



2024 Review 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

BOARD OF DIRECTORS

EXECUTIVE BOARD

Joy Porter, Chairperson
Penny Short, Incoming Chair
Lillie Robertson, Member at Large
Debbe Blakemore, Treasurer

Craig Hamilton, Board Director
Christine Larkin, Board Director
Jacob MacDonald, Board Director
Bob Medlyn, Board Director
Jay Strauss, Board Director
Suzanne Voter, Board Director

CITY OF GRASS VALLEY

Tim Kiser, City Manager
Hilary Hodge, 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

Demographics – BID District

CURRENT MEMBERSHIP | 200 Members

- 3 Art Galleries**
- 5 Entertainment**
- 6 Hotel | Lodging | Residential Living**
- 4 NPO**
- 7 Real Estate**
- 32 Restaurant, Bakery, Cafe, Bar**
- 63 Retail**
- 96 Services**
- 4 Wine Tasting Rooms**

Did you Know...

Revenue Usage

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



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, Event Logistic Support

5

Sanitation

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

Budget – 2024 Expenditures

St. Pirans Day: \$100

Foothill Celebration: \$4500

Carshow: \$2400

Thursday Night Market: \$8000| 5 Weeks

4th of July: \$2500

Magical Evening On Mill: \$5000



A
MAGICAL
EVENING
ON MILL STREET





Budget – 2024 Expenditures

Sidewalk Sale: \$125

Brewfest: \$7400

Locals for Locals: \$3500

Holiday Open House | Tree Lighting : \$1250

Cornish Christmas: \$18000

Music on Mill: \$3800

Downtown Building Lights: \$3,450

TOTAL: \$60,000



BID Investment | New Public Restrooms

GVDA/City of GV Partnership
Public Restroom (Committed \$120K Via MOU)
2024 – GVDA Paid \$20,000



Special Projects & Community Giveback

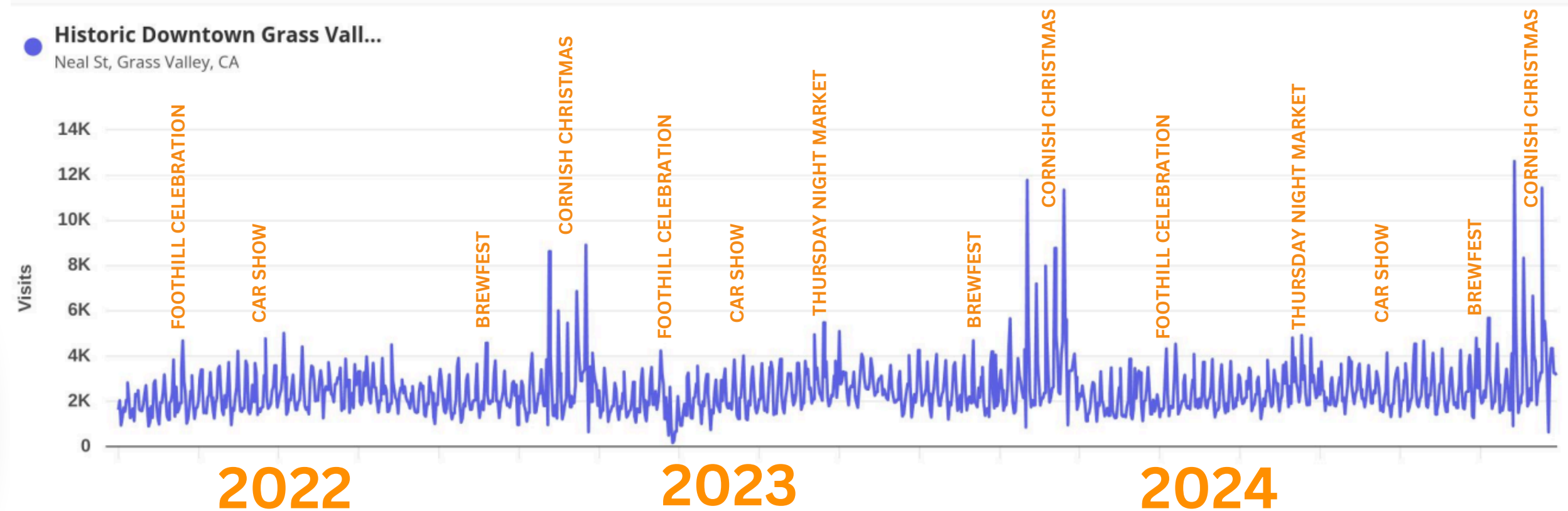
The GVDA is committed to give back to our community beyond the fabulous events.

- Merchant "Small Business Day Giveaway: \$6600
- Bear River High School: \$500 (Plaques for Car Show Trophies)
- Nevada Union High School: \$500 (Service at Magical Evening on Mill)
- P3: \$500 (Magical Evening on Mill Set up)
- Project H.E.A.R.T: \$500 (Community Service Support)



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

January 1, 2022
to
December 31, 2024
Historic Downtown GV
Metrics (Placer ai)



Visitors:

266K

Visits:

2.7 Million

Average Time in District:

68 Minutes

Foothill Celebration - SOLD OUT EVENT

- March 15-17, 2024 Weekend
- 600 Attendees
- 10,900 Visits by 10,300 Visitors to Downtown District

Metrics

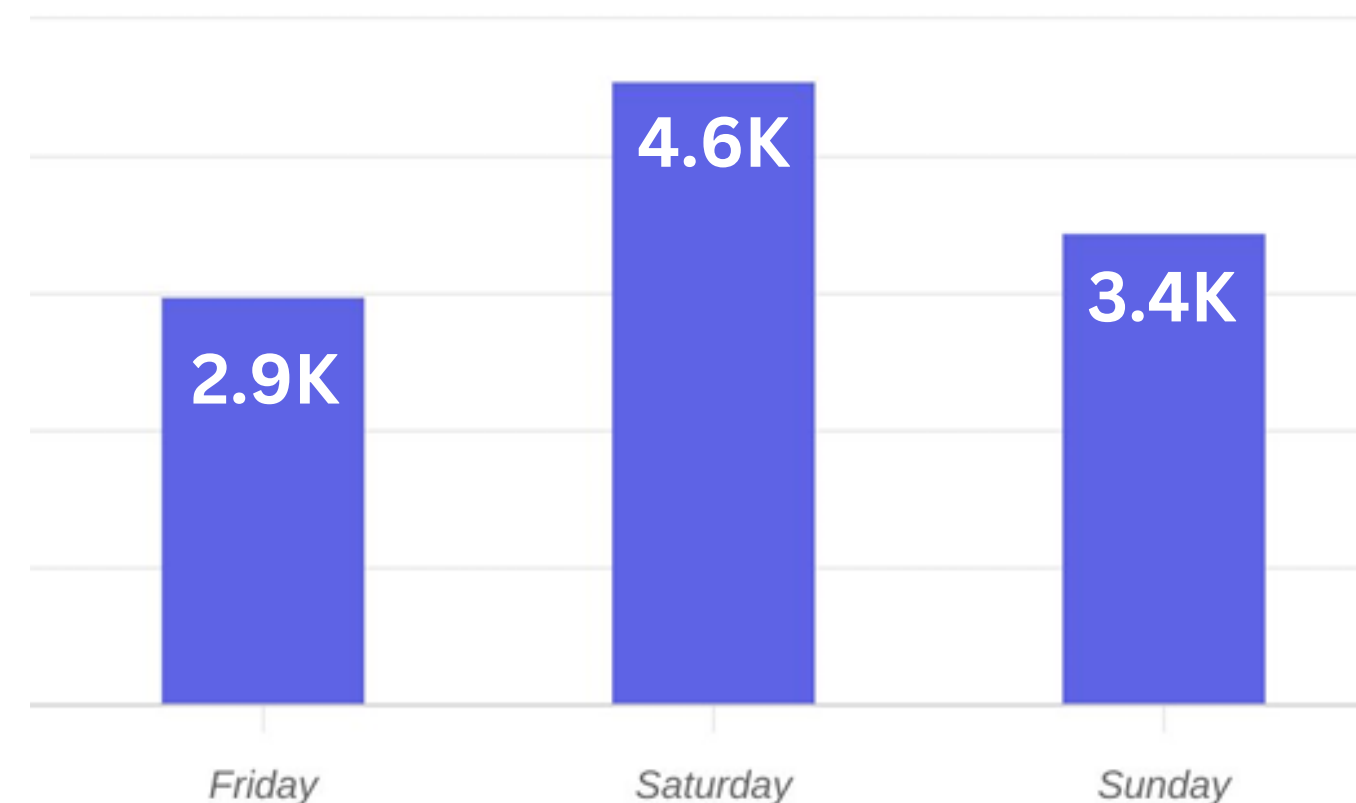
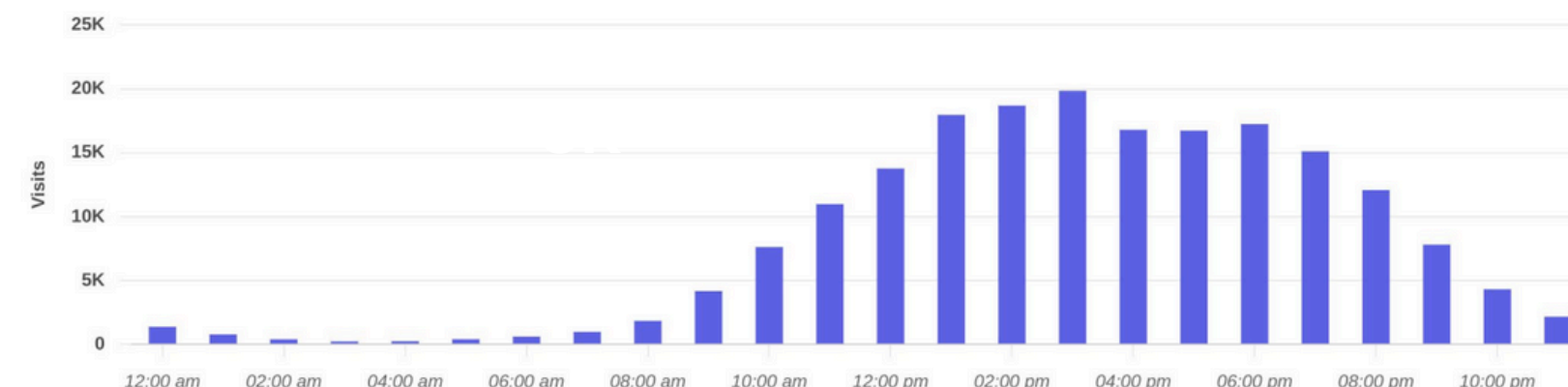
Visits YoY.....+55%

Visits Yo2Y.....+108%

Visits Yo3Y.....+211%

Hourly Visits

Historic Downtown Grass Vall...
116 Neal St, Grass Valley, CA 95945

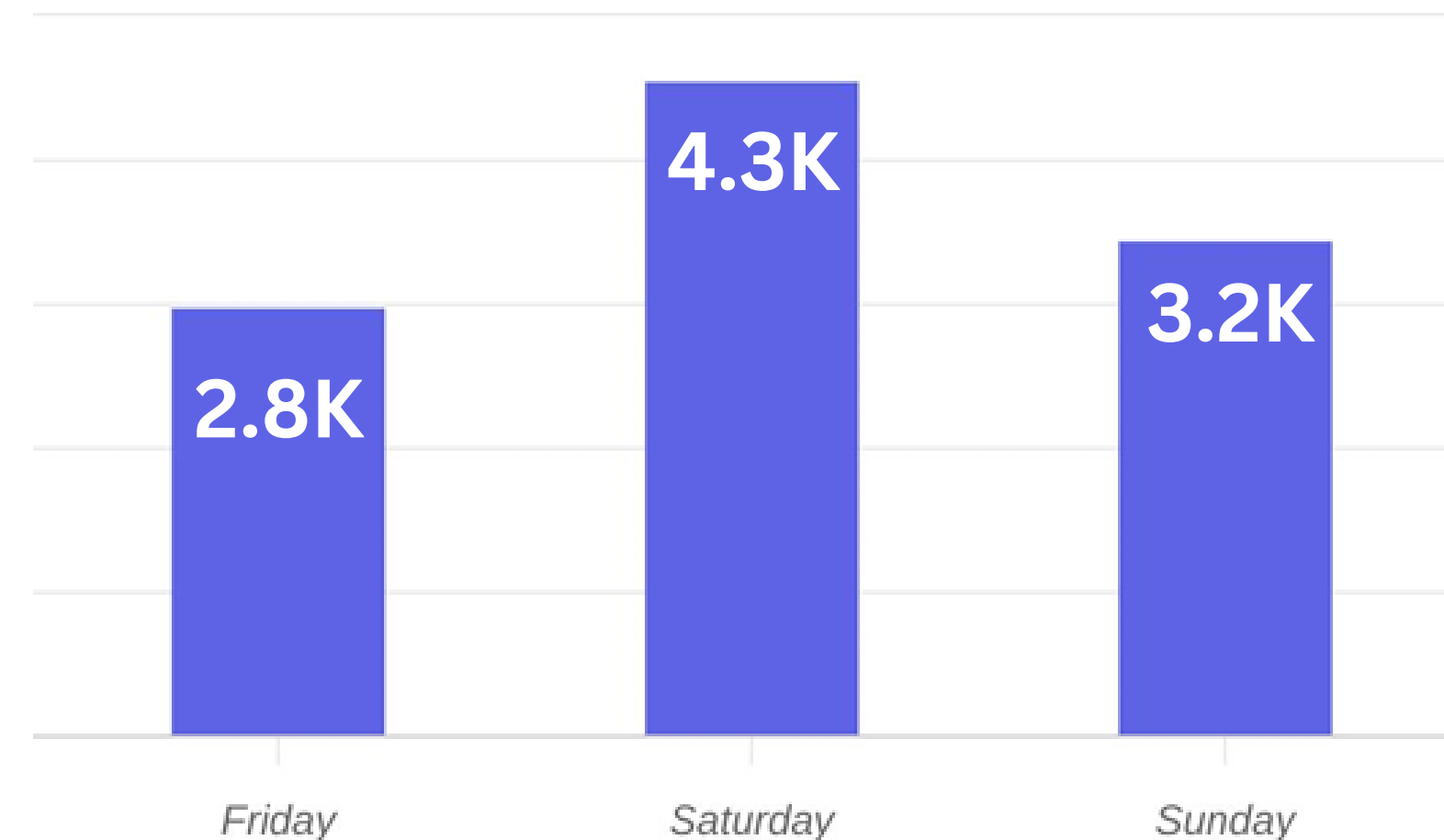


Brewfest - SOLD OUT EVENT

- September 27-29, 2024 Weekend
- 700 Attendees
- 10,300 Visits 9,400 Visitors to Downtown District

Metrics

Visits YoY.....+31%
Visits Yo2Y.....+81%
Visits Yo3Y.....+109%



1st Inaugural Christmas Tree Lighting

- November 9, 2024 Weekend
- 2000 Attendees
- 10,300 Visits 9,400 Visitors to Downtown District

Metrics

Visits YoY.....+31%

Visits Yo2Y.....+81%

Visits Yo3Y.....+109%

Cornish Christmas - Community/Non-Ticketed Event

- November 28-December 20, 2024
- 89,000 Visits by 60,700 Visitors in the Downtown District

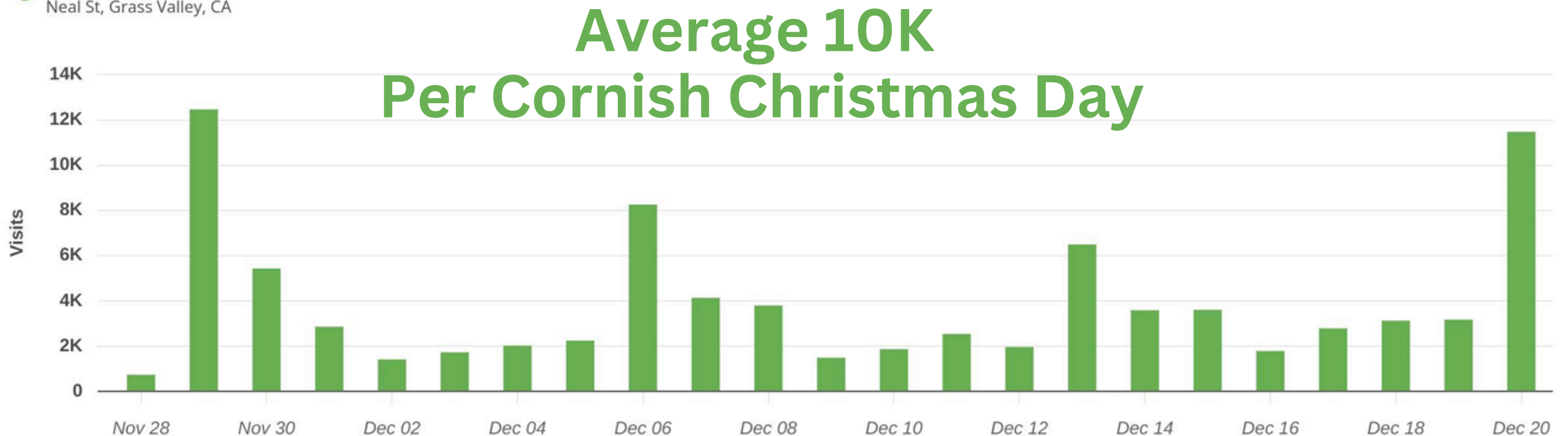
METRICS

Visits YoYI
(+31%)

Visits Yo2Y
(+81%)

Visits Yo3Y
(+109%)

Historic Downtown Grass Vall...
Neal St, Grass Valley, CA



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

Item # 3.



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