

Business Improvement District “BID” Disbursement Request

GMDA

2023



Our team



Robin Galvan Davies

Executive Manager



Board of Directors

•**Lillie Robertson,**
Chairperson
•**Joy Porter,**
Vice Chairperson
•**Debbe Blakemore,**
Treasurer

•**Nicole Arbaugh,**
Secretary
•**Sue Amick,**
Board Director
•**Craig Hamilton,**
Board Director



Mary Ann Boyer,

Member Outreach, Event
Support

Heather Colby

Media Coordinator, Event
Support

Introduction

The Grass Valley Downtown Association is a 501 C 4 Not for Profit organization that provides the 240+ 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.

Since the BID's inception, The GVDA has been the sole recipient of the BID Assessment Fees which its members pay to the City of Grass Valley when they renew their business license annually.





Our BID Members

Revenue Uses

The GVDA uses the monies collected from our membership in accordance with City of Grass Valley Ordinance No. 282 N.S 81-464.

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

Parking, traffic studies, decoration, restoration, promotion of public events to take place in public areas, furnishing of music, and general promotion of business activities in the area.

For the City of Grass Valley to disperse the assessment dollars, The GVDA presents its budget for fund usage for the requested amount. This typically happens around the start of the second quarter of the fiscal year (April 1st) and is accompanied by a reconciliation of last year's use of funds as well as a presentation of the association's accomplishments.

THE BUDGET- 2023 Detail Expenditures

2023 – 2024 Proposed Event Expenditures

- **Brew Fest Event Expenses: \$7,645.00**
Adver/Mktg, Supply/Materials, Entertainment, Permits, Sanitation
- **Car Show Expenses: \$4,750.00**
Adver/Mktg, Supply/Materials, Entertainment, Permits, Sanitation
- **Certified Farmers Market Expenses: \$4,519.00**
Adver/Mktg, Supply/Materials, Entertainment, Permits
- **Cornish Christmas Expenses: \$7,950.00** Adver/
Mktg, Supply/Materials, Entertainment, Permits, Sanitation
- **Foothills Celebration Expenses: \$4,616.00**
Adver/Mktg, Supply/Materials, Entertainment, Permits, Sanitation

- **4th of July Expenses: \$4,550.00**
Adver/Mktg, Supply/Materials, Entertainment, Permits, Sanitation
- **Holiday Open House Expenses: \$2,400.00**
Adver/Mktg, Supply/Materials, Entertainment, Permits
- **Sidewalk Sale Expenses: \$1,735.00**
Adver/Mktg, Permits
- **Thursday Night Market Expenses: \$7,350.00**
Adver/Mktg, Supply/Materials, Entertainment, Permits, Sanitation
- **Safe Trick or Treat Expenses: \$285.00**
Adver/Mktg, Permits



BID Assessment collections are up! We have worked hard to educate our members about the importance of paying them and how to do it!

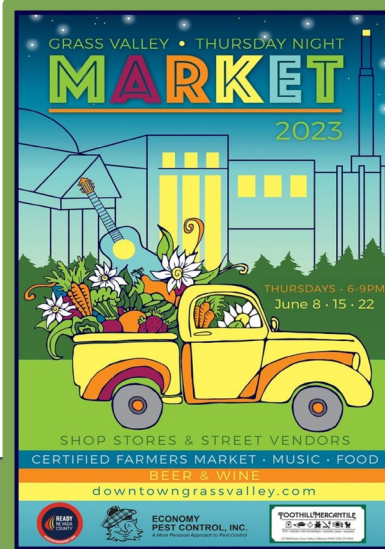
High-Dollar Give Backs

As our organization has focused on getting organized and producing events that succeed, we have been able to give back to our members not only through successful and highly curated events but also by contributing to more high-dollar programs. We know this will continue to grow as our organization continues to excel.

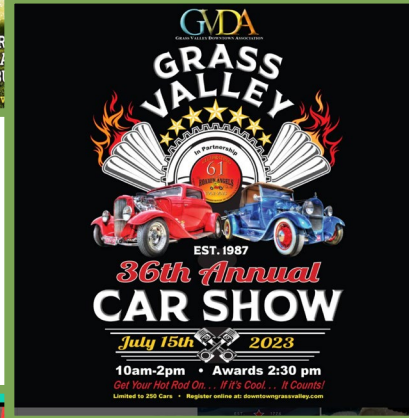


- Holiday Lights on Buildings- \$3500.00
- Pigeon Mitigation \$3000.00
- Acoustic Music on Mill Street Plaza \$2550 (remainder of year and \$6000 projected for 2024)
- Art in Empty Storefronts \$1500.00
- Locals For Locals Plein Air Festival First Place Artist Award \$1000.00
- BID Member BBQ to foster and build member/GVDA relationships \$500
- Mill Street Informational Kiosks (Under Development) \$2200.00

Working diligently to create value of which our membership and community partners can be proud.



OUR EVENTS BRING THOUSANDS OF PEOPLE TO DOWNTOWN GRASS VALLEY TO SHOP, DINE & PLAY





Thank You!

We look forward to continuing to work in partnership with the City of Grass Valley to highlight the unique and thriving downtown business district we have worked so hard to create.