UAAP 699

Capstone Project

Marketing Georgetown as an Authentic Dining Destination

Simone Adkins, Dabney Brice, Pepper Chesser, Eugene Dvornick, Jamie Forrest, Jason Wardrup

Dr. Justice

May 15th, 2020

Executive Summary

For our capstone project, we analyzed a subsection of Downtown Georgetown to evaluate its potential as a destination for authentic cuisine from Mexico and Central America. Our analysis showed that the local market has reached a saturation point with little opportunity for new restaurants, but that opportunity remains to expand the market served by the unique existing businesses in Georgetown. Therefore, rather than adding more restaurants, the priority is to utilize innovative marketing strategies that raise awareness of the downtown restaurants and expand services to align with consumer preferences in the region.

While Georgetown may not be considered a tourist destination, it is adjacent to beach towns such as Rehoboth and Lewes, both of which draw in tourists, retirees, and second-home subdivisions. Particularly in the summer, there is the possibility of attracting a large subgroup of individuals with high seasonal spending habits. Additionally, culinary trends show the potential to market towards "culinary travelers," who seek out authentic dining experiences. These individuals view eating out as a privilege rather than a luxury, eat out more, and spend more than traditional customers. Another potential market is right in town, as over three thousand downtown workers come to Georgetown each day. Attracting these workers with lunch specials, happy hours, and other unique events will allow the restaurants to capitalize on this significant market.

Rather than working as competitors, these authentic restaurants have the opportunity to work together to create a culinary "dining district" that draws in customers for traditional Latin American food. Coming together as a united front through coordination of events such as food tastings, culinary classes, food festivals, and "specials" nights can draw in locals, tourists, and culinary travelers, boost awareness of these restaurants, and add to their overall success. If marketed efficiently, Georgetown can become a tourist spot in its own right, bringing in individuals for an authentic culinary dining experience.

After analyzing the market, surveying restaurant owners and potential customers, and researching best practices in downtown restaurant development, we developed a set of recommendations for both the restaurant owners and for the town to implement. In the short-term, one of the easiest steps the restaurants can take to draw in more consumers is to increase their social media presence. A few of the medium- and long-term recommendations included the restaurants appealing to customers by adding outside dining, applying for a liquor license to serve alcohol, and establishing unique events like cooking demonstrations and food tastings.

In addition to what the restaurants can do by themselves, the town can also be instrumental in helping the restaurants improve and reach more customers. The town website can be utilized to support restaurants by having a dining link and sharing restaurant social media pages. Especially in the time of COVID-19, updates on which restaurants are open for take-out and curbside pickup could help draw in customers. In terms of more long-term recommendations, support for liquor licenses and outside dining ordinances (such as providing bi-lingual resources), making street improvements such as better lighting, and adding wayfinding signage to showcase where the restaurants are located can help to expand the market served by these restaurants.

Overall, Georgetown has a unique opportunity to offer authentic cuisines to the surrounding area and seasonal travelers. This report is intended to serve as a preliminary document to assist in the effort to improve the town's marketing and redevelopment strategy.

Part One: Project Overview

1. Purpose
The purpose of this project was to evaluate the potential to market Downtown Georgetown (the "study area") as a destination for authentic cuisine from Mexico and Central America, and to subsequently give appropriate recommendations to the Georgetown Town Council.
   a) There is a significant population of Latinx or Hispanic descent in Georgetown, making up nearly a third of the total population (35.2%)
   b) Several restaurants and other businesses have been established to meet the market demands of this community
   c) This is a unique demographic compared to the rest of Sussex County, making the authentic local foods exclusive to Georgetown

2. Process
The investigative team conducted the following activities to achieve this purpose:
   a) Inventory of the existing restaurants in the study area.
   b) Survey of restaurant owners in the study area.
   c) Survey of consumer preferences that was made available to residents, downtown workers, and visitors.
   d) Identification of relevant factors supporting and inhibiting restaurants in the study area.
   e) Analysis of market demand and restaurant expenditures.
   f) Site visit of the study area (virtual for some due to COVID-19 circumstances)
   g) Inventory of existing buildings and land parcels within the study area.
   h) Identification of current land use, zoning, and existing business for each parcel in the study area.
   i) Literature review of topics relevant to downtown restaurant development.
   j) Development and summary of findings and recommendations that can be used to develop a downtown "flavor district" for authentic global cuisine in Georgetown.

3. Study area
The project study area focused on the area of North Race Street, from the intersection of North Race Street and East Market Street to the intersection of North Race Street and Pepper Lane. Key adjacent areas within the greater downtown area of Georgetown, such as the Circle, Layton Avenue, and existing restaurants within a radius of .5 miles from the center of the Circle in Georgetown, were also considered.

Figure 1: Georgetown, DE Regional Setting

Source: https://www.google.com/maps/@38.6923276,-75.3888535,15.83z
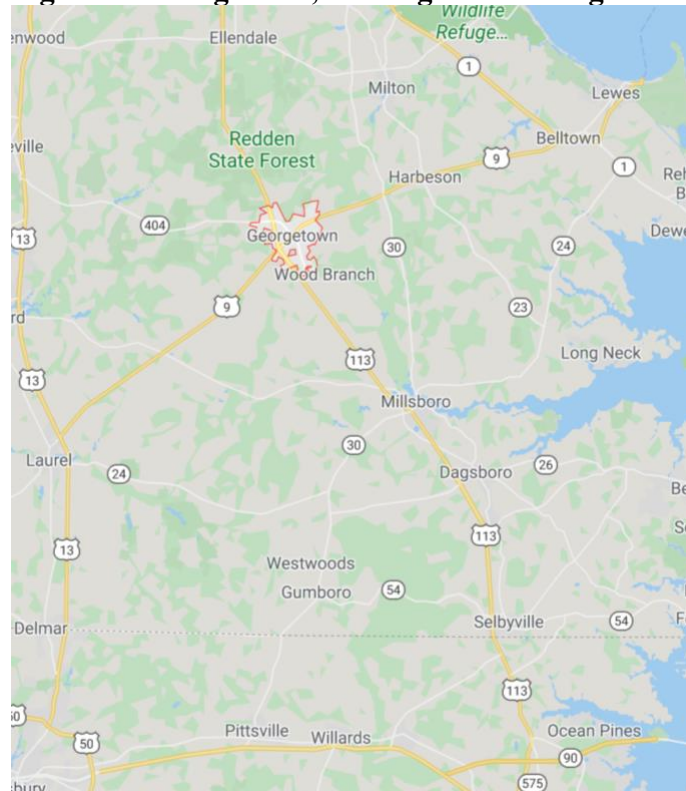
Figure 2: North Race Street Study Area
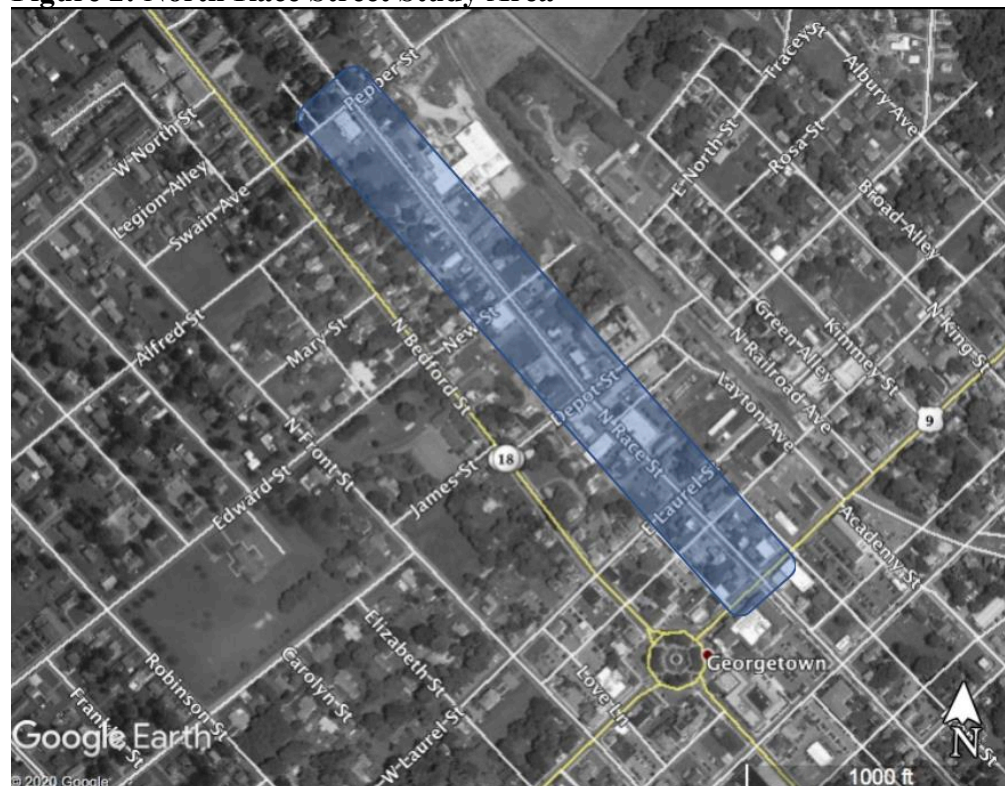
Part Two: Gentrification & Mitigating Displacement

As town officials read our findings and recommendations, it is important to take gentrification as a result of new development into consideration. While gentrification was not included in the original scope of the project, our team thought it was crucial for Georgetown to be aware of the potential negative externalities associated with improving the downtown area. The main issue with gentrification is the displacement of residents when redevelopment occurs in a neighborhood. According to the National Low-Income Housing Coalition (2019), there are three types of displacement: direct, exclusionary, and displacement pressures.[1] It is important to note that these are not mutually exclusive, they often interconnected.

- Direct displacement forces residents to move due to rent increases and/or building renovations.[2]
- Exclusionary displacement occurs when there are limited housing options for low-income residents.[3]
- Displacement pressures arise when supports and services relied on by low-income families disappear. As a result, low-income households end up moving to new low-income neighborhoods that have lower home values, higher unemployment rates, lower median incomes, and poor public-school performance.[4]

There are also benefits to gentrification, such as lowered poverty rates, increased employment and educational opportunities, and increased services to an area.[5] While redevelopment and improvement are beneficial to a community, it should not be at the expense of long-term residents. It is essential that long-term residents are not pushed out; development without displacement is key.[6] When promoting redevelopment, it is crucial that officials reassure current residents that they will not be displaced.[7]

Below are some policy options that Georgetown officials can take to mitigate displacement as they plan to upgrade their downtown restaurant area:
1. Community Land Trusts (CLTs): These are nonprofits that own land, received as donations or bought with government subsidies, to ensure it stays affordable for long periods.[8]
2. Just-Cause Eviction Ordinances: A landlord cannot evict a renter unless there has been a specific violation of the lease.[9]
3. Community Benefits Agreements: Legal contracts signed by a developer and community groups that spell out the benefits a developer promises to provide to the community and give the community a voice in shaping projects and the legal authority to enforce promises.[10]
4. Tenant Option to Purchase: A tool for residents facing eviction because the property owner intends to sell, demolish, or convert the property to another use.[11]

Part Three: Assessment of Restaurant Supply & Relevant Downtown Factors

1. Downtown Georgetown Restaurants
   a. Study area

Figure 3: Downtown Georgetown Area*

*This figure represents current land use

Figure 4: Restaurants in Study Area

b. Restaurant Types and Cuisines
   1. Eleven restaurants were identified in the study area. All appear to be independently owned locations. A list of these restaurants and key characteristics are provided below (see Table 1).
   2. Fifty-four percent of all downtown restaurants are Latin American. These restaurants are concentrated on North Race Street and East Market Street, near the entrance to North Race Street.
   3. The Counting House at the Circle is an American restaurant and the only restaurant offering alcoholic beverages. The Georgetown Family Restaurant is another American, full-service restaurant, located on East Market Street. Caruso Pizza and Pasta is located on the south side of East Market and offers limited service, delivery, takeout, and catering. The Cafe at the Circle is an American cafe, and the only restaurant serving breakfast, aside from Georgetown Family Restaurant. The Cafe is full-service and has outdoor seating. The No. 1 Chinese restaurant is located at the corner of East Market Street and Layton Avenue and is a full-service restaurant with take-out and delivery options.

4. The majority of Latin American restaurants are located on North Race Street, with the exception of Maudy's Hispanic Cuisine and Jalapeño Restaurant, both of which occupy areas on East Market Street in close proximity to the entrance of North Race Street. All of the Latin American restaurants offer casual dining without alcohol.

c. Restaurant Characteristics

Table 1: Restaurant Characteristics

Restaurant Name	Restaurant Type Full Service/Limited Service/ Drinking places	Concept	Meals Served Breakfast (B), Lunch (L), Dinner (D)	Alcohol Service
EL TORITO	Full Service	Guatemalan	L, D	No
LITTLE MEXICO	Full Service	Mexican	L, D	No
RESTAURANTE MI LAURITA	Full Service	Mexican	L, D	No
CAFE ON THE CIRCLE	Full Service (outdoor seating)	American	B, L	No
MAUDY'S HISPANIC CUISINE	Full Service	Mexican	L, D	No
CARUSO PIZZA & PASTA	Full Service + Catering (outdoor seating)	Pizza & Pasta Italian Eatery	L, D	No
JALAPEÑO RESTAURANT	Full Service	Mexican	L, D	No
GEORGETOWN FAMILY RESTAURANT	Full Service	American	B, L, D	No
NO 1 CHINESE RESTAURANT	Limited Service	Asian	L, D	No
THE COUNTING HOUSE ON THE CIR	Full Service	American	L, D	Yes
LA MEXICANA	Full Service	Mexican	B, L, D	No

Table 1, cont'd.

Restaurant Name	Website English (E) Spanish (S)	Social media	Ordering online (O) Telephone (T)	Entertainment	Outdoor seating
EL TORITO	Yes (E)	No	T	No	No
LITTLE MEXICO	No	No	T	No	No
RESTAURANT E MI LAURITA	No	Yes	T	No	Yes
CAFE ON THE CIRCLE	Yes (E)	Yes	T	No	Yes
MAUDY'S HISPANIC CUISINE	No	Yes	T	No	No
CARUSO PIZZA & PASTA	Yes (E)	Yes	T	No	Yes
JALAPENO RESTAURANT	Yes (S)	Yes	T	No	No
GEORGETOWN FAMILY RESTAURANT	Yes (E)	Yes	T	No	No
NO 1 CHINESE RESTAURANT	No	No	T	No	No
THE COUNTING HOUSE ON THE CIRCLE	Yes (E)	Yes	T	Yes	Yes
LA MEXICANA	No	No	T	No	No

2. Restaurant by Category
    a. The majority of restaurants in Georgetown (50%) are classified as "casual."
    b. Fast food, family style, and fast casual restaurants make up the other 50 percent, representing approximately 17 percent each.
    c. No fine dining or high-end restaurants currently exist in our study area.
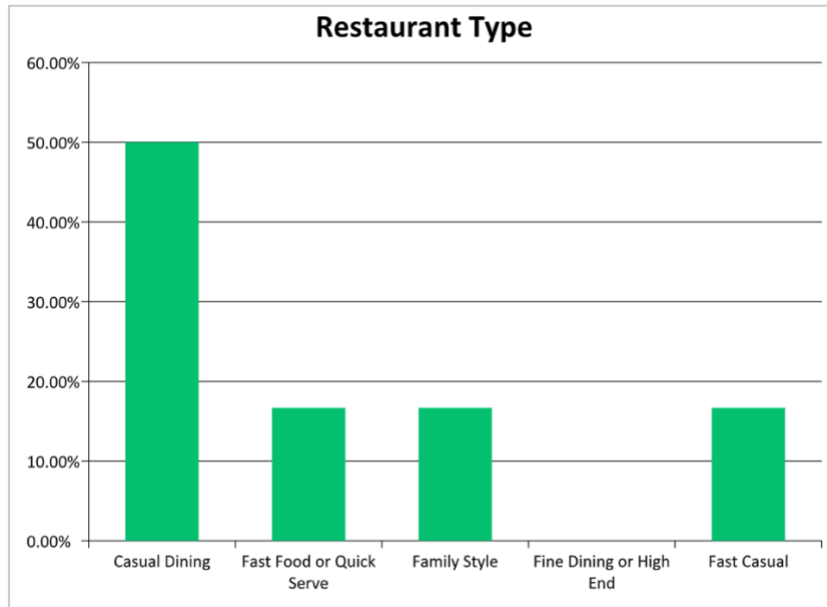
Figure 5: Restaurant Types

Figure 6: Restaurant Category Descriptions

Fast Food: Also known as quick-service restaurants, attract customers with speed, convenience, and cheap prices. They are the most well-known restaurants for most people (ex. McDonald's, Burger King).

Fast Casual: Mash up of fast food and casual dining, typically do not offer table service, serve higher quality food at a higher price with a nicer atmosphere (ex. Panera Bread, Chipotle).

Casual Dining: Restaurants that serve moderately priced food in a casual atmosphere, typically with table service, large portions, and often with alcohol available. (ex. TGI Friday's, Olive Garden, and Applebee's).

Family Style: Similar to casual dining but with bigger dishes. Customers can serve food to themselves with a relaxed atmosphere. Customers have more control over what they eat and caters well to families with children or groups of friends.

Fine Dining: Higher quality decor and highly trained wait staff with more attention to customer service. Additional characteristics include smaller portioned and visually appealing food, single or few location operations, dress codes, and special menus.

3. Outdoor Dining Ordinances and Their Significance
    a. Dining Ordinances in Georgetown
        1. As it stands, the Town of Georgetown does not have an ordinance in place for outdoor dining. Outdoor dining is essential to attracting non-residents to the town to dine, particularly in the summertime. Neighboring cities like Rehoboth and Lewes have several outdoor dining opportunities, making it a great place for people to relax, have a drink, and grab a bite to eat in the sun. While it is in the Town's best interest to create this ordinance as a way to attract more people to the area, it is imperative that the ordinance is carefully crafted so as to not put too much pressure on restaurant owners by overbearing them with rules and restrictions that are difficult to follow.
    b. Ordinances in Other Cities
        1. Santa Monica, CA has an outdoor dining ordinance that is very easy to understand and could serve as a great model for Georgetown.[12] It is important to keep in mind the size of Santa Monica, and that it is a well-known tourist location. However, their ordinance can be adjusted to fit the specific needs of Georgetown.
        2. Durant, Michigan is another great model for an outdoor dining ordinance and may be more similar to the Town of Georgetown.[13] Additionally, within their ordinance they included a purpose section outlining that the intent of the code is to attract residents and non-residents to their city and to expand the restaurant business.[14] As this aligns well with the goals of Georgetown and the purpose of this project, this is an ideal model for the Town to research.
    c. Further Considerations
        1. It is important to recognize what components of an outdoor dining ordinance are important to leave out or modify. As mentioned above, it is imperative that these ordinances are not too difficult for restaurant owners to follow. The purpose of this project is to expand restaurant exposure in Georgetown, and market the town as a destination for authentic global cuisine. Therefore, it is important to ensure that the town supports the restaurant owners and eases them into the process. In Georgetown, this may include providing multilingual resources for both restaurant owners and customers.
        2. A restaurant owner in Raleigh, NC wrote an article expressing their disappointment at the City's recent ordinance and expressed that a lot of the guidelines in the ordinance were far too restrictive and difficult to follow.[15] Some examples include restricting available outdoor dining space for ADA accessibility, issues with pedestrian corridors, and seating requirements and restrictions.[16] While ADA accessibility is certainly important, it is crucial that the town assists restaurant owners in their efforts to be ADA compliant while at the same time supporting the restaurant's goals in achieving a successful outdoor dining experience for their customers.

Part Four: Consumers and Trade Area

1. Consumer Preferences
    a. How consumers shop
        1. Growing demand for healthier food (organic, plant based, etc.)[17]
        2. Millennials are a target demographic.[18]
            a) Heavy restaurant users in this population view dining out as a social event and not a luxury.[19]
            b) National restaurant association suggests they tend to favor fast casual dining and are drawn to more authentic restaurants.[20]
    b. Competition and Reaching Customers
        1. There are 11 restaurants in the study area, many of which offer the same type of cuisine. A number of restaurants exist in and near Georgetown that draw customers from the same trade area, however they are mostly fast food and chain restaurants.
        2. No known current plans exist to open new restaurants in this area.
2. Overview of consumer populations and sub-populations
    a. Residents
        1. Georgetown has a unique demographic compared to other areas of Sussex County. The town has a high population of Latinx/Hispanic citizens, making up 35.2% of the population.[21] Black/African American populations account for 14.9% of the population, and approximately 44.7% of the population is White.[22]
        2. Georgetown's diversity is apparent when surveying the downtown businesses. Several businesses have been established to meet the market demands of the Latinx community, including produce markets, salons, and other businesses and community services.
        3. The median household income for Georgetown residents is $51,833.[23] Annual spending on restaurants per household is $2,939, with $319 spent on breakfast, $943 on lunch, and $1416 on dinner.[24]
    b. Downtown workers
        1. Georgetown's daytime population increases from 7,575 to approximately 10,960.[25] These daytime workers include a significant portion of government workers in state and county administrative offices and courts.[26] As Sussex County's seat of government, Georgetown has higher rates of employees in the government and legal service industries than the surrounding county, with jobs centered around the Circle in Georgetown.
        2. In-bound commuters are a target demographic for lunch, after work happy hours, and occasional weeknight dinners.
    c. Visitors
        1. Delaware tourism contributes $3.5 billion to the state's Gross Domestic Product.[27] In 2018, approximately 9.2 million visitors came to Delaware.[28] Route 113 is a major highway that transects Georgetown, bringing many visitors during peak tourist season.
        2. The average visitor spends $113 per day.[29] The average amount of daily spending on food per visitor is 30 percent of this, or roughly $34 per day per visitor on food.[30] 26 percent of visitor activities involve dining.[31]

3. Trade area description

ArcGIS Business Analyst and Retail Market Power® were used to obtain location-based market information for the project. Information provided was based on the incorporated geographic area of Georgetown unless otherwise noted.

The market was separated into three trade areas for analysis. The primary trade area is the incorporated town limits of Georgetown, the second is the area within a 10-minute drive of the Circle in Georgetown, and the third is the area within a 20-minute drive of the Circle in Georgetown. It is important to note that the areas are cumulative (area two is inclusive of area one, etc.) Table two below provides summary data of each trade area for population, households, median household income, and median age. Information for the trade analysis can be found in the appendix.

Table 2: Trade Area Description

	Trade Area One (incorporated Georgetown)	Trade Area Two (10 Minute Drive)	Trade Area Three (20 Minute Drive)
Population	7,575	11,218	48,570
Households	2,173	3,103	16,943
Median Household Income	$51, 833	$52,588	$59,188
Median Age (years)	31.6	36.09	41.47

Trade Area One
The town of Georgetown has a population of approximately 7,575 residents, with a daytime population of 10,960. Georgetown is the seat of Sussex County Government and houses several government agencies located within the vicinity of the Circle and downtown Georgetown, including numerous courts. These agencies and other professional service-related industries account for the majority of downtown workers, with 47 percent white collar workers, 42 percent blue collar workers, and 12 percent in services.
- Annual spending on restaurants in 2019 was approximately $2,939 per household.
- On average, $319 was spent on breakfast, $943 on lunch, and $1,416 on dinner.
- 2019 consumer spending on food away from home equaled $6,615,438 and is forecasted to grow approximately 18 percent to $7,832,691 by 2024.

Trade Area Two
Trade area two, defined by a 10-minute drive from the Circle in Georgetown, has approximately 11,218 residents, distributed amongst 3,103 households. As the trade area expands from the center, median household income increases to $52,588, and median age increases to 36.09 years.

Trade Area Three
Trade area three, defined as the area within a 20-minute drive from the Circle in Georgetown, continues the same trend as trade area two. Median household income increases to $59,188, almost $7,400 more than median household income within town limits. The median age also increases approximately 10 years from trade area one. The population within trade area three increases to 48,570 and households increase to 16,943, significantly increasing the market size from trade area one.

4. Market Analysis

The market analysis provides insight into retail opportunities within the defined study areas. Overall, Georgetown and the surrounding areas appear to have an oversupply of full-service and limited-service restaurants. Higher demand for limited-service restaurants was identified in the 20 min drive study area, but this demand dissipates once the study area is limited to Georgetown. A few categories within limited-service restaurants indicated a surplus demand that is not being met, these categories including the following:
- Drinking places
- Cafeterias, grill buffets
- Snack and non-alcoholic beverage bars
- Doughnut shops
- Bagel shops
- Cookie shops
- Coffee shops

The analysis suggests that emphasis should be placed on expanding customer outreach to the region and pairing the unique offerings of downtown restaurants to regional demand. Data for the 10-minute drive study area and 20-min drive study area are included in Tables 3 and 4 below. Complete market analysis data is available in the appendix.

Table 3: Food Services and Drinking Places (10-min drive)

Food and services and Drinking places	Demand	Supply	Gap
Drinking Places (NAICS 7224)	517, 715	246,446	271,269
Full-Service Restaurants (NAICS 722511)	6,728,825	18,641,216	-11,912,391
Limited service restaurants (NAICS 722513)	6,303,417	7,510,200	-1,206,783
Cafeterias, grill buffets (NAICS 722514)	228, 480	0	228,480
Snack and non-alcoholic beverage bars	1,055,036	990,519	64,516
Ice cream, soft serve, and frozen yogurt	160, 648	429, 905	-269,257
Doughnut shops (NAICS 7225153)	166,042	158,298	7,744
Bagel shops (NAICS 7225154)	47,996	7,548	40,448
Coffee Shops (NAICS 7225155)	451,605	95,831	355,774
Cookie Shops (NAICS 7225156)	7,308	0	7,308
Other snacks and non-alcoholic beverage bars (NAICS 7225157)	221,436	298,936	-77,500

Source: Retail Market Power®

Table 4: Food Services and Drinking Places (20-min drive)

Food and services and Drinking places	Demand	Supply	gap
Drinking Places (NAICS 7224)	3,456,017	1,966,930	1,489,087
Full-Service Restaurants (NAICS 722511)	43,062,248	60,348,889	-17,286,641
Limited service restaurants (NAICS 722513)	40,006,869	31,359,356	8,647,513
Cafeterias, grill buffets (NAICS 722514)	1,450,221	0	1,450,221
Snack and non-alcoholic beverage bars	6,690,619	2,804,860	3,885,759
Ice cream, soft serve, and frozen yogurt	1,019,222	2,096,518	-1,077,297
Doughnut shops (NAICS 7225153)	1,052,764	223,220	829,545
Bagel shops (NAICS 7225154)	304,426	15,369	289,057
Coffee Shops (NAICS 7225155)	2,863,021	170,777	2,692,244
Cookie Shops (NAICS 7225156)	46,362	0	46,362
Other snacks and non-alcoholic beverage bars (NAICS 7225157)	1,404,824	289,976	1,105,848

Source: Retail Market Power®

Part Five: Dining Preferences Survey

Survey overview and market analysis

1. Survey participants (520 Participants; respondents could check multiple options)
   a. 255 residents, 49.23%
   b. 85 visitors, 16.41%
   c. 256 workers, 49.42%
2. Restaurant usage and consumer behavior
   a. Dining Frequency (see Table 5)
   b. Restaurant Awareness and Frequency of Dining (see Table 6)
3. Additional survey comments from consumers
   a. Add in a seafood restaurant
   b. Add in a steak house
   c. More family restaurants
   d. More variety (Thai, Greek, etc.)
   e. More sit down, current ones in Georgetown are packed on the weekends
   f. Traffic is unappealing, especially on weekends
   g. Add in an ice cream parlor
   h. Restaurants open later, currently close at nine P.M.
   i. No more fast food
   j. More "fast casual"
   k. Too many cash only restaurants
   l. More take-out and delivery
   m. Need a good breakfast spot
   n. Need places that serve alcohol

Table 5: Dining Frequency

Dining Frequency	Breakfast	Lunch	Dinner
Never	35.66%	20.70%	27.65%
Couple times a month	10.56%	35.82%	34.17%
Monthly	3.39%	16.15%	17.67%
1-2 days per week	7.57%	20.50%	15.18%
3-4 days per week	1.59%	4.55%	4.37%
Daily	0.40%	2.28%	0.42%
Take-Out	49.41%	67.18%	52.83%
Dine-In	60.47%	57.65%	75.68%
Take-Out Beverage Only	7.06%	-	-

Table 6: Restaurant Awareness

Restaurant	Awareness Of	Eaten There *
Café on the Circle	83.60%	23.23%
Caruso's Pizza & Pasta	63.17%	69.23%
El Torito	93.29 %	11.59%
Georgetown Family Restaurant	54.50 %	85.36%
Jalapeño Restaurant	84.39%	31.23%
La Mexicana	87.71%	24.02%
Little Mexico	85.26%	28.95%
Maudy's Hispanic Cuisine	89.60%	15.35%
Number 1 Chinese Restaurant	83.04%	37.02%
Restaurante Mi Laurita	90.71%	18.57%
The Counting House	70.09%	55.43%

*Percentages are proportion of those who "have an awareness of" who have eaten at said restaurant

Part Six: Summary of Findings

1. Potential Supporting Factors
    a. Restaurants are centrally located, can help to create a "dining destination"
    b. Ability to add outside dining
    c. Ability to appeal to tourists and culinary travelers
        i. Recent tourism trends in the restaurant industry indicate the potential for using "local food and culinary tourism as part of a community economic development strategy."[32]
        ii. 2007 Survey of US Culinary Travelers found that 17% of all leisure travelers (27.3 million people) considered themselves "serious culinary travelers" who "intentionally sought out wine & food experiences."[33] The majority of these travelers (42%) were between the ages of 35 and 50 and tended to be better educated and more highly paid.[34]
2. Inhibiting Factors
    a. Need for more foot traffic
    b. Vacant storefronts and poor street lighting do not generate walk-ins
    c. Lack of social media
    d. Lack of signage
    e. Lack of outdoor dining and alcohol service
3. Culinary Trends Research
    a. Some of the top trends in 2020 include: plant-based food, delivery-friendly items, healthy bowls, revamped classic cocktails, specialty burger blends, and unique beef and pork cuts.[35]
    b. Food expenditures often represent 25 percent of visitor spending.[36]
    c. Culinary experiences such as cooking classes, farmers markets, and food festivals bring in culinary travelers who can boost culinary tourism.[37]
    d. Individuals who use social media dine out more frequently and spend more.[38]
    e. Carry out options appeal to busy couples with young children.[39]
    f. Suitability for downtown restaurants can be determined by traffic volume, visibility and accessibility, proximity to hotels, outdoor seating, demand generators downtown, and seasonal trends.[40]
4. Opportunities for Increasing Success
    a. The business owners surveyed expressed ways in which their restaurants can be more successful. Some comments included the following:
        1. Incorporating more events on the Circle that bring people downtown
        2. Letting chefs hold their own cooking demonstrations
        3. Having more community events in town that bring in locals and tourists
        4. More opportunities for catering
        5. Town celebrations
        6. Allowing outdoor sales
        7. Giving local restaurants more involvement in local events instead of using out of town restaurants or food vendors
        8. Limit the number of restaurants of the same cuisine in one town (there are more than ten restaurants in Georgetown alone that sell Latin American foods and that hurts all of us)
        9. Daily specials

Part Seven: Recommendations

After conducting our assessment and research, we have created the following short-, medium-, and long-term recommendations to help market Downtown Georgetown as a destination for authentic cuisine.

Short-Term (6 to 12 Months)	Medium-Term (12 to 18 Months)	Long-Term (Greater than 12 Months)
• Dining Link on websites (Town & Chamber) • Distrx Mobile App • Dining Map (paper) • Use of "Information" boards • Promotion of State & Town Incentives (Bi-lingual) • "Passport to Dining" initiative	• Outside Dining Ordinance • Dining Wayfinding Signage • Street Banners • Promotion via Southern Delaware Tourism • Work on Vacant Building utilization • Improved street lighting • Allow more Art (murals, etc.)	• Support for Liquor License Applications • Street Infrastructure (seating, benches) • Spring/Fall food festivals • Provide ongoing support & resources to Latinx/Hispanic business owners

In this uncertain time, we wanted to provide easily implemented, yet effective short-term recommendations both the town and local restaurants can utilize with minimal burden. The short-term recommendations can be implemented in as little as six to twelve months. An easy, yet still highly effective, first step is to increase social media presence (ideally in both English and Spanish) for each restaurant. Once social media platforms have been created, the town can be instrumental in increasing awareness and foot traffic for these restaurants by sharing links and posting about which locations are currently open for take-out and curbside pickup.

When looking at medium- and long-term recommendations, one opportunity is to use the Lewes to Georgetown bike trail to draw in both locals and tourists. First, the trail can be extended to come further into Georgetown. Additionally, wayfinding signage and maps can be added to a kiosk on the trail to help guide potential customers to the restaurants.

Once the current health situation is improved, the town can focus on the medium- and long-term recommendations, with implementation times ranging from twelve to eighteen months and greater than twelve months, respectively.

[1] National Low-Income Housing Coalition. (2019). *Gentrification and Neighborhood Revitalization: What's the Difference?* Retrieved from https://nlihc.org/resource/gentrification-and-neighborhood-revitalization-whats-difference

[2] National Low-Income Housing Coalition. (2019). *Gentrification and Neighborhood Revitalization: What's the Difference?*

[3] National Low-Income Housing Coalition. (2019)

[4] National Low-Income Housing Coalition. (2019)

[5] National Low-Income Housing Coalition. (2019)

[6] National Low-Income Housing Coalition. (2019)

[7] National Low-Income Housing Coalition. (2019)

[8] National Low-Income Housing Coalition. (2019)

[9] National Low-Income Housing Coalition. (2019)

[10] National Low-Income Housing Coalition. (2019)

[11] National Low-Income Housing Coalition. (2019)

[12] City of Santa Monica. (2020). *General Outdoor Dining Standards and Minor Outdoor Dining Standards*. Retrieved from https://www.smgov.net/uploadedFiles/Departments/PCD/Applications-Forms/Outdoor-Dining-General-Standards.pdf

[13] City of Durand. (2020*). Sidewalks, Cafes, and Outdoor Seating.* Chapter 15, Code of Ordinances. Retrieved from http://cms5.revize.com/revize/durandmi/document_center/Ordinance%20Updates/Sidewalk%20Cafes%20and%20Outdoor%20Seating.pdf

[14] City of Durand. (2020*). Sidewalks, Cafes, and Outdoor Seating.*

[15] The Mecca Restaurant. (2015). *How the Outdoor Seating Ordinance Affects our Business*. Retrieved from http://www.mecca-restaurant.com/blog/how-the-outdoor-seating-ordinance-affects-our-business

[16] The Mecca Restaurant. (2015). *How the Outdoor Seating Ordinance Affects our Business*.

[17] Brown, Laura. (2010). *Creating a Local Food and Culinary Tourism Niche in your Downtown*. Downtown Economics, 171.

[18] Brown, Laura. (2010). *Creating a Local Food and Culinary Tourism Niche in your Downtown*.

[19] Brown, Laura. (2010).

[20] Brown, Laura. (2010).

[21] U.S. Census Bureau (2019). Population Estimates 2019. Retrieved from https://www.census.gov/quickfacts/georgetowntowndelaware

[22] U.S. Census Bureau (2019). Population Estimates 2019

[23] ArcGIS Business Analyst. (2020). *Demographic Summary: Georgetown Delaware*. Esri.

[24] ArcGIS Business Analyst. (2020). *Demographic Summary: Georgetown Delaware*.

[25] ArcGIS Business Analyst. (2020) *Key Spending Facts: Georgetown Delaware*. Esri.

[26] ArcGIS Business Analyst. (2020) *Key Spending Facts: Georgetown Delaware*.

[27] State of Delaware. (2018). *The Value of Tourism 2018*. Delaware Endless Discoveries.

[28] State of Delaware. (2018). *The Value of Tourism 2018*.

[29] State of Delaware. (2018).

[30] State of Delaware. (2018).

[31] State of Delaware. (2018).

[32] Brown, Laura. (2010). *Creating a Local Food and Culinary Tourism Niche in your Downtown*.

[33] Brown, Laura. (2010).

[34] Brown, Laura. (2010).

[35] National Restaurant Association. (2020). *What's Hot 2020 Culinary Forecast.* Retrieved from https://restaurant.org/research/reports/foodtrends

[36] Downtown and Business District Market Analysis (2011). *Evaluating Restaurants and Culinary Opportunities*. University of Wisconsin- Madison. Retrieved from https://fyi.extension.wisc.edu/downtown-market-analysis/files/2011/02/Restaurant101211.pdf

[37] Downtown and Business District Market Analysis (2011). *Evaluating Restaurants and Culinary Opportunities*.

[38] Downtown and Business District Market Analysis (2011).

[39] Downtown and Business District Market Analysis (2011).

[40] Downtown and Business District Market Analysis (2011).

Executive Summary

The Circle, Georgetown, Delaware, 19947
Rings: 0.5 mile radii

Prepared by Esri
Latitude: 38.68998
Longitude: -75.38586

	0.5 miles
Population	
2000 Population	2,409
2010 Population	3,134
2019 Population	3,510
2024 Population	3,667
2000-2010 Annual Rate	2.67%
2010-2019 Annual Rate	1.23%
2019-2024 Annual Rate	0.88%
2019 Male Population	53.5%
2019 Female Population	46.5%
2019 Median Age	30.6

In the identified area, the current year population is 3,510. In 2010, the Census count in the area was 3,134. The rate of change since 2010 was 1.23% annually. The five-year projection for the population in the area is 3,667 representing a change of 0.88% annually from 2019 to 2024. Currently, the population is 53.5% male and 46.5% female.

Median Age	

The median age in this area is 30.6, compared to U.S. median age of 38.5.

Race and Ethnicity	
2019 White Alone	46.2%
2019 Black Alone	16.0%
2019 American Indian/Alaska Native Alone	3.0%
2019 Asian Alone	0.9%
2019 Pacific Islander Alone	0.1%
2019 Other Race	29.6%
2019 Two or More Races	4.2%
2019 Hispanic Origin (Any Race)	49.7%

Persons of Hispanic origin represent 49.7% of the population in the identified area compared to 18.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 88.0 in the identified area, compared to 64.8 for the U.S. as a whole.

Households	
2019 Wealth Index	72
2000 Households	657
2010 Households	806
2019 Total Households	888
2024 Total Households	930
2000-2010 Annual Rate	2.07%
2010-2019 Annual Rate	1.05%
2019-2024 Annual Rate	0.93%
2019 Average Household Size	3.61

The household count in this area has changed from 806 in 2010 to 888 in the current year, a change of 1.05% annually. The five-year projection of households is 930, a change of 0.93% annually from the current year total. Average household size is currently 3.61, compared to 3.51 in the year 2010. The number of families in the current year is 594 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.

April 13, 2020

Executive Summary

The Circle, Georgetown, Delaware, 19947
Rings: 0.5 mile radii

Prepared by Esri
Latitude: 38.68998
Longitude: -75.38586

	0.5 miles
Mortgage Income	
2019 Percent of Income for Mortgage	21.5%
Median Household Income	
2019 Median Household Income	$51,565
2024 Median Household Income	$54,272
2019-2024 Annual Rate	1.03%
Average Household Income	
2019 Average Household Income	$70,754
2024 Average Household Income	$79,235
2019-2024 Annual Rate	2.29%
Per Capita Income	
2019 Per Capita Income	$17,281
2024 Per Capita Income	$19,147
2019-2024 Annual Rate	2.07%

Households by Income

Current median household income is $51,565 in the area, compared to $60,548 for all U.S. households. Median household income is projected to be $54,272 in five years, compared to $69,180 for all U.S. households

Current average household income is $70,754 in this area, compared to $87,398 for all U.S. households. Average household income is projected to be $79,235 in five years, compared to $99,638 for all U.S. households

Current per capita income is $17,281 in the area, compared to the U.S. per capita income of $33,028. The per capita income is projected to be $19,147 in five years, compared to $36,530 for all U.S. households

Housing	
2019 Housing Affordability Index	120
2000 Total Housing Units	723
2000 Owner Occupied Housing Units	372
2000 Renter Occupied Housing Units	285
2000 Vacant Housing Units	66
2010 Total Housing Units	891
2010 Owner Occupied Housing Units	440
2010 Renter Occupied Housing Units	366
2010 Vacant Housing Units	85
2019 Total Housing Units	967
2019 Owner Occupied Housing Units	519
2019 Renter Occupied Housing Units	369
2019 Vacant Housing Units	79
2024 Total Housing Units	1,012
2024 Owner Occupied Housing Units	543
2024 Renter Occupied Housing Units	387
2024 Vacant Housing Units	82

Currently, 53.7% of the 967 housing units in the area are owner occupied; 38.2%, renter occupied; and 8.2% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% are vacant. In 2010, there were 891 housing units in the area - 49.4% owner occupied, 41.1% renter occupied, and 9.5% vacant. The annual rate of change in housing units since 2010 is 3.70%. Median home value in the area is $226,923, compared to a median home value of $234,154 for the U.S. In five years, median value is projected to change by 1.19% annually to $240,702.

April 13, 2020

Market Profile

The Circle, Georgetown, Delaware, 19947
Rings: 0.5, 1, 2 mile radii

	0.5 miles	1 mile	2 miles
Population Summary			
2000 Total Population	2,409	4,536	5,731
2010 Total Population	3,134	5,903	7,417
2019 Total Population	3,510	6,709	8,698
2019 Group Quarters	306	619	698
2024 Total Population	3,667	7,016	9,144
2019-2024 Annual Rate	0.88%	0.90%	1.01%
2019 Total Daytime Population	5,083	8,771	14,426
Workers	2,689	4,251	8,625
Residents	2,394	4,520	5,801
Household Summary			
2000 Households	657	1,344	1,751
2000 Average Household Size	3.17	2.89	2.85
2010 Households	806	1,654	2,151
2010 Average Household Size	3.51	3.19	3.12
2019 Households	888	1,861	2,511
2019 Average Household Size	3.61	3.27	3.19
2024 Households	930	1,955	2,650
2024 Average Household Size	3.61	3.27	3.19
2019-2024 Annual Rate	0.93%	0.99%	1.08%
2010 Families	544	1,104	1,455
2010 Average Family Size	3.87	3.57	3.46
2019 Families	594	1,233	1,694
2019 Average Family Size	3.99	3.67	3.53
2024 Families	620	1,292	1,783
2024 Average Family Size	4.00	3.66	3.54
2019-2024 Annual Rate	0.86%	0.94%	1.03%
Housing Unit Summary			
2000 Housing Units	723	1,464	1,919
Owner Occupied Housing Units	51.5%	52.5%	54.0%
Renter Occupied Housing Units	39.4%	39.3%	37.2%
Vacant Housing Units	9.1%	8.2%	8.8%
2010 Housing Units	891	1,821	2,380
Owner Occupied Housing Units	49.4%	50.5%	51.7%
Renter Occupied Housing Units	41.1%	40.4%	38.7%
Vacant Housing Units	9.5%	9.2%	9.6%
2019 Housing Units	967	2,010	2,731
Owner Occupied Housing Units	53.7%	55.4%	57.2%
Renter Occupied Housing Units	38.2%	37.2%	34.7%
Vacant Housing Units	8.2%	7.4%	8.1%
2024 Housing Units	1,012	2,112	2,882
Owner Occupied Housing Units	53.7%	55.4%	57.4%
Renter Occupied Housing Units	38.2%	37.2%	34.5%
Vacant Housing Units	8.1%	7.4%	8.0%
Median Household Income			
2019	$51,565	$52,288	$51,821
2024	$54,272	$55,101	$54,962
Median Home Value			
2019	$226,923	$228,059	$227,452
2024	$240,702	$242,293	$243,494
Per Capita Income			
2019	$17,281	$17,862	$18,257
2024	$19,147	$19,748	$20,405
Median Age			
2010	29.0	29.8	29.7
2019	30.6	31.5	31.8
2024	30.8	31.7	32.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.
Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Market Profile

The Circle, Georgetown, Delaware, 19947
Rings: 0.5, 1, 2 mile radii

Prepared by Esri
Latitude: 38.69002
Longitude: -75.38585

	0.5 miles	1 mile	2 miles
2019 Households by Income			
Household Income Base	888	1,861	2,511
<$15,000	11.5%	11.7%	10.9%
$15,000 - $24,999	11.3%	11.3%	11.1%
$25,000 - $34,999	12.7%	12.3%	12.5%
$35,000 - $49,999	13.0%	12.6%	13.7%
$50,000 - $74,999	16.8%	16.7%	17.2%
$75,000 - $99,999	13.7%	14.3%	13.2%
$100,000 - $149,999	12.8%	13.0%	13.1%
$150,000 - $199,999	4.2%	4.0%	4.5%
$200,000+	3.9%	4.2%	3.8%
Average Household Income	$70,754	$71,464	$71,072
2024 Households by Income			
Household Income Base	930	1,955	2,650
<$15,000	10.9%	11.0%	10.2%
$15,000 - $24,999	10.6%	10.7%	10.4%
$25,000 - $34,999	12.4%	11.9%	12.0%
$35,000 - $49,999	12.5%	12.0%	13.1%
$50,000 - $74,999	15.8%	15.8%	16.3%
$75,000 - $99,999	13.9%	14.4%	13.3%
$100,000 - $149,999	13.2%	13.2%	13.5%
$150,000 - $199,999	5.7%	5.5%	6.3%
$200,000+	5.1%	5.3%	4.9%
Average Household Income	$79,235	$80,167	$80,172
2019 Owner Occupied Housing Units by Value			
Total	519	1,114	1,563
<$50,000	6.9%	6.1%	6.5%
$50,000 - $99,999	3.5%	3.1%	3.8%
$100,000 - $149,999	8.9%	8.8%	7.8%
$150,000 - $199,999	17.1%	17.5%	19.0%
$200,000 - $249,999	25.0%	25.7%	23.5%
$250,000 - $299,999	13.9%	13.0%	13.1%
$300,000 - $399,999	13.3%	13.2%	14.2%
$400,000 - $499,999	5.4%	5.5%	5.1%
$500,000 - $749,999	5.8%	7.0%	6.8%
$750,000 - $999,999	0.0%	0.0%	0.2%
$1,000,000 - $1,499,999	0.0%	0.0%	0.0%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$247,346	$253,886	$253,439
2024 Owner Occupied Housing Units by Value			
Total	543	1,170	1,655
<$50,000	6.3%	5.4%	5.7%
$50,000 - $99,999	3.1%	2.6%	3.3%
$100,000 - $149,999	7.6%	7.5%	6.6%
$150,000 - $199,999	15.1%	15.2%	16.5%
$200,000 - $249,999	22.3%	22.7%	20.7%
$250,000 - $299,999	12.9%	11.9%	11.8%
$300,000 - $399,999	16.9%	16.7%	17.9%
$400,000 - $499,999	7.2%	7.2%	6.7%
$500,000 - $749,999	9.0%	10.8%	10.5%
$750,000 - $999,999	0.0%	0.0%	0.3%
$1,000,000 - $1,499,999	0.0%	0.0%	0.0%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	$272,385	$281,132	$282,356

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Market Profile

The Circle, Georgetown, Delaware, 19947
Rings: 0.5, 1, 2 mile radii

Prepared by Esri
Latitude: 38.69002
Longitude: -75.38585

	0.5 miles	1 mile	2 miles
2010 Population by Age			
Total	3,135	5,904	7,417
0 - 4	11.0%	10.5%	10.6%
5 - 9	8.0%	7.7%	7.8%
10 - 14	5.4%	5.3%	5.4%
15 - 24	16.7%	16.3%	16.3%
25 - 34	19.4%	19.0%	18.8%
35 - 44	12.7%	12.5%	12.6%
45 - 54	9.7%	10.1%	10.2%
55 - 64	7.5%	8.0%	8.0%
65 - 74	4.5%	4.9%	4.9%
75 - 84	2.9%	3.2%	3.2%
85 +	2.0%	2.5%	2.2%
18 +	71.9%	72.9%	72.6%
2019 Population by Age			
Total	3,511	6,710	8,699
0 - 4	9.9%	9.5%	9.4%
5 - 9	9.5%	9.0%	9.0%
10 - 14	8.6%	8.2%	8.2%
15 - 24	12.8%	12.6%	12.4%
25 - 34	17.5%	17.1%	16.8%
35 - 44	14.6%	14.5%	14.4%
45 - 54	10.1%	10.2%	10.4%
55 - 64	7.0%	7.6%	8.0%
65 - 74	5.3%	5.9%	6.2%
75 - 84	2.8%	3.2%	3.2%
85 +	1.9%	2.2%	2.0%
18 +	68.3%	69.7%	69.8%
2024 Population by Age			
Total	3,669	7,017	9,142
0 - 4	10.0%	9.5%	9.4%
5 - 9	9.3%	8.8%	8.8%
10 - 14	8.6%	8.3%	8.3%
15 - 24	13.4%	13.4%	13.0%
25 - 34	16.1%	15.5%	15.3%
35 - 44	15.4%	15.2%	15.1%
45 - 54	10.2%	10.4%	10.4%
55 - 64	6.6%	7.2%	7.7%
65 - 74	5.2%	5.8%	6.3%
75 - 84	3.2%	3.7%	3.8%
85 +	1.8%	2.2%	2.0%
18 +	68.0%	69.5%	69.7%
2010 Population by Sex			
Males	1,701	3,179	3,990
Females	1,433	2,724	3,427
2019 Population by Sex			
Males	1,878	3,564	4,615
Females	1,632	3,146	4,083
2024 Population by Sex			
Males	1,959	3,721	4,850
Females	1,707	3,294	4,294

April 13, 2020

Market Profile

The Circle, Georgetown, Delaware, 19947   Prepared by Esri
Rings: 0.5, 1, 2 mile radii   Latitude: 38.69002
                                                                            Longitude: -75.38585

	0.5 miles	1 mile	2 miles
2010 Population by Race/Ethnicity			
Total	3,134	5,902	7,417
White Alone	47.4%	48.7%	49.9%
Black Alone	17.1%	17.9%	16.7%
American Indian Alone	3.7%	3.6%	3.6%
Asian Alone	0.7%	0.8%	0.8%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	27.0%	25.2%	25.2%
Two or More Races	3.8%	3.7%	3.7%
Hispanic Origin	46.0%	42.5%	42.9%
Diversity Index	87.1	86.2	85.8
2019 Population by Race/Ethnicity			
Total	3,509	6,709	8,698
White Alone	46.2%	47.9%	50.0%
Black Alone	16.0%	16.7%	15.5%
American Indian Alone	3.0%	2.9%	2.9%
Asian Alone	0.9%	0.9%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	29.6%	27.4%	26.7%
Two or More Races	4.2%	4.0%	3.9%
Hispanic Origin	49.7%	45.6%	45.0%
Diversity Index	88.0	87.0	86.1
2024 Population by Race/Ethnicity			
Total	3,668	7,015	9,143
White Alone	44.8%	46.4%	48.8%
Black Alone	14.9%	15.6%	14.5%
American Indian Alone	2.6%	2.6%	2.5%
Asian Alone	1.0%	1.0%	1.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	32.0%	29.9%	28.9%
Two or More Races	4.4%	4.3%	4.2%
Hispanic Origin	53.0%	48.9%	48.0%
Diversity Index	88.8	88.0	87.0
2010 Population by Relationship and Household Type			
Total	3,134	5,903	7,417
In Households	90.2%	89.5%	90.6%
In Family Households	77.3%	76.3%	77.4%
Householder	17.9%	18.2%	18.5%
Spouse	11.3%	11.6%	11.9%
Child	27.9%	27.4%	27.8%
Other relative	10.1%	9.5%	9.6%
Nonrelative	10.1%	9.5%	9.5%
In Nonfamily Households	12.9%	13.2%	13.2%
In Group Quarters	9.8%	10.5%	9.4%
Institutionalized Population	9.0%	9.7%	8.6%
Noninstitutionalized Population	0.8%	0.8%	0.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

April 13, 2020

Market Profile

The Circle, Georgetown, Delaware, 19947
Rings: 0.5, 1, 2 mile radii

Prepared by Esri
Latitude: 38.69002
Longitude: -75.38585

	0.5 miles	1 mile	2 miles
2019 Population 25+ by Educational Attainment			
Total	2,077	4,071	5,305
Less than 9th Grade	16.1%	15.7%	14.7%
9th - 12th Grade, No Diploma	11.6%	10.9%	10.8%
High School Graduate	37.7%	36.3%	36.7%
GED/Alternative Credential	3.0%	3.5%	3.5%
Some College, No Degree	15.2%	16.6%	16.5%
Associate Degree	6.8%	7.3%	7.4%
Bachelor's Degree	5.0%	4.8%	5.2%
Graduate/Professional Degree	4.6%	4.8%	5.2%
2019 Population 15+ by Marital Status			
Total	2,527	4,916	6,383
Never Married	45.5%	44.9%	43.9%
Married	39.7%	39.8%	41.0%
Widowed	5.4%	6.1%	6.0%
Divorced	9.4%	9.3%	9.2%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.5%	95.5%	95.8%
Civilian Unemployed (Unemployment Rate)	4.5%	4.6%	4.2%
2019 Employed Population 16+ by Industry			
Total	1,172	2,317	3,057
Agriculture/Mining	3.5%	3.2%	3.8%
Construction	14.8%	12.5%	13.0%
Manufacturing	11.8%	11.5%	11.4%
Wholesale Trade	5.2%	6.0%	5.2%
Retail Trade	14.0%	13.9%	13.6%
Transportation/Utilities	6.3%	5.1%	5.5%
Information	1.3%	1.5%	1.2%
Finance/Insurance/Real Estate	3.3%	4.1%	3.8%
Services	28.6%	31.1%	30.7%
Public Administration	11.3%	11.2%	11.8%
2019 Employed Population 16+ by Occupation			
Total	1,172	2,316	3,055
White Collar	42.2%	46.2%	45.5%
Management/Business/Financial	2.3%	3.3%	4.1%
Professional	11.6%	12.3%	12.3%
Sales	15.3%	16.3%	15.5%
Administrative Support	13.1%	14.3%	13.6%
Services	12.6%	12.6%	13.1%
Blue Collar	45.1%	41.2%	41.3%
Farming/Forestry/Fishing	3.6%	2.8%	3.2%
Construction/Extraction	12.0%	9.8%	10.3%
Installation/Maintenance/Repair	3.8%	4.1%	4.1%
Production	13.2%	13.3%	12.5%
Transportation/Material Moving	12.5%	11.3%	11.3%
2010 Population By Urban/ Rural Status			
Total Population	3,134	5,903	7,417
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	88.5%	87.9%	84.5%
Rural Population	11.5%	12.1%	15.5%

April 13, 2020

Market Profile

The Circle, Georgetown, Delaware, 19947
Rings: 0.5, 1, 2 mile radii

Prepared by Esri
Latitude: 38.69002
Longitude: -75.38585

	0.5 miles	1 mile	2 miles
2010 Households by Type			
Total	806	1,654	2,150
Households with 1 Person	25.4%	26.5%	25.3%
Households with 2+ People	74.6%	73.5%	74.7%
Family Households	67.5%	66.7%	67.7%
Husband-wife Families	43.7%	43.8%	44.6%
With Related Children	21.8%	20.7%	21.8%
Other Family (No Spouse Present)	23.8%	23.0%	23.1%
Other Family with Male Householder	7.2%	6.7%	7.2%
With Related Children	4.3%	4.1%	4.3%
Other Family with Female Householder	16.6%	16.3%	15.9%
With Related Children	12.8%	12.4%	12.0%
Nonfamily Households	7.1%	6.8%	7.0%
All Households with Children	40.8%	38.9%	39.9%
Multigenerational Households	5.7%	5.5%	5.7%
Unmarried Partner Households	8.1%	7.8%	8.0%
Male-female	7.1%	6.8%	7.0%
Same-sex	1.0%	1.0%	1.0%
2010 Households by Size			
Total	806	1,655	2,152
1 Person Household	25.4%	26.5%	25.3%
2 Person Household	26.4%	27.4%	27.0%
3 Person Household	13.0%	13.1%	13.2%
4 Person Household	11.8%	11.7%	11.7%
5 Person Household	7.8%	7.4%	7.9%
6 Person Household	5.2%	4.8%	5.1%
7 + Person Household	10.3%	9.2%	9.8%
2010 Households by Tenure and Mortgage Status			
Total	806	1,654	2,151
Owner Occupied	54.6%	55.6%	57.2%
Owned with a Mortgage/Loan	33.6%	34.3%	35.3%
Owned Free and Clear	21.0%	21.3%	21.9%
Renter Occupied	45.4%	44.4%	42.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	891	1,821	2,380
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	83.1%	81.6%	77.5%
Rural Housing Units	16.9%	18.4%	22.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Market Profile

The Circle, Georgetown, Delaware, 19947
Rings: 0.5, 1, 2 mile radii

Prepared by Esri
Latitude: 38.69002
Longitude: -75.38585

	0.5 miles	1 mile	2 miles
Top 3 Tapestry Segments			
1.	Front Porches (8E)	Front Porches (8E)	Front Porches (8E)
2.	Barrios Urbanos (7D)	Midlife Constants (5E)	Barrios Urbanos (7D)
3.	Midlife Constants (5E)	Barrios Urbanos (7D)	Midlife Constants (5E)
2019 Consumer Spending			
Apparel & Services: Total $	$1,586,459	$3,316,517	$4,464,514
Average Spent	$1,786.55	$1,782.12	$1,777.98
Spending Potential Index	83	83	83
Education: Total $	$1,121,946	$2,386,709	$3,160,932
Average Spent	$1,263.45	$1,282.49	$1,258.83
Spending Potential Index	79	80	79
Entertainment/Recreation: Total $	$2,340,618	$4,961,882	$6,682,588
Average Spent	$2,635.83	$2,666.25	$2,661.33
Spending Potential Index	81	82	81
Food at Home: Total $	$3,844,034	$8,095,060	$10,896,496
Average Spent	$4,328.87	$4,349.84	$4,339.50
Spending Potential Index	84	84	84
Food Away from Home: Total $	$2,710,767	$5,670,693	$7,652,342
Average Spent	$3,052.67	$3,047.12	$3,047.53
Spending Potential Index	83	83	83
Health Care: Total $	$4,254,007	$9,012,710	$12,148,996
Average Spent	$4,790.55	$4,842.94	$4,838.31
Spending Potential Index	81	82	82
HH Furnishings & Equipment: Total $	$1,573,851	$3,297,243	$4,464,632
Average Spent	$1,772.35	$1,771.76	$1,778.03
Spending Potential Index	83	83	83
Personal Care Products & Services: Total $	$639,402	$1,340,601	$1,801,092
Average Spent	$720.05	$720.37	$717.28
Spending Potential Index	81	81	81
Shelter: Total $	$13,695,438	$28,987,854	$38,672,659
Average Spent	$15,422.79	$15,576.49	$15,401.30
Spending Potential Index	83	84	83
Support Payments/Cash Contributions/Gifts in Kind: Total $	$1,733,597	$3,678,467	$4,948,816
Average Spent	$1,952.25	$1,976.61	$1,970.85
Spending Potential Index	79	80	79
Travel: Total $	$1,583,267	$3,373,686	$4,527,362
Average Spent	$1,782.96	$1,812.84	$1,803.01
Spending Potential Index	79	81	80
Vehicle Maintenance & Repairs: Total $	$843,076	$1,776,663	$2,392,327
Average Spent	$949.41	$954.68	$952.74
Spending Potential Index	83	83	83

April 13, 2020

Business Summary by SIC (%)

	This area	Sussex County
Agriculture/Mining	0.4%	3.0%
Construction	6.1%	9.3%
Manufacturing	3.9%	2.7%
Transportation	2.1%	2.7%
Communication	0.4%	0.5%
Utility	0.4%	0.5%
Wholesale Trade	1.8%	2.9%
Retail Trade	15.1%	27.9%
Home Improvement	0.7%	1.5%
General Merchandise	0.4%	1.4%
Food Stores	2.1%	2.7%
Auto Dealer/Gas Station	1.8%	2.8%
Apparel/Accessory	0.7%	1.8%
Furniture/Home Furnish	0.4%	2.1%
Eating & Drinking	4.7%	7.8%
Misc Retail	3.9%	7.9%
Finance/Ins/Real Estate	8.6%	8.4%
Banks	1.4%	2.0%
Securities Broker	1.1%	0.8%
Insurance	1.8%	1.2%
Real Estate/Holding	3.9%	4.4%
Service	41.9%	36.0%
Hotel/Lodging	0.7%	1.6%
Auto Services	2.5%	2.6%
Movie/Amusement	1.8%	3.0%
Health Services	4.3%	5.8%
Legal Services	6.1%	1.0%
Education/Library	1.8%	1.5%
Other Service	24.7%	20.6%
Government	17.6%	3.2%

Compare with: Sussex County

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Front Porches (8E)	46.5%	Population	7,575	7,941
Barrios Urbanos (7D)	25.7%	Households	2,173	2,288
Midlife Constants (5E)	19.6%	Families	1,456	1,529
The Great Outdoors (6C)	8.2%	Median Age	31.6	32.0
Top Tier (1A)	0.0%	Median Household Income	$51,833	$54,807

	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services	$3,863,792	$4,573,483	$709,691
Men's	$767,425	$908,253	$140,828
Women's	$1,272,763	$1,507,368	$234,605
Children's	$596,525	$705,350	$108,825
Footwear	$888,515	$1,051,113	$162,598
Watches & Jewelry	$223,184	$264,760	$41,576
Apparel Products and Services (1)	$115,379	$136,639	$21,260
Computer			
Computers and Hardware for Home Use	$298,802	$353,464	$54,662
Portable Memory	$8,390	$9,928	$1,538
Computer Software	$18,196	$21,530	$3,334
Computer Accessories	$34,673	$41,072	$6,399
Entertainment & Recreation	$5,774,611	$6,845,342	$1,070,731
Fees and Admissions	$1,251,690	$1,481,593	$229,903
Membership Fees for Clubs (2)	$411,855	$487,622	$75,767
Fees for Participant Sports, excl. Trips	$186,344	$220,776	$34,432
Tickets to Theatre/Operas/Concerts	$130,911	$154,933	$24,022
Tickets to Movies	$104,541	$123,528	$18,987
Tickets to Parks or Museums	$58,327	$68,988	$10,661
Admission to Sporting Events, excl. Trips	$105,504	$125,101	$19,597
Fees for Recreational Lessons	$252,815	$298,998	$46,183
Dating Services	$1,392	$1,647	$255
TV/Video/Audio	$2,220,120	$2,630,535	$410,415
Cable and Satellite Television Services	$1,589,744	$1,884,544	$294,800
Televisions	$199,453	$236,114	$36,661
Satellite Dishes	$2,917	$3,453	$536
VCRs, Video Cameras, and DVD Players	$10,894	$12,885	$1,991
Miscellaneous Video Equipment	$45,778	$54,211	$8,433
Video Cassettes and DVDs	$20,418	$24,175	$3,757
Video Game Hardware/Accessories	$51,548	$60,909	$9,361
Video Game Software	$28,086	$33,174	$5,088
Rental/Streaming/Downloaded Video	$86,001	$101,683	$15,682
Installation of Televisions	$1,677	$1,997	$320
Audio (3)	$178,462	$211,302	$32,840
Rental and Repair of TV/Radio/Sound Equipment	$5,140	6,090	$950
Pets	$1,147,954	$1,363,731	$215,777
Toys/Games/Crafts/Hobbies (4)	$213,941	$253,264	$39,323
Recreational Vehicles and Fees (5)	$256,660	$305,408	$48,748
Sports/Recreation/Exercise Equipment (6)	$362,448	$429,558	$67,110
Photo Equipment and Supplies (7)	$88,946	$105,320	$16,374
Reading (8)	$186,787	$221,488	$34,701
Catered Affairs (9)	$46,065	54,444	$8,379
Food	$16,039,181	$18,995,015	$2,955,834
Food at Home	$9,423,743	$11,162,324	$1,738,581
Bakery and Cereal Products	$1,230,532	$1,457,607	$227,075
Meats, Poultry, Fish, and Eggs	$2,112,466	$2,501,292	$388,826
Dairy Products	$964,958	$1,143,533	$178,575
Fruits and Vegetables	$1,858,406	$2,200,799	$342,393
Snacks and Other Food at Home (10)	$3,257,380	$3,859,093	$601,713
Food Away from Home	$6,615,438	$7,832,691	$1,217,253
Alcoholic Beverages	$1,029,682	$1,219,284	$189,602

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 15, 2020

	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$35,172,543	$41,801,487	$6,628,944
Value of Retirement Plans	$158,481,736	$188,215,455	$29,733,719
Value of Other Financial Assets	$9,805,473	$11,644,067	$1,838,594
Vehicle Loan Amount excluding Interest	$5,141,031	$6,091,213	$950,182
Value of Credit Card Debt	$4,381,447	$5,188,241	$806,794
Health			
Nonprescription Drugs	$251,115	$297,930	$46,815
Prescription Drugs	$633,514	$752,325	$118,811
Eyeglasses and Contact Lenses	$155,386	$184,409	$29,023
Home			
Mortgage Payment and Basics (11)	$17,442,857	$20,701,026	$3,258,169
Maintenance and Remodeling Services	$3,697,206	$4,389,343	$692,137
Maintenance and Remodeling Materials (12)	$843,123	$1,003,156	$160,033
Utilities, Fuel, and Public Services	$8,927,179	$10,577,682	$1,650,503
Household Furnishings and Equipment			
Household Textiles (13)	$179,968	$213,100	$33,132
Furniture	$1,126,830	$1,333,643	$206,813
Rugs	$51,031	$60,558	$9,527
Major Appliances (14)	$648,321	$768,717	$120,396
Housewares (15)	$185,366	$219,819	$34,453
Small Appliances	$89,284	$105,671	$16,387
Luggage	$24,785	$29,319	$4,534
Telephones and Accessories	$146,507	$173,471	$26,964
Household Operations			
Child Care	$869,649	$1,028,398	$158,749
Lawn and Garden (16)	$812,270	$964,953	$152,683
Moving/Storage/Freight Express	$123,223	$145,682	$22,459
Housekeeping Supplies (17)	$1,353,431	$1,604,095	$250,664
Insurance			
Owners and Renters Insurance	$1,027,288	$1,220,193	$192,905
Vehicle Insurance	$2,863,218	$3,390,397	$527,179
Life/Other Insurance	$769,980	$914,242	$144,262
Health Insurance	$6,957,264	$8,252,916	$1,295,652
Personal Care Products (18)	$898,042	$1,063,273	$165,231
School Books and Supplies (19)	$278,587	329,671	$51,084
Smoking Products	$722,286	$855,926	$133,640
Transportation			
Payments on Vehicles excluding Leases	$4,609,784	$5,462,758	$852,974
Gasoline and Motor Oil	$4,236,263	$5,017,282	$781,019
Vehicle Maintenance and Repairs	$2,068,710	$2,451,086	$382,376
Travel			
Airline Fares	$960,977	$1,137,792	$176,815
Lodging on Trips	$1,066,882	$1,265,266	$198,384
Auto/Truck Rental on Trips	$45,563	$53,950	$8,387
Food and Drink on Trips	$949,102	$1,124,649	$175,547

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 15, 2020

QuickFacts

Georgetown town, Delaware

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more*.

Table

All Topics	Georgetown town, Delaware
Population estimates, July 1, 2019, (V2019)	NA

! PEOPLE

Population	
Population estimates, July 1, 2019, (V2019)	**NA**
Population estimates, July 1, 2018, (V2018)	7,427
Population estimates base, April 1, 2010, (V2019)	NA
Population estimates base, April 1, 2010, (V2018)	6,434
Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	NA
Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	15.4%
Population, Census, April 1, 2010	6,422
Age and Sex	
Persons under 5 years, percent	10.0%
Persons under 18 years, percent	28.0%
Persons 65 years and over, percent	17.7%
Female persons, percent	54.3%
Race and Hispanic Origin	
White alone, percent	75.1%
Black or African American alone, percent (a)	14.9%
American Indian and Alaska Native alone, percent (a)	0.1%
Asian alone, percent (a)	4.0%
Native Hawaiian and Other Pacific Islander alone, percent (a)	2.4%
Two or More Races, percent	0.9%
Hispanic or Latino, percent (b)	35.2%
White alone, not Hispanic or Latino, percent	44.7%
Population Characteristics	
Veterans, 2014-2018	241
Foreign born persons, percent, 2014-2018	25.6%
Housing	
Housing units, July 1, 2018, (V2018)	X
Owner-occupied housing unit rate, 2014-2018	43.2%
Median value of owner-occupied housing units, 2014-2018	$218,900
Median selected monthly owner costs -with a mortgage, 2014-2018	$1,199
Median selected monthly owner costs -without a mortgage, 2014-2018	$552
Median gross rent, 2014-2018	$840
Building permits, 2018	X
Families & Living Arrangements	
Households, 2014-2018	2,528
Persons per household, 2014-2018	2.73
Living in same house 1 year ago, percent of persons age 1 year+, 2014-2018	88.3%
Language other than English spoken at home, percent of persons age 5 years+, 2014-2018	37.8%
Computer and Internet Use	
Households with a computer, percent, 2014-2018	76.9%
Households with a broadband Internet subscription, percent, 2014-2018	66.7%
Education	
High school graduate or higher, percent of persons age 25 years+, 2014-2018	74.8%
Bachelor's degree or higher, percent of persons age 25 years+, 2014-2018	14.5%
Health	
With a disability, under age 65 years, percent, 2014-2018	8.5%
Persons without health insurance, under age 65 years, percent	23.2%

Economy

In civilian labor force, total, percent of population age 16 years+, 2014-2018	56.5%
In civilian labor force, female, percent of population age 16 years+, 2014-2018	47.6%
Total accommodation and food services sales, 2012 ($1,000) (c)	13,297
Total health care and social assistance receipts/revenue, 2012 ($1,000) (c)	78,150
Total manufacturers shipments, 2012 ($1,000) (c)	D
Total merchant wholesaler sales, 2012 ($1,000) (c)	D
Total retail sales, 2012 ($1,000) (c)	131,266
Total retail sales per capita, 2012 (c)	$19,805

Transportation

Mean travel time to work (minutes), workers age 16 years+, 2014-2018	22.5

Income & Poverty

Median household income (in 2018 dollars), 2014-2018	$48,221
Per capita income in past 12 months (in 2018 dollars), 2014-2018	$26,186
Persons in poverty, percent	21.5%

$

Businesses

Total employer establishments, 2017	X
Total employment, 2017	X
Total annual payroll, 2017 ($1,000)	X
Total employment, percent change, 2016-2017	X
Total nonemployer establishments, 2017	X
All firms, 2012	666
Men-owned firms, 2012	376
Women-owned firms, 2012	158
Minority-owned firms, 2012	129
Nonminority-owned firms, 2012	459
Veteran-owned firms, 2012	81
Nonveteran-owned firms, 2012	466

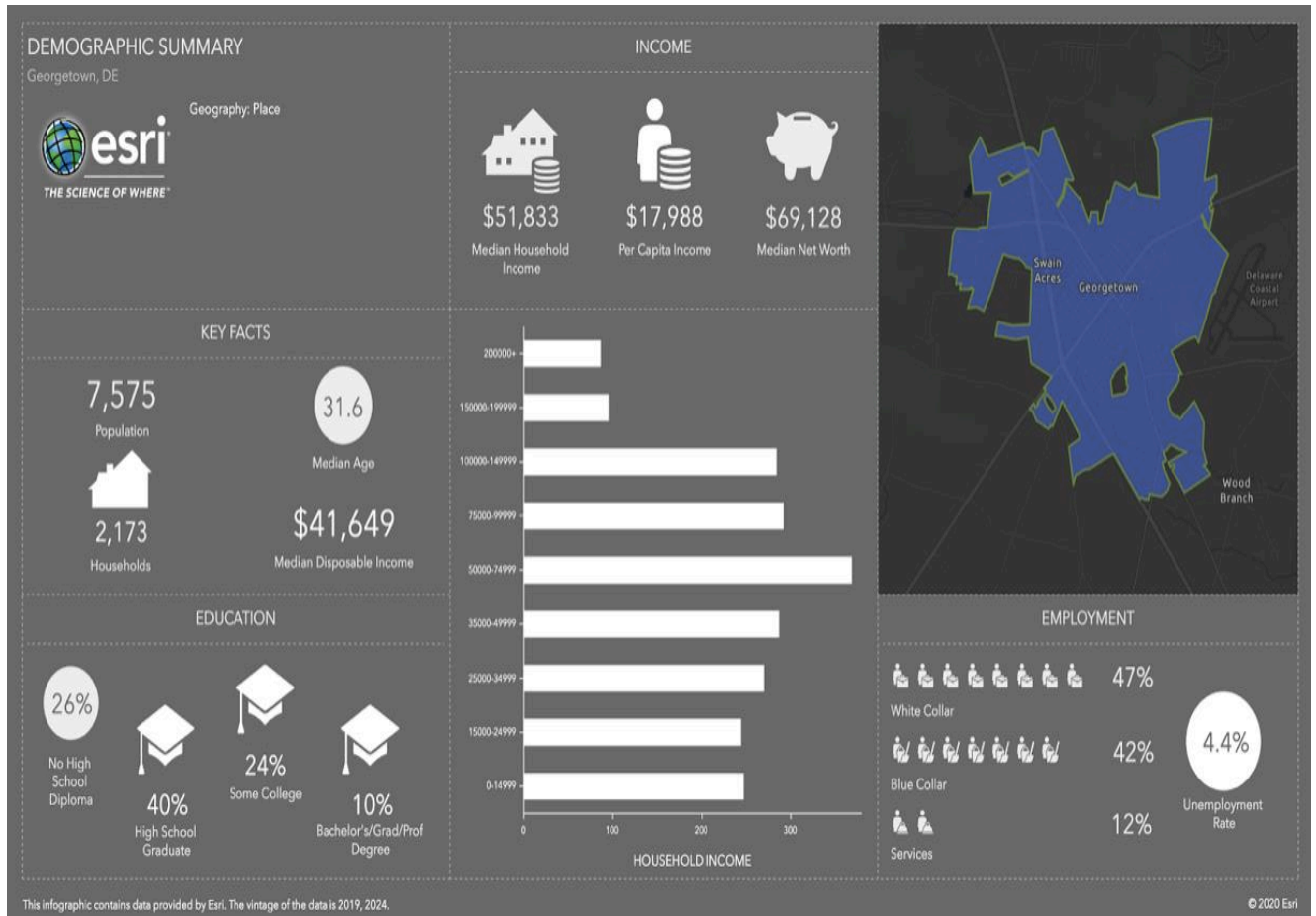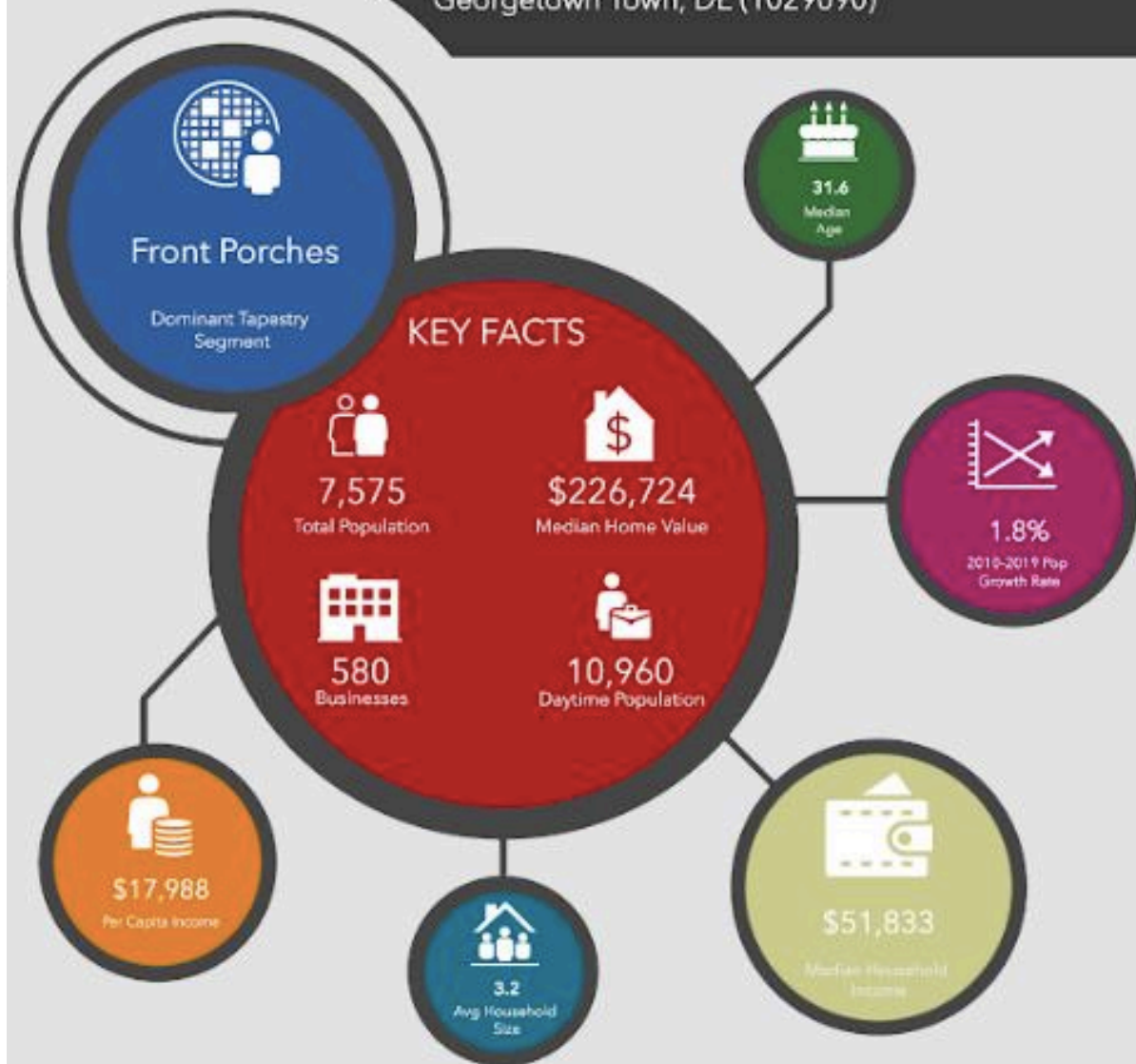**BUSINESSES**

% **GEOGRAPHY**

Geography

Population per square mile, 2010	1,273.4
Land area in square miles, 2010	5.04
FIPS Code	1029090

Appendix B: Demographic Data

DEMOGRAPHIC SUMMARY
Georgetown, DE

Geography: Place

esri
THE SCIENCE OF WHERE

INCOME

$51,833
Median Household Income

$17,988
Per Capita Income

$69,128
Median Net Worth

KEY FACTS

7,575
Population

31.6
Median Age

2,173
Households

$41,649
Median Disposable Income

EDUCATION

26%
No High School Diploma

40%
High School Graduate

24%
Some College

10%
Bachelor's/Grad/Prof Degree

HOUSEHOLD INCOME
(bar chart: 200000+, 150000-199999, 100000-149999, 75000-99999, 50000-74999, 35000-49999, 25000-34999, 15000-24999, 0-14999; axis 0, 100, 200, 300)

EMPLOYMENT

White Collar 47%

Blue Collar 42%

Services 12%

4.4%
Unemployment Rate

This infographic contains data provided by Esri. The vintage of the data is 2019, 2024.

© 2020 Esri

Georgetown Town, DE (1029090)

Front Porches
Dominant Tapestry Segment

31.6
Median Age

KEY FACTS

7,575
Total Population

$226,724
Median Home Value

580
Businesses

10,960
Daytime Population

1.8%
2010-2019 Pop Growth Rate

$17,988
Per Capita Income

3.2
Avg Household Size

$51,833
Median Household Income

KEY SPENDING FACTS

Travel	Transportation	Apparel	Entertainment	Furniture
$1,801.84	$706.19	$1,778.09	$2,657.44	$518.56

esri

Additional Information on the "influx" of workers into Georgetown

Inflow/Outflow Job Counts in 2017

- ■ 6,095 - Employed in Selection Area, Live Outside
- ■ 2,138 - Live in Selection Area, Employed Outside
- ■ 398 - Employed and Live in Selection Area
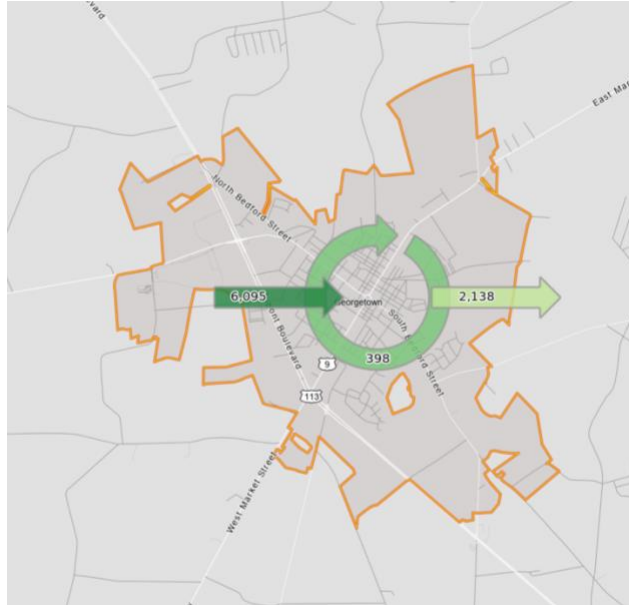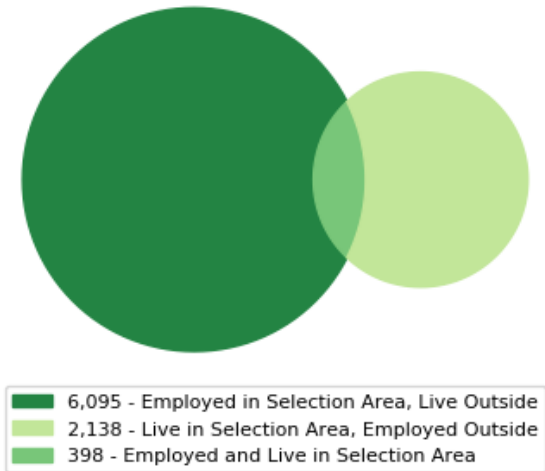
(Source OnTheMap, US Census Bureau)

Legend

SussexCounty_042120

Parcels

Vacant_Land

Vacant Land

DOUGLAS

TERRACE

NORTH CHERRY

PEPPER

KIMMEY

BROAD

TRACY

NORTH KING

EAST NORTH

CALHOUN

NORTH

ALBURY

ROSA

KING

CEDAR

SWAIN

NORTH RACE

A

ALFRED

NORTH BEDFORD

COAL

MARY

NEW

NORTH RAILROAD

GREEN

EAST LAUREL

COOPER

EDWARD

DEPOT

ELIZABETH

B

EAST LAUREL

LAYTON

EAST MARKET

NORTH

NORTH FRONT

LAUREL

COOPER

NORTH CHERRY

SOUTH EAST

JAMES

ELIZABETH

CAROLY

LOVE

THE CIRCLE

PINE

RACE

CHERRY

WEST LAUREL

N SOUTH

WEST MARKET

SOUTH FRONT

SOUTH STRAWBERRY

BEDFORD

HARRIS

SOUTH

Feet

0   400   800

Legend

Parcels

Vacant Building

Making Georgetown an Authentic Dining Destination
Property Inventory Sheet

Property Address:	Parcel:
18 THE CIRCLE	19.08-154.00

Owner Name: 18 THE CIRCLE, LLC

Business Name: THE COUNTING HOUSE ON THE CIR

Town Zoning: HD - Historic

Current Land Use: Restaurant

Photograph:

Site Visit: Saturday, March 21, 2020	Completed By: Gene Dvornick

Making Georgetown an Authentic Dining Destination
Property Inventory Sheet

Property Address:	Parcel:
118 NORTH RACE STREET	14.20-175.00

Owner Name: BAHAR L L C

Business Name: JOE'S MARKET

Town Zoning: UB1 - Urban Business

Current Land Use: Mixed Use

Photograph:

Site Visit: Saturday, March 21, 2020	Completed By: Gene Dvornick

Making Georgetown an Authentic Dining Destination
Property Inventory Sheet

Property Address:	Parcel:
7 EAST MARKET STREET	14.20-202.00

Owner Name: MAULL, H EDWARD JR

Business Name: CAFE ON THE CIRCLE

Town Zoning: HD - Historic

Current Land Use: Restaurant

Photograph:

Site Visit: Saturday, March 21, 2020	Completed By: Gene Dvornick

Making Georgetown an Authentic Dining Destination
Property Inventory Sheet

Property Address:	Parcel:
101 EAST MARKET STREET	14.20-210.00

Owner Name: C AND G DE, LLC

Business Name: CARUSO PIZZA & PASTA

Town Zoning: HD - Historic

Current Land Use: Restaurant

Photograph:

Site Visit: Saturday, March 21, 2020	Completed By: Gene Dvornick

Making Georgetown an Authentic Dining Destination
Property Inventory Sheet

Property Address:	Parcel:
21 EAST MARKET STREET	14.20-206.00

Owner Name: CENTRAL AMERICA DISTRIBUTORS, LLC

Business Name: MAUDY'S HISPANIC CUISINE, LLC

Town Zoning: HD - Historic

Current Land Use: Restaurant

Photograph:

Site Visit: Saturday, March 21, 2020	Completed By: Gene Dvornick

Making Georgetown an Authentic Dining Destination
Property Inventory Sheet

Property Address:	Parcel:
115 EAST MARKET STREET	14.20-212.00

Owner Name: AKOGLU, LLC

Business Name: GEORGETOWN FAMILY RESTAURANT

Town Zoning: HD - Historic

Current Land Use: Mixed Use

Photograph:

Site Visit: Saturday, March 21, 2020	Completed By: Gene Dvornick

Making Georgetown an Authentic Dining Destination
Property Inventory Sheet

Property Address:	Parcel:
139 EAST MARKET STREET	14.20-218.00

Owner Name: CHEUNG, SHU YI & JINYU LIN

Business Name: NO 1 CHINESE RESTAURANT

Town Zoning: HD - Historic

Current Land Use: Restaurant

Photograph:

Site Visit: Saturday, March 21, 2020	Completed By: Gene Dvornick

Making Georgetown an Authentic Dining Destination
Property Inventory Sheet

Property Address:	Parcel:
110 NORTH RACE STREET	14.20-175.00

Owner Name: BAHAR L L C

Business Name: RESTAURANTE MI LAURITA, INC.

Town Zoning: UB1 - Urban Business

Current Land Use: Mixed Use

Photograph:

Note: Mixed use building

Site Visit: Saturday, March 21, 2020	Completed By: Gene Dvornick

Making Georgetown an Authentic Dining Destination
Property Inventory Sheet

Property Address:	Parcel:
206 NORTH RACE STREET	14.20-123.05

Owner Name: BAST LLC

Business Name: LITTLE MEXICO

Town Zoning: UB1 - Urban Business

Current Land Use: Restaurant

Photograph:

Site Visit: Saturday, March 21, 2020	Completed By: Gene Dvornick

Making Georgetown an Authentic Dining Destination
Property Inventory Sheet

Property Address:	Parcel:
303 NORTH RACE STREET	14.20-106.00

Owner Name: PROPIEDAD MIGUEL, LLC

Business Name: EL TORITO

Town Zoning: UB1 - Urban Business

Current Land Use: Restaurant

Photograph:

Site Visit: Saturday, March 21, 2020	Completed By: Gene Dvornick

Making Georgetown an Authentic Dining Destination
Property Inventory Sheet

Property Address:	Parcel:
111 EAST MARKET STREET	14.20-211.00

Owner Name: GREENBERG, RICHARD AND DIANE

Business Name: JALAPENO RESTAURANT LLC

Town Zoning: HD - Historic

Current Land Use: Restaurant

Photograph:

Site Visit: Saturday, March 21, 2020	Completed By: Gene Dvornick