



GEORGETOWN
MAIN STREET

2025

OCTOBER 2024-
SEPTEMBER 2025

GEORGETOWN MAIN STREET

Annual Report



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, Events Committees

Vicki Johnson

Vice Chair
Events Committee

Rian Holt

Treasurer
Economic Vitality Committee

Mary Beth Hasty

Secretary
Economic Vitality Chair

Duk-ki Yu

Marketing/PR Chair

Colleen Girouard

Events Committee

Alex Walker

Economic Vitality Committee

Ellen Waugh

Events Committee, Volunteer
Coordinator

Ann Goldstein

Community Engagement, Events
Committees

Geoffrey Dawson

Marketing & PR Committee

Allison Cooke

Economic Vitality Committee

Charissa Benjamin

Marketing & PR Committee

Trevor Waddell

Governance Committee Chair

Melanie Hayes

Marketing & PR Committee

Gwendolyn Coleman

Marketing & PR & Governance
Committees

Team

Rachel Shank

Executive Director

Emma Duffy, Scottie Studios

Social Media Manager







Fall Market

GEORGETOWN MAIN STREET

17,165

Attendees

40

Business
Participants

30

Volunteers



2

Weekends

425+

Attendees

24

Business
Participants

50+

Volunteers



100+

Attendees

13

Business
Participants

25

Volunteers

Community Events

Georgetown Main Street champions the neighborhood's small businesses by creating opportunities that bring people together, activate the corridor, and strengthen the local economy.



5000+

Attendees

13

Business
Participants

8

Volunteers



10,000

Attendees

16

Activation
Sites

20+

Business
Participants

60+

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.

Grants, Workshops, & Business Networking

GMS received 25 applications and ultimately awarded 8 businesses **“Competitive Edge” grants** of \$5,000 each. Funded projects varied and included façade improvements, Google SEO consulting, and the addition of new restaurant equipment.

In partnership with Capital One Café, Georgetown Main Street hosted 4 **Business Breakthrough Workshops** with topics ranging from getting your business licensed to rodent abatement in Georgetown.

Coffee & Community, our monthly business networking event, hosted 367 people and 11 different speakers. At our new venue 1310 Kitchen & Bar, attendees enjoy a more centralized location and delicious food from Chef Jenn Crovato.



Economic Vitality

Stick Around Georgetown: Retaining the charm of Georgetown

Stick Around Georgetown is a small business retention initiative launched in 2025 by Georgetown Main Street in partnership with Pedal Retail Advisors and funded by the Department of Small and Local Business Development through the **Growth Fund Grant**, supporting local businesses through leasing challenges so they can stay in Georgetown long-term. The program provides expert guidance that is often out of reach for independent operators, particularly around rent increases, lease renewals, and complex lease terms.

- 10** Businesses selected for the program
- 50** Hours of consultation from Pedal Retail Advisors
- 4** Small business leases renewed
- 1** Business relocated to new space in corridor
- \$12k** Fix it funds deployed to help with renovations



"Small businesses often feel like they're on their own, but this program reminds you that you're part of a community that wants you to succeed. The support is real and makes a tangible difference."

-Laddawan (Tammy) Boon-long, Oki Shōten



"I think one of the biggest benefits of this program is we had someone help us be in a position to negotiate a lease extension in a way that is financially sustainable for us. I probably wouldn't have pushed hard enough here or there and ended up with a lease that wouldn't have helped support our business goals. The team at Pedal was kind, responsive, and truly felt like they were in my corner. That means everything for "the little guy" like me."

- Becky Waddell, Take Care



FY25 by the Numbers



33,127 *Event Attendees*



1,225 *Volunteer Hours*



\$57,000 *Grant Dollars Awarded*



\$39,300 *Business Consulting Support*



28 *New Small Businesses Opened*



6 *Business Workshops Hosted*

"Hats off to ... the team and also to the organizers of Art All Night for what can only be described as a total 100% success. The weather was perfect. The inner courtyards were packed with vendors and people strolling through. Most diverse crowd I've ever seen in Georgetown. Probably 90% of the crowd had never been in the space before. Everyone seemed happy. The restaurants were packed all around. Music was thumping.

Great work.... From a participation and energy perspective, it was the most successful property-wide event ever."

2025 Landlord of Art All Night Activation Location

New GMS Corridor Businesses

BETWEEN OCTOBER 2024 - SEPTEMBER 2025

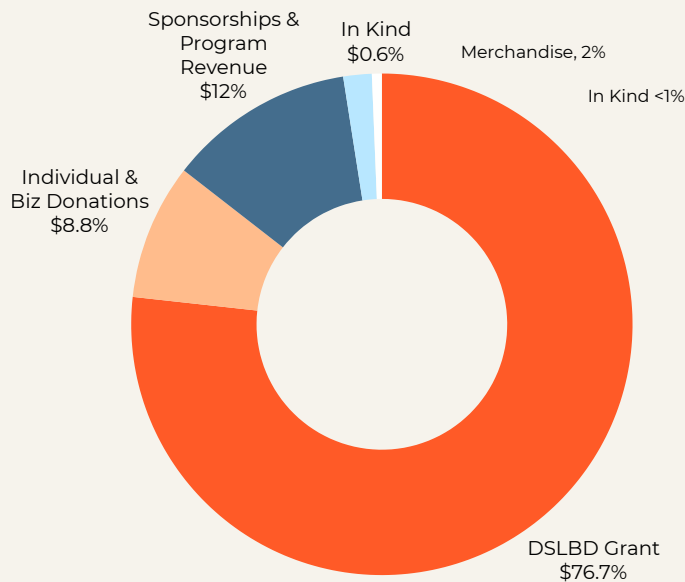
* indicates small/local business

- Alara*
- Amanda Hagerman Jewelry*
- Andy's Pizza*
- Blossom Daily*
- Brasero Atlantico
- Citi Bank
- Club Pilates*
- Definition Studio*
- DripBar*
- Filomena Emporium*
- Floreria Atlantico
- Framebridge
- Generation Tux
- Georgetown Pantry* **(closed)**
- Huckberry
- It's a Secret Med Spa
- Jack Howard The Salon*
- Koryouri Urara*
- Malbon Golf
- Mane Street Georgetown*
- Markell Scrivner*
- Milo & Mav*
- My Little Chamomile*
- NEKA Granite Marble Quartz Kitchen Countertops
- Nicole Lanteri Designs*
- Peter Manning
- Provenance*
- Ramen by Uzu*
- Saints Valley*
- Spot of Tea*
- Sushi Gaku*
- Swarovski
- The Lobby*
- The MVMNT Society*
- Tilley's Pet Supply*
- Trey Jones Studio*
- V-Tech Solutions*
- Victoria's Secret
- Von Ammon Gallery*
- Yala Greek Ice Cream*

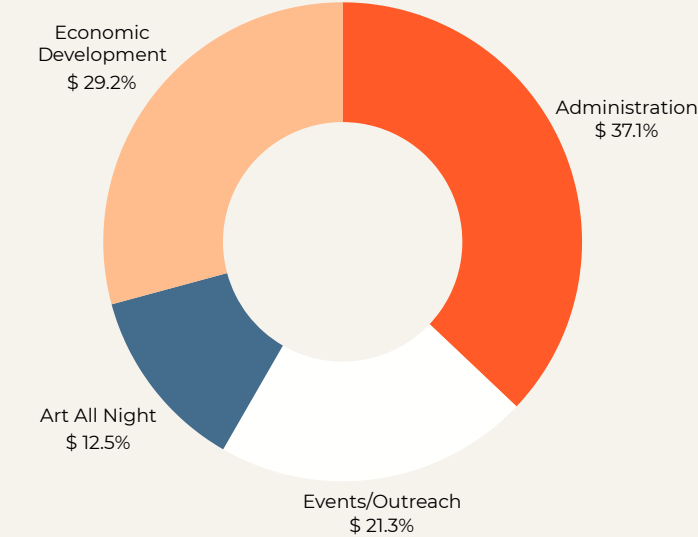


Financials

GMS Revenue Breakdown FY25



GMS Expense Breakdown FY25



FRIENDS OF GEORGETOWN

As of September 30, 2025

ASSETS

Cash in Checking	\$9,576.99
Savings	\$11,010.83
Accounts Receivable	\$7,000.00
Total Current Assets	\$27,587.82
Fixed Assets	\$21,602.73
Total Fixed Assets	\$21,602.73
Total Assets	\$49,190.55

LIABILITIES AND NET ASSETS

Accounts Payable	\$2,735.37
Total Liabilities	\$3,135.37
Unrestricted Net Assets	\$64,208.67
Net Revenue	-\$18,153.49
Total Net Assets	\$46,055.18
TOTAL LIABILITIES AND NET ASSETS	\$49,190.55

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
British International School of Washington DC
Jenn Crovato, 1310 Kitchen & Bar
MDP 1351 Wisconsin LLC

Book Hill Benefactor: \$1,000

Anonymous Neighbors
Charissa Benjamin, Savor PR
Allison Cooke
Geoff Dawson
Colleen & John Girouard
Ann & Robert Goldstein
Mary Beth Hasty, Build Design Center
Melanie Hayes, Georgetown Property Listings.com
Rian Holt
Iesha Holy, Eurobronze Sunless Studio
Vicki Johnson
Mimsy Lindner
Nancy Taylor Bubes, Washington Fine Properties
Trevor Waddell, Take Care
Alex Walker, Miller Walker Retail Real-Estate
Ellen Waugh

Shoppe Supporter: \$500+

Skip Moosher
Robin Davisson

Avenue Advocate: \$250+

Robert Stowers



Gratitude for our Donors



At the 2025 Annual Meeting, we recognized Billy Martin and Martin's Tavern for their tremendous generosity and community spirit. In the past two years, Martin's Tavern has generously given over \$10,000 to GMS events and the Book Hill Christmas Tree.

Martin's Tavern is a beloved historic restaurant and tavern that has been family-owned and operating since 1933, serving important political figures and neighbors alike.





GEORGETOWN

MAIN STREET

FRIENDS OF GEORGETOWN
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Washington, DC 20007
(202) 656-4427

For more information, visit:
GeorgetownMainStreet.com

