



COBBLESTONE STREETS AND CUPCAKE TOURS. Waterfront picnics and political watering holes. Canal history and charming boutiques. DC's original neighborhood is where the past meets the present for residents, students, office workers, citygoers, suburbanites, and tourists alike. More than 470 shops, restaurants and institutions comprise Georgetown's vibrant business district, set against the backdrop of the neighborhood's unique 18th and 19th century architecture and quaint residential streets.

WORLD-RENOWNED UNIVERSITIES + THRIVING EMPLOYEE BASE

Home to Georgetown University and within walking distance of The George Washington University, the neighborhood offers access to more than 35,000 students. Georgetown also employs professionals across the tech, architecture and design, non-profit, retail, and hospitality sectors, in addition to Georgetown University and Medstar Georgetown University Hospital.

TOP LOCAL INDUSTRIES¹

35,524 Total Area Employment

- Educational Services: 23%
- Accommodation & Food Services: 17%
- Professional, Scientific & Technical Services: 16%



SUPPORTING ENTREPRENEURSHIP

Georgetown is an incubator for socially conscious entrepreneurs, new restaurateurs, and online businesses who are interested in opening their first brick and mortar store in a proven location. Bluemercury, Framebridge, Tuckernuck, Chaia, Georgetown Cupcake, SCOUT Bags, Baked & Wired, EverFi, and Under Armour all are rooted in Georgetown, and many have since expanded both locally and nationally.

SMALL BUSINESSES MEET BUSTLING M STREET

- More than 300 small businesses are the heart of Georgetown, from an 86-year-old, fourth-generation tavern, to new skincare boutiques and antique stores.
- M Street and Wisconsin Avenue boast some of the region's best national and international retailers and restaurants, including Allbirds, Amazon Books, America Eats Tavern, Apple, COS, Ladurée, and Reformation.



1. JobsEQ (data for 20007 Zip Code, as of 2019 Q3)

GEORGETOWN



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	10,587	36,637	352,786
Male	47%	48%	49%
Female	53%	52%	51%
High School Graduate +	99%	99%	94%
Bachelor's Degree +	92%	90%	78%
Graduate / Professional Degree	64%	60%	48%

HOUSEHOLDS

Households (HH)	4,431	16,736	172,674
Average HH Size	2.1	1.8	1.9
Owner-occupied	56%	46%	38%
Renter-occupied	44%	54%	62%
Median HH Value	\$1,500,000	\$1,046,776	\$805,753

INCOME

Average HH	\$250,437	\$187,064	\$157,312
Median HH	\$194,722	\$130,736	\$110,265
HH Income <\$50k	12%	20%	22%
HH Income \$50-\$75k	6%	10%	11%
HH Income \$75k+	82%	70%	66%
Average HH Disposable	\$140,079	\$110,832	\$98,607

AGE

Age < 20	12%	14%	15%
Age 20-34	41%	46%	38%
Age 35-64	31%	27%	35%
Age 65+	17%	14%	12%
Median Age (years)	33.2	29.7	33.9

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$27,951	\$80,684	\$699,930
Child Care	\$7,965	\$21,744	\$184,747
Computers & Accessories	\$2,599	\$7,600	\$66,059
Entertainment & Recreation	\$39,220	\$111,228	\$963,741
- Pets	\$7,076	\$20,248	\$175,893
Food at Home	\$60,311	\$177,791	\$1,555,342
Food away from Home	\$46,740	\$136,913	\$1,192,619
Health Care	\$62,180	\$180,401	\$1,562,583
- Medical Care	\$20,679	\$59,812	\$517,770
Home Improvement	\$27,399	\$72,898	\$628,209
Household Furnishings	\$24,540	\$71,443	\$620,106
Personal Care Products	\$10,406	\$30,579	\$266,262
Vehicle Maint. & Repair	\$11,808	\$36,722	\$320,164

AVAILABLE VEHICLES PER HH¹

0	20%	36%	34%
1	51%	46%	46%
2-3	29%	17%	19%
4+	0%	1%	1%

MOBILITY

MetroRail Exits ² avg weekday/avg weekend	18,528 / 6,313	Foggy Bottom-GWU
Traffic Counts ³	20,600-32,000	M Street, NW
	8,500-17,800	Wisconsin Avenue

Source: ESRI, 2019 Estimates & Projections; 1. American Community Survey (2013-2017), values are rounded to nearest whole percent; 2. WMATA (FY 2019); 3. DDoT (Daily Avg. 2017); 4. TransitScreen

CONTACT

Georgetown BID
Joe Sternlieb, CEO
(202) 298-9222
jsternlieb@georgetowndc.com
georgetowndc.com

Georgetown Main Street
Rachel Shank,
Executive Director
(202) 656-4427
rachel@georgetownmainstreet.com
georgetownmainstreet.com



MetroRail Exits²
18,528 / 6,313
Avg weekday/ Avg weekend



Capital Bikeshare Arrivals
6,583
2019 Avg Monthly



Traffic Counts³
20,600-32,000
M Street, NW



Mobility Score⁴
100
Excellent Mobility



Walkscore
99
Very Walkable



Residents w/in 10 min. car ride
141,995

MOBILITY

PHOTO CREDITS

Bellevue/South Capitol

Bottom Left: Image courtesy of City Interests

Deanwood

Top Left: Image courtesy of The Warrenton Group

Dupont Circle

Main: Photo by Sam Kittner Photographer
(courtesy of the Dupont Circle BID)

East Capitol / Capitol Gateway

Main: Rendering courtesy of A&R Development

Fort Totten

Main: Image courtesy of Perkins Eastman DC

Georgetown

Main: Image courtesy of the Georgetown BID

Georgia Avenue / Walter Reed

Main: Image courtesy of Urban Atlantic

Golden Triangle

Bottom Center: Image courtesy of the Golden Triangle BID

Hillcrest / Skyland

Main: Rendering courtesy of WC Smith

Minnesota & Benning

Main: Rendering courtesy of Cedar Realty Trust

Mount Vernon Triangle

Top Middle: Image courtesy of the Mt. Vernon Triangle CID
Bottom Left: Image courtesy of the Mt. Vernon Triangle CID
Bottom Right: Image courtesy of the Mt. Vernon Triangle CID

Parkside / Kenilworth

Bottom Right: Image courtesy of City Interests

Northwest One

Main: Image courtesy of WDG Architecture

Rhode Island Avenue, NE / Brentwood

Top Middle: Image courtesy of MRP Realty
Bottom Right: Image courtesy of MidCity

Southwest Waterfront

Bottom Left: Photo courtesy of the SW BID

Tenleytown

Top Center: Image courtesy of Roadside Development

The Wharf

Main: Image courtesy of the District Wharf
Bottom Middle: Image courtesy of the District Wharf



It is the mission of the Washington DC Economic Partnership, a 501(c)3 organization, to promote business opportunities throughout the District of Columbia and to contribute to business retention and attraction activities.

The Washington DC Economic Partnership supports businesses and entrepreneurs looking to open, expand or invest in DC through our programs and services focusing on business development, education of the real estate market and business opportunities. To learn more about the Washington DC Economic Partnership please visit wdcep.com.

