

Q1 2022

Georgetown BID Snapshot



Office employees began returning to the neighborhood in higher numbers.



SCOUT Bags' new flagship store in Georgetown.



One of eight #ReframeClimate photo murals on display in Q1.

One of the Georgetown BID's 2022 goals is to share more frequent, quarterly snapshots with our members that capture some of the key metrics and initiatives of the past three months.

In Q1 2022, our team was gearing up for the busiest spring in two years. It was all hands on deck preparing for the launch of Georgetown Heritage's new C&O Canal boat tours beginning April 29, with a fundraising event and boat christening the evening prior. When the BID conducted a five-month facilitated planning process in 2019 to create our five-year renewal plan, the revitalization of the Canal was deemed an organizational Game Changer that would have a transformative impact on Georgetown. Three years later, we are seeing the fruition of much of that work.

On the events front, we confirmed 30+ participating businesses and secured talent for the 19th annual Georgetown French Market, opened registration for Bike to Work Day, began planning for the return of our Sunset Cinema series, and helped the Capital Fringe Festival secure available retail locations for its July festival.

In honor of Earth Day, we also partnered with Dysturb, Magnum Foundation, and Kennedy Center's COAL + ICE to bring a new public art photo campaign, #ReframeClimate, to Georgetown. The campaign debuted in mid-March, featuring eight large-scale photographs in four Georgetown locations that illuminated climate change – falling under another Game Changer we identified, bringing more public art to Georgetown.

New businesses have created additional buzz and increased foot traffic (more on that on the next page!). The BID continues to actively engage in tenant recruitment and retention, and we're encouraging pop-ups, window activations, and new uses for vacant and underutilized spaces.

Not all of our progress was outward-facing. In March the BID held two days of Diversity, Equity & Inclusion training sessions with our staff and Board of Directors – the beginning of our work on this important initiative that we kicked off in November 2021. We will continue to push forward with additional work in this area, and intertwine it with the BID's strategic planning.

On the next page, you'll see some of the metrics behind this quarter of work. Our inaugural snapshot will serve as a baseline for much of the data; over time we will provide more comparative statistics. We'd love your feedback. Please email info@georgetowndc.com if there are other data points you are interested in for Q2.

By the numbers

Q1 2022

36.6%

Average BIDness Open Rate: Compared to 24.2% in Q1 2021. The average email newsletter open rate across industries is 21.33%.



88,900+

Social Media Followers: 21.5% growth since Q1 2021. The top-performing Instagram post received 4,608 likes and 30 comments.



2.7 Million

Visitors: Up 53% from Q1 2021, and more than The Wharf, 14th Street, CityCenter, and Bethesda Row. In March, Georgetown had 250,000+ weekly visitors - outperforming weekly visitation at Tysons Corner Center.



2

Event Partnerships: Facilitated locations for eight photo murals as part of COAL + ICE's #ReframeClimate exhibit. We also began securing vacant retail venues and creating a marketing plan for Capital Fringe Festival, coming to Georgetown in July.



8

New Openings: The Fountain Inn, Bozelli's, StudioLab RD, Buck Mason, SCOUT Bags Flagship Store among them.



26

Signed Leases: Georgetown had a "true" vacancy rate of 9% in Q1, as many of the buildings that appeared vacant had signed leases.



4

Press Releases Issued: Covered in Washington Business Journal, AFAR, Thrillest, Washingtonian, Washington Post, Eater DC, and WTOP.



208

Service Interactions With The Homeless: The Georgetown BID donates annually to assist with homeless services, including supporting a full-time outreach worker in collaboration with Georgetown Ministry Center.



60%

Of Neighborhood Employees Working In The Office In March: Compared to same time frame in 2019.



472

Average Daily Ride-Share Pick-Up



8

Areas With BID-Managed Public Furniture



8,538

Trash Bags Removed



128

Graffiti Stickers & Tags Removed



545

Rodent Burrows Treated



FY21

Conducting FY21 Annual Audit