

Q3 2022
[July - Sept]

Georgetown BID Snapshot



Capital Fringe Festival in July.

The Capital Fringe Festival was held in Georgetown for the first time in its 17-year history, with 143 individual shows and 250 individual artists in four Georgetown Park retail spaces over an 8-day period this summer. The festival – and, more broadly, Georgetown – was featured in 100+ articles, and brought new audiences to our commercial district. 87% of tickets were sold; a record for Capital Fringe. Special thanks to Sandlot and Jamestown for working with us to bring the festival here.

In July, we also partnered with the Bring Our Families Home campaign – with help from M.C. Dean and Levain Bakery – to bring a new mural to Oak Alley depicting 18 Americans wrongfully detained overseas. The wheat-paste mural has been featured in outlets including CNN, ABC News, USA Today, Washington Post, Detroit Free Press, and Washingtonian.



Bring Our Families Home campaign wheat-paste mural.

Georgetown Heritage's C&O Canal boat season was in full swing over the summer and into the fall. At the end of September, Georgetown Heritage and NPS announced that a Canal restoration project will be underway in 2023 – paving the way for boat tours to resume, which we estimate will be in 2025. The Georgetown section of the Canal will be drained during this time to allow for this major restoration work. Georgetown Heritage will partner with NPS to host an interpretive program while the boat is in dry dock.

In late summer we welcomed back our Georgetown Sunset Cinema movies in Georgetown Waterfront Park. We also announced the return of Georgetown GLOW this winter – back to its traditional holiday timing for the first time since 2019. We're thrilled to kick off the 8th edition of this light art exhibition on November 26, and to expand GLOW over a two-month period, through January 22. During this quarter, the BID worked with a curator to select the GLOW artists and installation locations, and secured several key event sponsorships.



Taping of the CBS Saturday Morning segment.

In retail and restaurant news, Glossier and Pressed both opened in the second half of the summer, and more than 17 new leases were announced – including cashmere brand Naadam, Hobo Bags, Wolford, Hitched bridal boutique, Little Words Project bracelets, Build Design Center, yoga and coworking space Alkova, and restaurant L'Avant Garde – helmed by French Chef Gilles Epie. Vacancies also dropped slightly, as Georgetown continued its upward momentum on the leasing front.

Internally, the Georgetown BID and our Board of Directors spent the late summer and early fall in strategic planning sessions – mapping out the organization's priorities for the next five years, and evaluating every project and initiative. Four committees – Place & Economy; Operations; Marketing, Events and Communications; and DEI – each met at least twice before presenting their recommendations to the Board. In late November, the Board will convene one final time to agree upon the BID's focus for the coming years. We are finalizing our organizational KPIs during the final strategic planning session, which will inform future dashboards.

Following are metrics behind this quarter of work.

By the numbers

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Marketing, Events & Communications

39.5%

Average BIDness open rate: Highest ever; the average email newsletter open rate across industries is 21.33%.



96,076+

Social media followers: 6% increase over Q2 2022. The top-performing Instagram post received 3,643 likes and 13 comments.



\$1.5 Million

Viewers reached with CBS Saturday Morning's segment on the new canal boat program.



9 Million

Marketing campaign impressions: Those exposed to our advertising in July – September, with 23.3 million impressions in 2022.



2,000+

Sunset Cinema attendees.



87%

Capital Fringe tickets sold: A record in the festival's 17-year history!



Placemaking & Economy

3.5 Million

Visitors: 2.7% decrease over Q2 2022



8

New openings: Glossier, Pressed, Hobo Bags, Nadaam, Diptyque, Bella Bridesmaids, Georgetown Seafood, Glosslab



1

New pop-up (Rent the Runway)



8%

True vacancy (unoccupied & does not have a lease signed) rate: Down 1% from Q2 2022.



Street Services

505

Service interactions with the homeless: Up 118% over Q2 2022. The Georgetown BID donates annually to assist with homeless services, including supporting a full-time outreach worker in collaboration with Georgetown Ministry Center.



8%

Rodent Burrows Treated



Transportation



30

New bike racks: Installed on M St and Wisconsin Ave as part of the BID's sidewalk extension and streetwork programs.

61,504

Capital Bikeshare trips started or ended in Georgetown. This represents ~3% of all Capital Bikeshare trips system-wide.