



Georgetown Launches “Exactly What You Weren’t Expecting” Campaign, Highlighting Neighborhood’s Recovery Efforts

The campaign invites visitors to experience the neighborhood’s evolution and unexpected people, places and things, featuring a new microsite with a guide to unexpected Georgetown.

Washington, D.C. (June 23, 2021) – The Georgetown Business Improvement District (BID) is launching a 2021 visitor marketing campaign, *Exactly What You Weren’t Expecting*, highlighting the neighborhood’s transformation as DC reopens, and its unexpected people, places, and things. The campaign is part of the BID’s economic recovery plan to bring visitors back to a stronger Georgetown than before the pandemic.

“Georgetown is an ever-evolving feast; an experience you won’t find anywhere else in DC,” said Nancy Miyahira, Georgetown BID Vice President & Director of Marketing. “From outdoor streateries at 43 restaurants, to wider sidewalks, public art experiences, and [more than 20 new restaurant and retail openings](#) since the start of the pandemic, this campaign invites people to come to Georgetown for one thing, and discover something else entirely. More broadly, we also hope this campaign strengthens the

city's overall recovery by bringing more people back to DC. We all play a role in reintroducing visitors to this city we love, and that starts in each of our neighborhoods.”

Exactly What Your Weren't Expecting will run on digital marketing channels and local radio. The campaign microsite, [UnexpecteDC.com](https://unexpecteDC.com), includes 17 Unexpected Georgetown Experiences – a [new guide](#) for those who haven't been to Georgetown in a while and are eager to explore. Surprising experiences include:

- **Eating in the Street.** More than 40 restaurants are operating outdoor [streateries](#) throughout the commercial district.
- **Getting Your Summer GLOW.** The 7th edition of [GLOW](#) – the region's only free curated outdoor public light art experience – is currently underway as a two-part series featuring artworks by a majority of DC artists. Five artworks are on display through June 27 – from a canopy of rainbow lights with a powerful chorus of LGBTQ+ voices filling the space, to a replica of a massive meteorite that fell nearly 50,000 years ago. After Spring GLOW, come back to see Summer GLOW, featuring three new artworks that will transform several Georgetown alleys from July – September.
- **Kayaking and Boating on the Canal.** Visitors can rent a kayak or canoe at Thompson Boat Center, or begin at Fletcher's Boathouse at Mile Marker 3.1, and enjoy the Canal upstream of Lock 4. Rosewood Hotel's CUT Bar and Lounge is also serving dinner and drinks on their terrace overlooking the Canal. Later this year, a new Canal boat will make its debut.
- **Witnessing the Rise of the Robots.** A pair of two-ton Transformers sculptures made out of motorcycle parts is on display outside of Newton Howard's house on Prospect St NW. The Georgetown University professor works with and studies prosthetics and the human brain, and says the Transformers have a deeper meaning – representing how human beings coalesce; independent entities that still need one another. Eventually, the Transformers will be on display in Georgetown's commercial district.
- **Spacing Out on the Georgetown Decks.** The Georgetown BID recently built 3,400 linear feet of sidewalk deck panels on M Street and Wisconsin Avenue – offering more room to comfortably dine, shop and stroll in Georgetown. The [pilot program](#) runs through 2021.
- **Finding Easy (and Affordable) Parking.** There are 3,200 [garage and lot spaces](#) in Georgetown, in addition to on-street parking. Jamestown is now offering reduced on-site rates at Georgetown Park (3222 M Street, with entrances on Potomac Street and Wisconsin Avenue), including \$12 on Thursdays and Fridays after 5 pm, and \$15 max on Saturdays and Sundays. The PMI garage at 3307 M Street is also offering an on-site rate of \$10 for all-day parking.
- **Seeing the Oldest House Plant in North America.** A 150-year-old Ficus Pumila is growing inside of the Dumbarton Oaks orangery. The historic estate's gardens are once again open to the

public.

- **Discovering a Stop on the Underground Railroad.** In the corner of Mt. Zion / Female Union Band Society Cemetery – where enslaved residents, freedmen and (mostly) African-American citizens are laid to rest – an outbuilding that once served as a stop on the Underground Railroad sits on the hill above Rock Creek. According to oral histories passed down through Georgetown’s Black community, the eight-foot-by-eight-foot structure was an overnight thoroughfare for those continuing north or west.

The Georgetown BID and its marketing committee worked with local advertising agency, Havit, on this campaign, which will run seasonally through 2022. Business owners, as well as locals and visitors, are encouraged to share their own unexpected Georgetown stories, experiences, and discoveries using #UnexpectedDC and #UnexpectedGeorgetown, and will be featured throughout the campaign.

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About the Georgetown Business Improvement District

The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C. and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation, economic development, placemaking and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information, visit georgetowndc.com.