



**GEORGETOWN**  
MAIN STREET

**2025**

OCTOBER 2024-  
SEPTEMBER 2025

# 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.

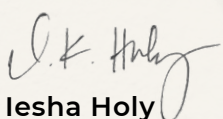
Regarding program management, we have witnessed a remarkable expansion and enhancement of our initiatives. Our 4th annual Cookie Tour sold out weeks in advance. Our second year of Coffee & Community remains well attended and has given rise to other programs intended to build community within businesses 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, FY25*



# 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.



2025

**ART WALK**  
GEORGETOWN

**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

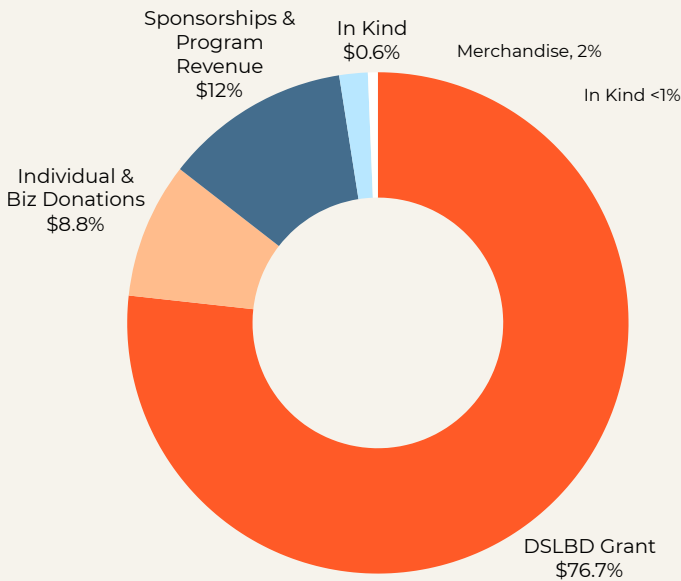
\* indicates small/local business

- 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\*

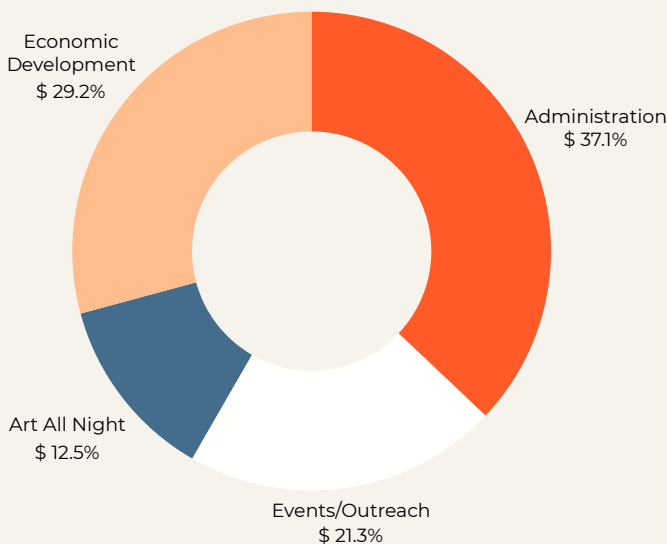


# Financials

## 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
<b>Total Current Assets</b>	<b>\$27,587.82</b>
Fixed Assets	\$21,602.73
<b>Total Fixed Assets</b>	<b>\$21,602.73</b>

**Total Assets** **\$49,190.55**

### LIABILITIES AND NET ASSETS

Accounts Payable	\$2,735.37
<b>Total Liabilities</b>	<b>\$3,135.37</b>
Unrestricted Net Assets	\$64,208.67
Net Revenue	-\$18,153.49
<b>Total Net Assets</b>	<b>\$46,055.18</b>

**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  
d/b/a Georgetown Main Street  
1000 Potomac St NW, #122  
Washington, DC 20007  
(202) 656-4427

For more information, visit:  
[GeorgetownMainStreet.com](http://GeorgetownMainStreet.com)

