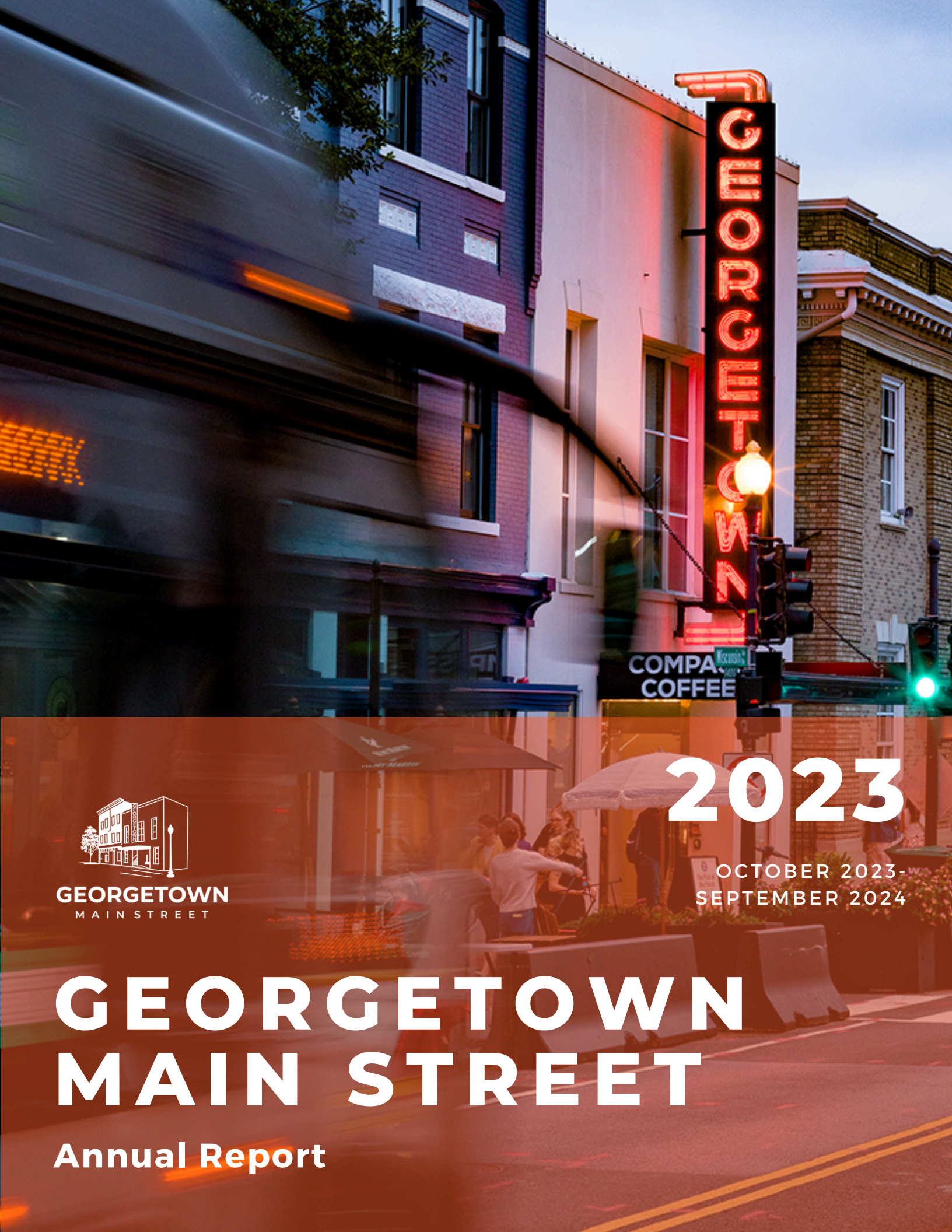




GEORGETOWN
MAIN STREET

2023

OCTOBER 2023-
SEPTEMBER 2024

GEORGETOWN MAIN STREET

Annual Report

A Message From The Chair

Friends of Georgetown Main Street & Supporters,

As we reflect upon the past year, I am thrilled to share with you that 2023 was our most successful year yet highlighted by remarkable achievements and notable community events. With the most dynamic mix of board members and robust program management, 2023 has been an exceptional year for Georgetown Main Street.

We continue to make great strides towards our mission of revitalizing and enhancing the Wisconsin Avenue corridor in part due to the to the passion and tireless efforts of our Executive Director, Rachel Shank. She has been the driving force behind our success.

Our Board of Directors has been the cornerstone of our organization, providing invaluable guidance and leadership throughout the year. The diversity of expertise and perspectives within our board has allowed us to approach challenges from different angles and make informed decisions. The collaborative spirit and unwavering commitment of our board members have truly set us apart.

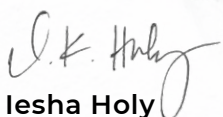
In terms of program management, we have witnessed a remarkable expansion and enhancement of our initiatives. Our 3rd annual Art All Night has become the second largest annual event in Georgetown drawing close to 10,000 people to the corridor to eat, shop, drink and mingle in a single night. Our 3rd annual Cookie Tour continues to sell out weeks in advance.

One of our major accomplishments in 2023 was the successful installation of our 18 foot Christmas tree. This initiative has answered a call for more holiday decor and merriment made by business owners and residents since our inception. We were proud to finally deliver on this request through community fundraising. We've established a holiday legacy to be enjoyed in the community for years to come.

In addition to our programmatic achievements, our organization has also made significant strides in terms of operational improvements. We have implemented efficient systems and processes, ensuring transparency, accountability, and good governance. Our financial management practices have been exemplary, allowing us to optimize resources and invest in our core mission.

As we look towards the future, I am filled with optimism and excitement. The achievements of 2023 have laid a strong foundation for our organization to continue making a lasting impact. With our dedicated board members, passionate volunteers, and committed staff, I am confident that we will achieve even more in the years to come.

Best,



Ilesha Holy *GMS Board Chair 2024-2025*



Who We Are and What We Do:

Georgetown Main Street is a deeply connected community organization dedicated to fostering the growth and vitality of Georgetown's Wisconsin Avenue commercial corridor. Committed to preserving its unique character while also embracing innovation and progress, we serve as advocates for local businesses.

Through strategic partnerships, community engagement, and targeted initiatives, we strive to create an environment where independent businesses can thrive and neighbors can enjoy a variety of amenities and services.



Vision

Georgetown Main Street's vision is to build a vibrant, inclusive, and collaborative commercial corridor that champions diverse small businesses and continues to grow the local and unique nature of Georgetown.

Mission

Georgetown Main Street's mission is to strengthen the vitality of Georgetown's small businesses by representing, promoting, and supporting the Wisconsin Avenue commercial corridor and engaging residents, businesses, community organizations, and visitors to build a vibrant Georgetown.

Our Values

Innovation

Embracing creativity and forward-thinking approaches to drive positive change and sustainable growth in our community.

Collaboration

Encouraging partnerships between local small businesses and between the community and small businesses to co-create vibrant spaces, programs, and initiatives that reflect the diverse needs, interests, and aspirations of Georgetown neighbors and visitors alike.

Advocacy

Demonstrating the needs and interests of and educating elected officials about the effects of policies and initiatives on local businesses.

Accessibility

Ensuring that our programs, services, and resources are easily accessible and inclusive, removing barriers and fostering a welcoming environment for all members of the community.

Vibrancy

Infusing energy, excitement, and vitality into the Wisconsin Avenue corridor through dynamic events, engaging programming, and thriving businesses.

Inclusivity

Celebrating and embracing the diversity of our community, ensuring that all voices are heard, valued, and included in GMS initiatives.



New and Meaningful Community Programs

Georgetown Main Street is dedicated to fostering a sense of community and vibrancy through a variety of engaging programs that put small businesses at the front and center. These events showcase the distinct nature of our small business community and introduce new audiences to our neighborhood. In Fiscal Year 2023, we were proud to host several standout events that left a lasting impression on the Georgetown community.



ART ALL NIGHT



Fall Market

GEORGETOWN MAIN STREET

FALL MARKET



FLOWER TOUR



COOKIE TOUR

NEW AND MEANINGFUL COMMUNITY PROGRAMS

Art All Night



Celebrating Georgetown's Creativity
September 29, 2023

In just three years, Art All Night has become a flagship GMS event. This transformative night-time arts festival pulls from the rich tapestry of our local community, showcasing the boundless creativity found right here in our neighborhood. From performative painting to live music, dance performances, and marching bands, Art All Night dazzles attendees with a captivating array of artistic expressions. The streets of upper Georgetown came alive with interactive art installations and bustling crowds. From seasoned professionals to emerging talents, Art All Night puts a spotlight on the diversity and vibrancy of the local arts scene, inspiring creativity and fostering connections within our community.

9,800+

Attendees

32

**Business
Participants**

50+

Volunteers

"We have anywhere from 50-100 people inside at a given time. For the most part, it's not a selling night - it's a PR night. And it's just fun. People who've never been here before have come in, which is the whole point. A lot of young people have come in too, which has been wonderful!"

- Peter Colasante, L'Enfant Gallery of Georgetown

NEW AND MEANINGFUL COMMUNITY PROGRAMS

Art All Night



NEW AND MEANINGFUL COMMUNITY PROGRAMS

Fall Market



Fall Market

GEORGETOWN MAIN STREET

A Seasonal Celebration

October 15 & 16, 2022

As the leaves begin to change and the air turns crisp, Georgetown comes alive with the sights, sounds, and flavors of autumn during our Fall Market. This community event spotlights small businesses to showcase their wares and celebrate the season. From sidewalk sales and seasonal treats to live music and pumpkin painting, the Fall Market offers something for everyone to enjoy. It's a relatively new event, inspired by the Georgetown BID's French Market that brings warmth and joy to our neighborhood as we gather to celebrate our love for autumn.

11,900+

Attendees

35

**Business
Participants**

10

Volunteers



NEW AND MEANINGFUL COMMUNITY PROGRAMS

Flower Tour

"Tour" Events: Exploring Georgetown's Gems
May 13, 2023



In addition to our signature events, Georgetown Main Street offers a series of unique "Tour" events that invite participants to explore the hidden gems of our neighborhood. In Fiscal Year 2023, we hosted two tours: The Flower Tour + Cookie Tour.

Springtime blooms were in full splendor during our Flower Tour, a guided exploration of Georgetown's most beautiful gardens and green spaces. Participants enjoyed a leisurely stroll through the neighborhood, admiring the vibrant colors and fragrant scents of tulips, daffodils, and other seasonal flowers while learning about the history and horticulture of Georgetown's botanical treasures.

75+

Attendees

16

**Business
Participants**

8

Volunteers



NEW AND MEANINGFUL COMMUNITY PROGRAMS



Cookie Tour

"Tour" Events: Exploring Georgetown's Gems

December 10, 2022

The Georgetown Cookie Tour was inspired by Harrisonburg Main Street and was launched in December 2021. This beloved community event features a sweet pairing of some of our favorite things: cookies and small businesses. Cookies from Georgetown bakeries were awaiting attendees inside 12 local retailers. Participants embarked on a self-guided journey through Georgetown, discovering new favorite spots, greeting Main Street Volunteers and collecting a dozen cookies for the holidays along the way. In three short years, the Cookie Tour has amassed a fervent following and receives city-wide recognition.

"I found some great new stores that I plan to return to (the bookshop and some of the home goods / decor stores). I returned to some of the stores I learned about last year since then!" - Cookie Tour Attendee

200+

Attendees

25

**Business
Participants**

18

Volunteers



Economic Vitality

Georgetown Main Street is dedicated to nurturing the economic vitality of the Wisconsin Avenue Commercial Corridor through a range of initiatives aimed at supporting local businesses and fostering growth within our community.

Coffee & Community: Building Business Relationships

Our monthly Coffee & Community event, which launched in January 2023, serves as a business networking series, providing an occasion for business owners, managers, and community leaders to connect, collaborate, and learn from one another. Thanks to the generous support of Clubhouse, each gathering features a guest speaker who shares insights, strategies, and best practices to help businesses. Through Coffee & Community, we aim to cultivate a supportive ecosystem where ideas are exchanged, relationships are forged, and partnerships are formed, ultimately contributing to the success of Georgetown's business community and strengthening ties between businesses and the neighboring community



Economic Vitality

Small Business Grants: Facilitating Growth and Revitalization

Georgetown Main Street's Small Business Grants program plays a crucial role in facilitating growth and revitalization within our neighborhood. In 2023, our focus was on facade improvements, with a particular emphasis on high visibility projects. Thanks to the DC Main Street grant and the partnership with our valued neighbors at Cecchi Homes, we were able to provide substantial support to three small businesses: Village Art and Craft, GT Players, and Thomas Sweet. These grants enabled these businesses to undertake major improvements, enhancing their storefronts and contributing to the overall aesthetic appeal of Georgetown's business district.



BEFORE



AFTER

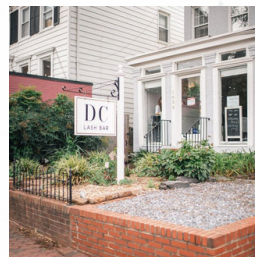
"We are grateful that the GMS grant helped refresh the facade and provided a fresh and clean new look. This improved appearance helps attract more customers and gives our business building a revitalized appearance. Again, we appreciate the GMS Grants Committee's support."

- Alex Haririnia, Owner GT Players

Economic Vitality

Business Trainings: Empowering Entrepreneurs

In addition to providing financial assistance, Georgetown Main Street is committed to empowering our business owners with the knowledge and skills they need to succeed amidst the ever changing regulatory landscape. One valuable workshop hosted in 2023 focused on helping Georgetown restaurants come into compliance with the Tipped Wage Workers Fairness Amendment Act (TWWF). Through a partnership with the Restaurant Association of Metropolitan Washington (RAMW), we provided guidance and resources to ensure that businesses understood and adhered to the requirements of the legislation. As a result of this initiative, we were able to assist 65 employees in coming into compliance, further demonstrating our commitment to supporting the well-being and success of our local workforce.



"When our property went up for sale, I wasn't sure what having a new landlord would entail for DC Lash Bar. Owning both my business and its property in Georgetown had always been a dream, but I couldn't see how it could become a reality. Then, in January 2023, Georgetown Main Street introduced us to the DC Commercial Property Acquisition Fund, and I instantly recognized it as our way forward. With the grant funding and unwavering support from GMS, I successfully purchased the building. Rest assured, my business is here to stay."

- Stephanie Nguyen, Chief Brand Officer DC Lash Bar



By the Numbers



22,350 *Event Attendees*



858 *Volunteer Hours*



\$36,640 *Grant Dollars Awarded*



653.5 *Business Assistance Hours*



29 *New Businesses Opened*

In August 2023, an exciting chapter unfolded as we proudly unveiled our second chocolate shop nestled in the heart of Georgetown. The vibrant atmosphere of Main Street embraced us warmly, extending a sense of belonging to our venture in the neighborhood. From the outset, the Georgetown Main Street organization played an integral role, fostering a sense of community and camaraderie that enriched our experience

-Dario and Anabella, owners of Arcay Chocolates

New GMS Corridor Businesses

BETWEEN OCTOBER 2022 - SEPTEMBER 2023

* indicates small/local business

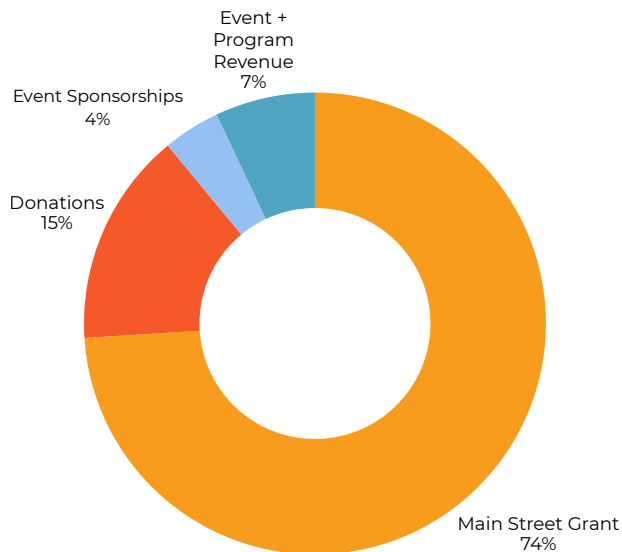
- HOBO Bags
- DC Tasty Corner*
- Herbivore Indian Cuisine*
- Yellow*
- Build Design Center*
- TasteBudz*
- Khin Sushi*
- Maman
- Commonwealth Proper*
- Oakberry Acai
- Taichi Bubble Tea*
- Shouk*
- Dig
- Woford
- Sleep Number
- Ever/body
- Take Care Studio*
- Alkova*
- Van Leeuwen Ice Cream
- Arcay Chocolates*
- Two Nine*
- Smoke Island
- Cafe con Bagel*
- Fangyan*
- Alo Yoga
- Georgetown Garden Shop*
- Hitched*
- Homecourt*
- Curated by Cecilia*

“Georgetown has always been one of the nation’s most successful urban villages with great shopping, dining, historic landmarks, and an active waterfront. Today it is only getting better with the renaissance and expansion of Georgetown’s shopping district up Wisconsin Avenue to Book Hill and throughout the greater neighborhood. Georgetown’s next chapter is exciting, and it’s being written right now.”

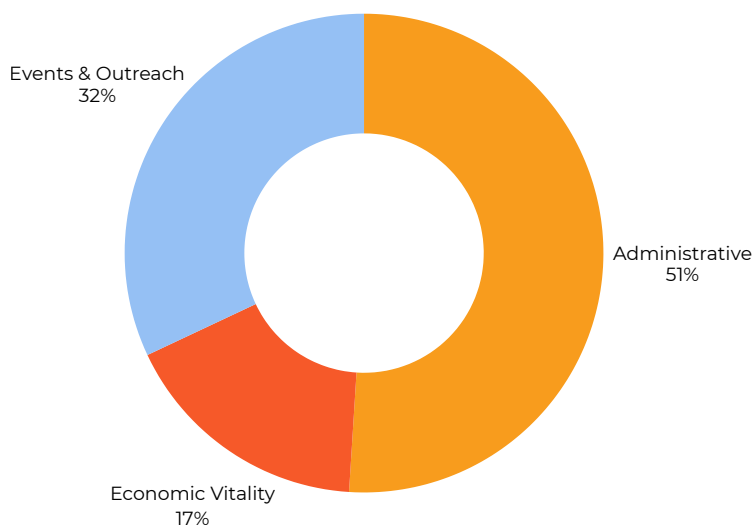
*- Alex Walker, GMS Board Member,
MILLER WALKER Retail Real Estate*

Financials

GMS Revenue Breakdown FY23



GMS Expense Breakdown FY23



FRIENDS OF GEORGETOWN

As of September 30, 2023

ASSETS

Cash in Checking	\$11,383.19
Savings	\$23,314.47
Accounts Receivable	\$17,580.00
Other Current Assets	\$500.00
Total Current Assets	\$52,777.66

Total Assets	\$52,777.66
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LIABILITIES AND NET ASSETS

Accounts Payable	\$4,818.05
Other Current Liabilities	\$562.50
Total Liabilities	\$5,380.55

Unrestricted Net Assets	\$52,004.17
Net Revenue	-\$4,607.06

Total Net Assets	\$47,397.11
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TOTAL LIABILITIES AND EQUITY

\$52,777.66

FRIENDS OF GEORGETOWN (d/b/a) Georgetown Main Street is designated as a 501(c)(3) non-profit

We are funded in part by the Department of Small and Local Business Development (DSLBD) and officially recognized as a DC Main Streets Program.



Board Members

Melanie Hayes

Chair
Marketing & PR Committee

Iesha Holy

Vice Chair
Marketing & PR Committee

Trevor Waddell

Treasurer
Governance Committee

Juan Dromgoole

Secretary
Events Committee Chair

Duk-ki Yu

Marketing/PR Chair

Vicki Johnson

Events Committee

Colleen Girouard

Events Committee
Art All Night Co-Chair

Alex Walker

Board Member

Ellen Waugh

Events Committee

Ann Goldstein

Events Committee
Art All Night Co-Chair

Geoffrey Dawson

Marketing & PR Committee

Mary Beth Hasty

Board Member

Allison Cooke

Board Member

Staff

Rachel Shank

Executive Director

Emma Duffy

Spring Intern &
Social Media Manager



Special thanks are extended to retiring board member Chef Jenn Crovato of 1310 Kitchen and Bar for her invaluable contributions during her three-year term on the GMS Board. Jenn's clever Chicken Pot Pie-Athon fundraising idea significantly benefited GMS. Additionally, she gave voice to the Georgetown restaurants within our board discussions and decisions. Thank you, Chef!

Our Supporters

We are grateful to all our generous donors whose support has been instrumental in advancing the mission and initiatives of Georgetown Main Street.

Village Champion: \$3,000+

Anonymous Neighbor
Jenn Crovato, 1310 Kitchen & Bar
MDP 1351 Wisconsin LLC
Duk-ki and Yoon Yu, MAJOR
Martin's Tavern
Geoff Dawson, Clubhouse

Book Hill Benefactor: \$1,000

Alex Walker, Miller Walker Retail Real-Estate
Ann & Robert Goldstein
Colleen & John Girouard
Skip Moosher
Iesha Holy, Eurobronze Sunless Studio
Melanie Hayes, TTR Sotheby's
Trevor Waddell, Take Care
Vicki Johnson, Vicki Johnson & Associates
Allison Cooke, CORE - Architecture + Design
Ellen Waugh
Mary Beth Hasty, Build Design Center

Shoppe Supporter: \$500

Robert Stowers, Boys and Girls Club
Peter & Cherry Baumbusch

Avenue Advocate: \$250

Mike Arthur, Wingos
Robin Davisson, StudioLab RD





GEORGETOWN

MAIN STREET

FRIENDS OF GEORGETOWN
d/b/a Georgetown Main Street
1000 Potomac St NW, #122
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For more information, visit:
GeorgetownMainStreet.com

