



**Grass Valley Downtown
Association 2018-2022 Strategic
Plan**

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Grass Valley Downtown 2018 – 2022 Strategic Plan *Broad-base Goals, Four-Year Objectives and 2022 Priorities*

Our Vision for downtown Grass Valley will be a historic and hip downtown that promise world class shopping, dining and entertainment for both locals and visitors. It will be the premier destination for small town charm with BIG TIME entertainment for families and a strong, quality nightlife. As the progressive and visionary heart of our community, downtown will be clean, well maintained, thriving and buzzing with activity day and night, bursting with successful businesses contributing to our local workforce. Exceptional cooperation among all stakeholders will produce a cohesive marketing message that "Downtown is a great place for visitors and locals alike." Downtown will diverse, upscale and affordable with ample parking for its customers, businesses and their workforce.

Our Mission in Supporting Downtown Grass Valley's Vision is that Grass Valley Downtown Association shall represent its general membership with a unified voice in economic development and historical preservation of downtown Grass Valley and our community. We utilize the National Main Street Four Point Approach as the structure we use for supporting the beautification activities and community events that we host thus fostering a viable, healthy downtown business district that is recognized as one of California's certified Main Street communities.

Our Broad-base Goals

- Support a clean, well-maintained Downtown that is pristine, welcoming and fosters community pride.
- Strengthen and broaden downtown's economic base to sustain a financially, viable business district that appeals to locals and visitors alike
- Promote downtown as the Heart of the Community and support events and activities that appeal to locals, families and visitors
- Manage an efficient, sustainable and well-respected organization that is recognized as the advocate for Downtown Grass Valley
- Establish a sustainable and diverse funding base to match the organizational programs and operational needs



**Grass Valley Downtown 2018 – 2022 Strategic Plan Broad-
base Goals, Three-Year Objectives and 2022 Priorities**

GOAL: Support a clean, well-maintained Downtown that is pristine, welcoming and fosters community pride.		
<u>Objectives (2018-2022)</u>	<u>2022 Priorities</u>	<u>Expected Outcomes</u>
<p>Encourage the continuous beautification of downtown's appearance and improvement to its public amenities.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Provide input on the physical elements proposed in the Mill Street Closure and Pedestrian Plaza Master Plan <input type="checkbox"/> Continue to work with the City to formulate design and execute seasonal plantings and decor throughout closed street <input type="checkbox"/> Re-activate sidewalk and garbage can cleaning <input type="checkbox"/> Support Public Art program in downtown Decorate Steven's Arch for Christmas in Conjunction with GVCC Continue Temporary Mural Project <input type="checkbox"/> Host and coordinate Downtown Clean Up Day with merchants and volunteers 	<ul style="list-style-type: none"> • <i>planters look nice and seasonal decor is changed regularly</i> • <i>Maintain access to Public Art</i> • <i>Increase in public investment</i>



Grass Valley Downtown 2018 – 2022 Strategic Plan Broad-base Goals, Three-Year Objectives and 2022 Priorities

GOAL: Strengthen and broaden downtown's economic base to sustain a financially, viable business district that appeals to locals and visitors alike.		
<u>Objectives (2018-2022)</u>	<u>2022 Priorities</u>	<u>Expected Outcomes</u>
<p>Support a healthy, well-balanced business mix focusing on maintain a strong retail sector a priority.</p> <p>Continue acting as a mentor/ ambassador for entrepreneurs interested in opening in Downtown.</p> <p>Welcome new businesses, introduce them to the benefits of GVDA and get them involved.</p> <p>Work with property owners to address key opportunity sites (vacancies).</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Continue to promote business trainings and resources through GVDA communication venues (Block Captain program, website, email blasts, social media) <input type="checkbox"/> Assist with collecting annual reinvestment figures and look for ways to promote them <input type="checkbox"/> Review BID list provided by City to ensure all businesses are paying dues <input type="checkbox"/> Maintain vacancy listings <input type="checkbox"/> Continue to support businesses through recovery from the pandemic <input type="checkbox"/> Strengthen communication with the downtown property owners and BID Members <ul style="list-style-type: none"> • Focus on including BID members who aren't located in the T • Re-instate Board Blocks to communicate with individual business and property owners • Reformat our weekly newsletter to be more effective <input type="checkbox"/> Visit all new businesses and provide them with information about the GVDA 	<ul style="list-style-type: none"> • <i>Net new businesses</i> • <i>Net new jobs created</i> • <i>Increase in private investment</i> • <i>Increase in public investment</i>



Grass Valley Downtown 2018 – 2022 Strategic Plan *Broad-base Goals, Three-Year Objectives and 2022 Priorities*

GOAL: Promote downtown as the Heart of the Community and support events and activities that appeal to locals, families and visitors		
<u>Objectives (2018-2022)</u>	<u>2022 Priorities</u>	<u>Expected Outcomes</u>
<p>Continue to evaluate the GVDA's Annual Calendar of Events and look for opportunities to raise profitability from each event, keep them fresh and attract the desired demographic.</p> <p>Foster collaboration with partnering organizations</p> <p>Consistently market downtown Grass Valley using a variety of tactics</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Add new events to the Event Calendar <ul style="list-style-type: none"> ○ Paint the Town Pink ○ Spring Brewfest ○ Merchant Bingo ○ quarterly sponsored mini-concerts <input type="checkbox"/> Ensure events are making substantial profits to warrant their existence at post-event de-briefs <input type="checkbox"/> Continue to leverage the California Cultural District Designation as a marketing tool <input type="checkbox"/> Continue with a robust Marketing/Promotion strategy- Revamp newsletter, social media postings and website 	<ul style="list-style-type: none"> ● <i>Invigorate Events Calendar</i> ● <i>Make events profitable</i> ● <i>Better social media, marketing strategy</i> ● <i>Increase in pedestrian count</i> ● <i>Updated website</i>



Grass Valley Downtown 2018 – 2022 Strategic Plan *Broad-base Goals, Three-Year Objectives and 2022 Priorities*

GOAL: Manage an efficient, sustainable and well-respected organization that is recognized as the advocate for Downtown Grass Valley		
<p><u>Objectives (2018-2022)</u> Expand the staffing power and operations to meet the demands of the program.</p> <p><u>Objectives (2018-2022)</u> Sustain an engaged Board of Directors that represents a solid cross-section of the downtown stakeholders.</p> <p><u>Objectives (2018-2022)</u> Continue to develop the organizational infrastructure to support operations and engage interested volunteers, partners and downtown merchants</p>	<p><u>2022 Priorities</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Execute partnership with GGVCC <input type="checkbox"/> Brown Act Compliance <input type="checkbox"/> Video record Board Meetings and post on You Tube <input type="checkbox"/> Hire staff to support our organizational needs <input type="checkbox"/> Transition our files to digital format/cloud storage <input type="checkbox"/> Actively participate in the Mill Street Closure and Pedestrian Plaza Master Plan project <input type="checkbox"/> Board members to participate in Brown Act and Board Training <input type="checkbox"/> Update Strategic Plan <input type="checkbox"/> Annual Membership Meeting <input type="checkbox"/> Support and empower active committees that are led by Chairs <input type="checkbox"/> <u>Reinvigorate</u> Member participation at committee and event levels <input type="checkbox"/> Reapply for Resiliency Grant <input type="checkbox"/> Continue to evaluate all memberships, contracts, etc. to reduce unneeded expenses <input type="checkbox"/> Continue to maintain and grow partnerships and collaborations 	<p><u>Expected Outcomes</u></p> <ul style="list-style-type: none"> • <i>More effective and efficient Board meetings</i> • <i>Increase in number of stakeholders and partners volunteering on committees and activities.</i> • <i>New volunteers reached</i> • <i>Volunteer hours invested in Downtown</i> • <i>Increased funding</i>



**Grass Valley Downtown 2018 – 2022 Strategic Plan Broad-
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Goal: Establish a sustainable and diverse funding base to match the organizational programs and operational needs		
<u>Objectives (2018-2022)</u>	<u>2022 Priorities</u>	<u>Expected Outcomes</u>
<p>Fine tune the GVDA internal financial infrastructure</p> <p>Increase revenue from associate memberships</p> <p>Grow our sponsorship program</p> <p>Research and submit proposals for appropriate grant and/or other funding opportunities.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Establish 2022 Budget <input type="checkbox"/> Develop a plan for collecting past due assessments <input type="checkbox"/> Create state and federal filings and timeline (Seller’s Permit; Payroll taxes, 990; Corporation filing) <input type="checkbox"/> Continue to align projects with possible grant opportunities <ul style="list-style-type: none"> ○ Dignity Health, Waste Management, County and Federal Funds 	<ul style="list-style-type: none"> • <i>100% BID assessments collected</i> • <i>Stay current on all state & federal filings</i> • <i>Increase in unrestricted revenue through grant and/or funding opportunities</i>

