
FY2025
2025
GEORGETOWN BID
ANNUAL REPORT
OCT 2024
to
SEP 2025
GEORGETOWN DC
BUSINESS IMPROVEMENT DISTRICT



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LETTER TO MEMBERS

As DC's oldest and most dynamic neighborhood, Georgetown is accustomed to change. In FY2025, the Georgetown Business Improvement District enthusiastically ushered in the next generation of organizational leadership and embraced the opportunity to further evolve, as our new CEO and the rest of the BID team continued to make a positive impact on the business community.

Between October 2024 and September 2025, Georgetown welcomed 55 new businesses and more than 14 million visitors. Our streets were busier than ever, maintaining Georgetown's standing as the number one commercial district in DC.

Safety in Georgetown remained a top priority as the BID continued to grow its strategic partnerships between local businesses and the Metropolitan Police Department (MPD), and invested in a camera program that put more eyes on the street. This work established the BID as a trusted liaison between local business owners and District staff, and elevated our situational awareness on our community's streets, with 240 business safety checks conducted across the neighborhood.

Our public realm also evolved. Streateries played an important role in Georgetown's post-pandemic recovery, activating sidewalks and supporting restaurants — and sparking strong and varied opinions. While data shows these changes improved safety and reduced crashes by 50%, the BID also recognized concerns about aesthetics and historic character. As the District began transitioning the streatery program, the BID actively worked with businesses, residents, and City partners to navigate and evolve this program into the next generation of DC's outdoor dining.

Beyond our streets, Georgetown continued to shine through events, arts, and placemaking. Our 22nd annual French Market saw nearly 35,000 visitors in Book Hill, and our second annual Fête de la Musique, which was co-produced with our partners at Georgetown Heritage, saw 45,000 people in Georgetown for an inclusive celebration of live music from around the world. New public art installations such as Light Lane also brought fresh energy to our shared spaces.

These events and activations are examples of what Georgetown does best, and yet there is so much work ahead of us. A shifting office market, new hotel openings, and anticipated office conversions will shape the next chapter of Georgetown's evolution. These changes present both challenges and opportunities, and addressing them thoughtfully is a priority for the BID.

We continue to be agile, adjusting our work in response to the business community's needs in an ever-changing climate. We are a community full of passionate and talented people who continue to invent and reinvent, while never losing sight of the history and character that make Georgetown unlike anywhere else in the world.

Thank you for being part of this community and for your continued partnership. We look forward to shaping Georgetown's next chapter together.

Sincerely,



Terese Wilson
Chair
Board of Directors





Deb Kerson Bilek
CEO
Georgetown BID



LETTER TO MEMBERS

ABOUT THE GEORGETOWN BID

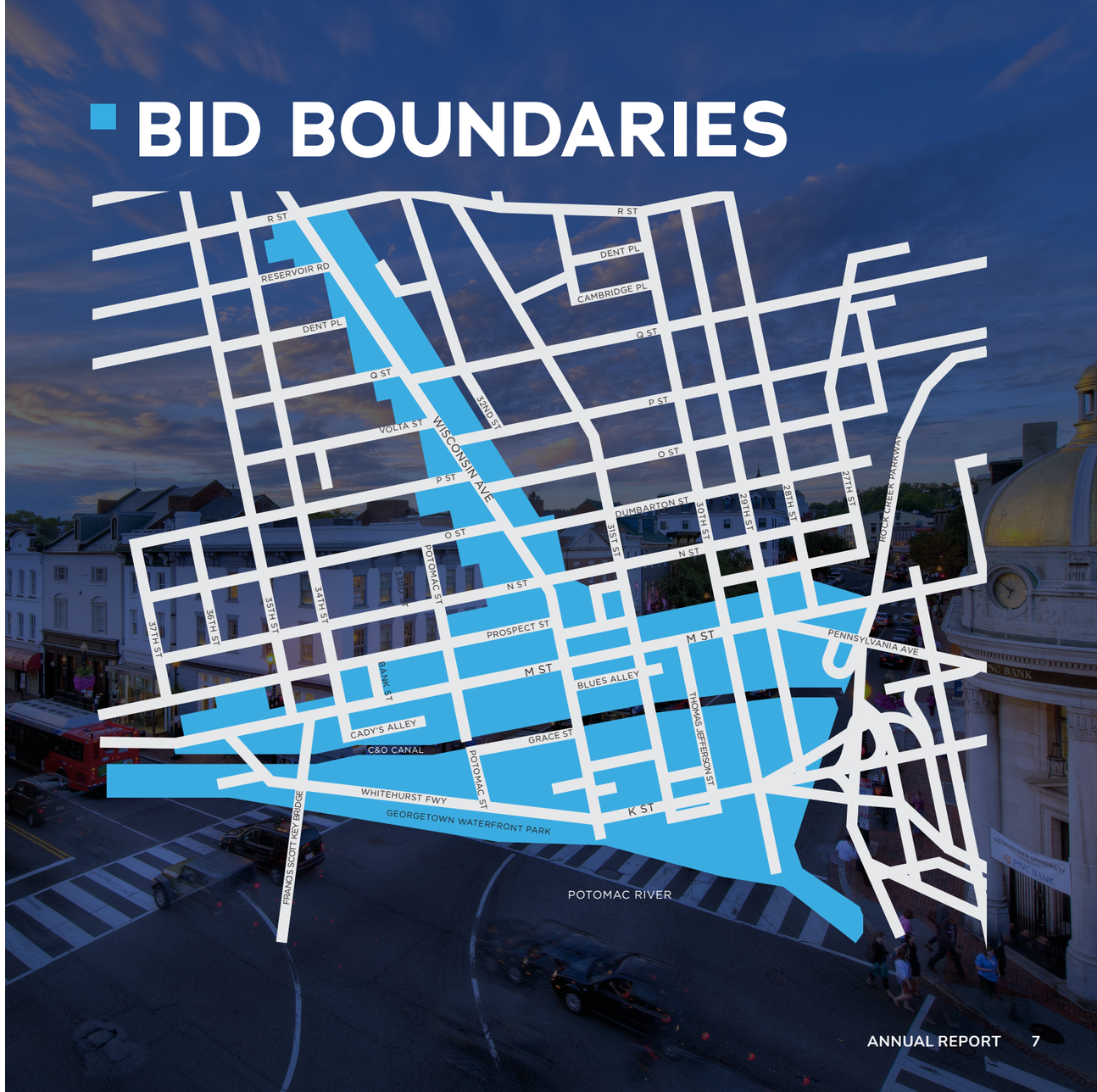
ABOUT THE GEORGETOWN BID

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, and by extension, to all of Washington, DC. For more information, visit the BID's official website for Georgetown, www.georgetowndc.com.

BID BOUNDARIES



GEORGETOWN BY THE NUMBERS

GEORGETOWN BY THE NUMBERS

3 MILLION
square feet of office space. Over 126,393 square feet of office space was leased from January-September 2025.

2 MILLION
square feet of retail space. It is the largest retail destination in DC, with nearly 500 retailers in the commercial district.

55
store openings in FY25.

12,000
employees in the Georgetown BID area, with the largest categories in the Service industry, Professional, Scientific, and Technical Services, Retail Trade, FInance, Insurance, and Real Estate.

61%
of businesses (restaurants and retailers) are local/regional.

39%
of businesses (restaurants and retailers) are national/international.

766
hotel rooms, with another 304 rooms in the pipeline — 240 of which are expected in FY26.

8%
true vacancy*

43
restaurants operating outdoor dining on streateries.

14 MILLION+
visitors in FY25, representing a year-over-year increase since 2020, and outpacing every other DC neighborhood.

*True vacancy is defined as commercial space that is unoccupied and does not have a lease signed, whereas apparent vacancy includes all vacancy regardless of whether there is a lease signed. Both the true and apparent vacancy rate is calculated based on the number of vacant retail bays, not on a per square foot basis.



BID PROGRAMS



STREETSCAPE & STREET SERVICES

It's no small feat ensuring a 275-year-old neighborhood looks its very best day in and day out. Our dedicated Clean Team is always up to the task, with a crew of 25+ full- and part-time team members on the street every day of the year except Thanksgiving and Christmas, sweeping 142 block faces and 20 alleys, power washing sidewalks and alleys, removing snow and ice, and providing services along the C&O Canal.

FY2025 ACCOMPLISHMENTS

- Removed 1.5 million+ pounds of trash and litter from 175 trash bins.
- Removed or covered more than 1,700 graffiti tags and stickers.
- Replaced or reset over 2,000 bricks through DDOT's Reimbursable Maintenance Agreement.
- Supported and partnered with Georgetown Ministry Center (GMC) Outreach team to meet a variety of needs for unhoused guests, with 400+ unique GMC interactions.
- Maintained 205 flower baskets and installed 200 holiday wreaths on light poles throughout Georgetown.
- Administered rodent abatement programs with tools such as Burrow RX monoxide, additional "rat-proof" trash cans, dry ice, and canines. Inspected and treated 1,000+ rodent burrows.
- Installed, repaired, or relocated 85 bike racks.











PUBLIC SAFETY

Georgetown's economic vitality is directly connected to public safety. When visitors feel comfortable walking throughout the commercial district, they spend more time — and money — shopping and dining. When in-store theft is minimized, businesses protect their bottom line and improve employee retention. The BID's Community Safety Coordinator works closely with stakeholders to ensure Georgetown is one of the safest neighborhoods in DC.

FY2025 ACCOMPLISHMENTS

- Hosted seven public safety meetings and walks for BID members.
- Installed 15 new security cameras throughout the commercial district, with 70% of captured crime footage used for MPD investigations.
- Conducted 240 business safety checks, sharing tips, answering questions, connecting businesses with law enforcement, and encouraging them to report theft.
- Received $153,307 via the DC Safe Commercial Corridors grant to enhance and grow our best-in-class safety program.







PLANNING, PLACEMAKING & ECONOMIC DEVELOPMENT

Mayor Bowser recently said Georgetown is “hot,” and who are we to argue? It isn’t by accident that some of the city’s most buzzworthy retail and restaurant concepts chose Georgetown; it’s thanks to the work of our Planning, Placemaking, & Economic Development team to shape and support a positive, attractive business climate.

FY2025 ACCOMPLISHMENTS

ECONOMIC DEVELOPMENT

- Welcomed 55 new businesses to the district, supporting them with permitting and business openings.
- Collected, analyzed, and disseminated economic and demographic data and custom reporting to brokers, property owners, and prospective tenants to help with leasing.
- On the office market side, over 126,393 square feet of space was leased from January – September 2025.
- Stewarded and supported the evolution of the streatery program, allowing for continued outdoor dining at 30 restaurants throughout the neighborhood.
- Produced a quarterly newsletter summarizing market trends and neighborhood updates geared toward the commercial real estate industry.







SIDEWALK EXTENSIONS, STREATERIES & OUTDOOR DINING PLACEMAKING

- Applied for in-street bike and scooter parking to keep sidewalks clear.
- Helped secure approval for a shared outdoor seating area serving six nearby take-out restaurants.
- Achieved substantial reduction in traffic crashes on M Street and Wisconsin Avenue from 2019 to 2025, during the time of the streateries and sidewalk extensions.
- Worked with a consultant team to develop a permittable brick sidewalk extension pilot that complements the historic character of the streetscapes to accommodate sidewalk cafes and walking space.
- Maintained furnishings for outdoor dining in eight public plazas around Georgetown.











PLANNING, PLACEMAKING, & ECONOMIC DEVELOPMENT



MARKETING, EVENTS & COMMUNICATIONS

Whether it's garnering national media coverage, putting a new spin on a beloved neighborhood event, or writing weekly newsletters with a wholly unique voice, the Marketing, Events, & Communications team ensures Georgetown is top of mind — and at the top of your Instagram feed.



FY2025 ACCOMPLISHMENTS

- Hosted 22nd annual Georgetown French Market with a record 35,000 visitors (a 13% increase over 2024).
- Launched the second annual Fête de la Musique - World Music Day in June in partnership with Georgetown Heritage and the Embassy of France, with 20 outdoor locations hosting over 40 musical acts. The event saw 45,000 visitors in Georgetown.









- Achieved a 45.2% average open rate for the BIDness — the highest since the e-newsletter's inception.
- Hosted inaugural Georgetown Jingle holiday event, featuring 11 musical acts in 11 outdoor locations, with 40+ participating merchants.
- Saw total audience across social media platforms grow to over 150,000 followers, with a 25% increase in LinkedIn followers.
- Generated more than $6 million worth of publicity from media coverage of events.



GEORGETOWN HERITAGE

Georgetown Heritage, the BID's sister nonprofit organization, launched its Arts & Culture program in FY25 with an investment from the BID. Through this new initiative, Georgetown Heritage and the Georgetown BID co-produced the second annual Fête de la Musique - World Music Day.

An updated Georgetown Heritage logo and website were unveiled, reflecting the organization's expanding programs and keeping visitors up-to-date on the return of Canal boat tours, expected in Summer 2026. In the meantime, Georgetown Heritage continued to offer C&O Canal walking tours while the National Park Service completed critical repairs to canal locks and walls.

Visit georgetownheritage.org to learn more.



GEORGETOWN
HERITAGE
ARTS











GEORGETOWN HERITAGE







INDUSTRY LEADERSHIP: PASSION, PLACE, & PURPOSE

DC welcomed over 1,500 place management professionals for the International Downtown Association's 2025 Annual Conference in September. Georgetown is leading the industry and used this opportunity to serve as an exemplar for other BIDs across the United States and Canada. Georgetown BID staff led three sold-out walking tours throughout the commercial district — highlighting everything from the BID's post-pandemic market resurgence to our innovative safety and security initiatives, and expansive streatery program.

Additionally, two BID staff members were selected among the industry's top professionals to moderate a marketing education session and participate in an operations panel, providing an opportunity to share their expertise and Georgetown's successes with fellow urban place management leaders.

NEW BID MEMBERS

Georgetown welcomed 55 businesses to the commercial district in FY25 — from a cocktail lounge with an original Buenos Aires location that was named one of the world's 50 best bars to the return of a national bookseller after a 13-year absence in the neighborhood, and one of the most anticipated restaurant openings in a decade inside a historic Georgetown building.

Alara
Amanda Hagerman Jewelry
Amorino Gelato
Andy's Pizza
Arc'teryx
Atelier Jacobs
Barnes & Noble
BIBIBOP Asian Grill
Billy Hicks
Blossom Daily
Burano
Cabinet Atelier
Canal House of Georgetown
Citibank
Club Pilates
Cotopaxi (pop-up)
Current Boutique
FARM Rio
Flor. Coffee + Books
Floreria Atlantico
Framebridge
Generation Tux
Georgetown Preschool
Great Big Game Show
Gtown Sushi & Poke
Huckberry
Hunter & Huntress
It's a Secret Med Spa
J.Crew
Kiehl's
Koryouri Urara
Malbon Golf
Marine Layer
Mejuri
M Scrivner Hair Loft
My Little Chamomile
Nicole Lanteri Design
Oki Shōten (Oki Bowl)
Ornare
Osteria Mozza
Peter Manning
Ramen by Uzu
Rimtang
RM Wellness
STAUD
Sweaty Betty
Sushi Gaku
Tesla
The MVMNT Society
Tilley's Pet Supplies
Trey Jones Studio
Two Nine
Von Ammon Gallery (moved)
Warby Parker (moved)
Yala Greek Ice Cream





Photo courtesy of My Little Chamomile



Photo by @georgetownphotographyy / Amanda Hagerman Jewelry

BOARD OF DIRECTORS Oct 2024 - Sept 2025

EXECUTIVE COMMITTEE

Terese Wilson
LSM Architects
Chair

Greg Casten
Tony & Joe's Seafood Place
Vice Chair

Paul Monsees
Foley & Lardner
Treasurer & Secretary

Ahmad Ashqar
Falafel Inc

Richard Levy
The Levy Group

Chris Martin
Martin-Diamond Properties

Stacey Price
Shop Made in DC

BOARD MEMBERS

Beth Aberg
Random Harvest

Adisa Bakari
The Sports & Entertainment Group

Bruce Baschuk
J Street Companies

Marc Bromley
Four Seasons Hotel

David Duber
District Lodging Capital

Michael Gibeau
MRP Realty

Ezra Glass
Basil Street Management

John Hays
The Phoenix

Anthony Lanier
Eastbanc

Ana Claudia Lopez
Olivia Macaron

Meghan Ogilvie
Dog Tag Bakery

Ifat Pridan
LiLi The First

Bill Verno
RB Properties

Mike Weaver
W.T. Weaver & Sons

Morgan Williams
Georgetown Piano Bar

Mark Witschorik
Jamestown

Thomas Crocker
1415 Wisconsin Ave

Michael Gewirz
Potomac Investment Properties

Melvin Hooks
B&B Italia

APPOINTED

Cecilia Browning
House of Sweden

Iesha Holy
Eurobronze Sunless Studio / Georgetown Main Street

Mimsy Lindner
ANC 2E

Paul Williams
Citizens Association of Georgetown

Regina Knox Woods
Georgetown University Hospital

Thank you to Ana Claudia Lopez and Paul Williams, who retired from the Board in FY25.

GEORGETOWN BID TEAM

Oct 2024 - Sept 2025

Deb Kerson Bilek
Chief Executive Officer

Michael Summey
Chief Financial Officer

John Wiebenson
Vice President, Operations

Faith Broderick
Vice President, Planning & Economic Development

Debbie Young
Events Director

Lauren Boston
Marketing & Communications Director

Nat Cannon, PLA
Placemaking Director

Matt Millage
Director of Public Space Operations

Charles Young
Community Safety Coordinator

Eugene Abbott
Canal Team Ambassador

NEW BID LEADERSHIP



Welcome, Deb!

In April 2025, the BID welcomed new CEO Deborah Kerson Bilek — an executive leader and community builder with over 20 years of experience in policy, planning, and public and non-profit management in the Metropolitan Washington Region.

She most recently served as Executive Director of the Urban Land Institute (ULI) Washington, a membership organization dedicated to shaping the future of the built environment for transformative impact.

Deb hit the ground running and is thrilled to lead Georgetown into its next chapter!



12 YEARS OF SERVICE

Former CEO Joe Sternlieb stepped down in early 2025 after 12 years at the Georgetown BID. During his tenure, Joe led the Georgetown 2028 strategic planning process and implementation of its action agenda, co-founded Georgetown Heritage, expanded sidewalks with outdoor dining, and lead the organization's pandemic response and recovery plan, among other accomplishments. We thank Joe for his leadership!







After 15 years as head of Marketing for the Georgetown BID, Nancy Miyahira transitioned to a new role in 2025 as Director of Arts & Culture Programs with our sister nonprofit, Georgetown Heritage. We thank Nancy for her continued service to Georgetown!



CLEAN TEAM ALL-STAR MEMBER OF THE YEAR: Victor Fields



Victor Fields has been a member of the Clean Team since June 2024. He serves as the Operations Supervisor and has been a stabilizing force over the past year, stepping into a leadership role when the opportunity presented itself. He wears many hats, from serving as the lead for event support, to driving the forklift, managing the team, and playing a crucial role in ensuring Georgetown looks great. Thank you, Victor!

FINANCIALS

Statement of Financial Position

		projected FY2025	actual FY2024
ASSETS			
Current Assets	Cash and Equivalents	693,666	5,040,102
	Investments	5,193,534	1,648,830
	Accounts Receivable	78,808	118,174
	Deposits in Escrow	719,777	870,928
	Prepaid Expenses	80,733	81,164
	Other Current Assets	11,949	24,502
	Total Current Assets	**6,778,467**	**7,783,700**
Fixed Assets	Office Furniture and Equipment	17,687	17,687
	Project Fixtures and Equipment	2,319,843	2,319,844
	Leasehold Improvements	124,660	124,660
	Capitalized Website Costs	95,062	95,062
	Less Accumulated Depreciation and Amortization	(1,783,419)	(1,783,419)
	Net Fixed Assets	**773,833**	**773,834**
Other Assets	Right-of-Use Assets	36,083	36,083
	Total Assets	**7,588,383**	**8,593,617**
LIABILITIES & NET ASSETS			
Liabilities	Accounts Payable	569,364	591,847
	Accrued Vacation	50,287	50,287
	Deferred BID Tax Assessments Held in Escrow	719,777	870,928
	Deferred Income	1,555,953	1,388,142
	Deferred Rent Credits	-	-
	Operating Lease Liability	35,928	35,928
	Total Liabilities	**2,931,309**	**2,937,132**
	Restricted	2,850,000	2,850,000
Net Assets	Unrestricted and Board Designated	1,807,074	2,806,485
	Total Net Assets	**4,657,074**	**5,656,485**
	Total Liabilities and Net Assets	**7,588,383**	**8,593,617**

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

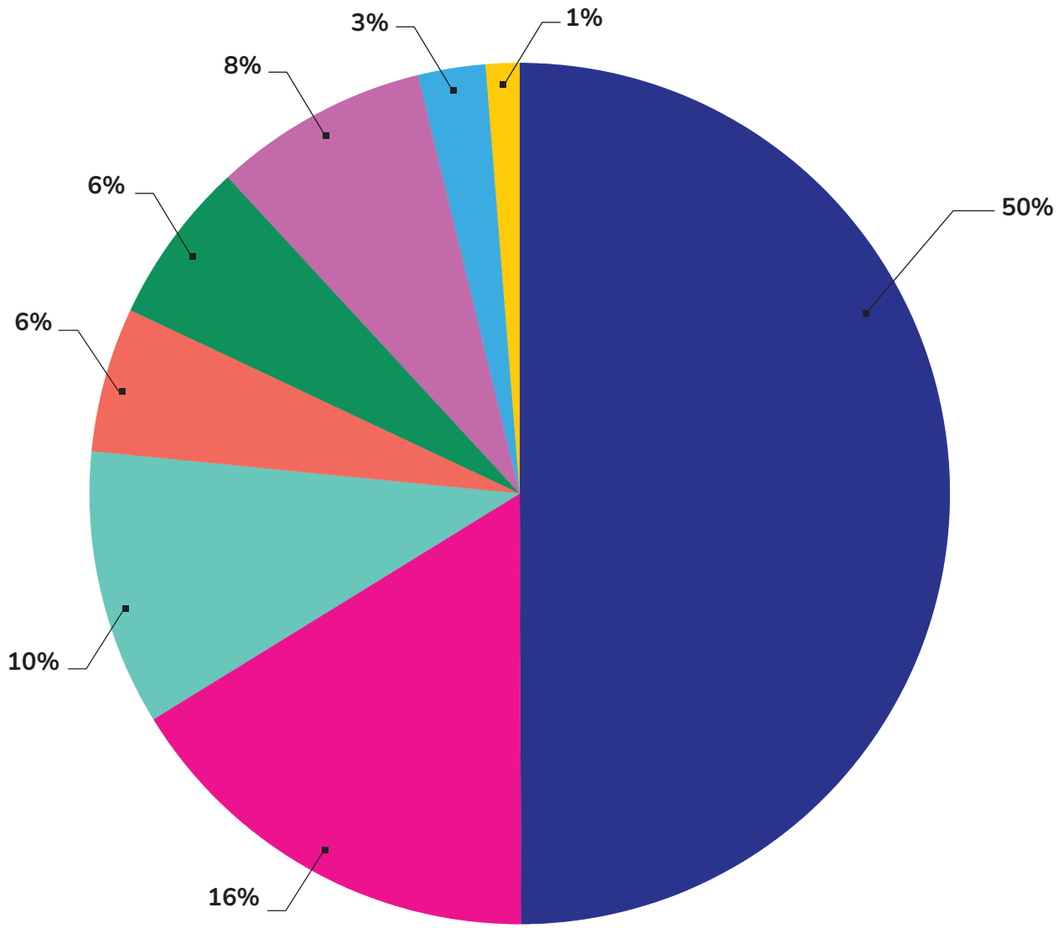
FINANCIALS

Statement of Activities

		projected FY2025	actual FY2024
INCOME			
	BID Tax Revenues (net)	4,350,599	4,766,908
	Investment Income	4,478	30,208
	Events and Other Income	508,595	550,029
	Total Revenues	**4,863,672**	**5,347,145**
EXPENSES			
Programs	Street Services	1,720,152	2,128,527
	General BID	856,720	987,212
	Marketing	557,982	823,480
	Streetscape	427,229	604,288
	Destination Management	173,396	285,662
	Transportation	64,937	209,316
	Placemaking	157,647	189,928
	Economic Development	163,027	165,873
	Public Safety and Health	428,185	133,145
	Total Programs	**4,549,275**	**5,527,431**
Other	Administration and Fundraising	123,762	153,302
	Total Revenues	**4,673,037**	**5,680,733**
	Change in Net Assets	**190,635**	**(333,588)**
	Net Assets, Beggining of Year	**3,279,628**	**3,613,216**
	Net Assets, End of Year	**3,470,263**	**3,279,628**

FINANCIALS

FY2026 GEORGETOWN BID BUDGETED EXPENSE ALLOCATION



FY2026 Budgeted Expense Allocation

Street Services & Streetscape	50%
Administrative	16%
Marketing, Communications, & Events	10%
Public Safety	6%
Georgetown Heritage Arts Investment	6%
Economic Development & Placemaking	8%
Homeless Services	3%
Transportation	1%
TOTAL	**$4,518,000**

FINANCIALS


1353
HOURS
ECOUSTIC 110

THE END.

GEORGETOWN DC
BUSINESS IMPROVEMENT DISTRICT

GEORGETOWNDC.COM | 1055 THOMAS JEFFERSON STREET NW #304 WASHINGTON DC 20007 | 202-298-9222 | INFO@GEORGETOWNDC.COM