



GEORGETOWN BID 2022 MARKETING CALENDAR TO DATE

2022 CALENDAR TO DATE

JANUARY

- **JAN 17 - 23:**
Winter Restaurant Week

MAY

- **MAY 10-15:** GMS/Shop Small Georgetown
- **MAY 14:** GMS/Cookie Tour

SEPTEMBER

- **SEPT 23 or 24 TBC:** GMS/citywide "Art All Night"
- **TBD:** GBID Annual Meeting

FEBRUARY

- **FEB 7 - 14:**
"Love, Georgetown"
Valentine's Day Promotion

- **MAY 20:** Bike to Work Day
- **ONGOING:** Promote Canal Boat Launch & Programming

OCTOBER

- **TBC:** TBC/Book Hill Fall Market
- **OCT 14-16:** Georgetown University Family Weekend

MARCH

- **MARCH 20 - APRIL 17:**
National Cherry Blossom Festival
--> "Book Hill in Bloom"
- **ONGOING:** "Unexpected" Visitor Marketing Campaign starts back up for the year

JULY

- **JULY 11-17 & 21-24:**
Capital Fringe Festival

NOVEMBER

- **TBC:** Georgetown GLOW begins early November – early January
- Small Business Saturday
- Holiday Promotions

APRIL

- **APRIL 23:** Georgetown House Tour
- **APRIL 28:** Georgetown Heritage Fundraiser
- **APRIL 29:**
Canal Boat Public Launch
- **APRIL 29 – May 1:**
Georgetown French Market

AUGUST

- **TUESDAYS, AUG 2 – SEP 6:** Sunset Cinema returns

DECEMBER