



Grass Valley Downtown Association 2025-2027 Strategic Plan

Prepared by [Lillie Robertson, on behalf of the GVDA Board of Directors](#)



Grass Valley Downtown 2025 – 2027 Strategic Plan *Broad-base Goals, Four-Year Objectives and 2025 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 2025 – 2027 Strategic Plan Broad-base Goals,
Two-Year Objectives and 2025 Priorities**

GOAL: Support a clean, well-maintained Downtown that is pristine, welcoming and fosters community pride.		
<u>Objectives (2025-2027)</u>	<u>2025 Priorities</u>	<u>Expected Outcomes</u>
Encourage the continuous beautification of downtown's appearance and improvement to its public amenities.	☐ Provide input on the physical elements proposed by the City of Grass Valley in the "T" ☐ Promote a clean downtown shopping district for our community to visit ☐ Support a Art in Public Places Project in the historic district ☐ Identify small areas that can be converted to community "green spaces" ☐ Extend the “design language” of Mill to the remainder of the BID core ☐ Downtown Holiday Rooftop Skyline (lights) ☐ Host and coordinate Downtown Clean Up Day with merchants and volunteers	• <i>downtown looks attractive and seasonal decor is changed regularly</i> • <i>Invest in health and wellbeing and cleanliness</i> • <i>Increase in investment by merchants, property owners and BID members</i>



Grass Valley Downtown 2025 – 2027 Strategic Plan

Broad-base Goals, Two-Year Objectives and 2025

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 (2025-2027)</u>	<u>2025 Priorities</u>	<u>Expected Outcomes</u>
Actively manage lists of new businesses in the BID. Update working lists of property owners in the BID. Create transparency and availability for BID businesses as a first stop for business-related issues. Stay up to date with upcoming and current vacancies. Continue to improve and implement the GVDA Friends program.	• Reach out to new businesses as a first means of communication for GVDA, its' resources; and partners including Chamber, ERC and City of Grass Valley. • Work to create open communication with property owners to help with tenant occupancy and relay BID, parking and other important information directly through leases. • Assist struggling businesses through GVDA and partner resources when able. • Continue to build and improve GVDA Friends program through hand-delivering quarterly information packets directly to neighboring businesses throughout BID. • Actively manage lists of new businesses in the BID. • Update working lists of property owners in the BID. • Create transparency and availability for BID businesses as a first stop for business-related issues. • Stay up to date with upcoming and current vacancies.	<i>More cohesive downtown environment.</i> <i>All BID businesses aware of the GVDA Schedule of Events and happenings on Mill and Main Streets.</i> <i>Less short-term business turnover.</i> <i>More long-term business success.</i> <i>More balanced and successful merchants in the BID.</i> <i>More BID monies.</i> <i>More self-funded projects in the BID.</i>



Grass Valley Downtown 2025 – 2027 Strategic Plan *Broad-base Goals, Two Year Objectives and 2025 Priorities*

GOAL: Promote downtown as the Heart of the Community and support events and activities that appeal to locals, families and visitors		
<u>Objectives (2025-2027)</u>	<u>2025 Priorities</u>	<u>Expected Outcomes</u>
Fine tune execution of our events Maximize profitability of the GVDA's Annual Calendar or Events Foster collaboration with partnering organizations and our generous sponsors	• Meet or exceed budgeted profits from all calendared events • Continue with a robust Marketing/Promotion strategy - Focus on social media postings, website and newsletter. • Focus on highlighting our event sponsors before and during events through above channels. • Maximize profits for Magical Evening on Mill in 2025. Potentially add more tickets in 2027 based on ability to execute logistically • Continue to add exciting and new elements to all events to keep attendees engaged and curious • Work with local organizations to enhance events and foster strong relationships with community partners • Complete all sponsorship packages for all events to have ready for distribution in the 1st Quarter to facilitate early/yearly asks of larger companies who designate their donation dollars early in the year • Continue to curate "Event Binders" for staff to use in upcoming years to make logistics, planning and marketing easier	• <i>Invigorate Events Calendar</i> <i>Grow event profitability</i> <i>Increase sponsorship dollars</i> <i>Fine tune logistics and planning of all of our events</i> <i>Continued visitation and excitement about GVDA events</i> <i>Enhanced collaboration with community partners</i>



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GOAL: Manage an efficient, sustainable and well-respected organization that is recognized as the advocate for Downtown Grass Valley		
Objectives (2025-2027) Seek and Identify Economies of Scale for organizational efficiencies Work with the Promotions Committee to create enhanced sponsorship opportunities in a timely and responsive manner Work with Committees to achieve priority objectives. Continue interaction with community partners to present programs that benefit the historic downtown.	2025 Priorities • Work to finalize the GVDA's contract with the City of Grass Valley. • Update the City's BID Assessment Spreadsheet: delete businesses add new businesses. • Work with City Staff to compare BID listings and determine Business License Compliance and Assessment delinquencies. • Work with the Economic Vitality Committee to create a directed outreach to delinquent BID businesses regarding the value for being a BID constituent. • Continue to foster Grass Valley-Nevada City Cultural District partnership for Cultural District Economic Impact awareness. • Work with the Chamber's Biz Dev Committee to offer workshops than enhance business acumen and the Community Affairs Committee to offer regulation compliance workshops. • Create Content for the Friends of the GVDA communication packets. • Create and adhere to 2025 Budget	<u>Expected Outcomes</u> <i>Up-to-date BID listings on the website.</i> <i>Enhanced BID Assessment capture.</i> <i>Realize increased Sponsorship Income.</i> <i>Enhanced Vendor Participation and Income Economies of Scale that promote financial efficiency</i>

