

**Q2 2022**  
[April - June]

# Georgetown BID Snapshot



C&O Canal Boat tours returned to Georgetown in April.



19th Annual Georgetown French Market.



Bitty & Beau's coffee shop on M Street opened in April.

Georgetown Heritage's new C&O Canal boat tours debuted April 29, with a fundraising event and boat christening the evening prior. Special guests Mayor Muriel Bowser and Councilmember Brooke Pinto were among the hundreds in attendance for a very successful kick-off event. Boat ticket sales have exceeded expectations, with most weekend tours selling out. Georgetown has received amazing press coverage as a result of the new boat, which you can learn about on the next page.

That last weekend in April, we also hosted our 19th annual Georgetown French Market, which drew record crowds to Book Hill. In May, we welcomed more than 600 cyclists to Georgetown Waterfront Park for Bike to Work Day, and announced the return of our Georgetown Sunset Cinema movie series, which began August 2 for six weeks.

The BID's marketing campaign to help bring people back to Georgetown continued this spring into summer, with advertising across multiple channels – including Google Search + Digital Display, social media, video ads on YouTube and streaming TV, radio, and email blasts. The campaign's successful metrics show that it put Georgetown in front of millions of people online, with messaging about our events, and unexpected people, places and things to do that you'll find nowhere else in the region.

In transportation news, \$14 million was earmarked in the DC budget to purchase the former Exxon gas station (next to the Car Barn and Exorcist steps) for electric vehicle charging and a future transit station – a convenient gateway to Georgetown's commercial district, as well as Georgetown University, the hospital, and the medical school. This is a huge step forward, as Georgetown is the largest employment center in DC that is not served by a Metro station. A high-capacity transit station at this site would provide a direct connection to a nearby Metro station.

A public study is ongoing, exploring all high-capacity transit that could connect Georgetown to the Metrorail system via this hub. Of note, purchasing this site means the door is not closed on a Georgetown-Rosslyn aerial gondola, which could be accommodated at this location.

Elsewhere in the public realm, tree box improvements commenced on Wisconsin Avenue - installing porous flexible pavement in many locations. The Water Street trailhead is also under construction.

Other projects have reached the finish line. The Water Street NW streetscape project was completed this spring, with new pedestrian and bicycle safety improvements, including a new roundabout.

On the back are specific metrics for Q2. The BID strategic planning is underway this summer and fall. We plan to establish KPIs to measure and report on the impact of the BID's work.

# By the numbers

Q2 2022  
[April - June]

38.7%

**Average BIDness Open Rate:** Compared to 36.6% in Q1 2022. The average email newsletter open rate across industries is 21.33%



3.6 Million

**Visitors:** 33% increase over Q1 2022



94,291+

**Social Media Followers:** 6% increase over Q1 2022. The top-performing Instagram post received 5,225 likes and 48 comments.



14.6 Million

**Marketing Campaign Impressions:** Those exposed to our advertising, March – June. Additionally, 47K click-throughs to our websites.



\$6.5 Million+

**In Ad Value Equivalency:** for earned press coverage of the Canal boat and Georgetown French Market. Coverage in Washington Post, Washingtonian, MSN, WTOP, DCist, Georgetownner, WUSA 9, NBC 4, Fox 5, Good Morning Washington & WJLA.



9

**New Openings:** Upwest, Hatley, Storie Collective, Feta Cafe and Bakery, Laveda Lash & Brow, Fathom Gallery, Gallery Article 15, Bitty & Beau's, Shop Made in DC (relocated)



9%

**True vacancy (unoccupied & does not have a lease signed) rate:** Same as Q1 2022.



22,000+

**French Market attendees.** Record numbers, and up 9% over 2019. As compared to the weekend after French Market, pedestrian counts were up more than 300% in Book Hill.



231

**Service Interactions With The Homeless:** Up 10% over Q1 2022. The Georgetown BID donates annually to assist with homeless services, including supporting a full-time outreach worker in collaboration with Georgetown Ministry Center.



150+

**Radio & broadcast mentions** of C&O Canal boat tours.



1.7 Million

Video  
Ad Views



1

New Pop-Up (Neighbors DC  
Market at Georgetown Park)



305

Flower Baskets  
Installed

