

GMDA

2025-2026

BID (Business Improvement District Funds)

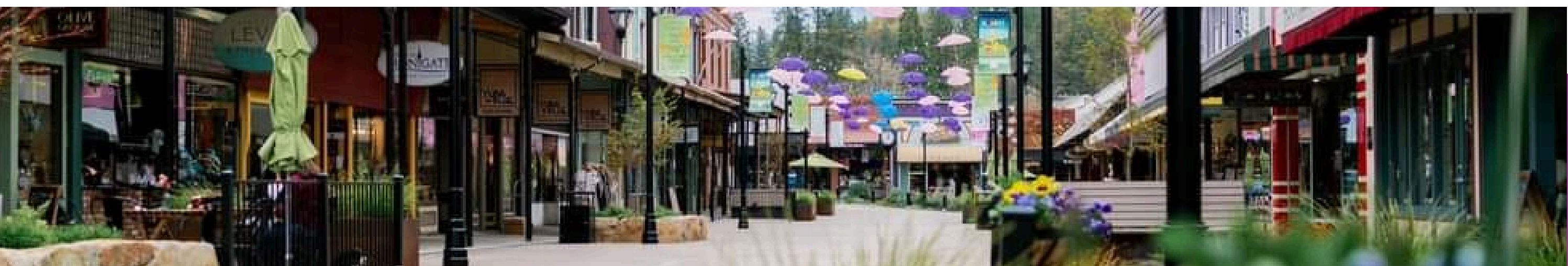




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About the Grass Valley Downtown Association >>>

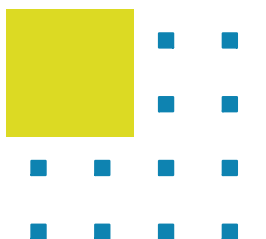
The Grass Valley Downtown Association is a 501 C 4 Not for Profit organization that provides the 250+ downtown businesses located within the Business Improvement District (BID) boundaries with a unified voice and an umbrella organization that concerns itself with those issues impacting the downtown area.

The GVDA is the sole recipient of the BID Assessment Fees. These fees give the GVDA the opportunity to accomplish its mandated objectives:

Community Events | Special Projects |
Member Engagement & Support



We are committed to enhancing the vitality of our historic district through high-caliber events that celebrate our unique character, strengthen community connections, and drive economic growth. We look forward to deepening collaboration with members, the City and local partners as we continue to elevate the downtown experience for residents, businesses, and visitors alike.



Meet Our Staff



Robin Galvan Davies

Executive Director



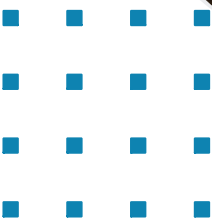
Mary Ann Boyer

Member Outreach & Event Support



Sherry Sanchez

Graphic Designer





Meet Our Board of Directors



Joy Porter
2024–2025 Chair



Penny Short
2026 Incoming Chair



Debbie Blakemore
2024–2025 Treasurer



Lillie Robertson
Outgoing Chair | Co-Chair, Promotions
Committee



Christine Larkin
Director | Co-Chair, Promotions Committee



Nicole Arbaugh
Director | Chair – Economic Vitality Committee



Jacob MacDonald
Director | Chair – Design Committee



Craig Hamilton
Director



Jay Strauss
Director



Bob Medlyn
Director



Suzanne Voter
Director



Eight Elected GVDA Board Members (BID Members)
Three Appointed GVCC Board Members

Vision and Mission



Our Vision

The Grass Valley Downtown Association represents its general membership with a unified voice in the economic development and historical preservation of downtown Grass Valley and our community.



Our Mission

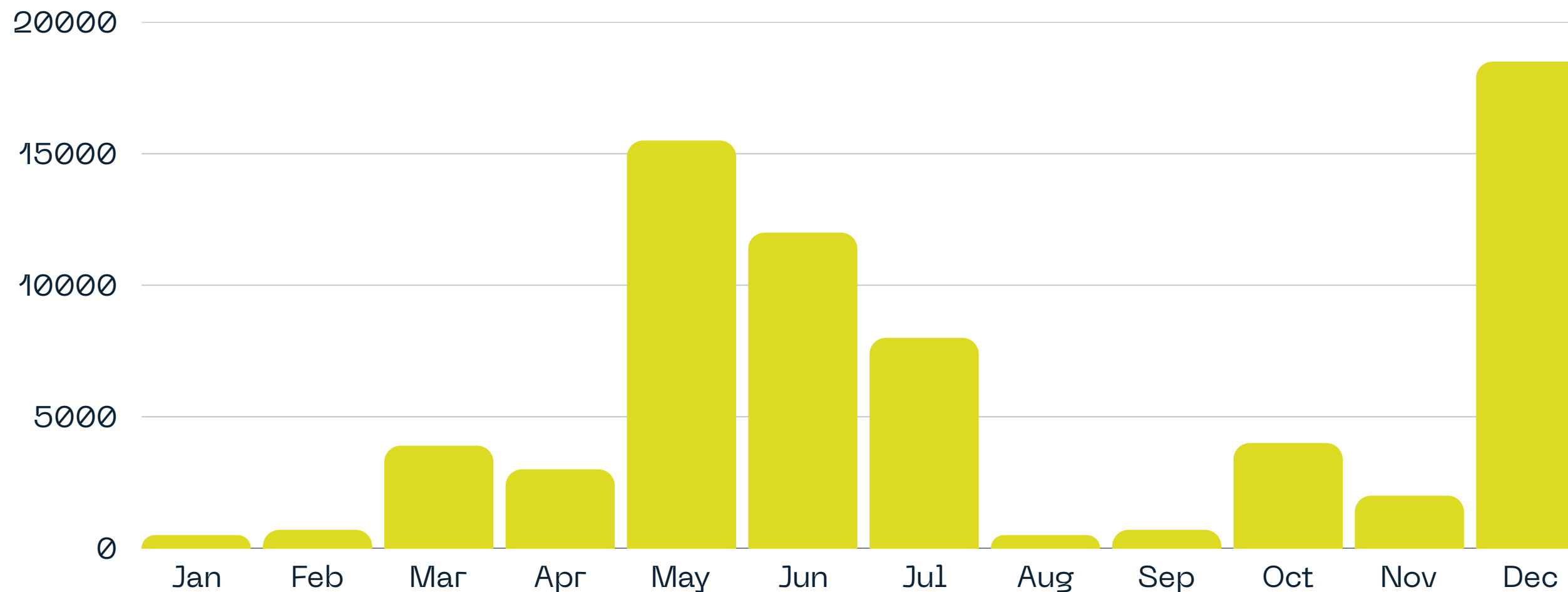
We utilize the National Main Street Four Point Approach to support the beautification activities and community events we host, thus fostering a viable, healthy downtown business district recognized as one of California's certified Main Street communities.





Annual BID Budget \$70,000

● Revenue (\$)



The GVDA uses the monies collected from our BID Members in accordance with City of Grass Valley Ordinance No.282N.S81-464.

Section 62-A specifies the acceptable purposes of fund usage: Event Based

- Advertising & Marketing
- Supplies & Materials
- Entertainment
- Sanitation
- Permits





BID Ordinance Approved Expenditures

Advertising & Marketing

Social Media, Social Media Boosts, The Union Newspaper, KNCO Radio, Nevada County Gold, Destination Magazine, Website, Weekly Merchant Memos, Monthly Newsletters, Graphic Designer, Banners, Sponsor Packets.

Supplies & Materials

Community Posters, BID Handouts, Garbage Bags, Rental Equipment

Entertainment

Music on Mill, Event Entertainment (bands, characters, etc.) Performers and Dancers

Permits | Event Fees

City, County, ABC, Rental Equipment, Bank & Credit Card Processing Fees, Event Security, Event Logistic Support,

Sanitation

Port-a-Potty, Hand Washing Stations, Garbage and Garbage Disposal, Sidewalk & Street Cleanup



BID Expenses | Allocation

2025 – 2026

Car Show	Thursday Night Market (5 Weeks)	4th of July (Host) Pancake Breakfast, Parade & Dance Party	Sidewalk Sale
\$2,500	\$12,000	\$7,500	\$200
Brewfest	Holiday Open House Tree Lighting	Cornish Christmas	Heart of the Town
\$3,500	\$1,500	\$18,000	\$200





BID Expenses | Allocation

2025 – 2026

St. Pirans Day	Foothills Celebration	Special Projects Bathrooms \$10,000 Building Lights \$3,500 Music on Mill \$6,000 Special Advertising & Promotion \$1700
\$400	\$3,000	\$21,200





One Year Review

Special Projects & Partnerships

Public Restroom

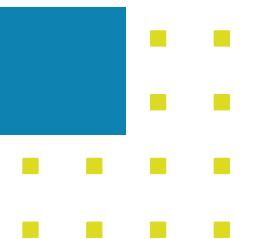
Contributed \$20,000 (commitment is \$120,000 over 10 years) – Applying \$10,000 (06–2025) (vs. \$5k)

Downtown Building Lights

\$3,450 (Mill Main Street from Holbrooke to GV Post Office Building Lighting)

Community Giveback & Collaboration

- Music On Mill (with City of GV)
- Nevada Union High School
- Project H.E.A.R.T.
- Blue Grass Association
- Celtic Festival





Contact Information



Phone Number
530-272-8315



Email Address
info@downtowngrassvalley.com



Our Website
www.downtowngrassvalley.com



Our Address
128 E. Main Street | Grass Valley, CA 95945

