



GEORGETOWN
MAIN STREET

2024

OCTOBER 2023-
SEPTEMBER 2024

GEORGETOWN MAIN STREET

Annual Report



A Message From The Chair

Friends of Georgetown Main Street & Supporters,

previously most successful year of 2023. We compounded remarkable achievements and doubled notable community events. Our dynamic mix of board members and robust program management delivered another exceptional year for Georgetown Main Street.

We continued to make great strides towards our mission of revitalizing and enhancing the Wisconsin Avenue corridor in part due to the passion and tireless efforts of our Executive Director, Rachel Shank. She continues to be the driving force behind our success, but we were able to bolster her productivity with the addition of Shelby Davis, our Events Assistant. Shelby helped GMS bring more events to Georgetown than ever before, bringing over 23,000 people to the neighborhood.

Our Board of Directors remains the cornerstone of our organization, providing invaluable guidance and leadership throughout the year. By bringing on 2 additional Board members and restructuring our Executive Committee, we've amplified the diversity of expertise and perspectives within our board. Our ability to approach challenges from different angles and use those perspectives to make informed decisions has fostered the collaborative spirit of our board members that makes us so effective.

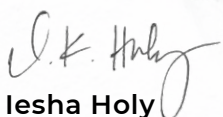
Regarding program management, we have witnessed a remarkable expansion and enhancement of our initiatives. Our 4th annual Cookie Tour sold out weeks in advance. Our second year of Coffee & Community remains well attended and has given rise to other programs intended to build community within businesses such as Business Leaders Roundtable and Business Breakthrough Series.

One of our major accomplishments in FY24 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.

As a result of our programmatic achievements and steadfast support for local businesses from the DC Council and the Department of Small and Local Business Development, 2024 became our biggest budget year ever at around \$320,000. Increased visibility through noteworthy events and strategic collaborations prompted incredible generosity from Georgetown businesses (Martin's Tavern namely) and the community.

As we look towards 2025, I am filled with even more optimism and excitement. The achievements of 2024 have compounded the strong foundation for our organization that we have been tirelessly building since our inception. With the great energy and positivity among our dedicated board members, passionate volunteers, and committed staff, coupled with community partnerships, I am certain we will continue to break records for the organization in the years to come.

Best,



Ilesha Holy *GMS Board Chair, FY24*



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.

Values

Innovation
Accessibility

Collaboration
Vibrancy

Advocacy
Inclusivity

Board Members

Iesha Holy

Chair
Marketing & PR Committee

Juan Dromgoole

Vice Chair
Events & Econ. Vitality Committee

Trevor Waddell

Treasurer
Governance & Personnel Committee

Mary Beth Hasty

Secretary
Economic Vitality Chair

Duk-ki Yu

Marketing/PR Chair

Vicki Johnson

Events Committee

Colleen Girouard

Events Committee

Alex Walker

Economic Vitality Committee

Ellen Waugh

Events Committee

Ann Goldstein

Events Committee

Geoffrey Dawson

Marketing & PR Committee

Allison Cooke

Economic Vitality Committee

Charissa Benjamin

Marketing & PR Committee

Rian Holt

Economic Vitality Chair

Team

Rachel Shank

Executive Director

Emma Duffy, Scottie Studios

Social Media Manager

Shelby Davis

Events & Admin Specialist



Special thanks to Melanie Hayes after six years serving with Georgetown Main Street. Melanie was instrumental on the Marketing & Public Relations Board inspiring the #ShopSmallGeorgetown tag line and faithfully attending monthly Coffee & Community events. Melanie led the mission of the organization as the Chair of the Board from 2022-2024.



Community Events

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.



Fall Market

GEORGETOWN MAIN STREET

14,000+

Attendees

40

Business
Participants

4

Volunteers



230+

Attendees

24

Business
Participants

16

Volunteers



2024

ART WALK

GEORGETOWN

500+

Attendees

9

Art Gallery
Participants

3

Volunteers



130+

Attendees

15

Business
Participants

18

Volunteers



7,400+

Attendees

46

Business & Org
Participants

50+

Volunteers



Book Hill Holiday Tree

In December 2023, Georgetown Main Street, with tremendous support from the Georgetown business and residential community, came together to acquire a tree to be cherished for many years to come. The tree was celebrated with carols at our first ever tree lighting on December 6. This was an effort many years in the making.

Very Special Thanks to Martin's Tavern for their special donation to the tree.

Economic Vitality

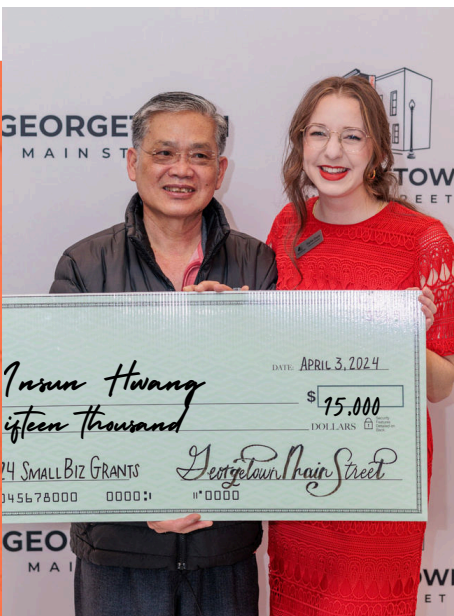
Georgetown Main Street is dedicated to nurturing the economic vitality of the Wisconsin Avenue Commercial Corridor through a range of initiatives aimed at supporting local businesses and fostering growth within our community.

Grants, Workshops, & Business Networking

GMS took a dual-pronged approach to our **sub-grants** this year by focusing on one major facade improvement and 5 “Competitive Edge” grants. Business used grants for soft & hard costs like new lighting and restaurant expansion.

In partnership with Capital One Café, Georgetown Main Street hosted 5 **Business Breakthrough** Workshops with topics ranging from Social Media and newsletter strategy to harnessing experiential retail.

Coffee & Community, our monthly business networking event, continues to be a hit. Thanks to our partners at Clubhouse, we have hosted 21 monthly events by the end of the fiscal year.



“The monthly Coffee & Community events have been a great way to meet other business owners, hear about GMS activities, and share ideas on how to reach more customers and increase our sales. As a first-time business owner, hearing from more established businesses has been a great learning tool. Having the opportunity to meet key DC government agencies and others in the Georgetown community has also been super helpful.”

Elizabeth Jaffee, Gallery Article 15

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 2024, we contracted with DC Facades to breathe new life into 2 adjacent properties on Wisconsin Avenue, 1516 and 1520 Wisconsin Avenue. The properties collectively provide space for



BEFORE



AFTER



For decades, 1516 and 1520 Wisconsin Ave NW have been home to thriving, immigrant-owned, small businesses, but the buildings themselves were showing their age. I manage these properties on behalf of a non-native English-speaking, female owner, and, when I took over, years of deferred maintenance had taken a toll. After the owner's husband passed away unexpectedly, I began working with the owner to reinvest some of the revenue from renting the buildings into much-needed repairs and improvements. We began investing in essential repairs, but, with a limited budget, aesthetics took a backseat. Then, one of my tenants introduced me to Rachel and the Georgetown Main Street facade improvement grant. After a brief conversation with Rachel and then the owner, I applied for the grant and later found out that Georgetown Main Street awarded us the grant. **Rachel proved an invaluable partner throughout the renovation process,** connecting me with skilled contractors, offering expert guidance, and ensuring we maximized the grant's impact. Ultimately, the buildings' facades were painted and patched up, the woodwork along the roofline and the rotting window trim were repaired, the two display cases were fixed and sealed, the steps were parged, the lighting fixtures were replaced, scrap metal and wood from decades of ad hoc repairs were removed, and the building numbers were replaced. **The tenants have told me they are proud to welcome customers into their refreshed spaces and I believe the entire block has benefited from the revitalized facades.** The owner was thrilled with the final product – it's truly a rare situation when both landlady and tenants are so happy! The improvements made possible by the Georgetown Main Street grant have not only beautified the buildings, but have also contributed to the overall enhancement of this stretch of Wisconsin Ave NW. I am incredibly grateful for Rachel and Georgetown Main Street helping me breathe new life into these historic buildings.”

Ben Schill, Owner, Schill Management Services



FY24 by the Numbers



23,130

Event Attendees



1,290

Volunteer Hours



\$29,257

Grant Dollars Awarded



\$29,395

Business Training, Support & Facade Improvement



849

Corridor Support Hours



23

New Businesses Opened

"I enjoyed the warm welcome during the check-in and the amazing volunteers at the retail spaces who were so friendly when giving out the flowers! This was really a people-centered event and I definitely felt the love, time, and dedication that went into planning and executing this event."

2024 Flower Tour Attendee

New GMS Corridor Businesses

BETWEEN OCTOBER 2023 - SEPTEMBER 2024

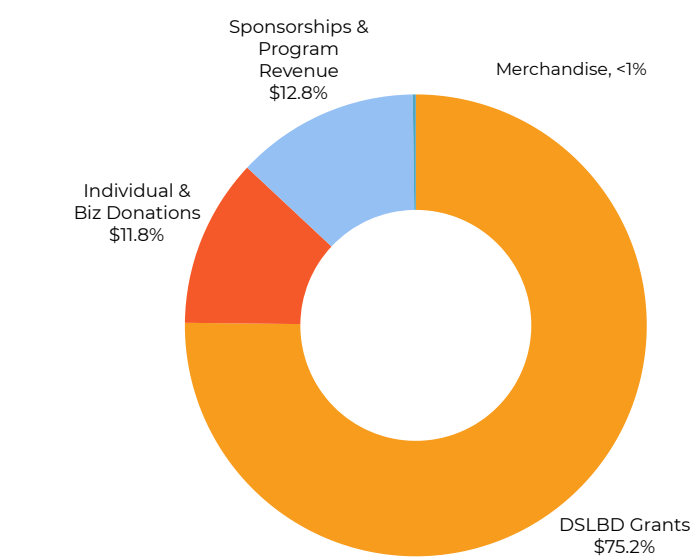
* indicates small/local business

- Bakers Daughter*
- Blank Street Coffee
- Zadig & Voltaire
- Clare V.
- Georgetown Supply Co./Hey Greater Goods*
- Mèo Maison*
- Doobie District*
- Prince & Princess (relocation)*
- Greco
- Dolce Vida
- Georgetown Veterinary Hospital*
- Han Palace*
- La Bonne Vache*
- Stretch Lab
- Outerknown
- Argent
- Brompton Bikes
- Sezane
- M.M. La Fleur
- 7th Street Burger*
- Capital Connect Dispensary*
- Hunter & Huntress*
- Emissary Georgetown*

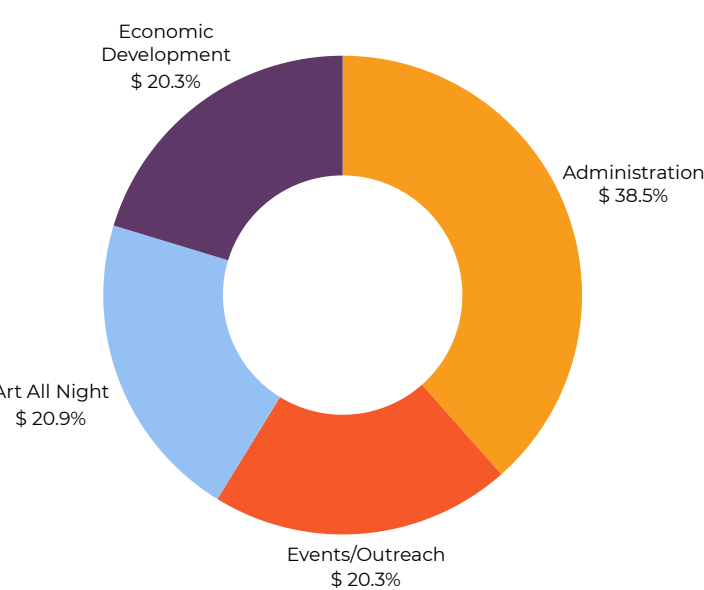


Financials

GMS Revenue Breakdown FY24



GMS Expense Breakdown FY24



FRIENDS OF GEORGETOWN

As of September 30, 2024

ASSETS

Cash in Checking	\$15,482.52
Savings	\$14,010.81
Accounts Receivable	\$17,200.00
Total Current Assets	\$52,777.66
Fixed Assets	\$21,602.73
Total Fixed Assets	\$21,602.73
Total Assets	\$68,296.06

LIABILITIES AND NET ASSETS

Accounts Payable	4,087.39
Total Liabilities	4,087.39
Unrestricted Net Assets	\$47,397.11
Net Revenue	\$16,811.56
Total Net Assets	\$64,208.67
TOTAL LIABILITIES AND NET ASSETS	\$68,296.06

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.



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+

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

Book Hill Benefactor: \$1,000

Alex Walker, Miller Walker Retail Real-Estate
Colleen & John Girouard
Iesha Holy, Eurobronze Sunless Studio
Trevor Waddell, Take Care
Vicki Johnson
Allison Cooke, CORE - Architecture + Design
Ellen Waugh
Mary Beth Hasty, Build Design Center
Nancy Taylor Bubes, Washington Fine Properties
V-Tech Solutions

Shoppe Supporter: \$500

Skip Moosher
Ann & Robert Goldstein
Robin Davisson

Avenue Advocate: \$250

1413 Wisconsin Avenue
Mimsy Lindner
Cecchi Homes
Salon Ilo



GEORGETOWN UNIVERSITY



GEORGETOWN

MAIN STREET

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For more information, visit:
GeorgetownMainStreet.com

