

GEORGETOWN DC

BUSINESS IMPROVEMENT DISTRICT



FY2021 ANNUAL REPORT

October 2020 - September 2021

Letter to Members

Two steps forward, one step back. That often seemed to be the refrain of FY21, as pandemic advances, as well as setbacks, informed our work at the Georgetown BID. In spite of the hardships, it was also a year of reopening, recovery, and re-connecting.

Our commercial district braced for a winter COVID surge at the start of the fiscal year, as businesses survived through online sales, outdoor dining, federal and city grants, and continued technical and digital marketing assistance from the Georgetown BID.

The new year ushered in some much-needed optimism for Georgetown, with vaccines rolling out across the country. By spring, more new businesses were opening and our foot traffic was slowly but steadily increasing, as small businesses brightened Book Hill in celebration of cherry blossom season, and we unveiled a special edition of Georgetown GLOW with five new installations.

The second half of FY21 was one of fast and furious recovery, as we worked to bring people back to Georgetown as safely and comfortably as possible through both programmatic initiatives and new attractions – from the launch of our “Exactly What You Weren’t Expecting” visitor marketing campaign, to the Georgetown Decks pilot program that provided more room to dine, shop and stroll throughout Georgetown, a summer edition

of Georgetown GLOW, and a new C&O Canal boat.

Our hard work, and the incredible resiliency of our BID members, paid off. As the fiscal year came to a close, our monthly visits not only rebounded to 2019 counts for the first time since the pandemic began, but surpassed them; our recovery outpacing our competitor markets.

You’ll see all of this in our report, and the countless ways in which our Board, staff, and BID members tirelessly pivoted throughout the year to claw our way back from the most challenging time we have ever faced as a commercial district.

There is still a long way to go; many vacancies to fill, and more visitors to welcome back. And yet, it’s worth pausing to celebrate all we’ve achieved despite the unprecedented odds. Pausing to thank our BID Board of Directors for their steadfast leadership, and commend our members for their passion and drive.

Now let’s keep moving, two steps at a time.

Sincerely,



Bruce Baschuk
Chair
Board of Directors



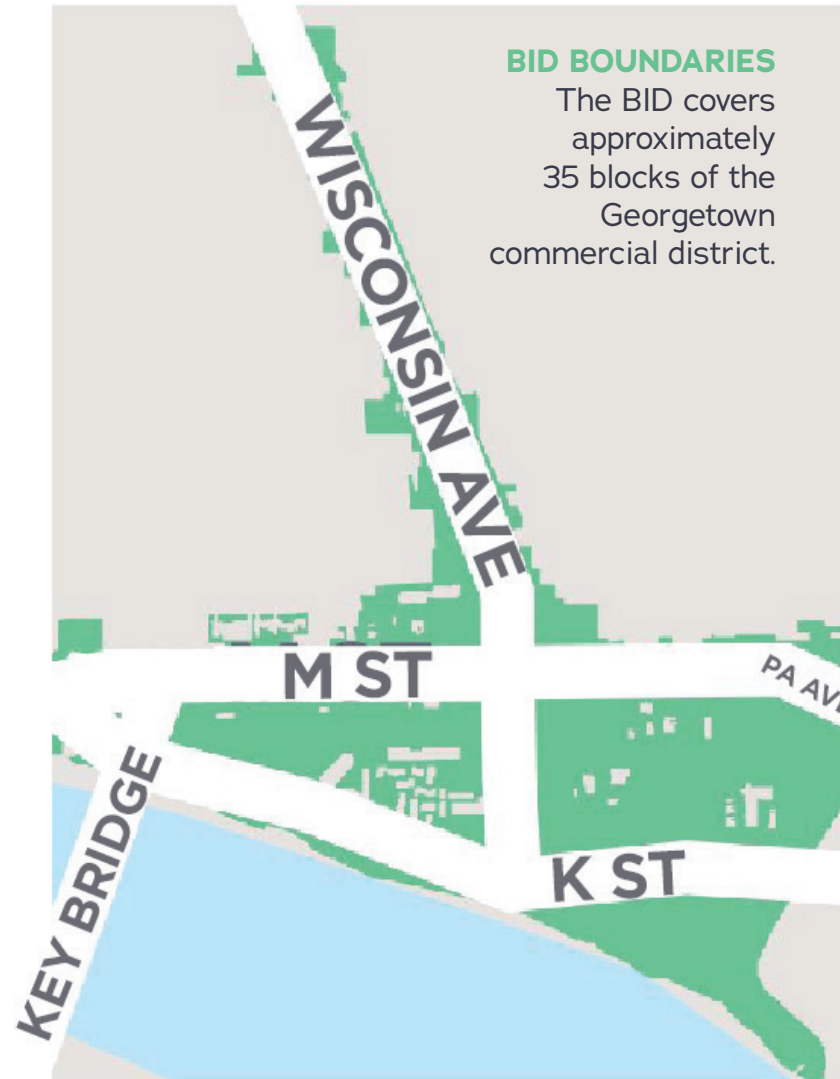
Joe Sternlieb
CEO & President
Georgetown BID



About the BID

The Georgetown Business Improvement District is a publicly chartered, private nonprofit 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

OFFICE SPACE

3.3 million square feet of office space. At the end of FY21, average asking rents were \$44.52/ square foot and office vacancy was 15% - with Class A & B spaces outperforming citywide vacancy averages by 8%.

RETAIL SPACE

2.1 million square feet of retail space, the largest outdoor retail district in the region, with 453 retailers and restaurants at the end of FY21. Retail vacancy was 14.8% at the end of FY21 – on par with other DC retail submarkets, and faring better than many of our competitor submarkets.

CAFFEINE CAPITAL

21 coffee shops within one-square mile of the BID's boundaries.

RETAIL LEASES

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

STORE OPENINGS

29 openings in FY21.

SUGAR HIGH

19 afternoon sugar-crash stops in Georgetown, from cupcakes, to cookies, doughnuts, pie, macarons, and chocolate.



SMALL BUSINESSES

47% of businesses operating in the Georgetown commercial district are small businesses.

JOBS

12,315 jobs in the Georgetown BID area, with the largest categories in Professional, Scientific, and Technical Services; Arts, Entertainment, and Recreation; and Accommodation of Food Services.

LUNCH HOUR

10 acres of Georgetown Waterfront Park to eat your lunch along the Potomac.

VISITORS

11.44 million visits to Georgetown in FY21 – a 30% increase over FY20.

HOTELS

510 hotel rooms in 5 hotels.

THE EXORCIST

75 *Exorcist* steps to foolishly race up after Happy Hour in Georgetown.



BY THE NUMBERS





Street Services & Cleaning Program



Flower Basket Program



Holiday Decor Program



Summer GLOW Alley Exhibition

BID PROGRAMS



Spring GLOW Exhibition



New Canal Boat



Public Space Activations

Visitor Marketing Campaign

Discover the Unexpected.

GEORGETOWN ★ DC

#UnexpecteDC

Click here ▶

Street Services & Streetscape



As DC residents, employees, and tourists slowly made their way back to Georgetown, our Streetscape & Street Services staff were the friendly faces they saw out on the street, welcoming them. This dedicated team of 17 full- and part-time street team members, contracted by Block by Block and overseen by BID staff, were the Georgetown BID's essential workers yet again in FY21. They 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. In addition to their typical duties, the team was called upon to respond to multiple challenges, from distributing PPE to business owners, to monitoring an extended Georgetown GLOW light art series, and assisting in the installation and maintenance of the Georgetown Decks and streateries throughout the commercial district.

FISCAL YEAR 2021 ACCOMPLISHMENTS

- Removed more than **1.2 million pounds of trash** and litter from 175 trash bins, and removed or covered more than **2,800 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 **450 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 launched a Rodent Abatement and Trash Management Education program for businesses. **Over 1,800 boroughs were inspected and treated**, with more than 800 direct kills, and tens of thousands of rodents eliminated.
- Monitored **35 streateries** and 3,400 linear feet of sidewalk extension decking.
- Homeless Outreach Team interacted with 423 individuals for a total of **2,701 service interactions**.



Planning, Placemaking, and Economic Development

It was another difficult year to be a business owner, yet our Planning, Placemaking, and Economic Development team worked tirelessly to ensure Georgetown's recovery outpaced that of our commercial district competitors. Placemaking initiatives relied heavily on the creative use of outdoor public space to encourage shopping, dining and strolling that felt comfortable and safe, and by the end of FY21, monthly visitor counts not only rebounded to pre-pandemic levels, but surpassed them by 8% in October 2021.

FISCAL YEAR 2021 ACCOMPLISHMENTS

ECONOMIC DEVELOPMENT

- Employed visitor data platform to provide additional insights into visitor demographics and track impact and recovery from COVID-19 crisis – assisting both current and potential BID member businesses in making operational decisions.
- Began work on **new office marketing campaign** targeting regional CEOs, to combat office vacancies - including interviewing top Georgetown CEOs, and working with the BID's marketing team to create a new campaign landing page on georgetowndc.com.
- Assisted **business owners** as they waded through complex operational, financial and regulatory COVID challenges.
- Collected, analyzed and disseminated **economic and demographic information** to brokers and property owners to help with leasing.

PLACEMAKING

- Designed, permitted, built, installed and managed **3,400 linear feet of sidewalk extension decks** for outdoor dining ("streateries"), activations, and more comfortable and safer walking space and bus waiting areas.
- Refined maintenance and operations for the sidewalk extension decks, concrete barriers, and dining.
- Continued **permits for 40 restaurants** to operate in curb lane streateries.
- Deployed **movable public furniture** in six plazas around Georgetown and cleaned it daily.
- Acquired and installed the **ABCDC Cherry Blossom sculpture** on Book Hill near Wisconsin Avenue and 33rd Street as part of ongoing public art program.

Transportation



The pandemic continued shifting urban transportation needs during FY21, as the BID adapted by creating short-term initiatives that prioritized public health and safety, while also making progress on long-term transportation goals.

FISCAL YEAR 2021 ACCOMPLISHMENTS

- Worked with community and city agencies to adjust Georgetown Decks sidewalk extensions, as needed, to account for loading zones, pick-up/drop-off zones, bus stops, and ADA access.
- Installed or repaired **49 bike racks**.
- Partnered with two Georgetown garages to offer **highly discounted parking rates** - a pilot program that encouraged visitors to consider off-street parking options, and incentivized longer stays in Georgetown.
- Completed comprehensive **traffic analysis** of impacts of wider sidewalks on traffic flow through Georgetown.
- **Completed “warrant study”** looking at possible mid-block signalized traffic light on 3200 block of M Street NW.
- Helped lead Georgetown Enhanced Transit Access to Metrorail Alternative Analysis Study with Federal City Council and NCPC.
- Completed design and permitting for **Capital Crescent Trail Head Enhancement** project.



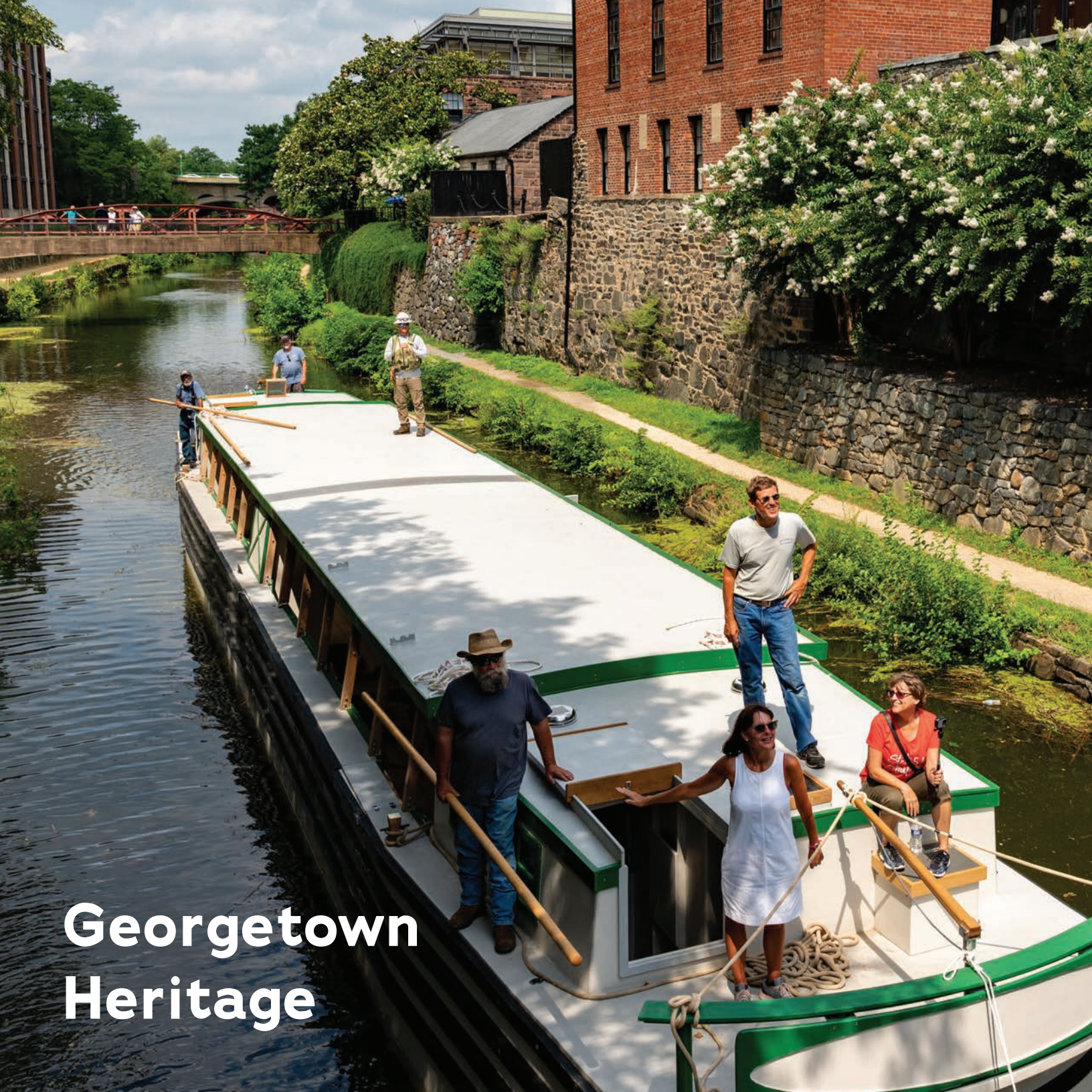
Marketing, Events & Communications



After what felt like an endless period of isolation, Georgetown residents and visitors were eager to attend in-person events, socialize with friends, and simply have plans again – or, rather, ones that didn't involve Netflix and the couch. The BID's Marketing, Events & Communications team was tasked with bringing the fun back to Georgetown, while navigating ever-changing health and safety protocols, and planning hybrid experiences that offered something for everyone. Social media stories, new website guides and resources, and Georgetown's weekly newsletter, The BIDness, ensured audiences were always informed and entertained – even if they could only visit Georgetown from their phones.

FISCAL YEAR 2021 ACCOMPLISHMENTS

- Launched **visitor marketing campaign**, “Exactly What You Weren't Expecting”, 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, and Google's paid search and display ad network. Nearly **22 million people** were exposed to the campaign, which generated **200,000 additional website visits**.
- Grew Instagram following to **50,000+**.
- Produced the **seventh edition of Georgetown GLOW** as a special, two-part series in spring and summer, featuring eight outdoor light art installations and 30+ walking tours over a six-month span.
- Sent **140 BID-member email updates**, keeping business owners and landlords apprised of evolving operational regulations, resources, and key pandemic information.
- Administered and concluded **Digital Marketing Assistance Program**, contracting with local digital marketing, design and development firms to assist more than 25 small businesses that needed social media, e-commerce, website, and branding help to adapt to, and survive, the COVID-19 crisis.
- Hosted a **new Book Hill in Bloom promotional event** to celebrate DC's cherry blossom season, and welcome visitors back to Georgetown that spring as vaccines rolled out. More than 20 small businesses on upper Wisconsin Avenue decorated their storefronts, offered seasonal promotions, and donated raffle prizes.

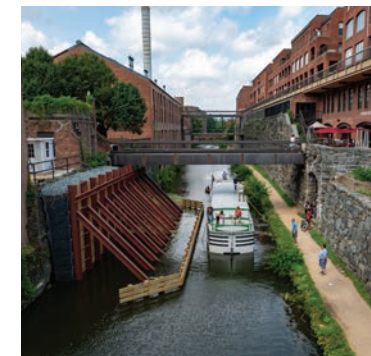


Georgetown Heritage

GH Georgetown Heritage

The BID continued to support Georgetown Heritage – the nonprofit organization partnering with the National Park Service (NPS) to restore, revitalize, and reimagine the Georgetown section of the C&O Canal National Historical Park – with management, staff, and planning assistance. Most notably, construction was completed on the new replica Canal boat, and a captain was hired. The boat made its Georgetown debut in July, and will welcome visitors, residents and school children aboard in Spring 2022 to tour the Canal for the first time in more than a decade.

The Grace Street wall stabilization project was also completed – the first construction project undertaken by Georgetown Heritage and NPS as part of the Canal Plan, and one that was necessary in order to operate the new boat.



New BID Members



In the midst of a pandemic and nationwide vacancy challenges, Georgetown still welcomed 29 businesses to the commercial district in FY21 – from an outdoor beer garden, to a COVID testing clinic, stationery boutique, and cocktail bar.

Aerie
 Agape Family Chiropractic
 All About Burger
 Amigo Mio
 Budd & Co.
 Concept 31/M
 Designer Library
 Donahue
 Duly Noted
 Faherty

Foxtrot
 FP Movement
 Freshbee's
 Gong Cha Bubble Tea
 Gorjana
 Green Almond Pantry
 High Road Cycling
 L. Priori Jewelry
 Mason's Famous Lobster Rolls
 Mini Me Little Boutique

Pacers Running
 Potomack Company
 Prospect Optika
 Ray-Ban
 Roll by Goodyear
 Same Day Testing
 Sandlot Georgetown
 Spicez
 uBreakiFix



BID Board of Directors

October 2020 – September 2021

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 Ashkar
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

Kennett Marshall
Friends of the Legal Services
Corporation

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

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

Daphna Peled
Pillar & Post
Georgetown Main Street



In memory of Board Member Bob Elliott
(Georgetown Madelon), who passed away in FY21.

Thank you to former Executive Committee Members Andrew Blair (Colonial Parking) and Crystal Sullivan (Georgetown Suites); former Board Members Michael Eves (Jamestown), David Bernand (Four Seasons Hotel), Ginger Laytham (Clyde's Restaurant Group), and September Rinnier (Tuckernuck); and former Board Appointees Max Berry (Max N. Berry, Esq), Cheryl Gray (Citizens Association of Georgetown), Kate Goodall (Halcyon House), and Constantine Ferssizidis (TD Bank / Georgetown Business Association), who all retired from the Board in FY21.

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 Manager

Nathan Fadrowski
Operations 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

Chris Singleton
Team Leader

Mike Rogers
Ambassador

Eugene Brown
Ambassador

Reginald Dudley
Ambassador

Calvin Singleton
Ambassador

Alonte Tucker
Ambassador

Crishauna Gay
Ambassador

Stephon Johns
Special Projects

Chuck Evans
Special Projects

Ivan Evans
Special Projects

Ayonna Baylor
Stretery

Thank you to former employees Dean Zacharias (Social Media Manager), Claire Marfyak (Executive Assistant), Shannon Hancock (Executive Assistant), Surin Edouard, Jr. (Operations Manager), Michael Burns (Operations Supervisor), David Graham (Ambassador/ Power Washer), Lonnel Edmonds (Ambassador), and Christopher Daniels (Stretery) for their service to the BID.



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	2021	2020
Cash and Equivalents	2,030,405	3,300,058
Investments	2,760,255	1,539,067
Accounts Receivable	382,434	94,135
Deposits in Escrow	664,208	892,115
Prepaid Expenses	47,355	33,094
Other Current Assets		
Total Current Assets	5,884,657	5,858,469
Fixed Assets		
Office Furniture & Equipment	60,581	60,581
Project Fixtures and Equipment	1,144,595	1,144,595
Leasehold Improvements	124,660	124,660
Capitalized Website Costs	95,062	95,062
Less Accumulated Depreciation & Amortization	(1,051,195)	(1,051,196)
Net Fixed Assets	373,703	373,702
Total Assets	6,258,360	6,232,171
LIABILITIES & NET ASSETS		
Current Liabilities		
Accounts Payable	411,423	411,423
Accrued Vacation	52,011	52,011
Deferred BID Tax Assessments Held in Escrow	892,115	892,115
Deferred Income	1,797,241	1,797,241
Deferred Rent Credits	119,080	119,080
Loan Payable (PPP)	231,490	
Total Liabilities	3,367,650	3,271,870
Net Assets		
Unrestricted and Board Designated	2,890,710	2,960,301
Total Liabilities & Net Assets	6,258,360	6,232,171

Financials

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

Statement of Activities

REVENUE	2021	2020
BID Tax Revenues, net	5,007,439	4,900,714
Contributions	-	-
Investment Income	8,388	63,123
Events & Other Income	1,269,526	287,602
Total Revenues	6,285,353	5,251,439
EXPENSES		
Programs		
Marketing	707,968	666,812
Public Safety and Health	70,054	49,657
Street Services	1,296,515	1,279,381
Streetscape	505,785	551,658
Destination Management	411,555	314,000
Transportation	173,172	167,946
Economic Development	130,033	151,006
General BID	2,053,260	950,995
Placemaking	652,754	138,079
Total Programs	6,001,096	4,269,534
Administration & Fundraising	165,846	118,918
Total Expenses	6,166,942	4,388,452
Change in Net Assets	118,411	862,987
Net Assets, Beginning of Year	2,960,301	2,097,314
Net Assets, End of Year	3,078,712	2,960,301

Financials

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

FY2022 Budget

INCOME	FY2022	FY2021
BID Tax Revenue	4,666,800	4,256,700
Other Revenue	360,000	947,000
Total Revenue	5,026,800	5,203,700
EXPENSES		
Street Services	1,575,600	1,429,900
Marketing	762,200	775,200
Administrative	697,800	625,900
Streetscape	610,800	613,800
Destination Management	471,400	460,600
Transportation	334,400	208,400
Economic Development	154,800	143,900
Placemaking	255,600	652,600
Public Safety	90,000	136,300
Homeless Services	78,000	77,800
Total Expenses	5,030,600	5,124,400
Net Operating Income	(3,800)	79,300



THE END.



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