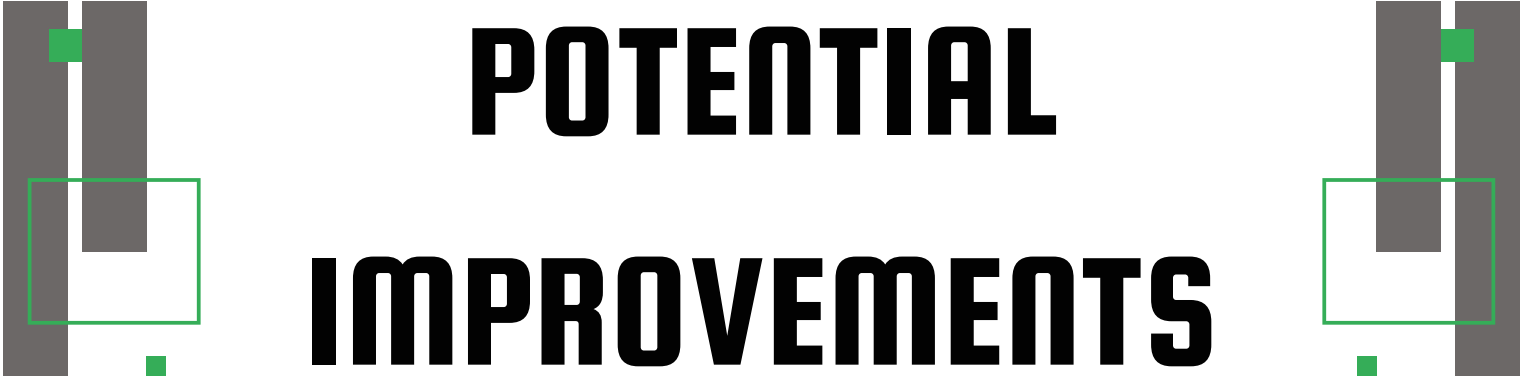
A collaborative process that brings together community members, planners, and stakeholders to create public spaces that are vibrant, welcoming, and reflective of the local identity.

Placemaking is crucial to downtown development because it focuses on creating vibrant, people-centered spaces that foster community connection, identity, and economic activity. By thoughtfully designing public areas, enhancing walkability, and encouraging social interaction, placemaking transforms downtowns into destinations where people want to live, work, and gather. This approach not only boosts foot traffic and supports local businesses but also strengthens civic pride and long-term investment in the heart of the community.





POTENTIAL IMPROVEMENTS



GOAL 4 - PLACEMAKING



Purdue's survey feedback showed that many people wanted more greenspace and for Downtown Georgetown to feel welcoming that would attract more people to Downtown.

Implementation:

- **Addition of Bike Racks:** Adding bike racks to Downtown and other Town assets allow for alternative transportation.
- **SR 64 Banners:** The addition of banners such as holiday banners on the Duke Energy poles bring a sense of placemaking by showing community pride and holiday spirit.
- **Picnic Tables or Benches:** Adding places to sit around Downtown will allow people the option to stay and enjoy the area.

POTENTIAL IMPROVEMENTS

GOAL 5 - INTEGRATION OF ARTS

Becoming an “Arts Community” will help transform the perception of the Town.

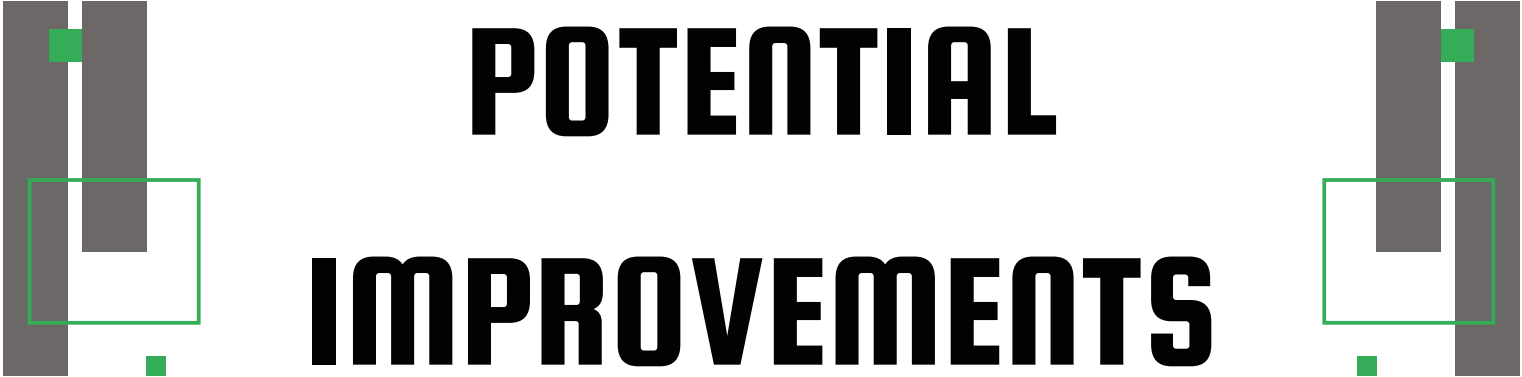
Integrating arts and culture into the community enriches the local identity, fosters creativity, and brings people together through shared experiences. Public art, performances, and cultural events create vibrant spaces that celebrate diversity and history while supporting local artists and businesses. This integration not only enhances the visual and social appeal of the community but also drives economic development by attracting visitors and encouraging civic pride.

Photo from the 2025 Georgetown Food Truck Festival / Concert.





POTENTIAL IMPROVEMENTS



GOAL 5 - INTEGRATION OF ARTS



According to the Indiana Arts Alliance, arts drive economic development and quality of life in Indiana especially if there is a Cultural District. According to their website, “Cultural districts reported over \$392 million of investments and revitalization projects in or nearby the district boundaries in 2018. The most commonly reported additions to cultural districts in 2018 were restaurants, arts facilities, housing, historic renovations, mixed use development, public infrastructure, and real estate services.”

Implementation:

- **Murals:** Work with business owners and find Town owned property that have enough wall space for murals to be painted by local artists.
- **Georgetown Park Events:** Connect the already established events at Georgetown Park such as concerts and the food truck festivals to Downtown.
- **Mixed Use Development:** Work with developers on creating Mixed Use Development (commercial on the bottom with residential units above) when properties become available.
- **Food Trucks:** Create a permanent food truck zone like the “Food Zone” in Charlestown and Scottsburg or the future “Padgett District” in New Albany.

POTENTIAL IMPROVEMENTS

GOAL 6 - FACADE GRANT PROGRAM

Continue to increase the awareness of the Façade Grant Program throughout the Town but especially along State Road 64.

The following buildings have been identified as buildings that would benefit from the Façade Grant Program:

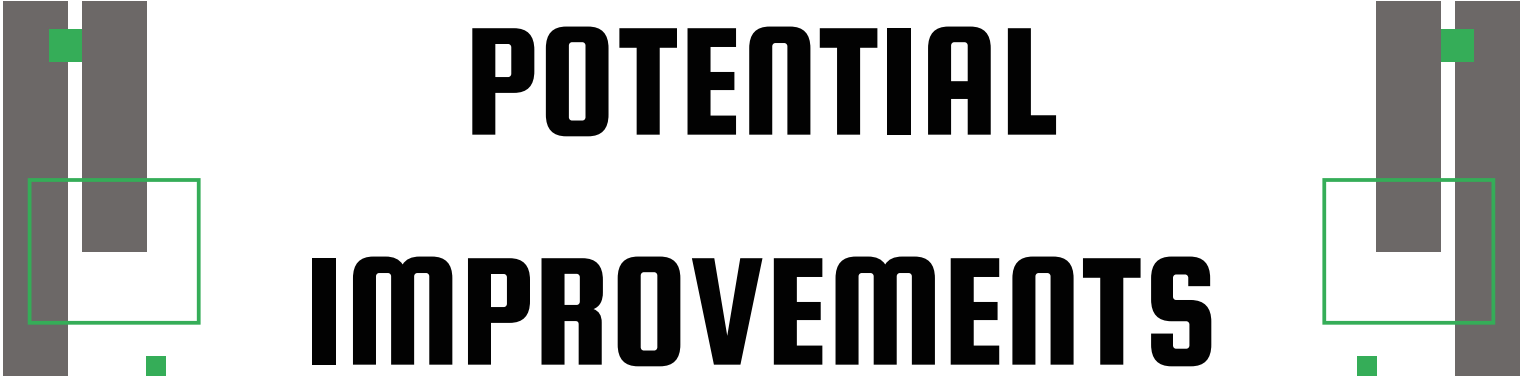
8560 SR 64, 8950 SR 64, 8985 SR 64, 9070 SR 64, 9207 SR 64, 9195 SR 64, 9207 SR 64, 9195 SR 64, 9173 SR 64, 9105 SR 64, 9085 SR 64, 9065 SR 64, 9055 SR 64, 8945 SR 64, 8935 SR 64, 8791 SR 64, 8795 SR 64, 8635 SR 64, 8615 SR 64, and 8401 SR 64.

Photos of 9105 SR 64 (left) and 9070 SR 64 (right).





POTENTIAL IMPROVEMENTS



GOAL 6 - FACADE GRANT PROGRAM



Marketing of the Facade Grant Program is key to its success.

Implementation:

- **Partner with our Local Nonprofits:** By partnering with our local nonprofits (Destination Georgetown, Georgetown Lions Club, and Georgetown Optimist Club) there can be cross marketing efforts that reach a larger audience.
- **Host an Information Workshop:** Organizing an in-person or virtual workshop gives business and property owners the opportunity to learn more about the program, ask questions, and receive guidance on the application process.
- **Launch a Targeted Campaign:** By launching a targeted campaign to the addresses below, the Town can help ensure the buildings with the most need receive information on the program.

List of properties that would benefit from the implementation recommendations:

8560 SR 64, 8950 SR 64, 8985 SR 64, 9070 SR 64, 9207 SR 64, 9195 SR 64, 9207 SR 64, 9195 SR 64, 9173 SR 64, 9105 SR 64, 9085 SR 64, 9065 SR 64, 9055 SR 64, 8945 SR 64, 8935 SR 64, 8791 SR 64, 8795 SR 64, 8635 SR 64, 8615 SR 64, and 8401 SR 64.

POTENTIAL IMPROVEMENTS

GOAL 7 - LAND ACQUISITION / INCENTIVE TO DEVELOP

Land acquisition should be used to help revitalize downtown when strategic properties are underutilized, vacant, or blighted and are preventing surrounding areas from reaching their full potential. Acquiring key parcels allows the Town to guide redevelopment in a way that aligns with the community's long-term vision.

Providing incentives to developers to purchase and redevelop underutilized or blighted properties can play a powerful role in downtown revitalization. Incentives help reduce the financial risk associated with redeveloping challenging sites and make investment in an area more attractive.

The following addresses have been identified as areas that if available would be valuable for the Town to try to acquire or provide incentives if a developer were to acquire and develop:

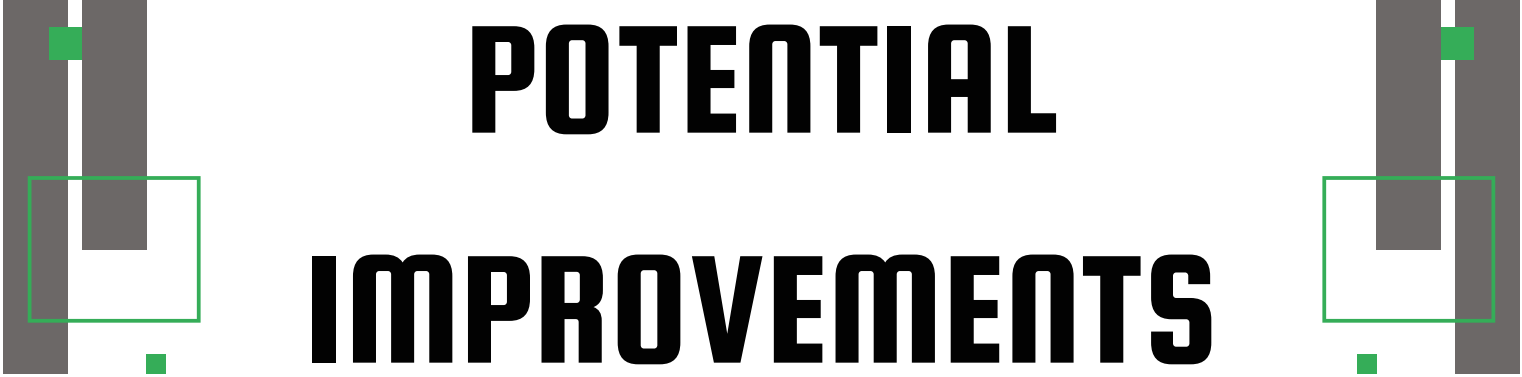
9090 SR 64, 9094 SR 64, 9150 SR 64, 9162 SR 64, 9164 SR 64, 9161 SR 64, 9005 SR 64, 9225 SR 64, 9215 SR 64, 8560 SR 64, 8401 SR 64, 8386 SR 64, and 8285 SR 64.

Photos of 9090 SR 64 and 9094 SR 64 (left) and 8401 SR 64 - former Cook's Marine (right).





POTENTIAL IMPROVEMENTS



GOAL 7 - LAND ACQUISITION / INCENTIVE TO DEVELOP



The community has raised concerns on social media and during the Purdue survey about the number of blighted buildings located in Downtown and along the State Road 64 Corridor. One comment on the Purdue survey of “old rundown buildings are not appealing” brings the need to focus on the buildings to light.

Implementation:

- **Acquire Property:** Identifying strategic parcels, securing funding, and purchasing the land to support targeted redevelopment and long-term revitalization goals.
- **Find Developers:** Working with developers allows the Town to leverage private investment and expertise to transform blighted properties into vibrant, functional spaces that contribute to downtown revitalization.
- **Incentives:** The Town can provide developers with tools such as tax abatements, low-interest loans, or grant funding to reduce the upfront costs of acquiring and redeveloping underutilized or blighted properties, making projects more financially feasible.

List of properties that would benefit from the implementation recommendations:

9090 SR 64, 9094 SR 64, 9150 SR 64, 9162 SR 64, 9164 SR 64, 9161 SR 64, 9005 SR 64, 9225 SR 64, 9215 SR 64, 8560 SR 64, 8401 SR 64, 8386 SR 64, and 8285 SR 64.

POTENTIAL IMPROVEMENTS

GOAL 8 - MIX OF MODERN / HISTORIC

While newer modern looks will begin to overtake some of the historic Downtown elements and buildings, it is important to remember the historic nature and to work with developers on keeping different historic aspects of buildings and infrastructure.

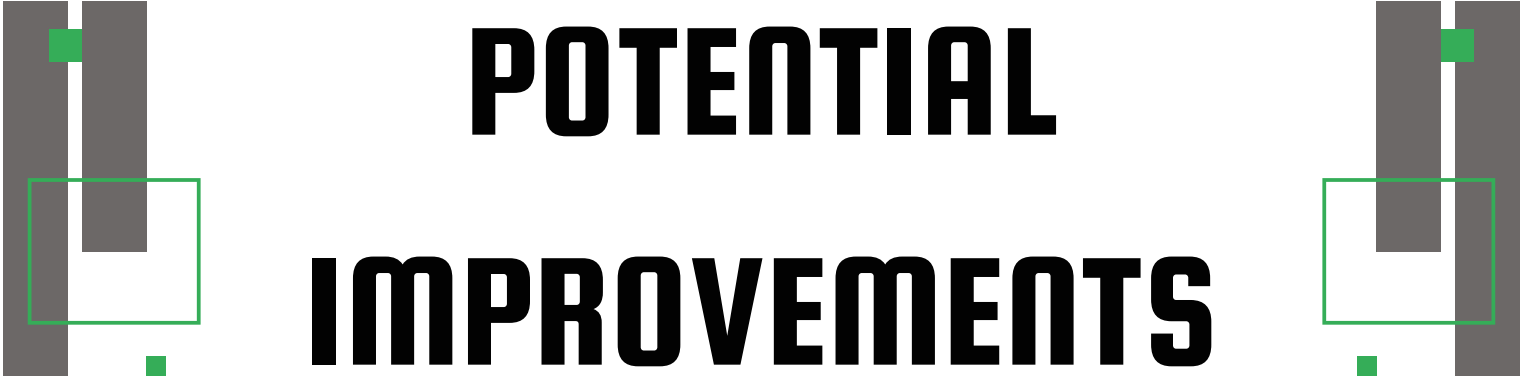
The Georgetown Historic District lays out a map of homes in the district with each building's respected nature to the historic district such as contributing buildings or contributing structures. The key will be to partner with Destination Georgetown and Indiana Landmarks to make sure that some of those buildings stay historic.

Photos of 9090 SR 64 - the Old Bank Building (left) and 9135 SR 64 - Rails and Ales Brewhouse (right). Rails and Ales upgraded a blighted historic building Downtown with a new modern yet historic facade.





POTENTIAL IMPROVEMENTS



GOAL 8 - MIX OF MODERN / HISTORIC



While newer modern looks will begin to overtake some of the historic Downtown elements and buildings, it is important to remember the historic nature and to work with developers on keeping different historic aspects of buildings and infrastructure.

Implementation:

- **Rely on Partners:** As Destination Georgetown and Indiana Landmarks led the way on the creation of the Georgetown Historic District, it will be key to rely on their expertise on the buildings historic value.
- **Keep Historic Items in Historic District:** Items such as the historic rod-iron fence that was at the former Click House, it is important that although the park is being modernized that the historic rod-iron fence remain in the Historic District near where it was originally. Another example includes using the old retaining wall material for landscape usage.

POTENTIAL IMPROVEMENTS

GOAL 9 - REGIONAL / STATE / FEDERAL GRANTS

Regional, state, and federal grants play a critical role in the redevelopment process by providing essential funding that allows communities to undertake projects that may otherwise be financially out of reach.

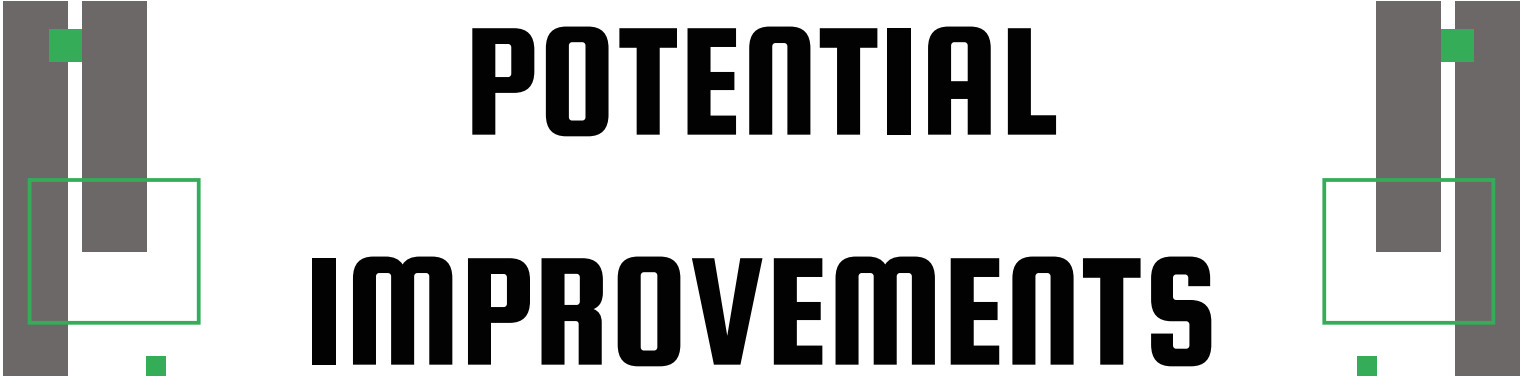
These grants can support a wide range of activities, such as infrastructure improvements, façade restorations, public spaces, utility upgrades, and environmental remediation. Each of which contributes to creating a safer, more attractive, and economically vibrant area.

By leveraging grant funding, towns can reduce the financial burden on local taxpayers while accelerating the pace of redevelopment. Additionally, receiving grant support often strengthens a community's credibility and demonstrates a shared commitment between local and higher levels of government to revitalize and sustain the area.





POTENTIAL IMPROVEMENTS



GOAL 9 - REGIONAL / STATE / FEDERAL GRANTS



Beyond the financial benefits, regional, state, and federal grants also bring valuable partnerships, expertise, and accountability to the redevelopment process. Many grant programs offer technical assistance, planning support, or access to networks of professionals who can help guide a project from concept to completion.

These partnerships can introduce innovative ideas, best practices, and long-term strategies that enhance the effectiveness and sustainability of local redevelopment efforts. By actively pursuing and utilizing these grant opportunities, communities can create a more strategic, coordinated, and impactful redevelopment process that supports economic growth and improves quality of life for residents and businesses alike.

Implementation:

- **Regional:** Local and regional foundations have grants available for economic development or infrastructure projects. Continue to work with the Community Foundation of Southern Indiana, Caesars Foundation of Floyd County, and work on a relationship with the Ogle Foundation.
- **State:** Many State organizations have potential grants or funding available such as the Indiana Economic Development Corporation, the Indiana Destination Development Corporation, Indiana Department of Transportation, and the Indiana Department of Natural Resources.
- **Federal:** Work with the Town's United States Congress representative and the two United States House of Representatives to apply for federal grants.

POTENTIAL IMPROVEMENTS

GOAL 10 - REIMAGE FUTURE INFRASTRUCTURE

Reimagining infrastructure is a key component of successful redevelopment and revitalization efforts, as it lays the foundation for how people live, work, and move within a community. Upgrading or redesigning roads, sidewalks, utilities, and public spaces can make an area more functional, accessible, and appealing to both residents and visitors. Modern infrastructure supports growth by improving safety, enhancing connectivity, and encouraging private investment.

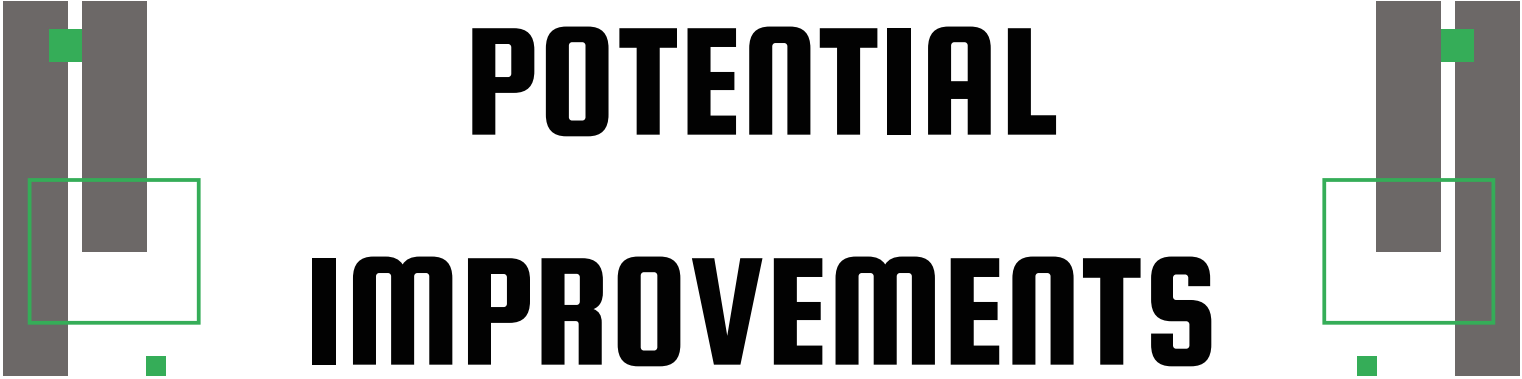
When infrastructure is designed with the future in mind, it helps create a strong foundation for economic vitality, community pride, and continued growth, making the redevelopment and revitalization process both impactful and enduring.

Photo of “The Warsaw Alley” in Warsaw, Indiana.





POTENTIAL IMPROVEMENTS



GOAL 10 - REIMAGE FUTURE INFRASTRUCTURE

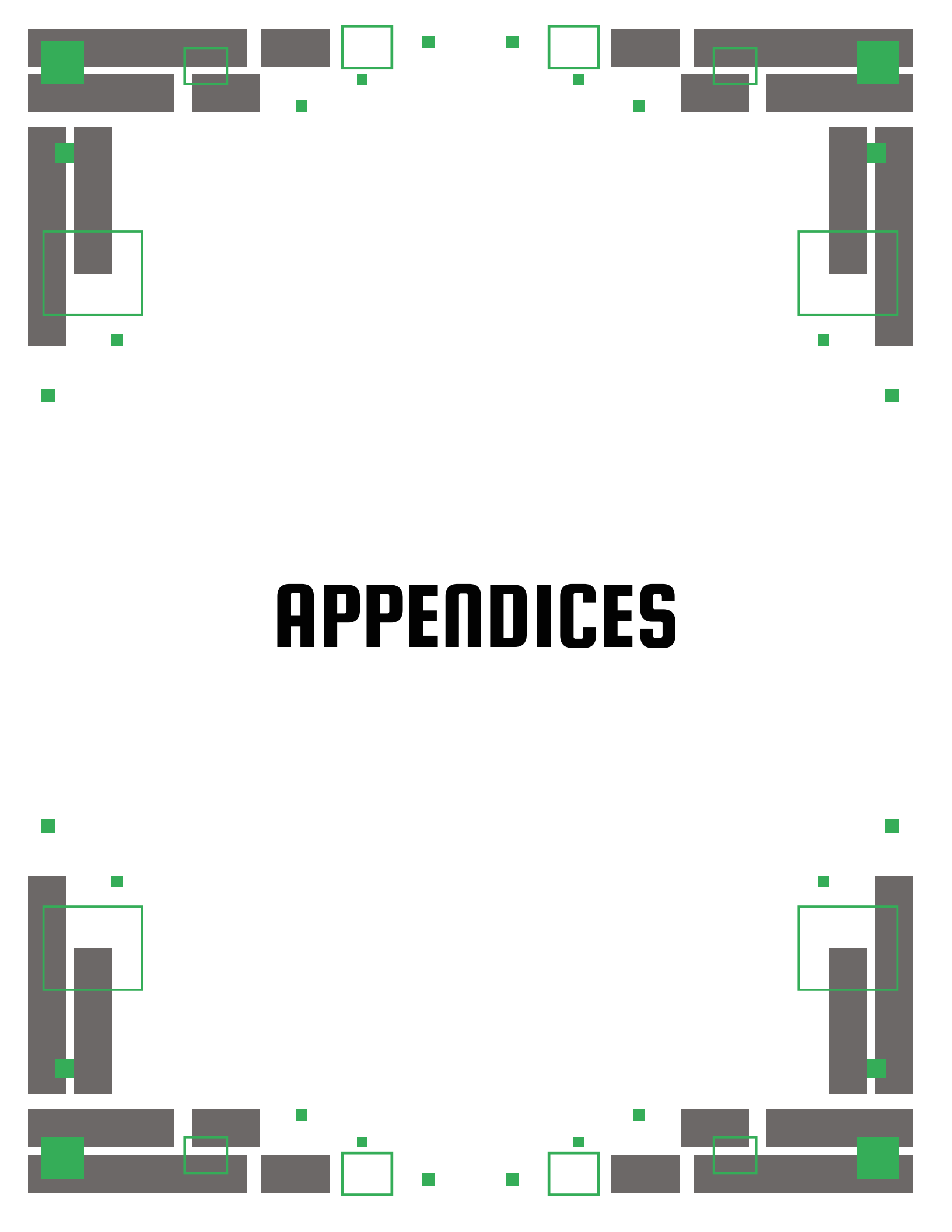


By integrating innovative design practices communities can reduce environmental impacts and lower maintenance costs. These improvements not only enhance the quality of life for residents but also demonstrate a town's commitment to forward-thinking development.

For example, adding pedestrian-friendly walkways, green spaces, and updated lighting can transform an underutilized area into a vibrant and inviting destination that attracts new businesses and visitors while supporting existing ones.

Implementation:

- **Community Input:** Before any construction begins, survey the residents of the community to see what ideas the community wants.
- **Strategic Planning:** Plan for long-term community goals by prioritizing projects and aligning the future budgets to complete those projects.



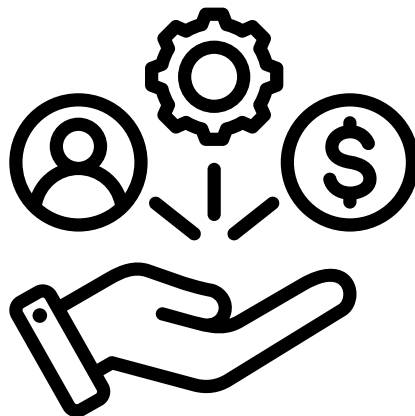
APPENDICES

RESOURCES

OVERVIEW

Having a list of Town and Business Resources is essential to successfully achieving the goals of the Downtown and State Road 64 Corridor Revitalization because it provides access to key funding programs, technical assistance, and strategic partnerships that can accelerate project implementation. These resources ranging from state agencies such as INDOT, IHCD, DNR, and IEDC to local redevelopment and economic development tools can offer financial support for infrastructure, façade improvements, and community enhancement projects. By utilizing these programs, the Town can address critical needs such as sidewalk connectivity, utility upgrades, streetscape beautification, and accessibility improvements, ultimately creating a safer, more attractive environment for residents and visitors.

Additionally, these resources empower local businesses to invest in the community's revitalization by improving their properties, expanding operations, or collaborating on shared public spaces and amenities. Programs that provide grants, matching funds, or low-interest financing can help reduce the financial burden on small businesses while promoting private investment along the corridor. Together, the Town and business community can leverage these tools to create a vibrant, economically strong, and visually appealing downtown area that enhances quality of life and positions Georgetown for long-term growth and sustainability.





TOWN RESOURCES



POTENTIAL FUNDING

Tax abatement: A program that phases in property taxes over time to stimulate development in areas that might not otherwise grow. It serves as a common tool for municipal governments to attract new businesses or encourage existing companies to invest in new equipment and facility improvements, ultimately strengthening both the business and the local economy.

Tax Increment Financing (TIF): A valuable tool that supports economic development and infrastructure investment by using the increase in property tax revenues generated from rising real estate values within a designated district to fund improvements. In Georgetown, the TIF can play a key role in revitalization by financing public infrastructure projects, upgrading utilities, enhancing streetscapes, and preparing sites for redevelopment, which helps attract new businesses, encourage private investment, and strengthen the town's overall economic vitality.

Developer Funded Infrastructure: Infrastructure improvements funded by having the developer cover those costs directly. These can include roadway improvements, stormwater infrastructure, and other related utilities that may need expanded due to development. However, the improvement must be directly related to and proportionate to the new development's impact.

Impact Fees: A charge on new development to pay for the cost of infrastructure and related services that are necessitated by and benefit the new development. The fee is based on the type of development assessed for the increase in the burden on infrastructure.

Bonds: Bonds are backed by the credit and taxing power of the issuing jurisdiction. A bond is a government debt issued in order to raise money for needed capital improvements. Its retirement is paid for by property tax or other predictable forms of local income.



TOWN RESOURCES



INDIANA DEPARTMENT OF TRANSPORTATION



Community Crossing Matching Grant (CCMG): A state-level grant for local governments to invest in road and bridge projects including reconstruction, preservation, ADA ramps/sidewalks when tied to road work.

Local Public Agency (LPA) Program : Federal highway funds administered by INDOT that local towns, cities and counties may access for eligible transportation/roadway/bridge/trail projects.

Highway Safety Improvement Program: A program focused on safety enhancements (e.g., signage, guardrail, pedestrian crossings) on local road networks, which may align with town infrastructure improvements.

Transportation Alternatives Program: A funding stream for pedestrian, bicycle, trail, sidewalk and non-motorized facilities that local governments can apply for via INDOT/Federal aid.



TOWN RESOURCES



INDIANA DEPARTMENT OF NATURAL RESOURCES



Indiana Trails Program: Provides grants to units of government or qualified nonprofits to develop or improve public trails (including construction of trailheads, bridges, boardwalks) and can cover up to 80% of eligible costs.

Residential Historic Rehabilitation Tax Credit (RITC) -Investment Tax Credit Program: An adjusted gross income tax credit is available for the rehabilitation of historic residential property. The qualified expenditures for preservation or rehabilitation of the historic property must exceed \$10,000. The tax credit is equal to 20% of the qualified expenditures that the taxpayer makes.

Land and Water Conservation Fund: LWCF federal grants can be used to protect important natural areas, acquire land for outdoor recreation and develop or renovate public outdoor recreation facilities such as campgrounds, picnic areas, sports/playfields, swimming facilities, boating facilities, fishing facilities, trails, natural areas and passive parks. It provides grants for 50% of the cost of acquisition and/or development. To be eligible, the group must be a legally established park board and have a current 5-year park and recreation master plan on file in the Division of Outdoor Recreation. The minimum grant request is \$50,000 and the maximum request is \$500,000 with a local match (50%) requirement.



TOWN RESOURCES

INDIANA HOUSING AND COMMUNITY DEVELOPMENT AUTHORITY

CreatiNg Places: A place-based crowd-granting program that supports local improvements such as streetscapes, walkways, public plazas, and playgrounds by matching community-raised funds (between \$5,000 and \$50,000) with IHCDCA grants.

My Community, My Vision: A youth-driven component of IHCDCA's placemaking efforts that empowers high-school students to design and raise funds for community place-based infrastructure projects (like trails, parks or plazas), with matching support from IHCDCA.

CreatiNg Livable Communities: In partnership with AARP Indiana, this supplemental program helps fund accessibility- and aging-in-place-oriented infrastructure projects (such as improved pedestrian access, inclusive design) through IHCDCA's placemaking initiative.

Development Fund: A financing tool offering loans (and occasionally grants) up to ~\$500,000 for housing and community economic-development projects, which could support infrastructure tied to housing and community development.



TOWN RESOURCES



INDIANA ECONOMIC DEVELOPMENT CORPORATION



Regional Economic Acceleration and Development Initiative (READI / READI 2): A major quality-of-place initiative supporting capital and infrastructure projects across regions to spur population growth, improve amenities, and attract private investment; infrastructure improvements are explicitly eligible.

Manufacturing Readiness Grant: A program available for small to mid-sized manufacturers to make an investment on capital improvements and equipment.

Economic Development for a Growing Economy Tax Credit (EDGE): Provides an incentive to businesses to support jobs creation, capital investment and to improve the standard of living for Indiana residents.

Hoosier Business Investment Tax Credit (HBI): Provides incentive to businesses to support job creation, capital investment and to improve the standard of living for Indiana residents.

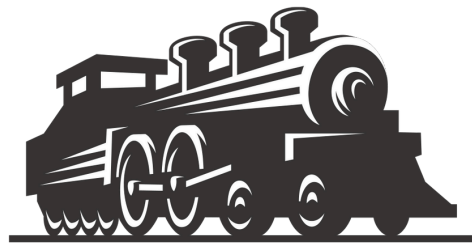
Community Collaboration Fund (CCF): A joint program with the Indiana Small Business Development Center (ISBDC) to accelerate entrepreneurial activity and resources statewide with a focus on entrepreneurial education, connection and acceleration across Indiana, with a particular focus on underrepresented founders and underserved markets.

BUSINESS RESOURCES

TOWN OF GEORGETOWN - FACADE GRANT

The Town of Georgetown's Redevelopment Commission offers a Façade Grant Program aimed at helping property and business owners enhance their exteriors with a preference in the Historic Downtown Corridor. Applicants submit renovations plans such as updating storefronts, awnings, signs, or structural features for approval; once completed, grants reimburse a portion of the eligible costs.

For more information visit our website at Georgetown.in.gov or email reny.keener@georgetown.in.gov.



THE TOWN OF
GEORGETOWN
I N D I A N A

BUSINESS RESOURCES

■ CAESARS FOUNDATION OF FLOYD COUNTY - REVOLVING LOAN PROGRAM ■

The Caesars Foundation of Floyd County Small Business Revolving Loan Fund will assist emerging private businesses in expanding operations and increasing or retaining employees. For consideration, businesses must be located or plan to locate in Floyd County and have been established a minimum of two years in business. Applicable business experience of at least two years will also be considered.

For more information contact Rachael Armstrong at One Southern Indiana at 812-206-9021 or RachaelA@1si.org.



CAESARS
FOUNDATION
OF FLOYD COUNTY



BUSINESS RESOURCES



INDIANA SMALL BUSINESS DEVELOPMENT CENTER

The Indiana Small Business Development Center (ISBDC) plays a vital role in helping small businesses succeed by offering no-cost, expert guidance and resources tailored to the needs of entrepreneurs at every stage. From developing business plans and securing financing to navigating licensing and marketing strategies, ISBDC provides one-on-one consulting and access to valuable tools that help business owners make informed decisions. Whether a business is just getting started or looking to grow, the ISBDC helps remove barriers, connect owners to key networks, and support long-term success across Indiana communities.

Connect with the local ISBDC at 812-952-9765.



BUSINESS RESOURCES

DESTINATION GEORGETOWN

The community's Main Street organization dedicated to revitalizing downtown through events, beautification, and business support. Small businesses benefit from increased foot traffic, collaborative marketing, and a stronger local economy driven by community-focused initiatives.

Please visit their website, destinationgeorgetownin.org for more information.





BUSINESS RESOURCES



ONE SOUTHERN INDIANA (1SI)

The local chamber of commerce and economic development organization serving Clark and Floyd counties, offering resources, advocacy, and programs to support business growth. Small businesses benefit through networking opportunities, access to professional development, and support services that help them expand, hire, and thrive in the regional economy.

Connect with the 1si team at 812-945-0266.





BUSINESS RESOURCES

SOUTHERN INDIANA TOURISM (GO SOIN)

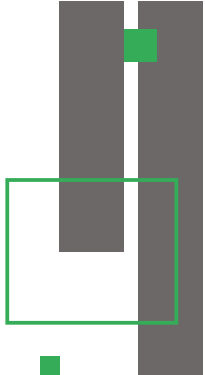
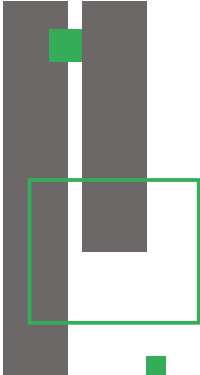
Southern Indiana Tourism promotes Clark and Floyd counties as regional destinations by showcasing local attractions, events, dining, and shopping to visitors. Businesses can work with them through collaborative marketing, event promotion, and inclusion in tourism materials that help draw more customers and boost visibility.

Email visit@gosoin.com to work with the Go SoIN Team.





BUSINESS RESOURCES



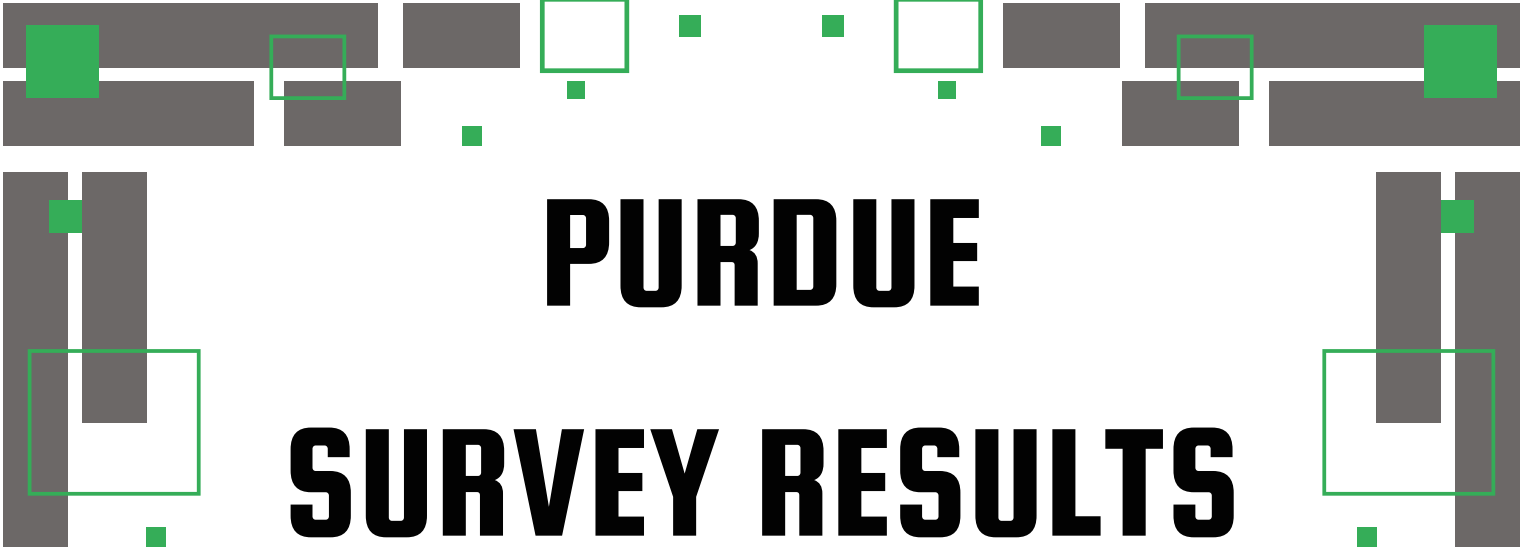
INBIZ



The state of Indiana's one-stop resource for registering and managing your business and ensuring it complies with state laws and regulations.

For more information visit INBiz.in.gov or call 317-234-9768.





PURDUE SURVEY RESULTS

OVERVIEW

Purdue Extension partnered with the Town Council to conduct the “Enhancing the Value of Public Spaces: Creating Healthy Communities program” with the focus on Georgetown Parks and Downtown Georgetown. A series of three public engagement meetings were conducted that led to the action plan objectives and strategies, and accompanying information contained in this report. The strategies and documented public feedback related to Downtown Georgetown are to be drawn upon to inform future actions of the Town of Georgetown.

The three public meeting dates were: May 8th, June 12th, and July 10th at Georgetown Town Hall with an additional meeting with business owners on July 10th at the Spot during a Small Business Roundtable event. A community-wide survey was completed by 156 residents alongside the residents who took part in the in-person workshops. The survey was available via hard copy with handouts available at Town Hall and online shared via social media.

Below are the questions related to the Downtown portion of the survey. These questions are the charts only, the full survey results can be found on the Town’s website.

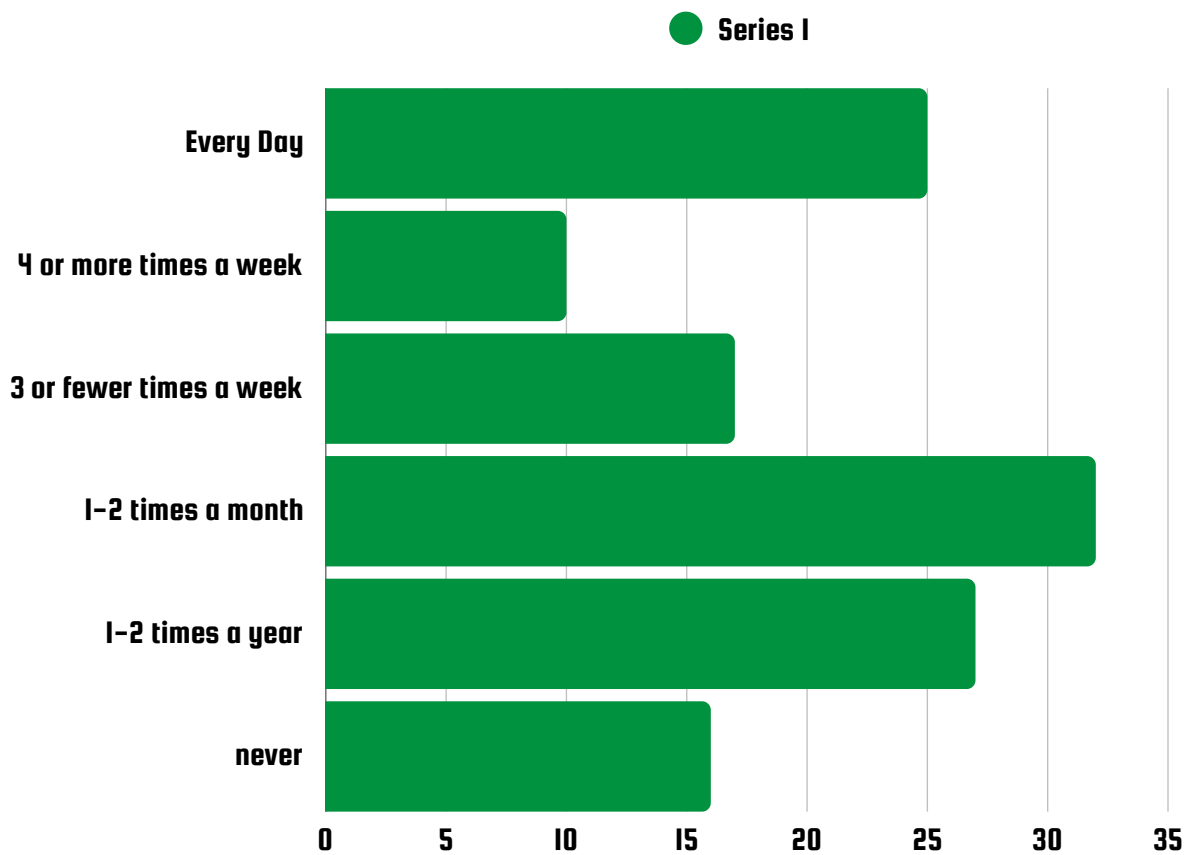
PURDUE
UNIVERSITY

PURDUE

SURVEY RESULTS

QUESTION

How often do you visit Downtown?

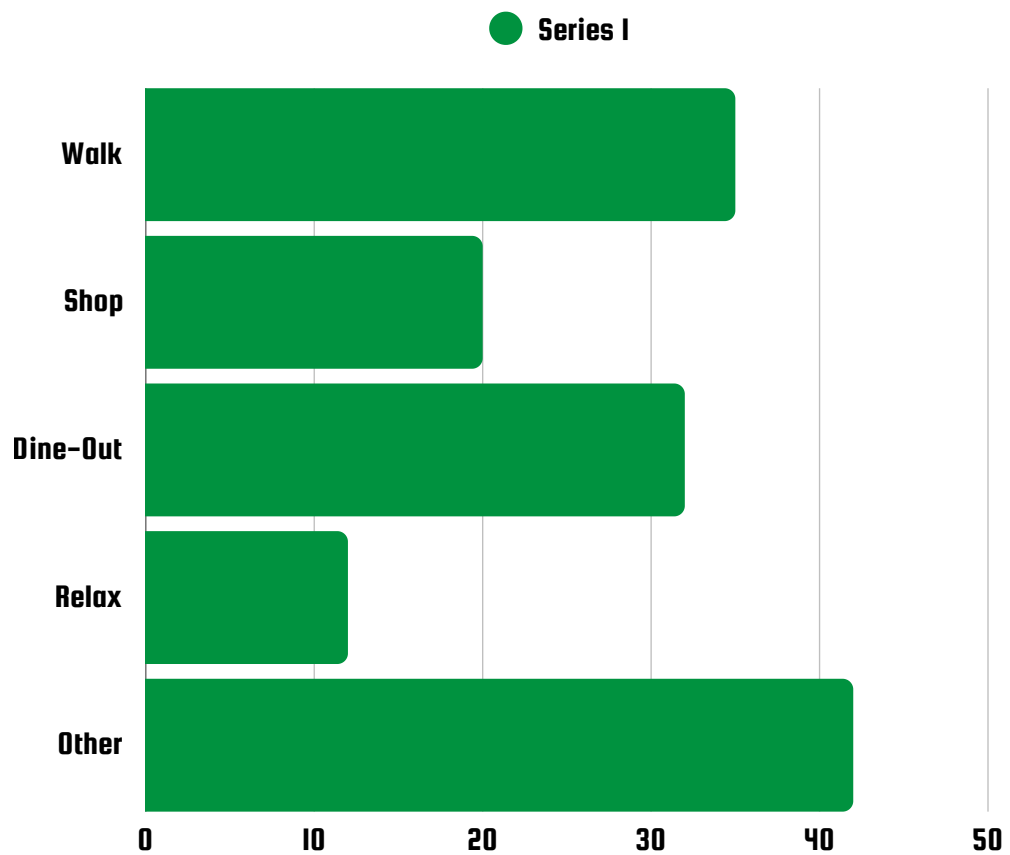


PURDUE

SURVEY RESULTS

QUESTION

What do you typically do Downtown?

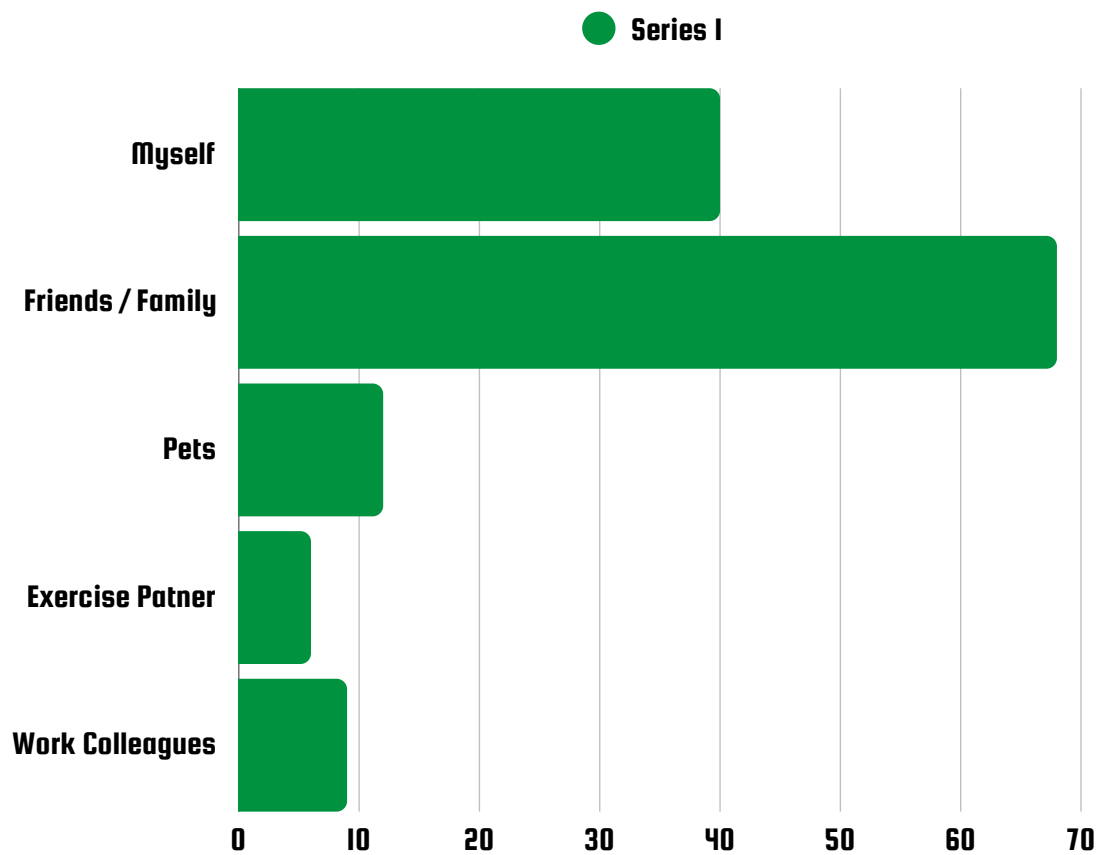


PURDUE

SURVEY RESULTS

QUESTION

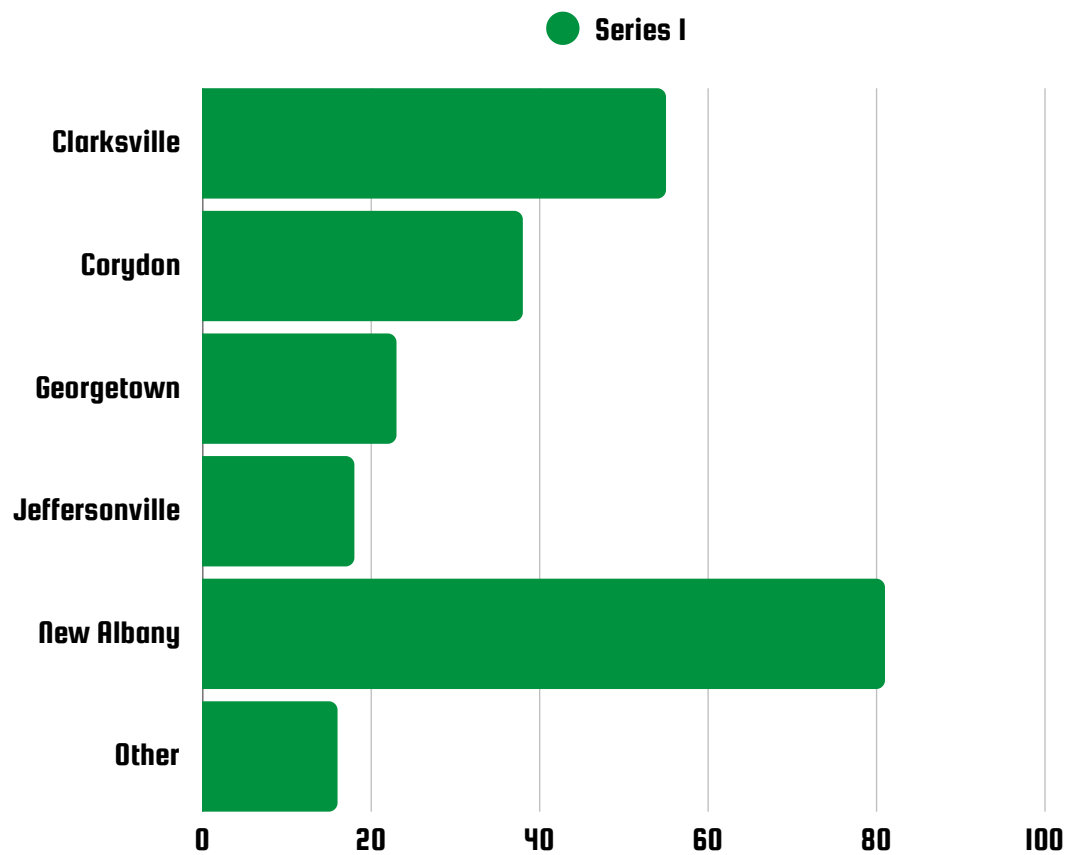
With whom do you visit Downtown?



PURDUE SURVEY RESULTS

QUESTION

Which location do you most frequently visit when you go to a restaurant?

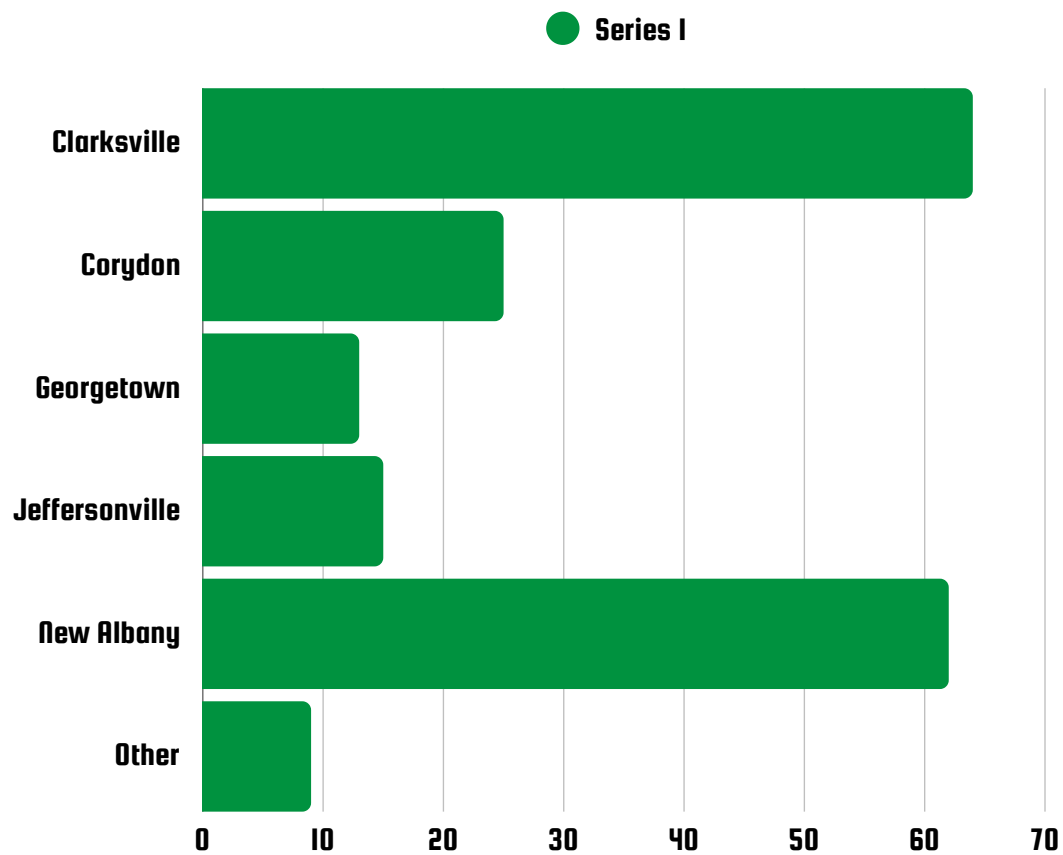


PURDUE

SURVEY RESULTS

QUESTION

Which location do you most frequently visit when you go to a shopping?

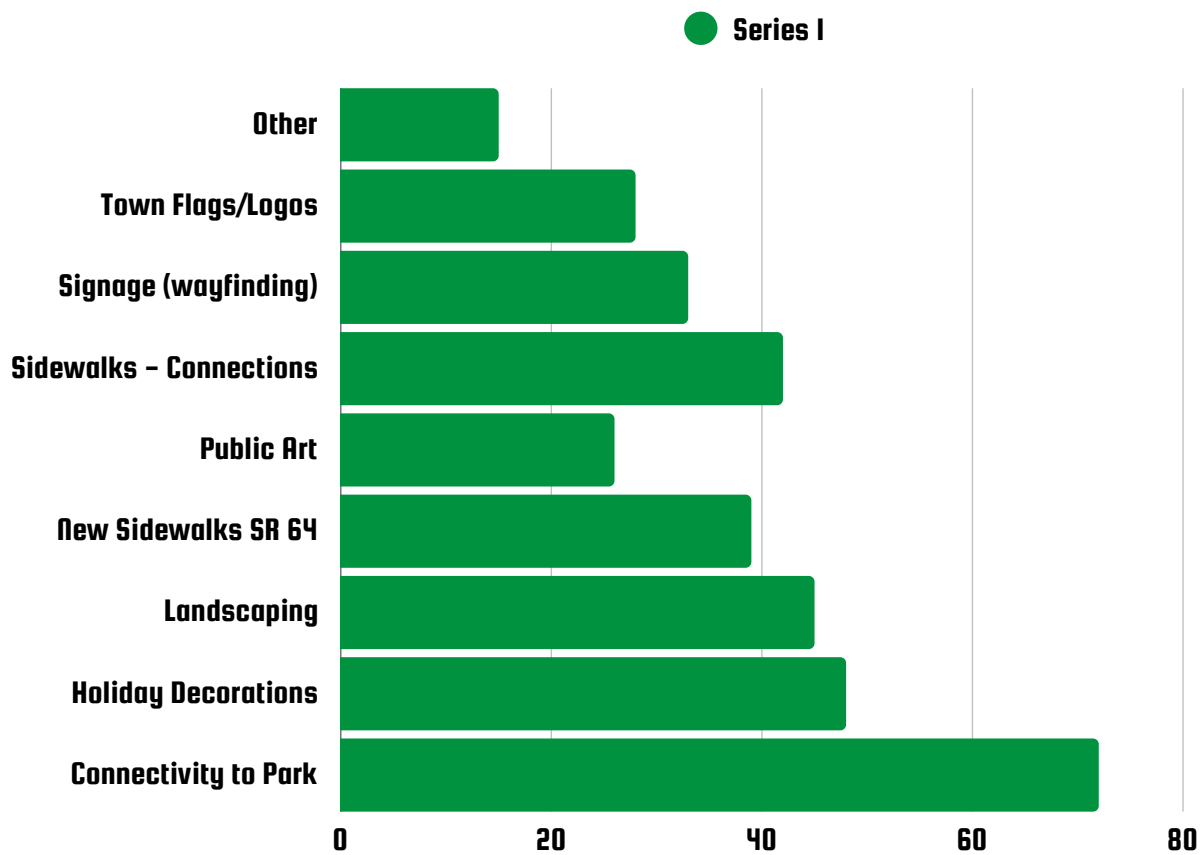


PURDUE

SURVEY RESULTS

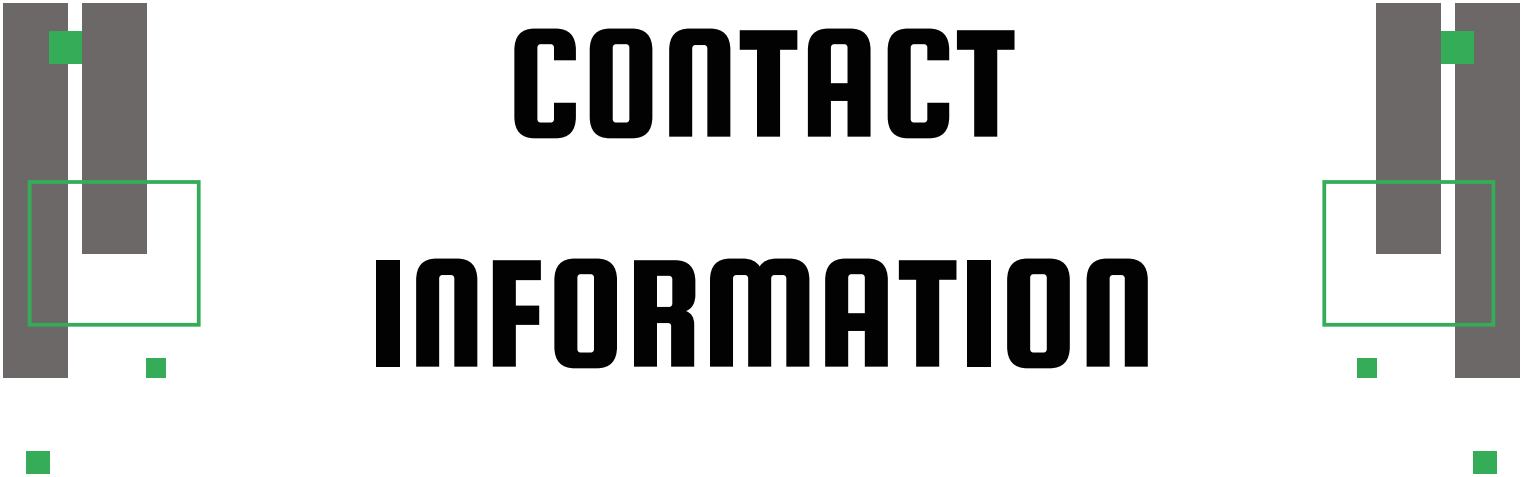
QUESTION

Recommended Improvements for Downtown?





CONTACT INFORMATION



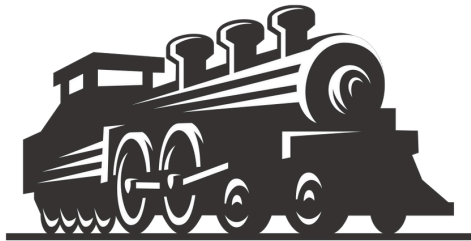
The Town of Georgetown Redevelopment Commission has scheduled meetings every third Monday of each month at 5:30 pm at the Georgetown Town Hall. These meeting dates are listed on the Town's website, georgetown.in.gov. These meetings are also streamed virtually, and the virtual link can be found on the Town's website.

Phone: 812-951-3012

Emails:

Reny Keener, Executive Director: reny.keener@georgetown.in.gov

Haley James, Secretary: buildingdept@georgetown.in.gov



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