‘Since launching in 2006, the Georgetown BID’s Web site, GeorgetownDC.com, has marked Georgetown’s presence on the World Wide Web.’

Archaic (and comical) as that sentence from our 2006 Annual Report now sounds, it’s indicative of the incredible evolution we’ve experienced as a business improvement district over 12 short years.

As technology, transportation, and communication tools rapidly change, the Georgetown BID is charged with keeping up—while simultaneously protecting the timeless and unique character felt in the very bricks and bones of DC’s oldest neighborhood.

In this report, you’ll see how the Georgetown BID spent the past year balancing both—preserving what’s great and creating what’s missing.

In 2017-2018, we supported business owners, engaged office employees, worked with residents, and attracted visitors through our economic development, transportation, streetscape services, and marketing, communications, and events programming.

From redesigning one of Georgetown’s most congested transportation corridors, to expanding free public events and arts initiatives, and fostering a business climate that ushered in what many have called a ‘full-blown dining Renaissance,’ we challenged ourselves to step up—and the city took notice.

More than a decade after that 2006 annual report, we’re still marking Georgetown’s presence—often in ways and mediums that we would never have imagined just 12 years ago. As we prepare to celebrate the Georgetown BID’s 20th anniversary in 2019, we look forward to another year of growth, and the unexpected successes and challenges that come with urban placemaking.

With any luck, in FY30 we'll look back at this report and smile, once more, at just how far we’ve come.

Sincerely,

Bruce Baschuk, Chair  
Board of Directors  
Joe Sternlieb, CEO  
Georgetown BID
The Georgetown Business Improvement District is a publicly chartered, private nonprofit, organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown’s commercial district. Established in 1999 by its property owners and merchants, and registered by Mayor’s order under the District of Columbia Business Improvement District Act, the Georgetown BID membership includes more than 1,000 commercial property owners and tenants in the BID boundaries. Governed by a Board of Directors elected by its membership, the BID is proud of the role it has played in the ongoing evolution of Georgetown as an exceptional office, shopping, dining and visitor destination. From marketing and special events, to transportation, economic development, and streetscape improvements, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information, visit the BID’s official website for Georgetown, www.georgetowndc.com.
The BID’s boundaries cover approximately 35 blocks of the Georgetown commercial district, including all commercial properties along and south of M Street bounded by Canal Road on the west and Rock Creek Parkway on the east. Along Wisconsin Avenue, including the blocks that intersect Wisconsin Avenue, the BID boundaries stretch north from the Potomac River to R Street.
GEORGETOWN BY THE NUMBERS

**3.4 M**
Square feet of office space, with average full service rents 12% lower than the CBD, and among the lowest vacancy rates in the region

**2.1 M**
Square feet of retail space with over 470 retailers and restaurants

**13,357**
Jobs in the Georgetown BID area

**6,252**
Office workers

**850**
Businesses in Georgetown

**3.4 M**
Square feet of office space, with average full service rents 12% lower than the CBD, and among the lowest vacancy rates in the region

**742**
Hotel rooms, with more than half in the luxury class category
GEORGETOWN 2028: FIVE YEARS IN

One-third down, one decade to go. It’s been five years since the release of the Georgetown 2028 15-Year Action Plan, and the BID has completed or made substantial progress on 67 of the 76 action items. Many of the Georgetown 2028 programs and projects are contained in the individual program re-caps in this report. The public can track the BID’s progress on the Georgetown 2028 Action Agenda by visiting the BID’s website at bid.georgetowndc.com.
STREETSCAPE & STREET SERVICES

Every day, as if by magic, Georgetown defies its age. But those sparkling streets and beautiful public spaces aren’t through the stroke of a wand, but rather the hard work of the Georgetown BID’s dedicated Streetscape & Street Services program—ensuring the commercial district looks clean, and feels safe and welcoming, all year round. Contracted to Block by Block and overseen by BID staff, a crew of 14 full- and part-time street team members is on the street every day of the year except Thanksgiving and Christmas. The Clean Team sweeps 142 block faces, 20 alleys, and the C&O Canal Towpath—about five miles of sidewalk and gutter—each day, and assists with the set up and breakdown of the BID’s many events. The Team also performs nightly power washing of sidewalks and alleys in warm weather, and removes snow and ice from crosswalks and pedestrian bridges in the winter.

FY2018 ACCOMPLISHMENTS

• Removed more than 891,437 pounds of trash and litter from 175 trash bins and removed or covered more than 36,661 graffiti tags and stickers.
• Repaired or replaced 3,150 bricks, and repaired and installed curbs and handicap ramps.
• Removed all graffiti along the one-mile stretch of the C&O Canal in Georgetown through a partnership with the National Park Service.
• Maintained 305 flower baskets, and installed 200 holiday wreaths on light poles and 35,000 feet of LED holiday lights throughout Georgetown.
• Hired new Street Operations Manager, Jorge Rochac.
• Worked with DCRA, DPW, DDOT, MPD and other agencies to implement Georgetown’s first mobile roadway vending (MRV) zone to help manage food trucks in the 1000 block of Thomas Jefferson St NW.
When one of DC’s hottest new restaurants opens in a cobblestone alleyway, Canada’s favorite leisurewear brand moves to M St, or a locally owned coffee shop finds its footing on Book Hill, no one thinks about how they all got there. The BID’s Planning & Economic Development program supports a positive business climate, business recruitment and retention, and commercial real estate occupancy. The BID collects and analyzes data about the Georgetown economy and provides information to building owners, business owners, commercial real estate brokers, and other stakeholders to help them make better-informed investment decisions.

**FY2018 ACCOMPLISHMENTS**

- Convened community partners and the federal Old Georgetown Board staff to review the Georgetown design review process and suggest improvements to make the process faster, more transparent and easier to understand.
- Hired its first ever Placemaking Manager, Nat Cannon, to design, implement and manage improvements to public spaces throughout Georgetown.
- Produced annual market reports for the retail, office, and hotel markets.
- Made progress on design process for Georgetown Gateways project.
- Expanded the office tenant retention program, meeting with Georgetown’s largest and fastest growing companies to help keep them in Georgetown.
TRANSPORTATION

Spending more time in Georgetown, and less time coming and going. At its core, the BID’s transportation program is focused on just that—continuously advocating, planning and making accessibility improvements, from alleviating rush hour traffic, to reconfiguring the pedestrian experience, and installing a new cycletrack for cyclists. In addition to short-term solutions, the BID continues to chip away at long-term transportation goals, including building growing support for an aerial Georgetown-Rosslyn gondola. Georgetown’s appeal is timeless, but the ways in which residents and visitors access it is ever-evolving.

FY2018 ACCOMPLISHMENTS

• Completed K/Water Street redesign, introducing a two-way cycletrack, shortening pedestrian crossing distances at eight intersections, and reducing vehicular rush hour congestion at 27th & K St. The project was nominated by Streetsblog USA as one of the five Best Urban Streetscape Redesigns of 2018.
• Partnered with regional leaders to create the Georgetown-Rosslyn Gondola Coalition—advocating for an aerial gondola to connect Georgetown, and its 23,000 jobs, retail stores and tourist destinations, to the region’s Metro system.
• Worked with DDOT and the BID Clean Team to install or repair 28 bike racks.
• Further advocated for the relocation of tour bus drop-off and pick-up spaces from Water Street to Wisconsin Avenue, for improved safety and efficiency.
• Supported and marketed new regional water taxi service to and from The Wharf, and explored improved dock management.
MARKETING, EVENTS & COMMUNICATIONS

This is the program area steadily stoking your fear of missing out. The BID’s Marketing, Communications and Events team shapes the Georgetown narrative by promoting the area’s unique assets across numerous marketing channels, including events, public relations, digital communications, social media, advertising and publications. The team fosters relationships with media and PR outlets, builds community partnerships, and engages audiences online and through events, to keep Georgetown fresh, exciting, and top-of-mind. From free outdoor movies and fitness classes in the summer, to weekly features on the commercial district’s most interesting people, and new public art initiatives, the Georgetown story is still being written.

FY2018 ACCOMPLISHMENTS

• Expanded Georgetown GLOW, an outdoor light-art experience set against Georgetown’s historic backdrop, to nine curated installations with a grant from the DC Commission on the Arts & Humanities. The fourth edition of the month-long exhibition drew 118,000 people to Georgetown.
• Grew social media channels, which had a combined following of 48,313 at the end of FY2018—a 25% increase over FY2017.
• Launched new byGeorge video series to highlight blog categories ranging from history, to food and fashion—garnering more than 30,000 views.
• Produced or partnered on 10 major events, working with 200 BID merchants and drawing more than 150,000 people to Georgetown.
• Hired its first ever Marketing Coordinator, Allison Bozick, to assist and support Marketing, Events, and Communications.
In FY2018, the BID continued to support Georgetown Heritage, the 501(c)3 non-profit organization partnering with the National Park Service (NPS) to restore, revitalize, and re-imagine the Georgetown section of the C&O Canal National Historic Park. Over the past year, the organization worked with James Corner Field Operations—the design team behind New York City’s High Line—to refine the Georgetown Canal Plan while the Park Service rebuilt Locks 3 and 4 to ensure the canal can continue to hold water and host a relaunched boat program in 2020. Georgetown Heritage sponsored new weekend walking tours led by a retired C&O Canal park ranger, hosted monthly Canal clean-ups and community events, including Meet the Mules, and communicated with stakeholders and the general public through monthly newsletters and social media. They will continue to raise funds for the canal in partnership with the BID, DC Government and NPS.
NEW BID MEMBERS FY2018

1303-1305 Wisconsin Ave LLC
1310 Kitchen and Bar
501 School Associates LLP
90 Second Pizza
Amazon Books
America Eats Tavern
Angolo
Aritzia
Bailard, Inc.
Bharati Indian Cuisine
Bluestone Lane
Cafe Georgetown
Church Hall
Cordoba Investments LLC
DC Glass Gallery
Dyllan’s Raw Bar Grill
Georgetown Barbershop Co.
Global Holdings Group
Guapo’s
Highland Ink
Insomnia Cookies
Kendra Scott
Laadam Family LLC
LRS Holdings LLC

Martin-Diamond Properties
Modern Trousseau
Outdoor Voices
Own Your Wonder
Pica Taco
Rapha
R&R Holdings LLC
Reformation
Reverie
RLAH Real Estate
Roots
Secured Debt Investments
South Moon Under
Sugar Lab
The Author Incubator
The Beauty Gurus by Lisa
The Capital Tailor
The Dough Jar
The Skincare Studio by
Claudia Duran
The Tavern
The Wine Outlet
Veritas City Church
Wisconsin Triangle LLC
Thank you to former Board Members Josh Winter, LSM Architects; Katie Shannon, Plank Industries; Buji Tallapragada, JBG; and Mark B. Sandground Jr., Fiola Mare, who retired from the Board in FY18.

APPONTEED

Lisa Palmer
ANC 2E

Cecilia Browning
House of Sweden

Chris Murphy
Georgetown University

Kate Goodall
Halcyon

Max Berry
Max N. Berry, Esq

Pam Moore
Citizens Association of Georgetown

Constantine Ferssizidis
TD Bank

Thank you to former appointees Bill Starrels, ANC 2E; Bob vom Eigen, Citizens Association of Georgetown; and Sonya Bernhardt, GBA, for their service.
Joe Sternlieb  
CEO and  
President

Nancy Miyahira  
Vice President,  
Marketing Director

Michael Summey  
Chief Financial  
Officer

John Wiebenson  
Operations  
Director

Jamie Scott  
Director of Planning  
& Economic  
Development

Will Handsfield  
Transportation  
Director

Debbie Young  
Events Director

Lauren Boston  
Communications  
Director

Nat Cannon, PLA  
Placemaking  
Manager

Jorge Rochac  
Street Operations  
Manager

Allison Bozick  
Marketing  
Coordinator

Larayne Maycole  
Executive  
Assistant

Jessica Lawson  
Office Resources  
Coordinator

BID TEAM
Surin Edouard, Jr.  
Operations Manager

Calvin Birdsong  
Supervisor

Mike Rogers  
Team Leader

Eugene Brown  
Ambassador

Andrew Gill  
Special Projects

Derek Metcalf  
Ambassador

Marcus Brown  
Ambassador & Seasonal Power Washer

Wayne Williams  
Ambassador

Chuck Evans  
Ambassador

Marvin Middleton  
Ambassador & Seasonal Power Washer

Ivan Evans  
Special Projects

Ayonna Baylor  
Ambassador

Chris Singleton  
Ambassador
The following is pre-audit financial information. The complete set of audited financial statements will be available soon on the Georgetown Business Improvement District’s website: georgetowndc.com.

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2018</th>
<th>2017</th>
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</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
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<tr>
<td>Cash and Equivalents</td>
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<td>Investments</td>
<td>3,302,155</td>
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<td>Accounts Receivable</td>
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<td>Deposits in Escrow</td>
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<td>Prepaid Expenses</td>
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<td>Other Current Assets</td>
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<td>Total Current Assets</td>
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<td><strong>Fixed Assets</strong></td>
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<tr>
<td>Office Furniture &amp; Equipment</td>
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<td>78,200</td>
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<td>Project Fixtures and Equipment</td>
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<td>956,351</td>
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<td>Leasehold Improvements</td>
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<td>124,660</td>
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<td>Capitalized Website Costs</td>
<td>19,181</td>
<td>38,222</td>
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<td>Less Accumulated Depreciation &amp; Amortization</td>
<td>(764,459)</td>
<td>(616,303)</td>
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<td>Net Fixed Assets</td>
<td>410,165</td>
<td>581,130</td>
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<td><strong>Total Assets</strong></td>
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<td>4,849,029</td>
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<table>
<thead>
<tr>
<th>LIABILITIES &amp; NET ASSETS</th>
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<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
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<td>Accounts Payable</td>
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<td>Accrued Vacation</td>
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<td>Deferred BID Tax Assessments Held in Escrow</td>
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<td>Deferred Income</td>
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<tr>
<td>Deferred Rent Credits</td>
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<td><strong>Total Liabilities</strong></td>
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<td><strong>Net Assets</strong></td>
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<td>Unrestricted</td>
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<td>2,774,798</td>
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<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td>5,048,028</td>
<td>4,849,029</td>
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### Financials

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
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<tbody>
<tr>
<td><strong>BID Tax Revenue</strong></td>
<td>3,974,842</td>
<td>3,845,681</td>
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<tr>
<td><strong>Contributions</strong></td>
<td>-</td>
<td>-</td>
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<tr>
<td><strong>Investment Income</strong></td>
<td>27,892</td>
<td>9,623</td>
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<tr>
<td><strong>Events &amp; Other Income</strong></td>
<td>26,218</td>
<td>69,753</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>4,028,952</strong></td>
<td><strong>3,925,057</strong></td>
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### Expenses

<table>
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<tr>
<th>Programs</th>
<th>2018</th>
<th>2017</th>
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<tr>
<td><strong>Marketing</strong></td>
<td>867,621</td>
<td>733,962</td>
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<td><strong>Public Safety and Health</strong></td>
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<tr>
<td><strong>Street Services</strong></td>
<td>1,232,161</td>
<td>1,180,003</td>
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<td><strong>Streetscape</strong></td>
<td>683,348</td>
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<td><strong>Destination Management</strong></td>
<td>219,836</td>
<td>214,871</td>
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<td><strong>Transportation</strong></td>
<td>237,161</td>
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<td><strong>Economic Development</strong></td>
<td>181,845</td>
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<td><strong>General BID</strong></td>
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<td><strong>Total Programs</strong></td>
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<td><strong>3,654,320</strong></td>
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<td><strong>Administration &amp; Fundraising</strong></td>
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<td>160,767</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>4,149,139</strong></td>
<td><strong>3,815,087</strong></td>
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<td><strong>Change in Net Assets</strong></td>
<td>(120,187)</td>
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<td><strong>Net Assets, Beginning of Year</strong></td>
<td><strong>2,774,797</strong></td>
<td><strong>2,664,827</strong></td>
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<tr>
<td><strong>Net Assets, End of Year</strong></td>
<td><strong>2,654,610</strong></td>
<td><strong>2,774,797</strong></td>
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</tbody>
</table>

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### INCOME

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
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<tbody>
<tr>
<td>BID Tax Revenue</td>
<td>3,879,600</td>
<td>3,796,800</td>
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<td>Other Revenue</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>4,144,400</strong></td>
<td><strong>4,097,000</strong></td>
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### EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Services</td>
<td>1,215,600</td>
<td>1,172,000</td>
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<td>Marketing</td>
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<td>Streetscape</td>
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<td>Economic Development</td>
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<td>Public Safety</td>
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<td>Homeless Services</td>
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<td><strong>Total Expenses</strong></td>
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**Net Operating Income**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td>Net Operating Income</td>
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