We unveiled our new Georgetown tagline and logo at our Annual Meeting and 20th anniversary celebration in June, but a more accurate – though less catchy – one would have read, ‘A story in every brick, BID meeting, program area, project, and initiative.’

When the Georgetown BID launched in 1999, our commercial district was one of the only options in the city for dining, shopping, and entertainment, and our mission was fairly simple: To make Georgetown clean, safe, and friendly. Two decades later, the city of Washington has changed tremendously, and our purpose and program areas have evolved and expanded with it – from placemaking, to public space management, transportation planning, marketing, economic development, visitor services, planning leadership, and homeless services.

Today, there is more (friendly) neighborhood competition than ever before, with vibrant commercial districts, restaurants, shops, and cultural programming in every corner of DC. As we approached our 20th anniversary and five-year renewal at the beginning of the year, what unfolded was a reexamination of 111 BID projects and initiatives that emerged during that organizational and city-wide evolution.

Over many hours of committee meetings, with five working groups for each program area and two Board retreats, we came away with 90 (yes, 90!) prioritized objectives moving forward, including three ‘Game Changers’ for Georgetown: Revitalizing the C&O Canal; establishing Georgetown as an interactive public art destination; and reconstructing and programming our alleys.

Ninety objectives may seem overwhelming, but the past 20 years have taught us that progress is slow and steady. Sometimes it happens overnight; more often, over months, years, and decades – a baton that’s collectively passed forward.

We’d like to thank our members for their enormous contributions in support of the BID’s continued work. In this report, you’ll see how our BID Board, staff and members collectively achieved a variety of goals – spending the past year at the beginning or middle of many races, while crossing the finish line on others. From further advocating for an aerial gondola, to making placemaking improvements to public spaces and vacant retail buildings, and expanding our signature events – we faced a year marked by both celebration and change.

Twenty years is a milestone worth acknowledging, yet it’s a blip in time for a neighborhood that’s nearly 270 years old. In that sense, it’s amazing to reflect on all that we’ve accomplished in such a relatively short period, and how many stories we’ve contributed to Georgetown’s collective history, and that of DC.

Here’s to the next 20 years, and all that’s still unwritten.

Sincerely,

Bruce Baschuk, Chair    Joe Sternlieb, CEO
Board of Directors    Georgetown BID

About the 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. For more information, visit the BID’s official website for Georgetown, www.georgetowndc.com

BID Boundaries
The BID covers approximately 35 blocks of the Georgetown commercial district.

Georgetown by the Numbers
- 3.3 million 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 million square feet of retail space with over 470 retailers and restaurants
- 13,566 jobs in the Georgetown BID. The largest employment categories are Leisure and Hospitality; Professional and Business Services; and Retail Trade
- 6,252 of those positions are office workers
- 850+ businesses in Georgetown
- 741 hotel rooms in six hotels, with more than half in the luxury class category
Program Areas

Streetscape & Street Services

Neither snow, nor rain, nor humidity of a DC summer prevents our Streetscape & Street Services staff from ensuring Georgetown is clean and welcoming, all year round. Contracted to Block by Block and overseen by BID staff, a crew of 1.4 full- and part-time street team members is on the street every day of the year except Thanksgiving and Christmas.

Fiscal Year 2019 Accomplishments

- Swept 142 block faces, 20 alleys, and the C&O Canal Towpath daily.
- Removed more than 1,599,000 pounds of trash and litter from 175 trash bins and removed or covered more than 33,000 graffiti tags and stickers.
- Completed over 300 brick repair or replacement jobs and fixed multiple curbs and handicap ramps under a contract with DC Department of Transportation.
- Removed all graffiti and repaired bricks 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 almost 7 miles of LED holiday lights throughout Georgetown.
- Started enhanced Rodent Abatement Programs including dry ice applications and canine rodent abatement.

Planning, Placemaking & Economic Development

Think about the greatest cities, and the unique commercial districts within them. What makes them great? Innovative restaurants, cultural institutions, strong small businesses, accessibility, outdoor space – all of the things we so often take for granted that just don’t happen on their own. The BID’s Planning, Placemaking & Economic Development program is the force at work behind the scenes, supporting 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 and business owners, commercial real estate brokers, and other stakeholders to help them make better-informed investment decisions. Through placemaking initiatives, the team creates a welcoming public space environment that encourages visitors to linger in Georgetown.

Fiscal Year 2019 Accomplishments

- Created and distributed annual retail and hotel market reports, and a new Market Roundup newsletter with market data and insights.
- Led a community working group to develop and recommend new guidelines for sign that were adopted by the Old Georgetown Board.
- Successfully permitted and installed two year-round parklets, the only in DC.
- Made improvements and added furnishings to four plazas along the C&O Canal.
- Installed mock-up of Gateway sign on Whitehurst Freeway and continued planning for permanent installation.
- Piloted new treebox treatments to improve pedestrian access, reduce tripping hazards, and protect tree health.
- Made placemaking improvements to public spaces and vacant retail buildings through street art, construction fence wraps, and vacant window displays.

Transportation

Georgetown’s appeal is timeless, but the ways in which residents and visitors access it is ever-evolving. Through both short- and long-term transportation initiatives – from alleviating rush hour traffic, to reconfiguring the pedestrian experience and exploring an aerial gondola – the BID is continuously advocating, planning and making accessibility improvements.

Fiscal Year 2019 Accomplishments

- Installed 30 bike racks.
- Installed pick-up/drop-off zones with DDOT.
- Secured funding for further Gondola studies.
- Began planning for Phase 2 of Water Street improvements, west of 34th Street, in partnership with DDOT, residents, businesses, and community partners.

Marketing, Events & Communications

Your feed, your inbox, your calendar – they’re all full, thanks to the BID’s Marketing, Events and Communications team. They share, and shape, the stories of Georgetown by promoting the area’s unique assets across numerous marketing channels. The team fosters relationships with media, builds community partnerships, and engages audiences online and through events to keep Georgetown energetic, surprising, authentic, multifaceted, and approachable.

From new public art initiatives, to features on Georgetown’s most interesting people, niche guides to the neighborhood, and free outdoor movies, fitness classes and more, Georgetown’s storied history is just getting started.

Fiscal Year 2019 Accomplishments

- Expanded Georgetown GLOW, a month-long, outdoor light-art experience, to 11 installations with a DC Commission on the Arts & Humanities grant. The fifth edition drew 142,000+.
- Launched new Georgetown logo and rolled out refreshed branding, including a new brand video.
- Grew social media channels, which had a combined following of 77,287 at the end of FY2019 — a 29% increase over FY2018.
- Produced or partnered on 11 major events, working with over 240 BID merchants and drawing more than 175,000 people to Georgetown.
- Partnered with Halcyon’s 2nd annual By The People citywide arts festival in June 2019, with artistic performances at Georgetown Waterfront Park.

Georgetown Heritage

The BID continued to support Georgetown Heritage, the 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 Historical Park. Georgetown Heritage completed engineering studies, tested bridge lighting, secured funding for repair projects, and began construction of a new Canal boat that will launch in Spring 2021. Georgetown Heritage also hired a new Executive Director, Jeffrey L. Nichols, celebrated the completion of the restored Locks 3 and 4, and hosted Canal clean-ups and community events, while keeping the public informed through newsletters and social media.
New BID Members

From a German beer hall near the waterfront to a nonprofit organization bringing equity to classrooms across the country, we welcomed more than 25 diverse and exciting new businesses to Georgetown.

Bandoola Bowl
Capital E
Capital One Café
Casabella Salon
Compass Coffee
CUT by Wolfgang Puck
DreamWakers
IDI Group
Indochino
James Allen
JMBP 127 Building
Parking Lot LLC
JP Morgan Chase
Kitten Lounge
La Jolie Bleue
Local Meditations
Ministry of Supply
Rowhouse Capital Partners
Say Cheese
Shop Made in DC
Skin Treats Essentials
State & Liberty
Taim
The Author Incubator
The Berliner
Uprising Yoga Center
Wawa

GEORGETOWN BID TEAM

It takes a village to turn 90 project goals into reality. At the Georgetown BID, that village is comprised of 12 full-time employees, plus a hard-working crew of Clean Team members who are on the street 363 days a year as the unsung heroes of our organization.

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
Debbie Young
Events Director
Lauren Boston
Communications Director
Nat Cannon, PLA
Placemaking Manager
Jorge Rochac
Street Operations Manager
Allison Bozick
Communications Director
Nat Cannon, PLA
Placemaking Manager
Jorge Rochac
Street Operations Manager
Allison Bozick
Communications Director

BID BOARD OF DIRECTORS

Officers and Executive Committee

Bruce Baschuk
J Street Companies Chair
Andrew Blair
Colonial Parking Vice Chair
Greg Casten
Tony & Joe’s Seafood Place/ProFish Treasurer
Aba Kwawu
TAA Public Relations Secretary
Crystal Sullivan
Georgetown Suites
Richard Levy
The Levy Group
Paul Monsenes
Foley & Lardner

Board Members

Michael Eves
Jamestown
Michael Gibeau
MRP Realty
David Bernard
Four Seasons Hotels and Resorts
Michael Savage
U.S. Trust/Bank of America
Kennett Marshall
Georgetown Piano Bar
September Rinnier
Tuckernuck

Appointed

Lisa Palmer
ANC 2E
Cecilia Browning
House of Sweden
Chris Murphy
Georgetown University
Kate Goodall
Halcyon

Constantine Fersizidis
Georgetown Business Association
Regina Knox Woods
Georgetown University Hospital

Thank you to former Officer Ed Solomon, Anthony’s Tuxedos / Wedding Creations, for his service.

Board Members

Ahmad Ashkar
Falafel Inc
Ana Claudia Lopez
Olivia Macaron
Anthony Lanier
Eastbanc
Beth Abern
Random Harvest
Bill Verno
RB Properties
Billy Martin
Martin’s Tavern
Bob Elliott
Georgetown Madelon
Chris Martin
Martin-Diamond Properties
Ezra Glass
Basil Street Management
Ginger Laytham
Olyde’s Restaurant Group
Joe Bowers-Disney
Waterworks
John Hays
The Phoenix

Thank you to former Board Members Christoffer A. Graae, cox graae + spack architects; Evan Regan-Levine, JBG Smith; Kathryn Moore, Athleta; Philippe Lanier, EastBanc Inc.; Rich Amsellem, CBRE; and Steve Yeager, Jamestown, who retired from the Board in FY19.

Thank you to former Officer Ed Solomon, Anthony’s Tuxedos / Wedding Creations, for his service.

Appointed

Lisa Palmer
ANC 2E
Cecilia Browning
House of Sweden
Chris Murphy
Georgetown University
Kate Goodall
Halcyon

Constantine Fersizidis
Georgetown Business Association
Regina Knox Woods
Georgetown University Hospital

Thank you to former Transportation Director Will Handsfield for his service.

YEAR IN REVIEW:

BID Board reexamining 111 BID projects and initiatives
## Statements of Financial Position

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2019</th>
<th>2018</th>
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<tr>
<td>Cash and Equivalents</td>
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<td>Investments</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><strong>Total Current Assets</strong></td>
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<td>Fixed Assets</td>
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<td>Office Furniture &amp; Equipment</td>
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<td>Project Fixtures and Equipment</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>38,222</td>
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<td>Less Accumulated Depreciation &amp; Amortization</td>
<td>(764,459)</td>
<td>(764,459)</td>
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<td>Net Fixed Assets</td>
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<td><strong>Total Assets</strong></td>
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<tr>
<th>LIABILITIES &amp; NET ASSETS</th>
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<td>Current Liabilities</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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<td>Deferred Rent Credits</td>
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<td>Unrestricted</td>
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<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td>5,219,811</td>
<td>5,048,028</td>
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## Statements of Activities

<table>
<thead>
<tr>
<th>REVENUE</th>
<th>2019</th>
<th>2018</th>
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<tr>
<td>BID Tax Revenue</td>
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<td>Contributions</td>
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<td>Investment Income</td>
<td>35,325</td>
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<td>Events &amp; Other Income</td>
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<td><strong>Total Revenue</strong></td>
<td>4,059,233</td>
<td>4,028,952</td>
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<table>
<thead>
<tr>
<th>EXPENSES</th>
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<td>Programs</td>
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<td>Marketing</td>
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<td>Economic Development</td>
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<td>Administration &amp; Fundraising</td>
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<td><strong>Total Expenses</strong></td>
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<td><strong>Net Assets, Beginning of Year</strong></td>
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<td><strong>Net Assets, End of Year</strong></td>
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<td>2,654,610</td>
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## FY2020 Budget

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<tr>
<th>INCOME</th>
<th>FY2020</th>
<th>FY2019</th>
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<tbody>
<tr>
<td>BID Tax Revenue</td>
<td>4,663,300</td>
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<td>4,726,300</td>
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<tr>
<th>EXPENSES</th>
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<td>Street Services</td>
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<td><strong>Net Operating Income</strong></td>
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