



*“...honoring our past
and innovating for the future”*

A LETTER FROM GEORGETOWN LEADERSHIP

Greetings from Georgetown!

WE'RE GROWING

Georgetown is the seventh fastest growing city in the nation and the third safest city of our size in Texas. Since 2010, our population has increased more than 68 percent. We promise, we're not trying to be the fastest-growing city in the U.S. Frankly, people choose Georgetown because we are a safe city with a high-quality of life, great parks, an award-winning library, a low tax rate, and the Most Beautiful Town Square in Texas.

PEOPLE LIKE US

The most recent citizen survey showed more than 80 percent of Georgetown residents believe the value of the city taxes paid is either good or excellent, while 98 percent said the quality of life in Georgetown is either good or excellent. Georgetown was honored to be named No. 1 on the South's Best Cities to Live 2018 list by Southern Living magazine. We recognize what a great place Georgetown is, and others recognize it, too.

VISION FOR THE FUTURE

In 2017, the Georgetown City Council created a new vision statement for the city – *Georgetown: A caring community honoring our past and innovating for the future*. The City of Georgetown has remained steadfast in our focus on expanding employment opportunities, while preparing for the growth that we know will come. Our community wants the city to grow in a strategic way, while retaining our world-famous character and charm.

Sincerely,



Josh Schroeder
Mayor



David Morgan
City Manager



WHY GEORGETOWN



#1

**South's Best Cities
to Live In**

(Southern Living Magazine 2018)



#3

**Safest City in Texas
with a population
of at least 50,000**

(SafeHome.org)



#7

**Fastest Growing City
in the U.S. with a
population of over 50,000**

(U.S. Census Bureau)



98%

**Georgetown residents feel
the quality of life is either
good or excellent**

(City of Georgetown)



80%

**Residents believe the value
of the city taxes paid is
good or excellent**

(SafeHome.org)



68%

**Growth between
2010-2019 and
continuing to grow**

(U.S. Census Bureau)

GEORGETOWN

LOCATION OVERVIEW

Georgetown is located on Interstate 35 just north of Austin and within 200 miles of DFW, Houston, and San Antonio, providing the perfect place to live, work, and play. Georgetown retains its own authentic identity but is close enough to enjoy Austin's cultural and entertainment opportunities.

DRIVE TIME

35
MINUTES

Austin Bergstrom
International Airport

35
MINUTES

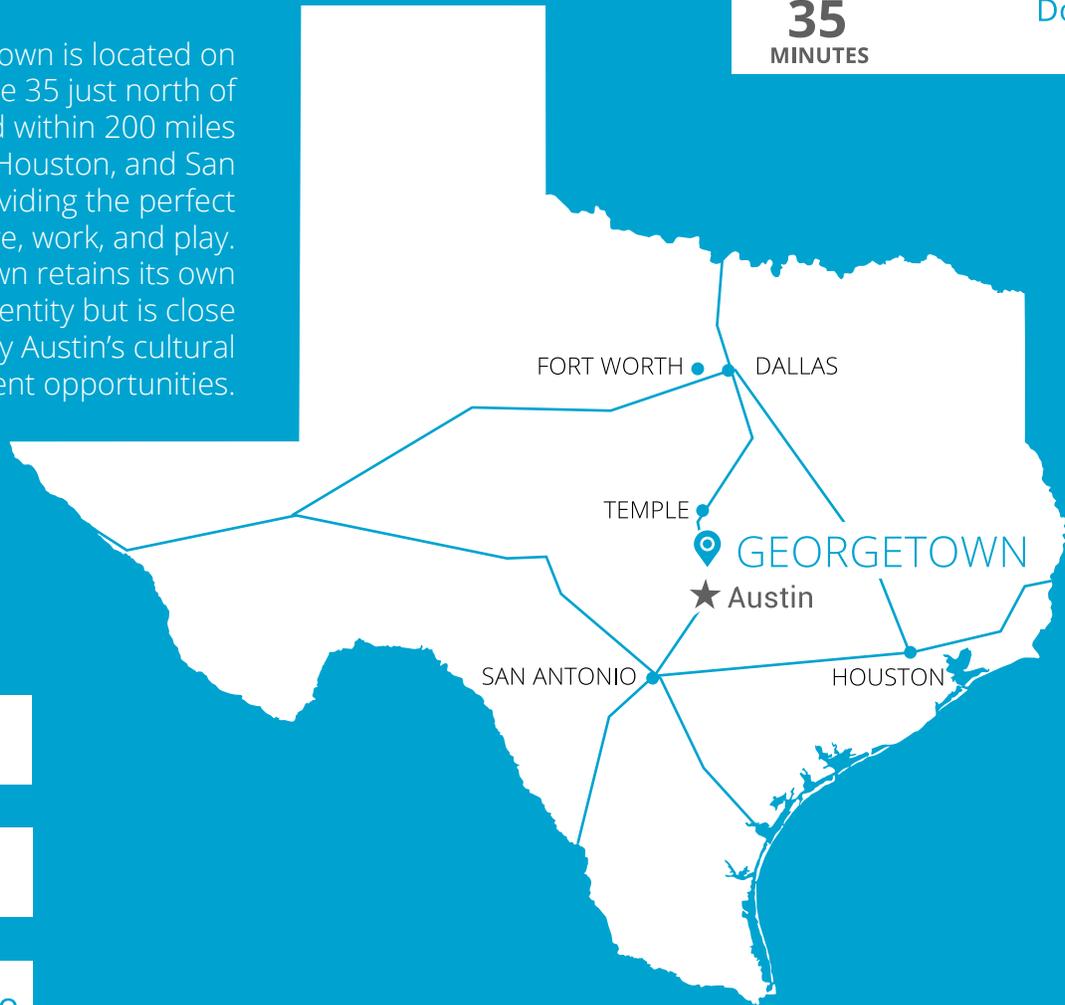
Downtown
Austin

DISTANCE

170
MILES Dallas

175
MILES Houston

115
MILES San Antonio



GEORGETOWN

LABOR SHED



Georgetown's labor shed encompasses over 1,000,000 workers. Local employers draw from a workforce well outside of the city itself.

Life Science Workforce

18,700

North Labor Shed

79,900

South Labor Shed

Advanced Manufacturing Workforce

7,300

North Labor Shed

30,200

South Labor Shed

Professional Services Workforce

4,500

North Labor Shed

108,000

South Labor Shed



The Georgetown labor shed is very well educated with 40% of the individuals possessing a Bachelor's degree or higher level of education.



Georgetown's labor shed is comprised largely of young professionals with more than a third of the workers between the age of 25 and 44.

TARGET INDUSTRIES

A recent target industry and workforce analysis determined that Georgetown's strengths, assets, and existing business mix make it a prime location for advanced manufacturing, life sciences, and professional services. While these industries align with Georgetown's strengths, including workforce, other industries relocating here will also be able to take advantage of its opportunities.



Georgetown's location at IH-35 and SH-130 provides easy access to Austin, San Antonio, Dallas, and Houston, and is only 30 minutes from Austin Bergstrom International Airport.

Electric, water, & wastewater are provided by the reliable city-owned and operated systems at Georgetown Electricity and Georgetown Water Services.



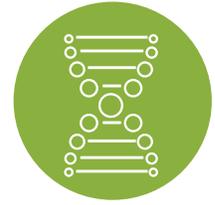
The **advanced manufacturing** companies have access to a workforce with over 38,000 individuals in supportive occupations within its labor shed.

While also having access to infrastructure incentives.



The **life sciences** industry has access to an abundant workforce with over 80,000 individuals in supportive occupations in its labor shed.

A big highlight is the proximity to Texas A&M Life Sciences, the University of Texas Medical School, and other cutting-edge life science research and education institutions.



Georgetown has a vast **professional services** workforce with over 90,000 individuals in supportive occupations in its labor shed.

Due to the expansive workforce, there is a large source of innovation through professional services workers.





MAJOR EMPLOYERS

NON-GOVERNMENTAL EMPLOYERS WITH 100+ EMPLOYEES

Airborn, Inc
Caring Home Health
Champion Site Prep
Chatsworth Products
Georgetown Behavioral
Health Hospital
Georgetown Rail Equipment
Company
Lone Star Circle of Care

R&D Molders
Rock Springs
Smile Doctors
Southwestern University
St. Davids Georgetown Hosiptal
Tasus Texas
Texas Electric Cooperatives
Wesleyan Homes



GEORGETOWN UTILITIES & TRANSPORTATION

ELECTRICITY

In 1910, Georgetown voters approved a bond to build the Georgetown Light and Water Works plant in downtown Over the last century, Georgetown has developed and maintained a highly reliable, community-owned-and-operated electric utility. In April 2019, Georgetown's Electric Utility attained diamond level status under the American Public Power Association's Reliable Public Power Provider program. This is the program's highest level of recognition and is only awarded after a rigorous application process and outside review.

WATER | WASTEWATER

The City of Georgetown serves about 42,000 water accounts representing more than 100,000 customs in a 440-square-mile service area that includes the City of Georgetown and parts of Williamson, Bell, and Burnet counties. The City is fortunate to have enough water to serve our customers through 2043; however, through conservation, the water supply will last past 2050.

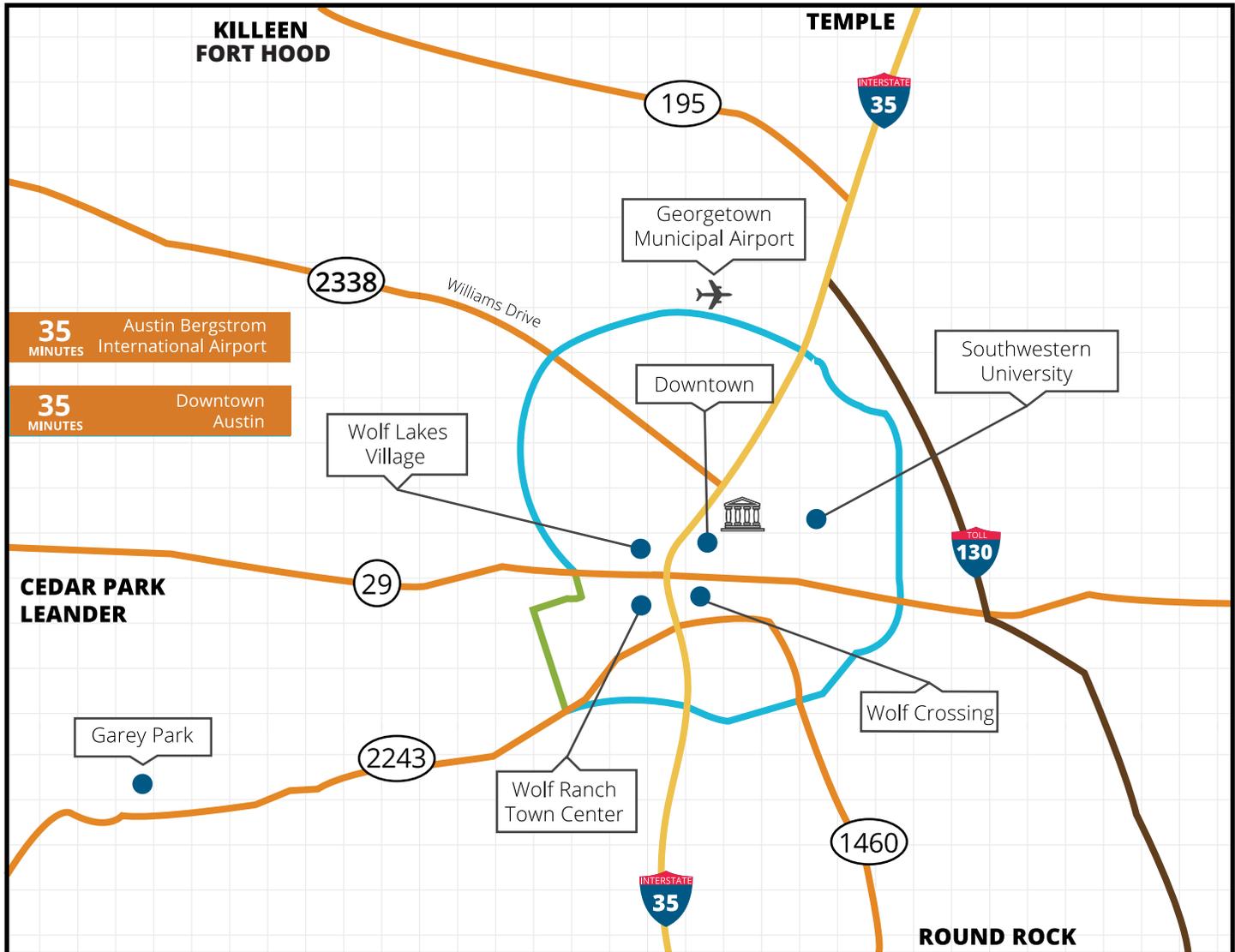
AIRPORT

The Georgetown Municipal Airport is a towered reliever general aviation airport serving general and corporate aviation. Owned by the City of Georgetown, the airport provides full-service amenities, aviation fuel, avionics sales, service, and aircraft maintenance. The main runway is 5,004 ft. and can handle most business air traffic including G-4 and Global Express.

**...A CITY
OF INNOVATION**

CONNECTIVITY

GEORGETOWN ROADS



CITY INFORMATION

The City of Georgetown's Overall Transportation Plan (OTP) is critical in the development of the City. It guides future roadway improvements, construction of new facilities, and outlines the City's transportation goals. The revision and adoption of the OTP is a deliberate and thoughtful process with the goal to provide a complete understanding of the relationship between land use and the transportation infrastructure required to support those uses.

DEMOGRAPHICS

POPULATION



79,604 (GEORGETOWN)

1,041,294 (20 MILE RADIUS)

2,2946,794 (AUSTIN MSA)

PROJECTED GROWTH

(based on city limits)



47,934 (2010)

68,578 (2020)

81,641 (2024)

MEDIAN HOUSEHOLD SIZE

 \approx 2.5

TYPES OF HOUSING BY OCCUPANCY



18,914 (OWNER OCCUPIED)

6,735 (APARTMENT)

25,649 (TOTAL HOUSING UNITS)

 **\$79,014**
MEDIAN HOUSEHOLD INCOME

 **\$291,340**
MEDIAN HOME VALUE

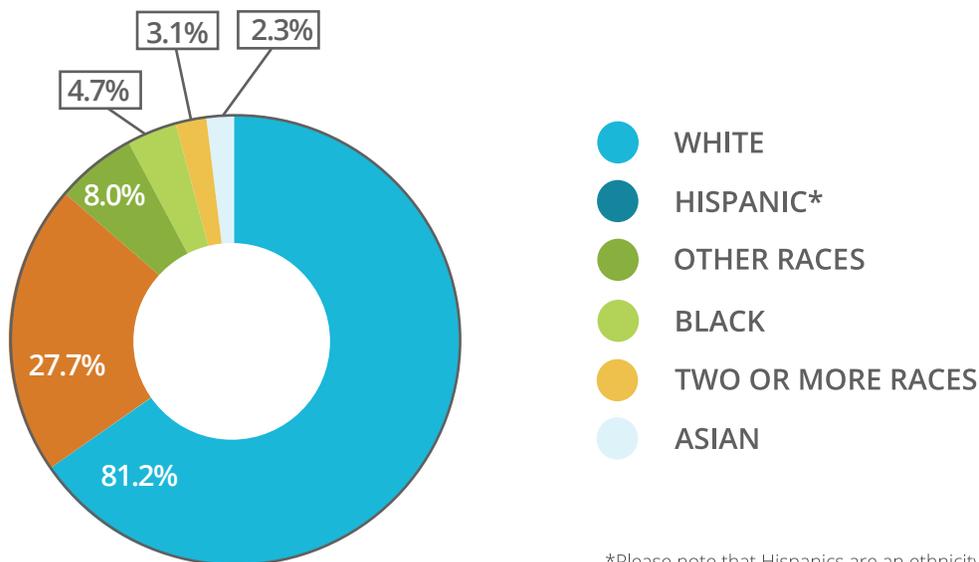
MEDIAN AGE

45.4

EDUCATIONAL ATTAINMENT

HIGH SCHOOL DIPLOMA	17.6%
SOME COLLEGE	22.0%
ASSOCIATES DEGREE	8.1%
BACHELORS DEGREE	25.4%
GRADUATE DEGREE	17.2%

POPULATION BY RACE

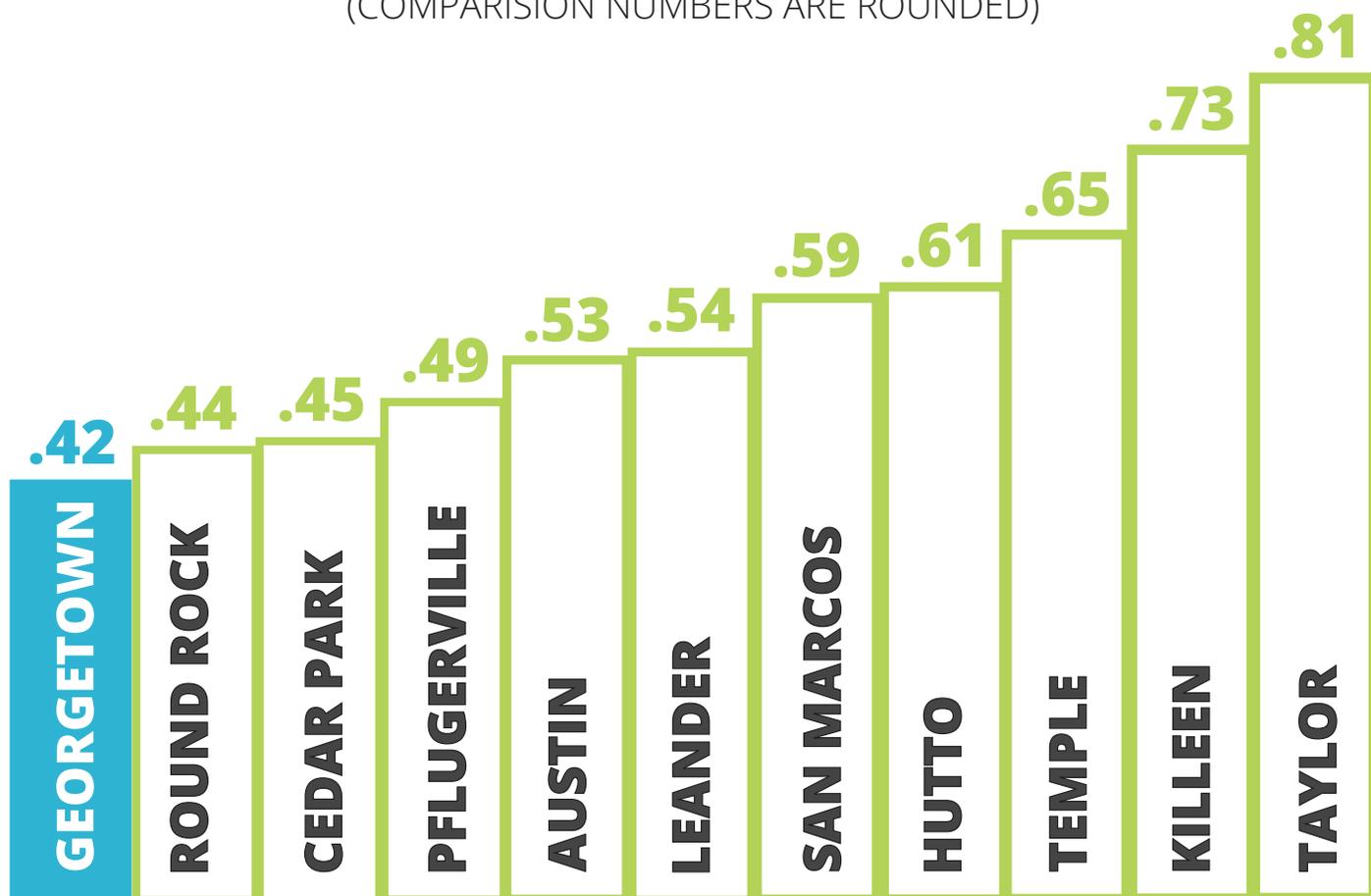


*Please note that Hispanics are an ethnicity and can be of any race.

2020 | 2021

TAX STRUCTURE & COMPARISON

(COMPARISON NUMBERS ARE ROUNDED)



\$0.4180

GEORGETOWN

\$0.4187

WILLIAMSON COUNTY

\$1.3071

GEORGETOWN ISD

Tax rates are per \$100 for assessed value, and include real property and business personal property. Georgetown offers Freeport exemption on inventory taxes.



Home to the
Most Beautiful Town
Square in Texas

Gold Medal
National Award
Winning Library

40 Parks
16 Miles of Hike and
Bike Trails

Ranked #1 in
Southern Living
Magazine
South's best cities
to live in 2018



SOUTHWESTERN UNIVERSITY

Southwestern University is a leader in innovative undergraduate education, offering a life-enriching residential liberal arts and sciences experience for talented individuals who share a passion for intellectual exploration, engagement, and growth. Discovery and creation are intentionally fostered throughout a diverse and inclusive community of students, faculty, staff, and alumni, empowering all to advance research, scholarship, and the creative arts and lead fulfilling lives that contribute to the well-being of humanity.

source: southwestern.edu

GEORGETOWN INDEPENDENT SCHOOL DISTRICT

Georgetown Independent School District's mission is to inspire and empower every learner to lead, grow, and serve. Georgetown ISD serves more than 12,000 students at ten elementary schools, four middle schools, three high schools, and two alternative campuses. GISD embraces the tradition of diverse educational experiences and extensive community partnerships to empower and inspire the students.

source: georgetownisd.org



ST. DAVIDS HOSPITAL

As a comprehensive healthcare provider, St. David's Georgetown Hospital is an accredited full-service 114-bed hospital. The hospital includes an intensive care unit, a 24-hour major and minor emergency department staffed with emergency medicine and specially trained emergency physicians, inpatient and outpatient surgery, acute inpatient rehabilitation and outpatient therapy, and a state-of-the-art pulmonary program.

source: stdavids.com

GEORGETOWN HEALTH FOUNDATION

Georgetown Health Foundation supports nonprofit organizations. The Foundation's work was established with the opening of Georgetown Community Hospital in 1924. The Foundation remains committed to honoring its healthcare roots by supporting community health and the social determinants of health, encompassing areas of need not only in health care, but in safety net areas that impact those most vulnerable with particular emphasis on children, youth, and elders.

source: gthf.org



GEORGETOWN PUBLIC LIBRARY

In 2018, the Georgetown Public Library was selected from 29 national finalist and awarded the National Medal for Museum and Library Service. Winners of this honor represent institutions that provide dynamic programming and services that exceed expected levels of service. Through their community outreach, these institutions bring about change that touches the lives of individuals and helps communities thrive.

The library strives to serve as a catalyst for community wellbeing and enrichment in a context of extremely rapid local change and growth. Library staff reimagine and reinvent the library through patron-centric library services, innovative partnerships with organizations and agencies, and creative, engaging programming.



GEORGETOWN PARKS AND RECREATION

Georgetown is nestled between the cool waters of the North and South San Gabriel Rivers and the gently rolling hills of Central Texas.

With 40 parks and more than 16 miles of hike and bike and trails, Georgetown Parks and Recreation offers an array of recreational opportunities that make for an excellent quality of life.

Garey Park is primed to be Georgetown's flagship park and a destination that will offer a variety of outdoor recreation opportunities. Nestled along the South San Gabriel River, the 525-acre ranch was donated by Jack and Cammy Garey in 2004.

Amenities at the park include a playground, a splash pad, a dog park, an equestrian arena, fishing ponds, the Garey House event facility, pavilions, picnic shelters, and more than seven miles of hiking and equestrian trails.



GEORGETOWN DOWNTOWN

It is not by chance that downtown Georgetown is a destination for residents and visitors alike. Through concentrated efforts and careful planning, the heart of Georgetown continues to improve and thrive, growing each year as the bustling city center it was intended to be.

Georgetown's Cultural District is a 40-block area of downtown which contains the Williamson County Courthouse, as well as more than 100 restaurants, wineries, shops, and galleries.

Arts and cultural facilities anchor the Cultural District, including the Palace Theatre, the Georgetown Public Library, the Georgetown Arts Center, and the Williamson Museum.

With Georgetown's rich history, beautiful art, and cultural elements all conveniently located in one central area, it is no wonder Georgetown is known as the Most Beautiful Town Square in Texas.



GEORGETOWN DINING & RETAIL

Georgetown has a large variety of retail shopping and restaurants for locals and visitors to enjoy. From antiques and one-of-a-kind gifts, to the nation's largest retailers.

With restaurants ranging from farm-to-table fare or a quick bite, Georgetown has it all. Our local breweries and exceptional bars provide comfortable spaces for families and friends to enjoy.

Georgetown's latest retail development, Wolf Crossing

opened in October of 2019. The 250,000-square-foot retail center is located on the corner of Interstate 35 and University Avenue and includes restaurants, medical facilities, neighborhood services, a hotel, and a grocery store.

Retailers at Wolf Crossing include St. David's ER, Willie's Grill and Icehouse, The Yard Milkshake Bar, Verizon, P. Terry's Burger Stand, Jason's Deli, Tiff's Treats, First Watch Café, Olive Garden, and Salons by JC, with more slated to open throughout 2021.



GEORGETOWN ENTERTAINMENT

Georgetown is home to the Most Beautiful Town Square in Texas and with it being located in the heart of the city, you can be sure to find some of the best events hosted right in the middle of downtown.

In March of each year, the Georgetown Main Street Program holds a Texas wine, local food, and downtown shopping celebration. Guests stroll the historic square, sip wine, and shop local businesses. Proceeds from the event benefit the Main Street Façade & Sign Grant Program.

Family-friendly entertainment does not get any better than the annual Red Poppy Festival, a Georgetown and Central Texas tradition. To celebrate the annual April bloom of poppies and the title of “Red Poppy Capital of Texas,” over 65,000 people attend the festival to enjoy music, food, and fun every year.

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ECONOMIC DEVELOPMENT INCENTIVES

Businesses looking to relocate or expand in the Georgetown city limits may be eligible for a variety of incentive options. The Georgetown Economic Development Department has the experience and expertise to help determine which local, state, federal, and other government incentives and programs best meet a business' needs. In addition, Georgetown offers one of the lowest utility and tax rates in the Central Texas area.

TYPE A SALES TAX

The citizens of Georgetown approved the creation of a Type A Sales Tax Corporation, the Georgetown Economic Development Corporation (GEDCO), in 2005. GEDCO evaluates requests within identified targeted industries and grants funds for job creation, workforce development, and infrastructure projects.

TYPE B SALES TAX

In 2000, the citizens of Georgetown approved the creation of a Type B Sales Tax Cooperation, the Georgetown Transportation Enhancement Corp (GTEC). GTEC awards funds to finance infrastructure improvements for qualified projects.

PROPERTY & SALES TAX ABATEMENTS

Personal and real property sales tax abatements are available to qualified businesses.

TRIPLE FREEPORT EXEMPTION

In 1989, Texas voters approved a constitutional amendment giving local taxing jurisdictions the option to waive tax collection on specific personal property known as freeport goods. Freeport property includes goods, wares, merchandise, ores, and certain aircraft and aircraft parts. Freeport property qualifies for an exemption from ad valorem taxation only if it has been detained in the state for 175 days or less for the purpose of assembly, storage, manufacturing, processing, or fabricating. Businesses operating within the City of Georgetown may qualify for a Triple Freeport Exemption as Georgetown Independent School District, Williamson County, and the City of Georgetown offer this exemption.

ECONOMIC DEVELOPMENT INCENTIVES

TEXAS ENTERPRISE FUND

The 78th Texas Legislature established the Texas Enterprise Fund to provide financial resources to help strengthen the state's economy. Projects that are considering a Texas site in competition with other out-of-state sites and can demonstrate significant projected job creation and capital investment may qualify.

SKILLS DEVELOPMENT FUND

The Skills Development Fund is an innovative program created to assist Texas public community and technical colleges finance customized job training for their local businesses. The fund was established by the legislature in 1995 and is administered by the Texas Workforce Commission. Grants are provided to help companies and labor unions form partnerships with local community colleges and technical schools to provide custom job training. Average training costs are \$1,000 per trainee; however, the benefit may vary depending on the proposal.

FOREIGN TRADE ZONE

A Foreign Trade Zone (FTZ) is an area within the U.S. designated by the federal government as outside of U.S. Customs territory. FTZs encourage investment in the U.S. and the creation of local jobs by allowing U.S. businesses to operate with the equivalent customs duties and fees and achieve benefits for the import and export of goods. The Foreign Trade Zone of Central Texas, Inc., is the grantee of FTZ 183.

PRODUCT DEVELOPMENT & SMALL BUSINESS INCUBATOR FUND

The fund is a revolving loan program financed through original bond issuances. The primary objective of the program is to aid in the development, production and commercialization of new or improved products and to foster and stimulate small business in the State of Texas.

TEXAS ENTERPRISE ZONE PROGRAM

The Texas Enterprise Zone Program is an economic development tool for local communities to partner with the state to promote job creation and capital investment in economically distressed areas of the state.

ECONOMIC DEVELOPMENT INCENTIVES

STATE SALES AND USE TAX EXEMPTION

Texas businesses may be exempt from paying state sales tax on the purchase of manufacturing machinery and equipment, on equipment and other expenses for Data Centers reaching certain thresholds, and on natural gas and electricity for companies using these resources in creating tangible personal property.

AD VALORUM AND PROPERTY TAX EXEMPTION

A facility that receives a determination from the Texas Commission on Environment Quality (TCEQ) that properly for pollution control purposes may qualify for exemption of property taxation. The intent is to ensure that compliance with environmental mandates through capital investments does not result in an increase in a facility's property taxes.

EB-5 PROGRAM

Individuals are eligible to apply for conditional lawful permanent residence in the United States if they make the necessary investment in a commercial enterprise in the United States and create or, in certain circumstances, preserve 10 permanent full-time jobs for qualified U.S. workers.

IN-STATE TUITION

The Economic Development and Diversification In-State Tuition incentive allows employees and family members of the qualified businesses to pay in-state tuition fees if the individual files with a Texas institution of higher education.

CANCER PREVENTION & RESEARCH INSTITUTION OF TEXAS GRANT (CPRIT)

CPRIT offers several funding opportunities for promising cancer research, product development, and prevention programs.



invest.georgetown.org