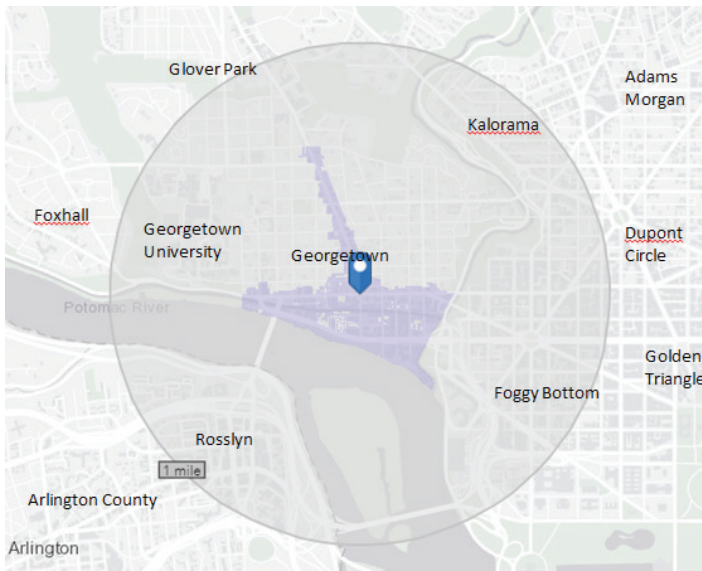


**The Georgetown Commercial District is part of a historic, walkable neighborhood with high levels of household income and home values.** Within one mile of the intersection of M Street & Wisconsin Avenue are neighborhoods including Glover Park, Foggy Bottom, West End, Kalorama, Dupont Circle, and Rosslyn.

## GEORGETOWN BID AREA AND ONE MILE RADIUS FROM M & WISCONSIN



Population and Households (1 mile from M & Wisconsin) <sup>i</sup>	
Total Population	43,077
Total Households	19,392
Median Household Income	\$102,536
Share of Households with \$200,000+	23.4%
Median Home Value	\$1,169,700

**Georgetown is also a large employment center, with over 13,000 daytime employees.** These employees and businesses are important customers of retailers, restaurants, and hotels in Georgetown.

Georgetown BID Area Employees <sup>iii</sup>	
Professional and Business Services	5,554
Hospitality and Dining	4,278
<b>Retail Stores and Services</b>	<b>2,827</b>
Other Employment Categories	698
<b>Total Employees</b>	<b>13,357</b>

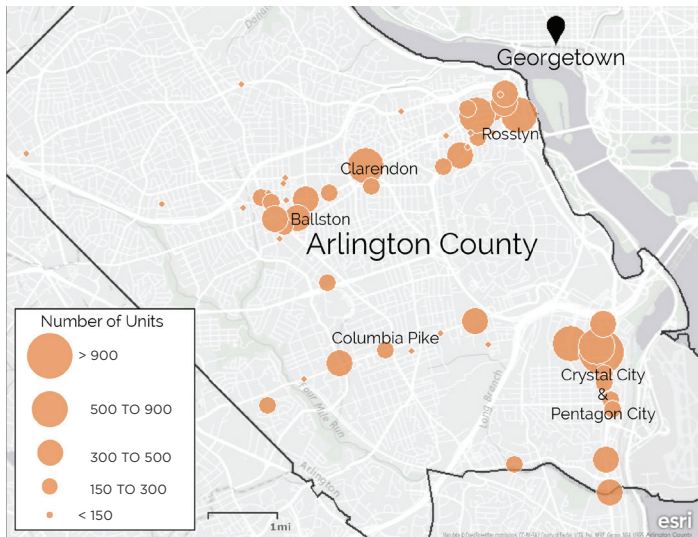
**Georgetown University and Medstar Georgetown University Hospital are immediately adjacent to the Georgetown BID area.** The University and Hospital are among the largest private employers in DC, and over 14,000 students are enrolled at the Main Campus.

Georgetown University Main Campus <sup>ii</sup>	
Undergraduate Students	6,675
Graduate and Professional Students	7,425
<b>Total Student Enrollment</b>	<b>14,100</b>
University Faculty and Staff	4,150
Medstar Georgetown University Hospital Employees	4,414
<b>Total Faculty and Staff</b>	<b>8,564</b>

**Georgetown is a major regional destination for shopping, dining, recreation, and entertainment.** In addition to drawing customers from the immediate neighborhood, Georgetown attracts shoppers from elsewhere in the District, and from the Virginia and Maryland suburbs.

Arlington County is a particularly important market for Georgetown given its proximity, residential density, and demographics. Over 14,000 new housing units have delivered since 2016, or are under construction or planned.<sup>iv</sup> 44% of Arlington County residents are Millennials and young families between the ages of 25 and 44. One-third of Arlington households have annual incomes over \$150,000.<sup>v</sup>

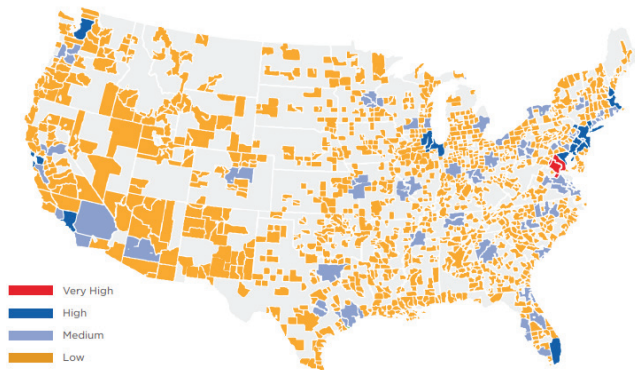
## NEW AND PLANNED HOUSING IN ARLINGTON



Percent of Spending in Georgetown Local and Regional Customers <sup>vi</sup>			
District of Columbia		DC Region	
20007	8%	Arlington Co.	8%
20016	4%	Other VA suburbs	11%
20009	3%	Montgomery Co.	8%
20008	3%	Other MD suburbs	2%
20037	2%		
Other DC	9%		
<b>DC</b>	<b>29%</b>	<b>VA/MD suburbs</b>	<b>29%</b>

**Georgetown has national and global brand recognition, and 42% of customers live outside the DC region.** Nationally, customers come from some of the country's most affluent households, including from large urban markets. International customers predominantly come from Europe, China, and the Middle East.

SPENDING IN GEORGETOWN, BY CUSTOMERS' HOME CBSA



Percent of Spending in Georgetown National and International Customers <sup>vii</sup>			
United States		International	
New York City	4%	UK	1%
Baltimore	2%	Canada	1%
Los Angeles	2%	China	0.4%
Boston	2%	France	0.4%
Philadelphia	1%	Brazil	0.3%
San Francisco	1%	UAE	0.2%
Miami	1%	Other	3.7%
Chicago	1%		
Seattle	1%		
Other US	20%		
<b>US, non-regional</b>	<b>35%</b>	<b>International</b>	<b>7%</b>

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While all data in this report were produced by the BID or gathered from the sources cited, the BID does not guarantee the accuracy of the data presented in this publication. The staff welcomes opportunities and partnerships to refine available data.

The Georgetown BID area comprises the commercial corridors along Wisconsin Avenue between M Street and R Street; M Street between 27th Street and 37th Street; the commercial areas of Prospect Street; and the commercial areas south of M Street to the Potomac River.

Every year the BID publishes market reports on the Georgetown economy. This report, all prior reports, and other research are available on the BID website at [bid.georgetowndc.com](http://bid.georgetowndc.com).

<sup>i</sup> Esri Business Analyst Online, 2018

<sup>ii</sup> Georgetown University Campus Plan 2017-2036

<sup>iii</sup> DC Department of Employment Services. Average of Q3 data from 2012-2017 for the Georgetown BID area from the U.S. Census Bureau Quarterly Census of Employment and Wages.

<sup>iv</sup> Multiple sources: Arlington County Community Planning, Housing, and Development; Arlington Economic Development; UrbanTurf; Bisnow; and ARLNow. Data collected July 2017.

<sup>v</sup> American Community Survey, 2015 Five-Year Estimates

<sup>vi</sup> Buxton, 2014

<sup>vii</sup> Ibid