



Presentation – 2024

B.I.D. (Business Improvement District Assessment Distribution)

Meet Our Team



Robin Galvan-Davies
Executive Director



Mary Ann Boyer
Member Outreach & Event
Support



Sherry Sanchez
Graphic Designer



Mariah Terres
Member Outreach & Event
Support

BOARD OF DIRECTORS

EXECUTIVE BOARD

Joy Porter, Chairperson
Lillie Robertson, Past Chair
Debbe Blakemore, Treasurer
Nicole Arbaugh, Secretary

Sue Amick, Board Director
Craig Hamilton, Board Director
Christine Larkin, Board Director
Penny Short, Board Director
Bob Medlyn, Board Director
Jay Strauss, Board Director
Suzanne Voter, Board Director

CITY OF GRASS VALLEY

Tim Kiser, City Manager
Jan Arbuckle, City of Grass Valley Liaison
Haven Caravelli, City of Grass Valley Liaison
(alternate)

Introduction



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

**ECONOMIC
VITALITY**

DESIGN

ORGANIZATION

PROMOTION

COMMUNITY TRANSFORMATION

Build a diverse economic base |
Catalyze smart new investment |
cultivate a strong entrepreneurship
ecosystem

Create an inviting, inclusive
atmosphere | Celebrate historic
character | Foster accessibility, people-
centered public spaces

Build leadership and strong
organizational capacity | Ensure broad
community engagement } Forge
partnerships across sectors

Market district's defining assets |
Communicate unique features through
storytelling | support buy-local
experience

Revenue Usage

The GVDA uses the monies collected from our membership 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



Revenue BID Expenditures



1

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

2

Supplies & Materials

Community Posters, BID Handouts, Garbage Bags, Rental Equipment

3

Entertainment

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

4

Permits | Event Fees

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

5

Sanitation

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

Budget – 2024 Detail Expenses

4th of July: \$3,200

Brewfest: \$7,400

Carshow: \$2,750

Cornish Christmas: \$11,575

Foothill Celebration: \$3,000



Budget – 2024 Detail Expenses

Holiday Open House: \$1,200

Locals for Locals: \$1,200

Magical Evening On Mill: \$10,500

Sidewalk Sale: \$750

Thursday Night Market: \$7,500



Budget – 2024 Detail Expenses

Valentine's Open House \$750

Special Projects

GVDA – Music on Mill: \$6,000

Pigeon Population Control: \$3,000

BID Member Mixer: \$1,500

Placer ai: \$4,000

TOTAL: \$64,325



Special Projects & Community Giveback

We have revitalized the GVDA and in 2023 committed to give back to our community beyond the fabulous events.

- Holiday Lights on Buildings: \$3,500
- Locals for Locals: \$1,000
- Project H.E.A.R.T: \$1,000
- Merchant "Small Business Day Giveaway: \$5500



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

We look forward to continuing our partnership with the City of Grass Valley. Together, highlighting our beautiful historic downtown district.



GMDA *Thank you*
CITY OF GRASS VALLEY

