

GEORGETOWN MAIN STREET

NEWS | FALL 2018

GMS TURNS ONE

In our first year as an organization, GMS has provided support and assistance to the business community in many different ways. We gave out a total of \$33,000 in grants to nine small businesses to help with physical and operational improvements, facilitated Group Technical Assistance Program (GTAP) workshops with industry experts on social media and branding, hosted two events bringing in hundreds of visitors to shop in Georgetown, created resource and business guides, and built partnerships with other organizations and financial sponsors. We have a lot to accomplish in the next year and are looking forward to continuing to support the small and local business community in Georgetown!

IMPROVING CELLULAR CONNECTIVITY IN GEORGETOWN

This summer it was announced that DC Government is bringing Small Cell towers into the Georgetown neighborhood to help improve wifi and cellular connection. There have been many discussions between the ANC, the Georgetown BID, the Citizens Association of Georgetown (CAG), and other Georgetown stakeholders about their effects on the community both operationally and visually. To learn more and stay up to date on the conversation visit www.anc2e.com.

Wander Wisconsin Event Recap

GMS hosted Wander Wisconsin, a weekend-long passport event, to bring shoppers into Georgetown the last weekend of September. We had 26 businesses along Wisconsin Ave. participate in the event by hosting special events and discounts in the stores. On the Saturday of the event attendees picked up their passports from TD Bank and enjoyed coffee, cookie dough, and wine tastings, music performances from Duke Ellington students, and complimentary walking tours. It was a successful first year event – be on the look out for how you can be involved in year two.



GRANT OPPORTUNITY FOR BUSINESSES

Businesses can apply for a grant to help purchase a commercial waste compactor which will help reduce the amount of rodents, excess waste, and runoff. The grants are for up to \$80,000 and priority is given to adjacent or nearby businesses that each apply and coordinate their efforts. If you are interested in applying, please email Jessie Himmelrich at jessie@georgetownmainstreet.com. More info here: <https://dslbd.dc.gov/compactor>.

NEW COMMERCIAL RP TAX RATES

Effective October 1, 2018, new commercial real property tax rates are:

- \$1.65 for each \$100 of assessed value not greater than \$5 million
- \$1.77 for each \$100 of assessed value greater than \$5 million but less than \$10 million
- \$1.89 for each \$100 of assessed value greater than \$10 million.

In the past, the fee structure was split but the new rates are flat, applicable to the entire value. For example, a property assessed at \$7 million will have a real property tax liability of \$123,900 ($\$7,000,000/100 \times \1.77).

PROMOTE YOUR BUSINESS

GMS is happy to help promote your events throughout the year! GMS is adding an events tab to our website with unique and special events happening in your business. We can also help market your events on social media. Please email jessie@georgetownmainstreet.com for more information on how to be included.

BRING GEORGETOWN STUDENTS TO YOUR BUSINESS

As the new school year kicks off and students return to Georgetown, you can reach students in a few ways. The Georgetown University Alumni & Student Federal Credit Union (GUASFCU) is partnering with businesses in the neighborhood to provide discounts to students, alumni, and faculty who pay using the University debit card. More information can be found online here www.guasfcu.com. You can also accept the University's student ID card by purchasing a card reader. Information can be found here <https://gocard.georgetown.edu/where>.



Completed facade improvements to Own Your Wonder with help from the GMS Small Business Grants make an impact on the visual appearance of Wisconsin Avenue.

New to the GMS Corridor

Since the summer we welcomed some great new businesses to the GMS corridor, with more in the works! Join GMS in welcoming them to the neighborhood.

- The Dough Jar** | 1332 Wisconsin Avenue
- 90 Second Pizza** | 1077 Wisconsin Avenue
- Bharti** | 1560 Wisconsin Avenue
- Corridor Coffee** | 1665 Wisconsin Avenue



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