

GEORGETOWN CITY Reporter



VOL. II • NO. 4

A Publication of the City of Georgetown

April 2014

City of Excellence: Development Focus

The City of Excellence is the strategic vision for the Georgetown City Council 2015 budget process, which started in February. The foundation for the City of Excellence is a strong and diversified local economy. This special feature looks at the building blocks of Georgetown's economy, including significant projects in recent years and others in the works. The City uses 4A and 4B performance agreements and other tools to recruit and retain quality businesses.

Retail

Keeping it local: Buying local got easier in 2003 with the opening of Home Depot and Walmart stores at the Rivery. Two years later, Target, Kohl's, and other stores opened at Wolf Ranch Town Center. One measure of the growth in the retail sector is that from 2002 to 2007, City sales tax collections grew 96 percent. Due to the structure of the incentive agreement for the project, the City has collected all of the 1 percent sales tax generated at Wolf Ranch.



Dining and entertainment: The opening of City Lights Theatres in 2006 created a dinner-and-a-movie night option in Georgetown. The Palace Theater continues to be an engine for downtown and dining options in town have increased with new choices like LongHorn Steakhouse, El Monumento, The Hollow, and Gumbo's.

Tourism

Cultural District: A study in 2011 led to a new tourism moniker for Georgetown—The Most Beautiful Town Square in Texas. Last year Grape Creek Vineyards winery and ThunderCloud Subs opened in underused City buildings sold for redevelopment. The first floor of the historic fire house was renovated to become the Georgetown Art Center, which opened last year. In September, the Texas Commission on the Arts named Georgetown's downtown as an official cultural district, a designation that can help with marketing for arts and cultural offerings.

Summit at the Rivery: Plans for a 220-room Sheraton hotel and conference center on Rivery Boulevard were finalized this year. Construction is slated to begin this fall on the hotel and 16,000 square-foot conference center with completion by the end of 2015. Future phases of the project will include stores, restaurants, single-family homes, and multifamily residences for an estimated total project investment of \$150 million.



TLCC building 2 opens soon.

Biotech

The Texas Life-sciences Collaboration Center started in 2007 with three companies. The biotech accelerator is now home to seven companies. A new TLCC building currently under construction will include cleanroom space for the manufacture of medical devices and other biotechnology products. Radiation Detection Company, a biotech-related firm, is currently building a 15,000 square-foot manufacturing and headquarters facility next to TLCC. In addition, a developer is planning to start construction this spring on an 80,000 square-foot building near TLCC to provide space for new biotech firms.

Medical

Lone Star Circle of Care, which started as the Georgetown Community Clinic in 2002, has grown to more than 25 locations. Lone Star's headquarters is in downtown Georgetown. St. David's Georgetown Hospital also has grown and in 2010 the Austin Avenue Medical Plaza opened with 17 medical offices. A new Scott and White clinic is currently under construction on Rivery Boulevard.

This year the first two behavior health hospitals in Williamson County are under construction and will open in south Georgetown. Rock Springs is a 51,000 square foot facility that will employ 150 and the Georgetown Behavioral Health Institute is a 73,500 square foot facility that will have 300 employees.

Manufacturing

The manufacturing sector is expanding, creating quality jobs and increasing the tax base. Plastics component maker Tascus opened in 2005 and is now planning a major expansion. Other new industry includes Turnco Tool in 2006 and R&D Molders in 2007. Aerospace manufacturer Enflite and computer component maker Chatsworth Products both expanded in 2009. AirBorn, an aerospace and medical manufacturer, built a new headquarters here that opened in 2010 with 400 employees.

Distribution

Texas Outdoor Power Equipment, a distribution center near the Airport, doubled in size in 2008 with a 73,500 square-foot addition and is currently planning a second expansion. Pro-Build, a building supplier on Leander Road, has seen steady growth, creating significant sales tax revenue for the City.

Datacenters

When Citicorp opened their 305,000 square-foot datacenter in south



Georgetown in 2008, it became one of the City's major electric customers, generating utility revenue that helps to support the general

fund. The datacenter is one of the largest in the region with infrastructure for additional datacenters.

April Events

First Friday, April 4

Downtown live music, shops, and restaurants are open late. See the Downtown Georgetown Association website at TheGeorgetownSquare.com.

The Palace Theater

Moon Over Buffalo,
April 11 – May 4. Details at GeorgetownPalace.com, or call (512) 869-7469.

Eggstravaganza, April 12

Free annual egg hunt with 25,000 candy eggs at McMaster Athletic Complex on N. College Street. The start horn sounds promptly at 9 a.m. Arrive by 8:45 a.m. Age categories are 2 and under, 3-4, 5-6, 7-8, and 9-10. Each age division has their own hunt.

Market Days, April 12

Handmade arts and crafts, food, and more on the Square from 9 a.m. to 4 p.m. Details at TheGeorgetownSquare.com.

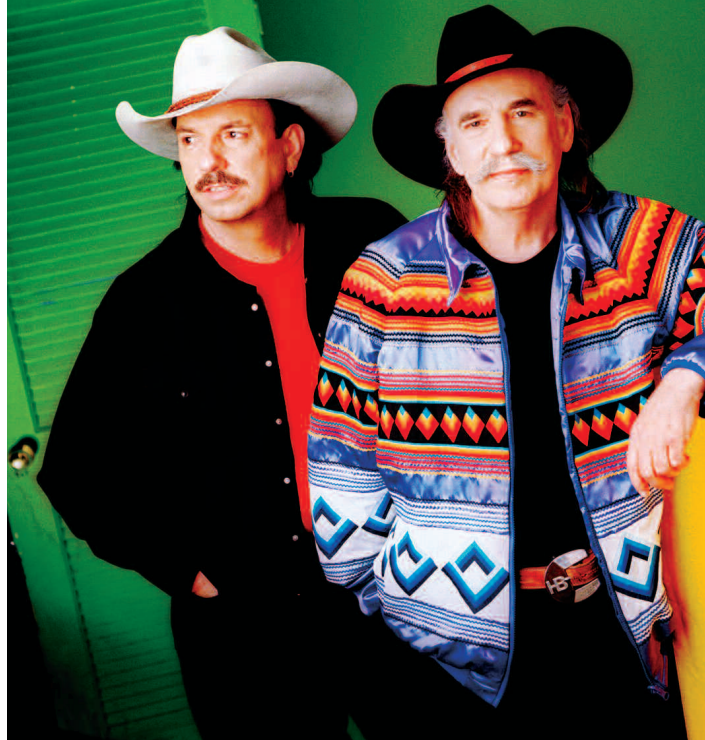
Animal Shelter Garage Sale, April 17 – 19

The benefit sale for the Georgetown Animal Shelter is at the Community Center from 8 a.m. to 1 p.m. on Friday and Saturday with no admission fee. A special Early Bird Sale on Thurs., April 17 is 5 to 7 p.m.—\$10 admission fee.

Symphony Society Concert, April 27

The Georgetown Symphony Society presents the Temple Symphony Orchestra performing an Afternoon of Sibelius and Beethoven at the GHS Klett Center for the Performing Arts, 4 p.m. Tickets at www.gsstx.org and both Georgetown HEBs, the Sun City CA office, or at the door.

Red Poppy Festival



The 15th annual Red Poppy Festival is April 25 – 27.

The music starts Friday night with Dysfunkshun Junkshun! Saturday night features Curtis Grimes and the Bellamy Brothers with Brandon Rhyder on Sunday. The Red Poppy Bike Ride is Saturday at 8 a.m., the Red Poppy Parade is Saturday at 10 a.m., and the Car Show is Saturday at 11 a.m. Go to RedPoppyFestival.com for all the details.



Chase the Chief 5K

The second annual Chase the Chief 5K and Fun Run is Sunday, April 13 from 1 to 5 p.m. in San Gabriel Park. The event is sponsored by the Georgetown ISD Council of PTAs and the Georgetown Police Department and presented by the Georgetown Health Foundation. Chase the Chief features a 5K, Fun Run, and new this year – a Tot Trot. Other activities include police department obstacle courses, a fitness fair, a GISD School Nurses' Fair, and healthy foods and snacks. Registration is \$5 for students and \$10 for adults. For details or to register, go to GeorgetownCouncilPTA.org.

Chief Nero and kids at start of 5K.

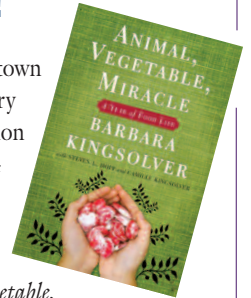
Photo credit:
Amanda Chron

City Council Election

Early in-person voting for the May 10 City Council election is April 28 through May 6. The May 10 election includes races for City Council candidates from District 2, District 6, and for mayor. The last day to register to vote in the May election is April 11. For updates about the city council election, go to georgetown.org.

Georgetown Reads!

The Georgetown Public Library staff's selection for the 2014 Georgetown Reads! program is *Animal, Vegetable, Miracle: A Year of Food Life*, by Barbara Kingsolver. Copies of the print and audiobook will be available for checkout at the library starting in April with activities happening in May. Start reading now!



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