

GEORGETOWN BID 2024 MARKETING CALENDAR TO-DATE

Last updated 07.10.24

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> <u>Main Street's</u> 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 	 MAY 4: Junior League's Shop Around Georgetown promo/event [to be confirmed] 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 ONGOING: Georgetown Heritage Canal/Walking Tours 	 JUNE 8: <u>Georgetown</u> <u>Main Street's</u> Second Saturday JUNE 11 – JULY 30: Tuesday nights <u>Dancing on the</u> <u>Waterfront</u> themed series JUNE 21: Georgetown BID new music event, "Fete de la Musique / World Music Day"
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
• JULY 2, 9, 16, 23, 30: Tuesday nights <u>Dancing on</u> the Waterfront themed series	• AUGUST 12-18: Summer Restaurant Week by RAMW	 SEPTEMBER 25: Georgetown BID 25th Anniversary/ Annual Meeting SEPTEMBER 27: Georgetown Main Street/citywide "Art All Night" 	 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 OCT 27: Marine Corps Marathon (mile 5 in Gtown; partial road closures) 	 NOVEMBER 9: Georgetown Main Street's Second Saturday NOVEMBER 23: Small Business Saturday NOVEMBER: Georgetown BID Holiday Promotions/ Advertising 	 DEC 3: Georgetown Main Street's Tree Lighting DECEMBER 7: Georgetown BID Holiday Programming + Advertising DEC 7: Georgetown Main Street's Second Saturday 7 & 14: Georgetown Main Street's Holiday Cookie Tour