



**GRASS  
VALLEY  
DOWNTOWN  
ASSOCIATION**

# **2026 Annual Report**

**(B.I.D.) Business Improvement  
District Funds**

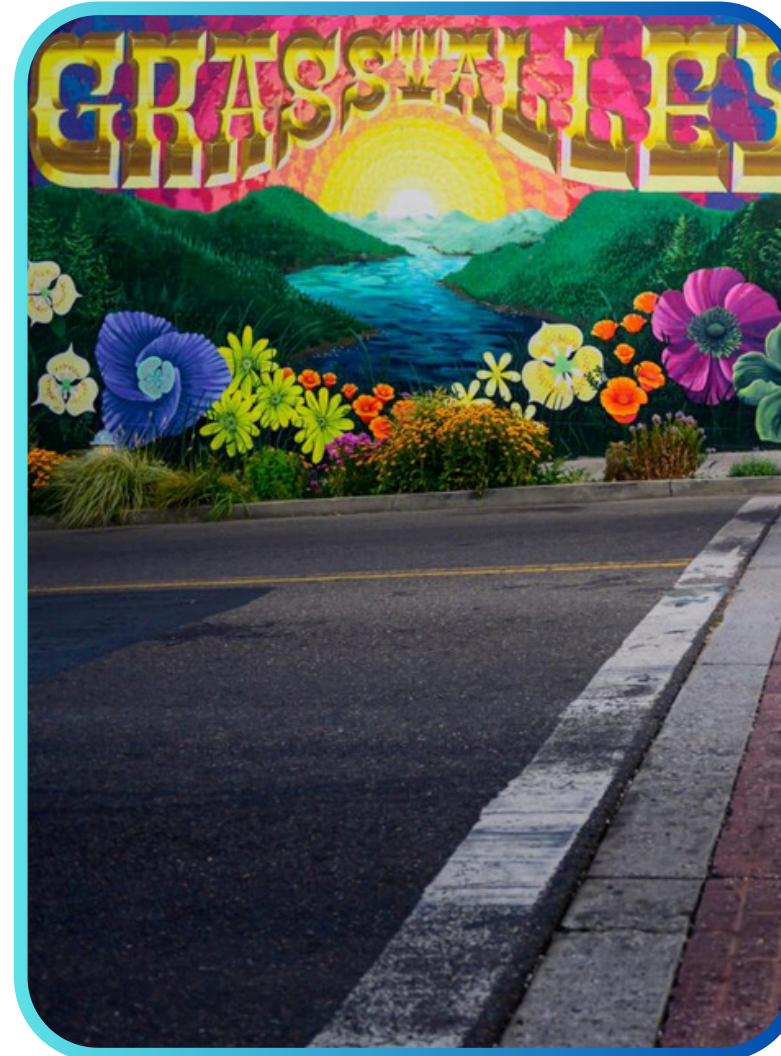


# ABOUT THE GRASS VALLEY DOWNTOWN ASSOCIATION

The GVDA continues its ongoing commitment to downtown Grass Valley through organizational stewardship, community promotion, business support, collaborative leadership, and initiatives that enhance the district's vitality and identity.

As the sole recipient of BID Assessment Fees since its inception, the GVDA uses these funds to fulfill its core objectives:

Community Events | Special Projects |  
Member Engagement & Support



# GVDA History – *From Challenges to Momentum*



## **2025: A Year of Growth and Impact**

We've turned challenges into opportunities—strengthening our organization and delivering more value for Downtown.



## **Stronger Team. Better Support.**

A professional office, friendly and responsive staff, regular office hours, and quick telephone and email response times keep us connected and effective.



## **Events That Bring Our Community Together**

A polished, well-executed, and highly curated calendar of events that consistently draws thousands of people to the Mill Street Plaza.



## **Elevated Event Excellence**

Organized event production, repeatable formats, branded materials, engaging props, and a dedicated team of volunteers create memorable experiences.



# Vision and Mission



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 Team



**Sherry Sanchez**  
Graphic Design &  
Event Support



**Mary Ann Boyer**  
Member Outreach &  
Event Support



**Robin Galvan- Davies**  
Executive Director



**Lauren Sapperstein**  
Digital Communications &  
Event Support



**Steve Sanchez**  
Event Logistics  
Management

## MEET THE BOARD

### EXECUTIVE COMMITTEE

Barbara Bashall, Interim Chair

Penny Short, Incoming Chair

Debbe Blakemore, Secretary | Treasurer

Lillie Robertson, Member-at-Large

### DIRECTORS

Christine Larkin, Director

Machen McDonald, Director

Jay Strauss, Director

Suzanne Voter, Director

### CITY OF GRASS VALLEY

Mayor Hilary Hodge, City Liaison

Council Member Jan Arbuckle,  
Alternate City Liaison



# IT TAKES A VILLAGE....

## Many Hands, One Vision

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Roamin' Angels Car Club

Nevada County Transit Services

Nevada County Sheriff's

Volunteers

River Valley Community Bank

Tri-Counties Bank

60/40 Group

Grass Valley Rotary

Greater Grass Valley Chamber

Member Volunteers

California Cornish Cousins

Project H.E.A.R.T

Bear River Ag Mechanic Students

Nevada Union High School Students





# GVDA History – *From Challenges to Momentum*



## **Stronger Partnerships. Greater Impact.**

Sponsorship support is up! Businesses inside and outside the BID recognize the power of investing in our events and the future of our downtown.

**10% increase in sponsorship revenue in 2025.**



## **More Ways to Connect**

- Monthly Merchant Meetings
- Weekly Monday Merchant Memos
- Quarterly Friends of the GVDA
- Gatherings
- In-Person BID Packet Delivery
- Real-Time WhatsApp Updates



## **More Visibility. More Pride.**

An up-to-date website, strong social media presence, and television appearances shine a spotlight on our events, merchants, and the Plaza.



## **A Thriving Downtown**

Our businesses are thriving—Yuba Blue has been in business for 30 years, and 2025 was our most profitable year on record!



*Thank you to our members, partners, volunteers, and community. Together, we're building a stronger, more vibrant downtown!*

# STRONG PARTNERSHIPS

## ENTERTAINMENT ORGANIZATIONS

- KVMR's Celtic Festival- 60 musicians on May Day
- Grass Valley Cornish Choir & Grass Valley Male Voice Choir
- Blue Grass Festival - 3 Bands playing at Thursday Night Market before Father's Day
- High Sierra Music Festival - 3 bands playing on July 2nd and July 4<sup>th</sup> on the Main Stage at Dancin' in the Streets



## OTHER ORGANIZATIONS



### Service, Heritage and Youth Partners

Project H.E.A.R.T

Grass Valley Historical Commission

Nevada Joint Union Music Department Students



### Community Culture & Connection

Dream Big Mini Farm

The Curious Forge

California Cornish Cousins

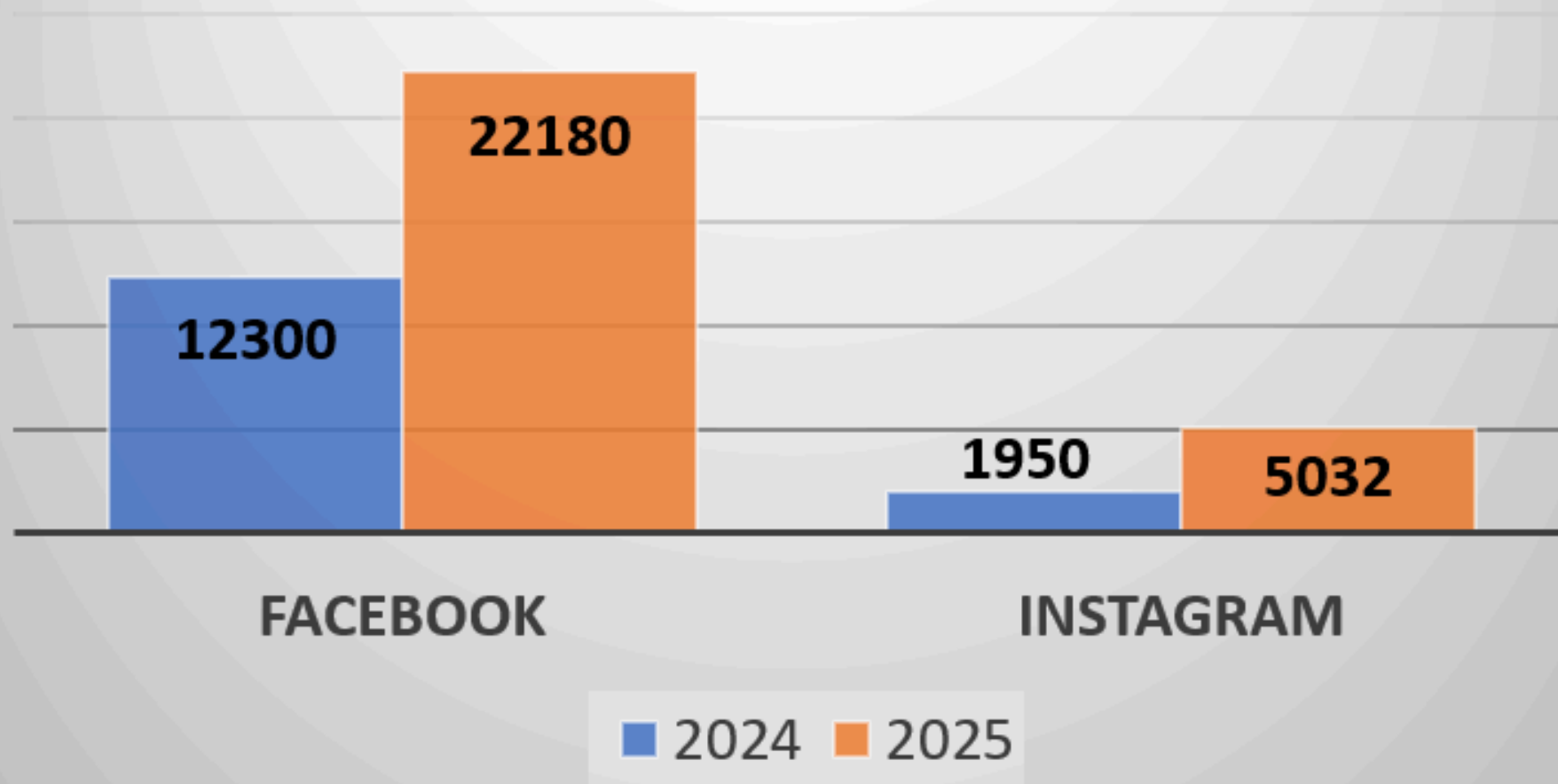
Twin Cities Church



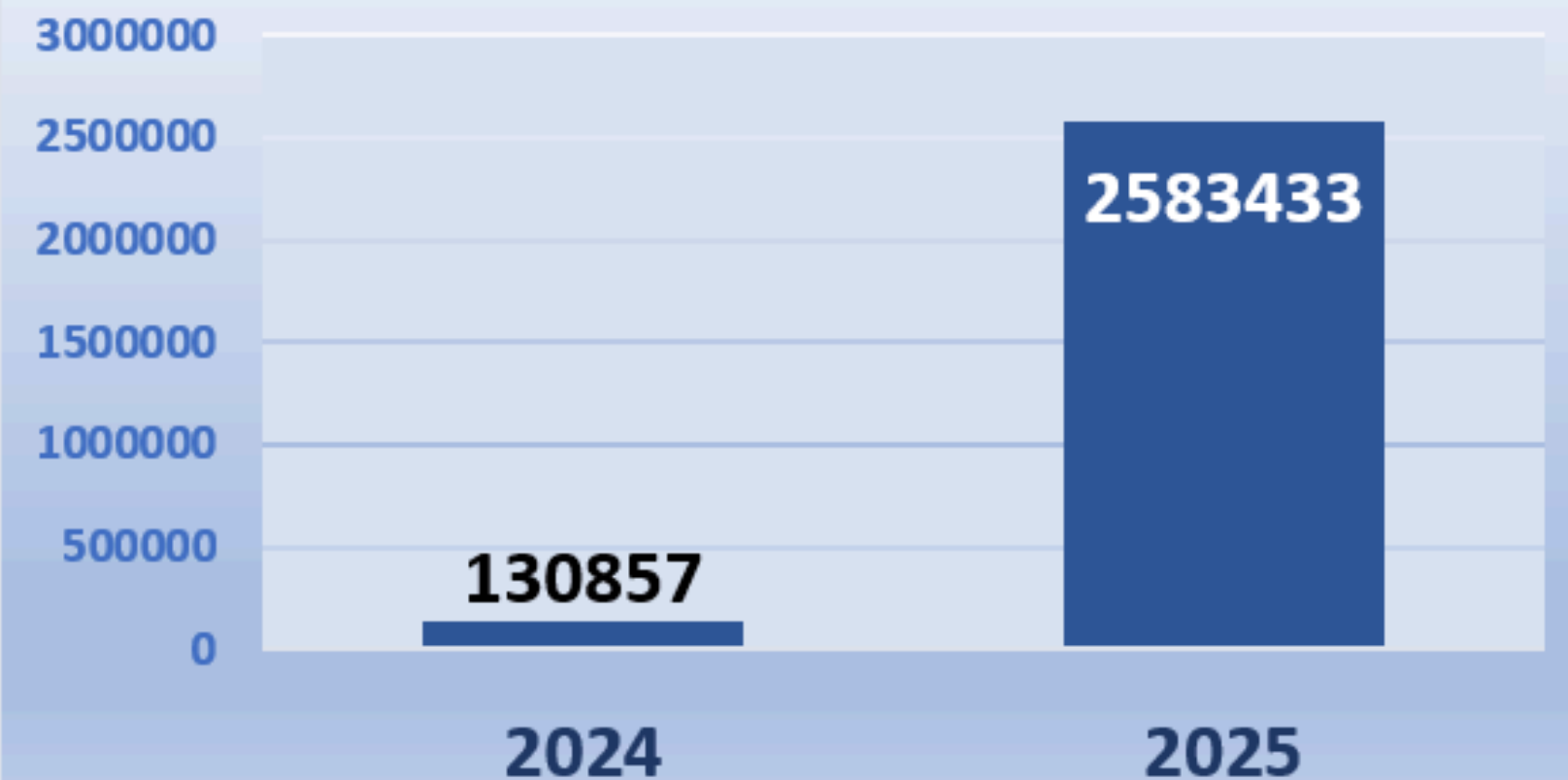
# More Ways to Connect Greater Visibility

Invested **\$12,000** in GVDA Funds in a robust Social Media Campaign to promote and highlight BID members, events, event sponsors, and operations within the BID.

### Followers on FaceBook & Instagram



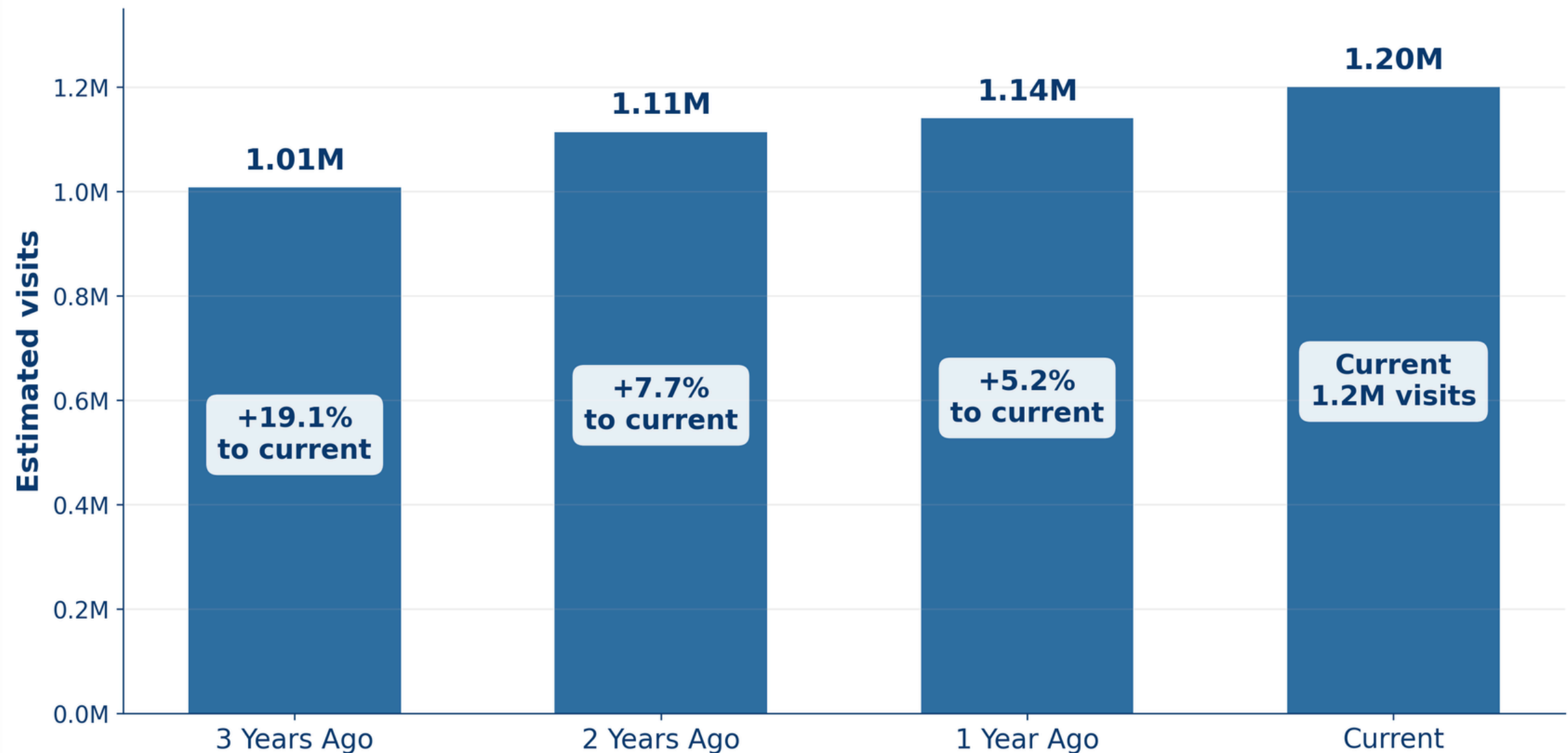
### Trackable Views/Engagement



# Statistics

Visitation continues to grow, reaching 1.2 million annual visits—a 19.1% increase over three years—highlighting the center's strength as a regional shopping destination.

## Estimated Annual Visits & Growth Momentum



Prior-year visits are back-calculated estimates from reported current visits and growth percentages.

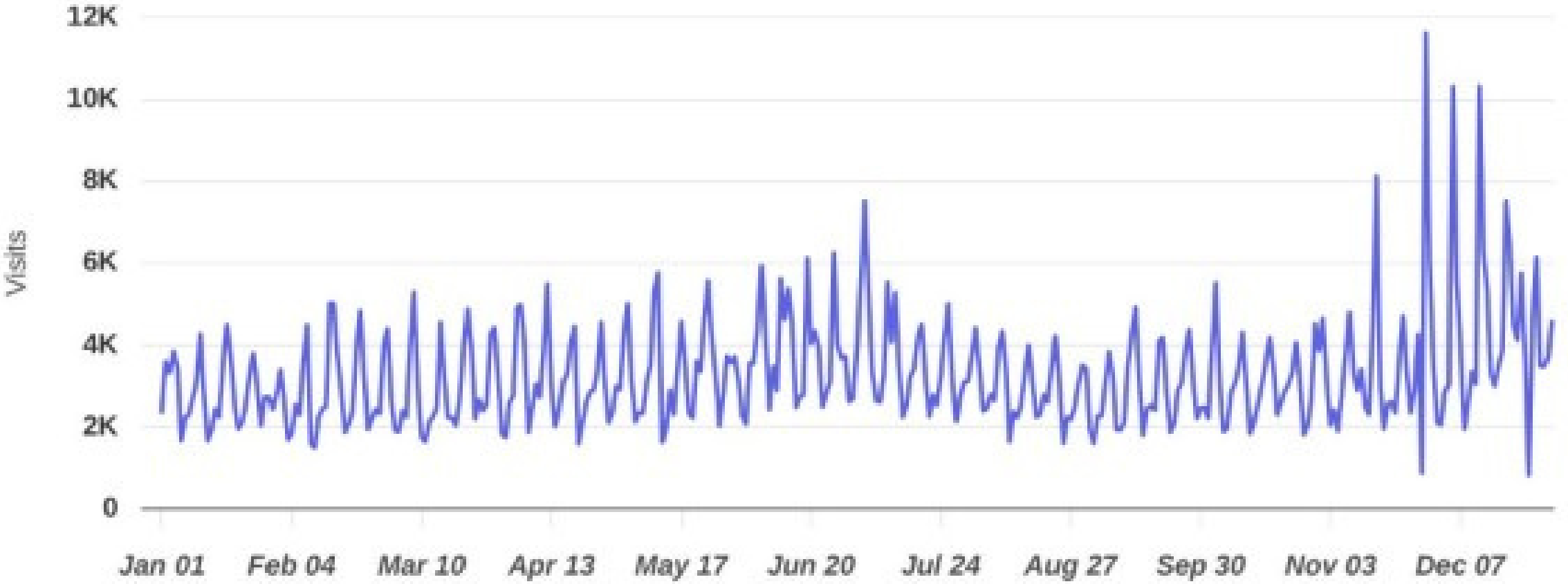


# 2025 Visit Trends

## Events Visitation Trends

Grass Valley Events maintained steady visitation throughout the year, with several significant spikes in late Q4 culminating in a peak of nearly 12,000 visits during the holiday season.

Grass Valley Events  
E. Main Street, Grass Valley, CA



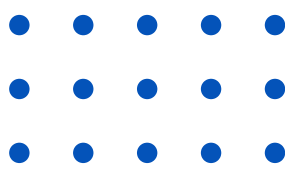


# Investment in Our Future City Partnership



- ✓ **Walk Your Bike Signs**
- ✓ **Public service videos and outreach materials to help educate downtown visitors, employees, businesses, and the community about the new parking program.**
- ✓ **\$4,350 additional to repair building Lights on East Main Street from the Holbrooke Hotel to the Post Office**



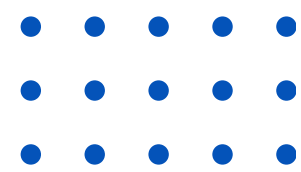


# Investment in Our Future

## Public Restroom in the South Church Parking Lot

### Cost-Sharing Partnership with the City

- Under the 2024 collaborative cost-sharing MOU, the City & GVDA each invest \$120,000.
- GVDA contribution to date:
  - **2024 and Prior: \$25,000**
  - **2025: \$10,000**
  - **2026: \$5,000 (Proposed)**



# Revenue BID Expenditures

1981 Ord No. 282 N.S 81-464  
Exhibit A • Sec. 6A-2. Use of Revenues.



## 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, Event Labor, Bank & Credit Card Processing Fees, Event Security, Event Logistic Support



## Sanitation

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



# Year in Review

Event	BID Allocation	GVDA Expenditure
Heart of the Town	\$200.00	\$900.00
St. Pirans	\$400.00	\$900.00
Foothill Celebration	\$3,000.00	\$29,238.00
Car Show	\$2,500.00	\$15,948.00
Thursday Night Market	\$12,000.00	\$58,490.00
4th of July	\$7,500.00	\$21,264.00

Event	BID Allocation	GVDA Expenditure
Sidewalk Sale	\$200.00	\$900.00
Brew Fest	\$3,500.00	\$34,576.00
Holiday Market	\$1,500.00	\$5,316.00
Cornish Christmas	\$18,000.00	\$71,784.00
Special Projects	\$21,200.00	\$26,552.00
<b>TOTAL</b>	<b>\$70,000.00</b>	<b>\$265,868.00</b>

# 2026 Budget

Investment of BID funds is vital to maintaining and advancing the programs, events, advocacy, marketing, and beautification efforts that strengthen downtown's economic health and create value for every assessed business.

**BID FUNDS ALLOCATED  
FOR 2026 \$65,000**

<b>Heart of the Town (Valentines)</b>	<b>\$500</b>
<b>Foothill Celebration</b>	<b>\$4,000</b>
<b>St.Pirans Festival</b>	<b>\$500</b>
<b>Car Show</b>	<b>\$2,500</b>
<b>May Day Celebration</b>	<b>\$500</b>
<b>Thursday Night Market</b>	<b>\$12,000</b>
<b>4th of July</b>	<b>\$3,000</b>
<b>Summer Side Walk Sale</b>	<b>\$500</b>
<b>Brew Fest</b>	<b>\$3500</b>

<b>Holiday Market</b>	<b>\$500</b>
<b>Community Tree Lighting</b>	<b>\$1,000</b>
<b>Cornish Christmas</b>	<b>\$18,000</b>
<b>Music on Mill</b>	<b>\$6,000</b>
<b>Downtown Lights</b>	<b>\$3,500</b>
<b>Downtown Bathrooms</b>	<b>\$5,000</b>
<b>Special Advertising &amp; Promotion</b>	<b>\$4,000</b>
<b>Total</b>	<b>\$65,000</b>



## Contact Information



**Phone Number**

**530-272-8315**



**Our Website**

**[www.downtowngrassvalley.com](http://www.downtowngrassvalley.com)**



**Email Address**

**[info@downtowngrassvalley.com](mailto:info@downtowngrassvalley.com)**



**Our Address**

**128 E. Main Street | Grass Valley, CA 95945**

*Thank You*  
City of Grass Valley



PORTER  
WR  
ROAD  
BREWERY