



GEORGETOWN DC

GEORGETOWN BID 2023 MARKETING CALENDAR-AT-A-GLANCE

- GBID program
- Community partner program

JANUARY

- Through the 22: Georgetown GLOW
- 16 - 22: RAMW Winter Restaurant Week

FEBRUARY

- 1: CAG Black History Month program/BID sponsors

MARCH

- TBD: Georgetown "Unexpected" Brand Advertising Campaign resumes

APRIL

- 10-30: Blues Alley Jazz Fest
- 16: French Market Ad campaign begins
- 28 – 30 Georgetown French Market

MAY

- 4: Georgetown Heritage Gala
- 19: Bike to Work Day

JUNE

- TBD: Capital Fringe Festival Promotion & Advertising

JULY

- 13-16 & 20-23: Capital Fringe Festival
- TBD New Summer Programming

AUGUST

- TBD: New Summer Programming
- AUGUST: RAMW Summer Restaurant Week

SEPTEMBER

- TBD: GBID Annual Meeting
- 22 or 23: *GMS/citywide "Art All Night"

OCTOBER

- TBC: Book Hill/GMS Harvest Market
- OCT: Georgetown University Family Weekend (usually 2nd weekend)

NOVEMBER

- Georgetown GLOW November – January
- Small Business Saturday, Nov 25 [GMS]

DECEMBER

*GMS=Georgetown Main Street