



# GEORGETOWN BID 2022 MARKETING CALENDAR TO DATE

## 2022 CALENDAR TO DATE

### JANUARY

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

### FEBRUARY

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

### MAY

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

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

### SEPTEMBER

- **SEPT 14:** GBID Annual Meeting
- **SEPT 23:** GMS/citywide "Art All Night"

### 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 14-17 & 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

### DECEMBER