



The Downtown Georgetown Association (DGA), is 501(c)(6) non-profit membership that is deeply committed to fostering a thriving downtown district—a place where history, community, and commerce converge. **Our mission is to ensure that the downtown district remains the heartbeat of Georgetown, a thriving marketplace for local businesses and a premier destination for visitors. We achieve this by amplifying our members' presence on social media, fostering collaboration among businesses, and creating opportunities to support and promote one another.** To bring that mission into reality, we partner with community businesses, residents and our City Event Planners to improve the vitality of the downtown historic shopping district and preserve the historic charm of our community.

At the heart of the DGA's mission is our dedication to our members. We strive to create an environment that not only supports businesses but also promotes and generates interest in our community. Our members are more than just business owners—they are the stewards of Georgetown's history and the architects of its future.

Our vision for Downtown Georgetown is to create a safe, vibrant, and historic district where people can play, shop, dine, stay, and conduct business. To realize this vision, we are constantly seeking ways to enhance the downtown experience. This includes organizing premier events that draw people to our downtown district, such as First Friday Music on the Square and Second Saturday Market Days (March – November), and the three-day Christmas Stroll in December. These free, family-friendly events offer a wonderful opportunity to connect with the community and experience the unique spirit of Georgetown.

By joining the DGA, businesses gain access to a network of support, resources, and opportunities that are designed to help businesses succeed. We encourage all business owners in the downtown district to become a part of our community, to share in our mission, and to help us maintain the historic downtown shopping district as a premier destination for both newcomers, locals and tourists.

Join us in our mission to celebrate and support the diverse array of businesses that make our downtown unique. Together, we can continue to cultivate a vibrant and dynamic environment that benefits our entire community. Let's make Downtown Georgetown the place to be!

DGA Membership Dues: 2024 Jan-Dec \$50 for the year. No prorate.

Social Media Marketing

- Weekly Sharing of Members Posts
- Business Highlights to increase exposure
- Creation of Social Media Marketing for members
- Man on the street live interviews to promote engagement
- Promote businesses special events and promotions
- Campaigns designed to bring awareness, drive traffic and create collaborative marketing opportunities

Membership Meetings

- Every 6 weeks
- Various Location hosted by member businesses
- Opportunity to share important business information and opportunities to learn more about our community area events, customer service and business-related tips

Networking Gatherings

- After hours Social Gatherings to mix & mingle
- Held at various members businesses

DGA Events

- **First Friday Music on the Square – 1st Friday March-November**
 - Music on the Courthouse Lawn
 - Collaboration The Beard Club
- **Market Days – 2nd Saturday March-November**
 - Dedicated Tent Section for Members – Monthly Sign Ups – Tents for promotion or selling
 - Tents will be provided by the DGA including set up and tear down
 - Collaborative/Interactive Themes to drive traffic to businesses
- **Memorial Day Sidewalk Sale**
 - Promote and drive traffic to businesses
- **Candy Crawl**
 - Promote and drive traffic to businesses
- **Christmas Stroll**
 - Pre-event: Square Businesses Social Media Campaign including Schedule of Promotions
 - During event: Themed Contest to drive traffic to businesses
 - During event: Shout out from Main Stage
 - During event: Social Spotlights to highlight local businesses

Additional Event/Holiday Campaigns

- Social Media Campaigns for Business Categories – shopping, restaurants, arts, activities & nightlife
- Highlighting businesses promotions, specials and happenings