

GEORGETOWN BID 2024 MARKETING CALENDAR TO-DATE

Last updated 02.08.24

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
 JANUARY 15 - 28: Winter Restaurant Week by RAMW ONGOING: Georgetown BID's "Unexpected" Visitor Marketing Campaign yearlong 	FEBRUARY: Black History Month events round up FEBRUARY: "Love, Georgetown" Valentine's Day Promotion round up Promotion roundups can be found on the BID's website at GeorgetownDC.com.	 MARCH 20 – APRIL 14: National Cherry Blossom Festival – round up of specials MARCH 23: Georgetown Main Street's Spring Art Walk 	 APRIL 20: weekly <u>Dancing</u> on the Waterfront series begins APRIL 13: <u>Georgetown</u> Main Street's Second Saturday & Flower Tour APRIL 20: 93rd Annual <u>Georgetown House Tour</u> APRIL 26 – 28 <u>Georgetown French Market</u> (Book Hill/upper Wisconsin Avenue) by the BID ONGOING: <u>Georgetown Heritage</u> Canal/Walking Tours 	 MAY 4: Georgetown Heritage Spring Family Event and Fundraiser MAY 4: Junior League's Shop Around Georgetown promo/event MAY 11: 94th Annual Georgetown Garden Tour MAY 11: Georgetown Main Street's Second Saturday MAY 16-19: Georgetown University Commencement MAY 17: Bike to Work Day 	 JUNE (TBC): Georgetown BID Summer Programming series JUNE 8: Georgetown Main Street's Second Saturday JUNE 11 — AUGUST 6: Tuesday nights Dancing on the Waterfront themed series
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
 JULY 2, 9, 16, 23: Tuesday nights <u>Dancing on</u> <u>the Waterfront</u> themed series 	 AUGUST 6: Tuesday night <u>Dancing on the Waterfront</u> themed series (TBC): <u>Summer Restaurant Week</u> by RAMW 	 SEPTEMBER (TBC): Georgetown BID 25th Anniversary/ Annual Meeting SEPTEMBER (TBC): Georgetown Main Street/citywide "Art All 	 OCT 18-20: Georgetown University Family Weekend OCT 19-20: Georgetown Main Street's Fall Market (Book Hill/upper Wisc Ave) OCT 26: weekly Dancing on the Waterfront ends 	 NOVEMBER 9: Georgetown Main Street's Second Saturday NOVEMBER 23: Small Business Saturday NOVEMBER: 	 DECEMBER: Georgetown BID Holiday Promotions/ Advertising (TBC): Georgetown BID's Georgetown GLOW and Holiday Programming DEC 3: Georgetown Main

OCT 27: Marine Corps

partial road closures)

Marathon (mile 5 in Gtown;

Night"

 7 & 14: Georgetown Main Street's Holiday Cookie Tour

DEC 14: Georgetown Main

Street's Second Saturday

Street's Tree Lighting

Georgetown BID

Advertising

Holiday Promotions/