



# GEORGETOWN BID 2023 MARKETING CALENDAR TO DATE

## 2023 CALENDAR TO DATE

### JANUARY

- **JAN 16 - 22:**  
Winter Restaurant Week

### FEBRUARY

- **FEBRUARY:**  
"Love, Georgetown"  
Valentine's Day Promotion

### MAY

- **MAY TBC:** GMS/  
Shop Small Georgetown
- **MAY TBC:** GMS/Cookie Tour

- **MAY 19:** Bike to Work Day
- **ONGOING:** Promote Canal Boat Programming

### SEPTEMBER

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

### OCTOBER

- **TBC:** TBC/Book Hill Fall Market
- **OCT:** Georgetown University Family Weekend (usually 2<sup>nd</sup> weekend)

### MARCH

- **MARCH 20 – APRIL 16:**  
National Cherry Blossom Festival  
--> "Book Hill in Bloom"
- **ONGOING:** "Unexpected" Visitor Marketing Campaign starts back up for the year

### JULY

- **JULY 13-16 & 20-23:**  
Capital Fringe Festival

### NOVEMBER

- Georgetown GLOW runs from **November – January**
- Small Business Saturday, **Nov 25**
- Holiday Promotions, **November - December**

### APRIL

- **APRIL TBC:** Georgetown House Tour
- **APRIL 28:** Georgetown Heritage Gala Fundraiser
- **APRIL 28 – 30**  
Georgetown French Market

### AUGUST

- **JULY - AUGUST:** Summer Programming TBD
- **AUGUST:** Summer Restaurant Week

### DECEMBER