



**Presentation – 2023
Year End Review**

Meet Our Best Team



Robin Galvan-Davies
Executive Director



Mary Ann Boyer
Member Outreach & Event
Support



Sherry Sanchez
Graphic Designer



Heather Colby
Media & Marketing

BOARD OF DIRECTORS

EXECUTIVE BOARD

Joy Porter, Chairperson
Lillie Robertson, Outgoing 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

Budget – 2023 Expenditures

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

Brew Fest Event: \$7,645

Car Show: \$4,206

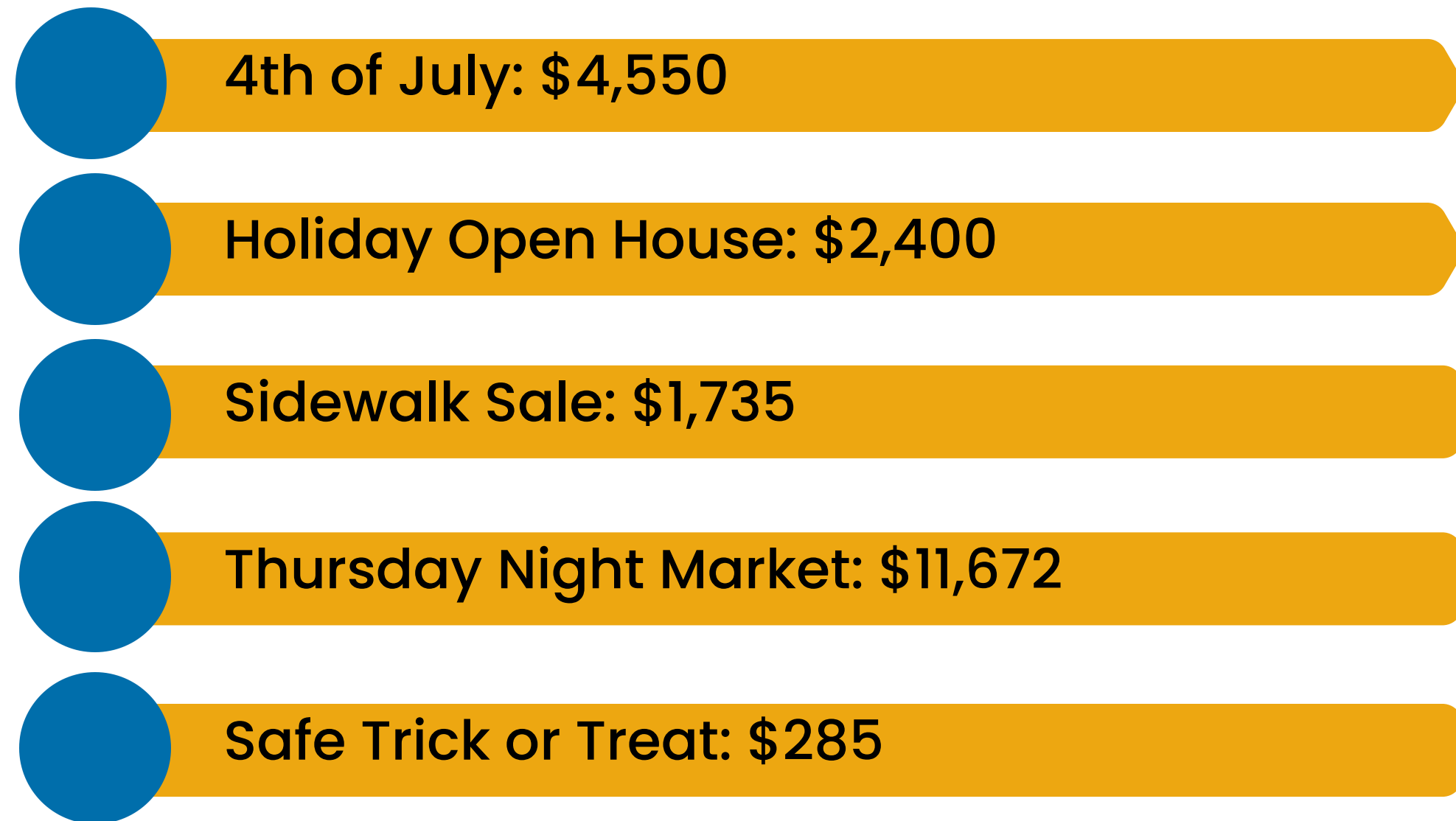
Certified Farmers Market Expenses: \$4,519

Cornish Christmas: \$26,301

Foothill Celebration: \$3,926



Budget – 2023 Expenditures



TOTAL: \$67,189



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

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: \$3500
- Pigeon Mitigation: \$3000 + 2024 Birth Control
- Acoustic Music on Mill Street Plaza: \$2550
(Remainder of year & \$6,000 projected for 2024)
- BID Member Mixers (2): \$3000
- Locals for Locals: \$1000
- Project H.E.A.R.T: \$1000
- Creating Communities Beyond Bias: \$500



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

Social Media | Media

2023 Ends with a BANG!

CORNISH CHRISTMAS
431689 Views



The Press Democrat

Press Democrat

Feature in Newspaper - Cornish Christmas

NC TOY RUN
385314 Views



San Jose Mercury News

San Jose Mercury News

Feature in Newspaper - Cornish Christmas

KCRA NEWS
LIVE Segment at
Cornish Christmas



GoodDay

Good Day Sacramento

26335 views
3 Live | 6 Segments



SOCIAL MEDIA STATS

Followers:

- 72.40% Women
- 27.60% Men

Location

CITIES

Grass Valley
Nevada City
Alta Sierra
Alta Sierra
Penn Valley
Sacramento
Roseville
Auburn
Yuba City
Lake of the Pines
Reno, NV

COUNTRIES

United States
Mexico
United Kingdom
Nigeria
India
Germany
Canada
Brazil
Italy
Indonesia
Vietnam

Greater Grass Valley Business Alliance

Grass Valley Downtown Association
&
The Greater Grass Valley Chamber of
Commerce



HISTORY WAS MADE!

- Greater Grass Valley Business Alliance formed January 1, 2024
- Unanimous Vote!
- Interlocking Boards: Three Executive Board members appointed to each other's Board.
- Both organizations will remain separate entities.
- The GVDA BID funds will remain separate and used as approved by the City of Grass Valley.



Grass Valley Downtown Association

2024 Budget Business Improvement District Projected Income 2024

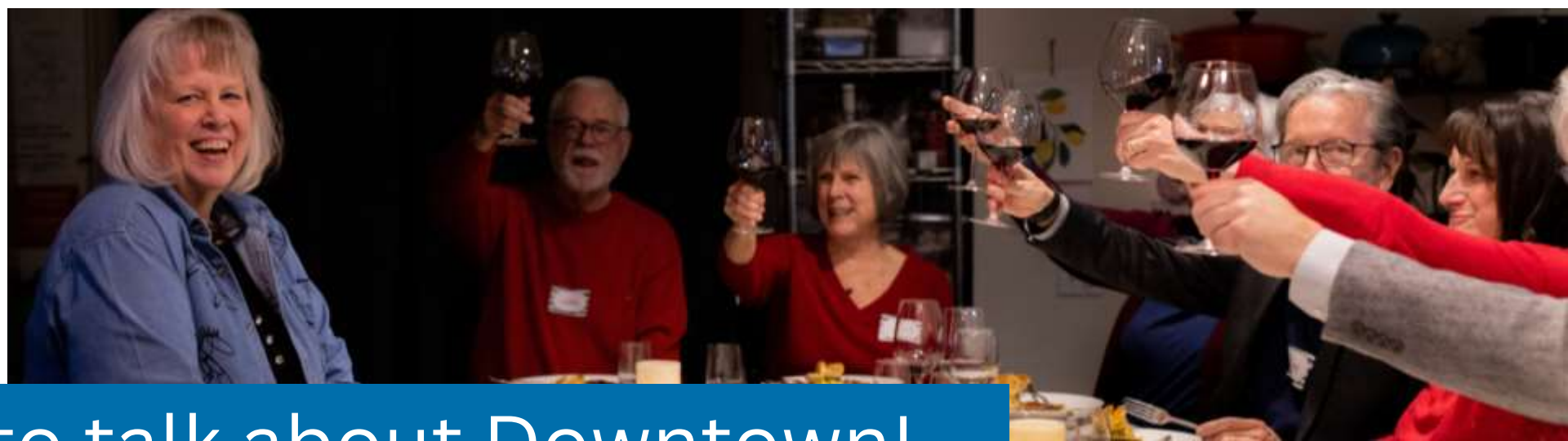
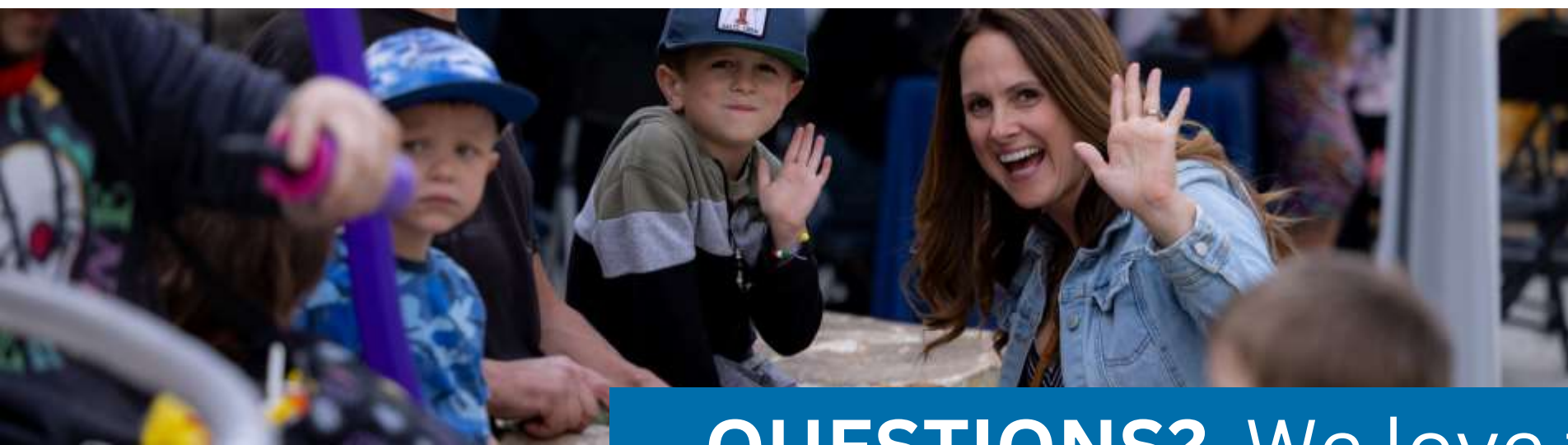
4th of July.....	\$7,000
Armed Forces Day Airshow...	\$4,000
Brewfest.....	\$30,000
Car Show.....	\$13,000
Cornish Christmas.....	\$30,000
Extreme Grass Valley.....	\$3,000
Foothill Celebration.....	\$15,000
Holiday Market.....	\$1,000
Magical Evening On Mill	\$25,000
St. Piran's Day.....	\$1,500
Stars & Stripes Gala.....	\$20,000
Thursday Night Market	\$15,000

Total: \$164,500

Thank You

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





QUESTIONS? We love to talk about Downtown!

