

# EVENTS + PROGRAMMING

## Cultivating an Active Downtown

One of the cornerstones of the City of Georgetown are the many annual events held at the Historic Square and surrounding areas of Downtown that help to enrich the Downtown experience. From the Second Saturday Market Days and the Red Poppy Festival, to the Christmas Stroll, a robust annual schedule of events elevates the local morale, maintains community character, and reinforces the values that Georgetown residents hold dear. With the growth of Georgetown and the region comes the need to update the City's approach to events to ensure the City has the future capacity to accommodate these successfully.

Part of being able to adequately accommodate annual events involves proper expenditure and allocation of City resources. In some cases, engaging the private sector to collaborate on events or enlisting the help of additional resources may be necessary. Improving the system by which events and gatherings are planned for, organized, and ultimately implemented will only serve to contribute to the on-going success of Downtown Georgetown.



## Goals & Recommendations



### Events + Programming Goal 1

Strengthen and expand the City's capacity to manage maintenance and operations within the Downtown Overlay District.

**1.1** - Consider expanding City maintenance staff to manage and serve larger annual events Downtown, either on an annual or semi-annual basis.

**1.2** - Hire a dedicated, full-time Downtown Operations Manager whose responsibilities involve managing both the day-to-day and long-term operations of Downtown to increase efficiency and elevate its growth.

**1.3** - Consider supplementing police presence Downtown with additional security for public spaces like garages, parks, public spaces, etc.



### Events + Programming Goal 2

Continue regular investment in annual events within the Downtown Overlay District that elevate the City's brand, highlight culture and diversity, and support local businesses.

**2.1** - Continue collaboration with programs like the Downtown Georgetown Association (DGA) on supporting events in Downtown Georgetown.



### Events + Programming Goal 3

Improve waste collection and disposal services in the Downtown Overlay District, especially centered around public events.

**3.1** - Consider establishing a Public Improvement District (PID) within the Downtown Overlay District to fund waste collection services.

**3.2** - Consider the development of a concierge waste removal service for the Nine Block Square for improved waste management Downtown.

**2.2** - As Georgetown grows and evolves, investigate new methods and opportunities for supporting existing events, including potential collaboration with Southwestern University, the Sun City Texas Community Association, and/or Georgetown Cultural District organizations.

**2.3** - Conduct a feasibility study on potential new partners to fund, help organize and facilitate Downtown public events.

**2.4** - Leverage the improved Historic Square and street enhancements proposed in this plan (9th St. and Rock St.), along with the Light and Water Works District, to host existing events in these new venues.

**2.5** - Work with the historic TRG Neighborhood Association to increase existing events and programming at the Shotgun House and other public spaces in Downtown.