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Georgetown BID CEO and President Joe Sternlieb Stepping Down in 2025

Sternlieb joined the Georgetown BID in 2012.

Washington, D.C. (September 20, 2024) – Joe Sternlieb, the CEO and President of the Georgetown Business Improvement District (BID) since 2012, has announced that he will be stepping down in the first quarter of 2025 to become an Executive Fellow at the Federal City Council.

During his 12 years at the BID, Mr. Sternlieb led the Georgetown 2028 strategic planning process and implementation of its action agenda - successfully working with the community and city to eliminate the long-standing liquor license cap and moratorium; co-founding Georgetown Heritage and building a new canal boat while creating a long-term revitalization plan for the Georgetown section of the C&O Canal; completing preliminary planning for an urban gondola between Georgetown and the Rosslyn Metro Station; expanding sidewalks with outdoor dining; and leading the organization's pandemic response and recovery plan. He leaves the BID in a strong position with the Georgetown neighborhood experiencing the strongest retail leasing renaissance in the DMV area.

"The opportunity to lead the Georgetown BID has been one of the great privileges of my life," said Sternlieb. "It has allowed me to pursue my passion for creatively improving the District's economic and social development fortunes. The BID staff and Board are a dynamic and committed group and I know that they will continue to be among the strongest place management organizations in the country."

At the Federal City Council he will be working on their project to improve and expand public parks and supporting FC2's work in transportation and infrastructure.

The Georgetown BID Board has appointed a search committee to work with a recruiter to identify and hire a new CEO.

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About the Georgetown Business Improvement District

The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C. and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation, economic development, placemaking and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information, visit georgetowndc.com.