

Georgetown BID Hires New Economic Development Team, Led by Former DC Office of Planning's Faith Broderick and Former *Washington Business Journal* Publisher Peter Abrahams

The team will focus on tenant attraction and retention, and continued recovery efforts.

Washington, D.C. (January 6, 2022) – The Georgetown Business Improvement District (BID) is pleased to announce Faith Broderick as its Economic Development Director, and Peter Abrahams as its Economic Development & Partnerships Consultant. Under their leadership and collective experience working in DC, the new economic development team will prioritize tenant attraction and retention in the office, retail, hospitality and service markets, and continued recovery efforts for Georgetown's commercial district.

As the new Economic Development Director, Faith oversees economic development to attract and retain businesses, and strengthen the Georgetown economy - positioning Georgetown as a premier destination for tenants to locate. She works with the commercial real estate community, property owners, tenants, community groups, city leaders, and other stakeholders to provide data analysis and strategic counsel on the Georgetown economy that helps to support a healthy and vibrant commercial district.

Before joining the BID, Faith was a community planner with the DC Office of Planning, managing and contributing to citywide and neighborhood-based planning initiatives. Prior to joining District government, Faith worked for the International Downtown Association, where she helped conduct research for urban place management organizations, led technical advisory panels, and developed best practice toolkits for industry professionals. Faith holds a Bachelor's degree in International Global Studies and Politics from Brandeis University and a Master's degree in Urban and Regional Planning from Georgetown University.

Supplementing the team, Peter Abrahams is also responsible for tenant attraction and retention, as well as expanding event partnerships.

Peter is a founding partner of Volavox, a business development and strategic consulting firm. Previous to starting his own business, Peter was Market President and Publisher of the *Washington Business Journal*. With the exception of a two-year period, he has spent the last 30 years in publishing working in the Greater Washington Area, including as Publisher of *Modern Luxury*. Peter is a graduate of the University New Hampshire and currently resides with his wife in Washington, DC.

“The Georgetown BID staff and Board of Directors are excited to welcome these two talented professionals to our team,” said Joe Sternlieb, Georgetown BID CEO & President. “Our work in economic development research and analysis, and tenant retention and attraction has never been more important to the recovery and success of Georgetown’s incredible commercial district. With Faith and Peter leading this work we are confident in a bright future for the neighborhood.”

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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.