

October 2021 - September 2022



FY2022 ANNUAL REPORT

GEORGETOWN ★ DC
BUSINESS IMPROVEMENT DISTRICT



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letter to members

By the end of FY22, Georgetown felt – dare we say – normal again. And in some cases, better than normal.

After our commercial district survived another winter COVID surge in early 2022, the worst of the pandemic seemed to finally be behind us. It was all hands on deck for the launch of Georgetown Heritage's new C&O Canal boat tours in late April, beginning with a fundraising event and boat christening for hundreds of guests, including Mayor Muriel Bowser, Council Chair Phil Mendelson, and Councilmember Brooke Pinto. Years ago, the Canal's revitalization was identified as an organizational Game Changer that would have a transformative impact on Georgetown. We finally saw the fruition of much of that work, with an incredible boat season that exceeded our expectations (more on that in this report).

Several Georgetown signature events returned in the spring and summer – some, for the first time since 2019 – including the 19th annual Georgetown French Market that drew record attendance, Bike to Work Day, and Georgetown Sunset Cinema. In July, the BID also partnered with the Capital Fringe Festival, Jamestown, and Sandlot to host the performing arts festival in Georgetown for the first time in its 17-year-history – bringing new audiences to Georgetown, garnering great press coverage, and breaking the festival record for percentage of tickets sold.

Twenty-five new businesses created additional buzz, as did our ongoing visitor marketing campaign – cumulatively increasing foot traffic and spending that surpassed our competitor markets. Additionally, the BID was actively engaged in tenant recruitment and retention, and encouraged pop-ups, window activations, and new uses for vacant and underutilized spaces.

In our ongoing effort to respond to the economic consequences of the pandemic, we put significant time into strategic planning to map out the organization's priorities for the next five years, working with many new Board Members who brought a diverse range of perspectives and backgrounds to the process. We did a deep dive into placemaking, economic development, marketing, communications and events, transportation, and diversity, equity and inclusion work to deliver a stronger and more sustainable Georgetown over the coming years. The committees also identified key performance indicators to measure our success more concretely moving forward.

As we look to the future, we realize just how far we've come over the past few years, during a time when there was no road map to follow. Thank you to our BID Board of Directors for their leadership and confidence in the BID's staff, and our members for their partnership and support. We've never been more optimistic about Georgetown's future.

Sincerely,



Bruce Baschuk
Chair
Board of Directors



Joe Sternlieb
CEO & President
Georgetown BID

about the bid

The Georgetown Business Improvement District is a publicly chartered, private non-profit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown's commercial district. Established in 1999 by its property owners and merchants, and registered by Mayor's order under the District of Columbia Business Improvement District Act, the Georgetown BID membership includes more than 1,000 commercial property owners and tenants in the BID boundaries.

Governed by a Board of Directors elected by its membership, the BID is proud of the role it has played in the ongoing evolution of Georgetown as an exceptional office, shopping, dining and visitor destination. From marketing and special events, to transportation, economic development, placemaking, and streetscape improvements, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information, visit the BID's official website for Georgetown, www.georgetowndc.com.



georgetown by the numbers

OFFICE
SPACE

3.3 Million

square feet of office space. At the end of FY22, average asking rents were \$45/square foot and office vacancy was 14.9%.



RETAIL
SPACE

2.1 Million

square feet of retail space, the largest outdoor retail district in the region, with 459 retailers and restaurants at the end of FY22. Retail vacancy was 13% (with a true vacancy of 8%) at the end of FY22.



STORE
OPENINGS

25

openings in FY22 – 25% of which were food & beverage.



RETAIL
LEASES

32%

of vacant retail spaces have a signed lease / tenant lined up.



SMALL
BUSINESSES

53%

of businesses (restaurants and retailers) are local/regional.



JOBS

13,076

employees in the Georgetown BID area, with the largest categories in Professional, Scientific, and Technical Services; Arts, Entertainment, and Recreation; and Accommodation of Food Services.



VISITORS

13.2 million

visitors in FY22 – a 27% increase over FY21.



HOTELS

740

hotel rooms in 7 hotels, including the opening of two new hotels - Sonder and Georgetown Residences by LuxUrban. An additional 418 hotel rooms are in the pipeline.





BID PROGRAMS



streetscape & street services

Our Streetscape & Street Services team served as the unofficial “Welcome Back to Georgetown Committee.” This dedicated crew of 21 full- and part-time street team members, contracted by Block by Block and overseen by BID staff, were on the street every day of the year except Thanksgiving and Christmas, sweeping 142 block faces, 20 alleys, and the C&O Canal Towpath each day, power washing sidewalks and alleys, and removing snow and ice.

FISCAL YEAR 2022 ACCOMPLISHMENTS

- Removed more than 2 million pounds of trash and litter from 175 trash bins, and removed or covered more than 3,000 graffiti tags and stickers – including along the one-mile stretch of the C&O Canal through a partnership with the National Park Service.
- Completed over 400 brick repair or replacement jobs.
- Maintained 305 flower baskets, and installed 200 holiday wreaths on light poles and almost 7 miles of LED holiday lights throughout Georgetown.
- Continued administering rodent abatement programs and tools - including Burrow RX, the electric bike, new “rat proof” trash cans and compactors, and canine rodent abatement - and Rodent Abatement and Trash Management Education program for businesses. Over 2,300 burrows were inspected and treated, eliminating a remarkable number of colonies.
- Monitored 30+ streateries and sidewalk extension decking.
- Homeless Outreach Team interacted with nearly 1,000 homeless individuals, and placed 90 people in housing.



STREETSCAPE & STREET SERVICES



placemaking & economic development

This was the year of the Georgetown comeback, thanks in large part to our Placemaking and Economic Development team. We've been here for years, actually (271 to be exact), but we're happy everyone else is excited about Georgetown again. Working closely with brokers and owners facilitated new business openings that brought visitors back in pre-pandemic numbers, aided by placemaking initiatives that made the public environment more welcoming for all.

FISCAL YEAR 2022 ACCOMPLISHMENTS

ECONOMIC DEVELOPMENT

- Employed a spending data platform to provide additional insights into consumer behaviors to track the impact and recovery from the pandemic – assisting both current and potential BID member businesses in making operational decisions.
- Collected, analyzed and disseminated economic and demographic information to brokers and property owners to help with leasing.
- Updated the number of available Tavern licenses from 6 to 12, allowing new businesses the opportunity to obtain and operate taverns in Georgetown.
- Facilitated attracting pop-up retailers to Georgetown, including Rent The Runway and NeighborsDC, to activate vacant and underutilized retail space. These pop-ups have brought new entrepreneurs, creatives, and customers to Georgetown.

PLACEMAKING

- Completed construction on the Capital Crescent Trailhead at the west end of Water Street.
- Re-permitted and managed 2,700 linear feet of sidewalk extension decks for more comfortable walking space, public seating, bus waiting areas, bike and scooter racks, and outdoor dining streateries supporting over 30 restaurants.
- Maintained public furnishings in six public plazas around Georgetown with daily cleaning.
- Furnished and maintained a new seating area at the Lock 3 boat dock for gongoozling and to support C&O Canal boat tour operations.
- Assisted Georgetown Heritage staff with Canal plan and revitalization efforts, and led the permitting process for Canal site use and events.





transportation

“If you build it (or improve it),
they will come.”

The BID continued to work on both short- and long-term initiatives to make Georgetown more accessible from a variety of transportation modes. How people move throughout cities continues to evolve, and so, too, does our approach to the work.

FISCAL YEAR 2022 ACCOMPLISHMENTS

- Installed 37 bike racks throughout Georgetown that provide secure bike parking for 74 bicycles or scooters.
- Collaborated with community leaders and city agencies to continue the Georgetown Decks sidewalk widening and streetwork program in 2023, while simultaneously building a planning framework to develop a long-term transportation and public realm vision for M St and Wisconsin Ave.
- Advanced the plan for a new BID-initiated signalized mid-block crosswalk on the 3200 block of M St NW to improve pedestrian safety and mobility. The new crosswalk will be installed in 2023.
- Worked with DDOT to plan improvements for pedestrian safety at the intersection of M St NW and Thomas Jefferson St NW with a new crosswalk and better traffic signals.
- Completed the preparation work with DDOT to launch the Georgetown Transportation Access & Circulation study in early 2023 to study short- and long-term transportation improvements.
- Constructed the new Capital Crescent Trailhead Plaza Enhancement project on the western end of Water St with a new plaza, rehabilitated staircase, benches, native plantings, bicycle fix-it stand and air pump, and interpretative sign.
- Assisted in leading the Georgetown to Metrorail Transit Enhancement Study with the Federal City Council, National Capital Planning Commission, and DDOT to study potential improvements for transit access to Georgetown.





marketing, events & communications

Everyone was eager to get back out into the world after the worst of the pandemic, and the BID's Marketing, Events & Communications team ensured there was always something interesting happening in Georgetown – and that everyone knew about it.

FISCAL YEAR 2022 ACCOMPLISHMENTS

- Continued implementation of the “Unexpected” visitor marketing campaign to bring local and regional visitors back to Georgetown as part of the pandemic recovery efforts. The campaign included advertising on radio, social media, YouTube, streaming audio and video, and Google's paid search and display ad network. More than 45 million people have been exposed to the campaign since its 2021 inception.
- Hosted 19th annual Georgetown French Market, which drew a record 22,000+ attendees, with pedestrian counts up 300% in Book Hill.

ACCOMPLISHMENTS continued...

- Partnered with the Capital Fringe Festival, Jamestown, and Sandlot to bring the performing arts festival to 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. A record 87% of tickets were sold.
- Created BID profiles for two additional social media platforms (LinkedIn and TikTok).
- Saw a 17.8% increase in total audience growth across social media platforms, with nearly 100,000 followers.
- Reached a new BIDness milestone with a 40% open rate – nearly double the average email newsletter open rate across industries.
- Managed media relations, communications, and social media for Georgetown Heritage's new C&O Canal boat season, and offered event and marketing support. The boat program earned \$4.7 million in ad value equivalency, including a CBS Saturday Morning segment viewed by 1.6 million people. A redesigned Georgetown Heritage website received a 2,000% increase in visits, compared to the previous year.
- Produced Georgetown Sunset Cinema summer series for the first time since 2019, featuring six “Fan Favorites” movies in Georgetown Waterfront Park.




georgetown heritage

All aboard! Georgetown Heritage, the BID's sister organization, launched its inaugural C&O Canal boat tour season in late April, as more than 20,000 people took a ride through history for the first time in more than a decade.

Between May and October, over 500 boat tours welcomed passengers from over 48 countries and nearly all 50 states. Additionally, Georgetown Heritage hosted school field trips, university alumni groups, young adult clubs, and senior organizations- and even ended the season with a Hall oween-themed ghost cruise.

The Canal boat garnered incredible media coverage, including a 7.5-minute segment on CBS Saturday Morning that was viewed by 1.6 million people nationwide. More importantly, the feedback from Georgetown residents, DC locals, and outof-town visitors was overwhelmingly positive and enthusiastic.

The next phase of construction along the Canal - with support from the National Park Service – will begin in 2023 and continue through 2024. Although the Canal will be dewatered for this restoration work, school visits, walking tours, and onsite events will keep the community engaged and excited about Georgetown Heritage's mission and future boat seasons. Visit georgetownheritage.org to learn more.



GEORGETOWN HERITAGE



new bid members

Georgetown welcomed 25 businesses to the commercial district in FY22 – from a Congolese art gallery, to a coffee shop employing people with disabilities, an LA-based menswear boutique, and a rare spirits tasting room with historic roots.

- Avocado Green Mattress
- Bakeshop
- Bella Bridesmaids
- Bitty & Beau's
- Bozzelli's
- Buck Mason
- Clubhouse
- Everlane
- Fathom Gallery
- Feta Café and Bakery
- Gallery Article 15
- Georgetown Seafood
- Glossier
- Hatley
- HOBO
- Laveda Lash & Brow Boutique
- Pressed
- SCOUT Flagship Store
- Shop Made in DC (relocated)
- StudioLab RD
- Stuf Storage
- The Fountain Inn
- Unique Kitchens and Baths + Storie Collective
- UpWest
- Yo! Yoga

Bitty & Beau's

Gallery Article 15



NEW BID MEMBERS



bid board of directors

October 2021 – September 2022

OFFICERS & EXECUTIVE COMMITTEE

Bruce Baschuk
J Street Companies
Chair

Aba Kwawu
TAA Public Relations
Vice Chair

Greg Casten
Tony & Joe’s Seafood Place/
ProFish
Treasurer

Richard Levy
The Levy Group

John Hays
The Phoenix

Paul Monsees
Foley & Lardner

Terese Wilson
LSM Architects

BOARD MEMBERS

Adisa Bakari
The Sports & Entertainment Group

Ahmad Ashqar
Falafel Inc

Ana Claudia Lopez
Olivia Macaron

Anthony Lanier
Eastbanc

Beth Aberg
Random Harvest

Bill Verno
RB Properties

Billy Martin
Martin’s Tavern

Chris Martin
Martin-Diamond Properties

Ezra Glass
Basil Street Management

Ian Callender
Suite Nation

Ifat Pridan
LiLi The First

Marc Bromley
Four Seasons Hotel

Mark Witschorik
Jamestown

Meghan Ogilvie
Dog Tag Bakery

Michael Gibeau
MRP Realty

Michael Savage
U.S. Trust / Bank of America

Morgan Williams
Georgetown Piano Bar

Nayan Patel
The Georgetown Inn

Susan Calloway
Calloway Fine Art & Consulting

Mike Weaver
W.T. Weaver & Sons

Thank you to former Board Member Kennett Marshall (Friends of the Legal Services Corporation) and former Board Appointee Daphna Peled (Pillar & Post / Georgetown Main Street), who retired from the Board in FY22.

APPOINTED

Lisa Palmer
ANC 2E

Cecilia Browning
House of Sweden

Chris Murphy
Georgetown University

Tara Sakraida Parker
Citizens Association of
Georgetown

Regina Knox Woods
Georgetown University Hospital

Melanie Hayes
TTR Sotheby’s International Realty
Georgetown Main Street

georgetown bid team

- Joe Sternlieb**
CEO and President

Nancy Miyahira
VP, Director of Marketing

Michael Summey
Chief Financial Officer

John Wiebenson
Operations Director
- Faith Broderick**
Economic Development Director

Greg Billing
Transportation Director

Debbie Young
Events Director

Lauren Boston
Communications Director

Nat Cannon, PLA
Placemaking Director
- Matt Millage**
Public Space Manager

Maggie Downing
Streeteries Project Manager

Taylor Bologna
Marketing and Events Associate

Louisa Nanan
Executive Assistant

Peter Abrahams
Economic Development and Partnerships Consultant

Jorge Rochac
Rodent Control Specialist
- Ashton McNair**
Operations Manager

Sorgalim “Saahit” Rosado
Team Leader

Christopher Singleton
Team Leader

Calvin Singleton
Team Leader

Michael Rogers
Ambassador

Eugene Brown
Ambassador

George “Chuck” Evans
Special Projects Ambassador

Ivan Evans
Special Projects
- Crishauna Gay**
Ambassador

Nathaniel Booth
Cleaning Ambassador

Charlene Waldo
Cleaning Ambassador

Pierre Anderson
Cleaning Ambassador

Domonic Thomas
Stretery Ambassador

Antonio Major
Cleaning Ambassador

Alonte Tucker
Stretery Ambassador
- Jason Cannon**
Cleaning Ambassador

Malik Hamlet
Cleaning Ambassador

Marcus Burnette
Cleaning Ambassador

Riddick Robinson
Cleaning Ambassador

Thomas Hamilton
Cleaning Ambassador

Ricardo Douglas
Special Projects Ambassador



In memory of Stephon Johns, Special Projects Ambassador, who was senselessly taken from us in August 2022. Stephon was a warm, friendly, and dedicated co-worker who was on the Clean Team for almost two years.

Thank you to the following former employees for their service to the Georgetown BID: Operations Manager Nathan Fadrowski; Cleaning Ambassadors David Graham, Michael Mason, Lynneace Gray, Donovan Lane, Kevin Green, Reginald Dudley, Derik Arnold, Vankese Taylor, Domonique Edwards, Kimberley Butler and Mustafa Wright; and Stretery Ambassadors Lonell Edmonds, Christopher Daniels, Tyrek Anderson, Ayonna Baylor, and Eric Nelson.

financials

The following is pre-audit financial information. The report will be updated with audited financial statements once they are available.

Statement of Financial Position

ASSETS		FY2022	FY2021
	Cash and Equivalents	587,158	3,226,770
	Investments	4,796,627	1,540,789
	Accounts Receivable	(22,076)	375,794
	Deposits in Escrow	-	664,208
	Prepaid Expenses	141,071	125,983
	Other Current Assets	-	-
	Total Current Assets	5,502,780	5,933,544
Fixed Assets	Office Furniture & Equipment	60,581	60,581
	Project Fixtures and Equipment	2,304,954	2,304,954
	Leasehold Improvements	124,660	124,660
	Capitalized Website Costs	95,062	95,062
	Less Accumulated Depreciation & Amortization	(1,260,010)	(1,260,009)
	Net Fixed Assets	1,325,247	1,325,248
	Total Assets	6,828,027	7,258,792
LIABILITIES & NET ASSETS			
Current Liabilities	Accounts Payable	770,786	391,273
	Accrued Vacation	88,007	88,063
	Deferred BID Tax Assessments Held in Escrow	2,293,713	664,208
	Deferred Income	3,300	1,949,731
	Deferred Rent Credits	86,436	86,436
	Loan Payable (PPP)	-	231,490
	Total Liabilities	3,242,242	3,411,201
Net Assets	Unrestricted and Board Designated	3,585,785	3,847,591
	Total Liabilities & Net Assets	6,828,027	7,258,792

The following is pre-audit financial information. The report will be updated with audited financial statements once they are available.

Statement of Activities

REVENUE		FY2022	FY2021
	BID Tax Revenues, net	4,944,453	5,004,851
	Contributions	-	-
	Investment Income	(9,261)	8,388
	Events & Other Income	356,111	1,081,526
	Total Revenues	5,291,303	6,094,765
EXPENSES			
Programs	Marketing	683,805	707,968
	Public Safety and Health	47,283	70,054
	Street Services	1,346,055	1,505,329
	Streetscape	565,868	505,785
	Destination Management	454,755	411,555
	Transportation	284,325	173,172
	Economic Development	127,176	130,033
	General BID	1,621,449	1,316,174
	Placemaking	221,919	217,919
	Total Programs	5,352,635	5,037,989
	Administration & Fundraising	131,959	169,486
	Total Expenses	5,484,594	5,207,475
	Change in Net Assets	(193,291)	887,290
	Net Assets, Beginning of Year	3,847,591	2,960,301
	Net Assets, End of Year	3,654,300	3,847,591

financials

The following is pre-audit financial information. The report will be updated with audited financial statements once they are available.

FY2023 Budget

INCOME		FY2023	FY2022
	BID Tax Revenue	4,945,800	4,666,800
	Other Revenue	612,100	360,000
	Total Revenue	5,557,900	5,026,800
EXPENSES			
	Street Services	1,779,800	1,575,600
	Marketing	1,029,700	762,200
	Administrative	689,300	697,800
	Streetscape	653,000	610,800
	Destination Management	476,300	471,400
	Transportation	346,600	334,400
	Economic Development	221,500	154,800
	Placemaking	222,600	255,600
	Homeless Services	83,500	78,000
	Public Safety	44,100	90,000
	Total Expenses	5,546,400	5,030,600
	Net Operating Income	11,500	(3,800)





The End.

GEORGETOWN ★ DC
BUSINESS IMPROVEMENT DISTRICT

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