

# GMDA

## 2025-2026

### **BID (Business Improvement District Funds)**

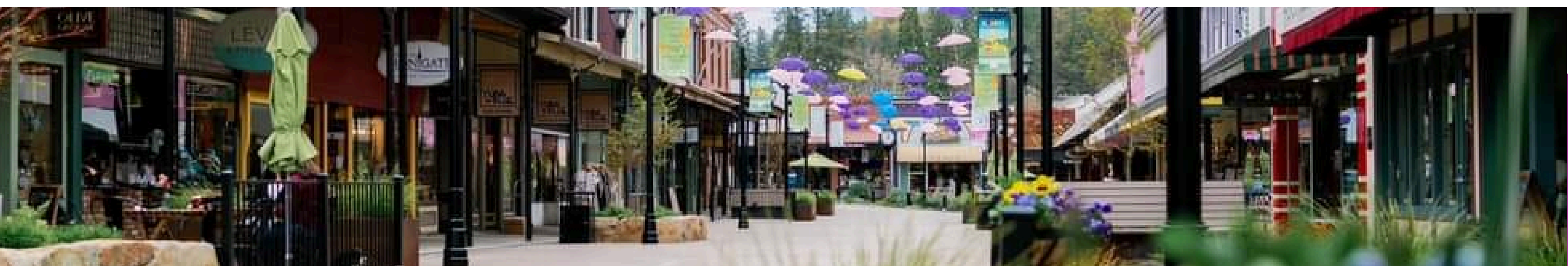




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# About the Grass Valley Downtown Association >>>

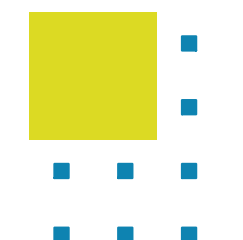
The Grass Valley Downtown Association is a 501 C 4 Not for Profit organization that provides the 250+ downtown businesses located within the Business Improvement District (BID) boundaries with a unified voice and an umbrella organization that concerns itself with those issues impacting the downtown area.

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



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 Staff



**Robin Galvan Davies**

Executive Director



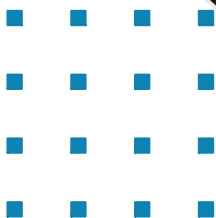
**Mary Ann Boyer**

Member Outreach & Event Support



**Sherry Sanchez**

Graphic Designer







# Meet Our Board of Directors



**Joy Porter**  
2024–2025 Chair



**Penny Short**  
2026 Incoming Chair



**Debbie Blakemore**  
2024–2025 Treasurer



**Lillie Robertson**  
Outgoing Chair | Co-Chair, Promotions  
Committee



**Christine Larkin**  
Director | Co-Chair, Promotions Committee



**Nicole Arbaugh**  
Director | Chair – Economic Vitality Committee



**Jacob MacDonald**  
Director | Chair – Design Committee



**Craig Hamilton**  
Director



**Jay Strauss**  
Director



**Bob Medlyn**  
Director



**Suzanne Voter**  
Director



Eight Elected GVDA Board Members (BID Members)  
Three Appointed GVCC Board Members



# Vision and Mission



## Our Vision

The Grass Valley Downtown Association represents its general membership with a unified voice in the economic development and historical preservation of downtown Grass Valley and our community.



## Our Mission

We utilize the National Main Street Four Point Approach to support the beautification activities and community events we host, thus fostering a viable, healthy downtown business district recognized as one of California's certified Main Street communities.

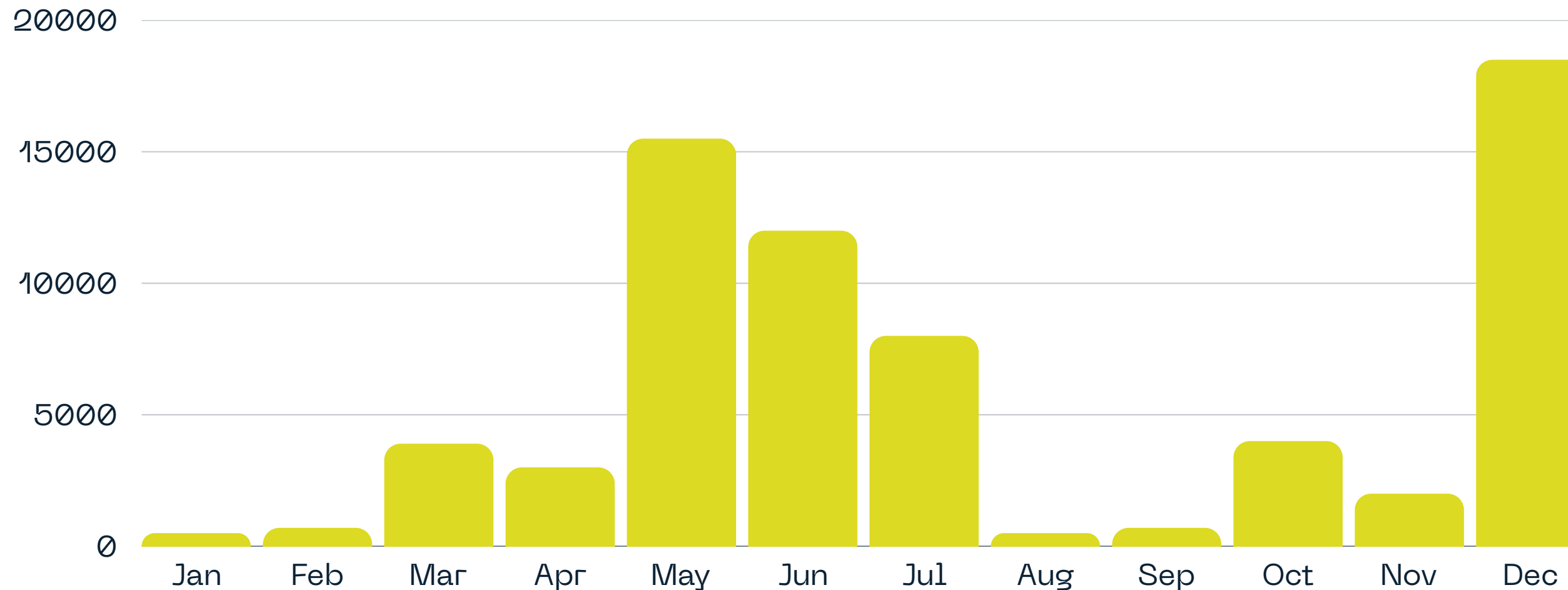






# Annual BID Budget \$70,000

● Revenue (\$)



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





# BID Ordinance Approved Expenditures

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

## **Sanitation**

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





# BID Expenses | Allocation

## 2025 – 2026

Car Show	Thursday Night Market (5 Weeks)	4th of July (Host) Pancake Breakfast, Parade & Dance Party	Sidewalk Sale
\$2,500	\$12,000	\$7,500	\$200
Brewfest	Holiday Open House   Tree Lighting	Cornish Christmas	Heart of the Town
\$3,500	\$1,500	\$18,000	\$200





# BID Expenses | Allocation

## 2025 – 2026

<b>St. Pirans Day</b>	<b>Foothills Celebration</b>	<b>Special Projects</b> Bathrooms   \$10,000 Building Lights   \$3,500 Music on Mill   \$6,000 Special Advertising & Promotion   \$1700
\$400	\$3,000	\$21,200







# One Year Review

## Special Projects & Partnerships

### Public Restroom

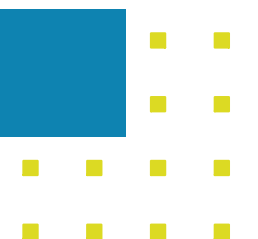
Contributed \$20,000 (commitment is \$120,000 over 10 years) – Applying \$10,000 (06–2025) (vs. \$5k)

### Downtown Building Lights

\$3,450 (Mill Main Street from Holbrooke to GV Post Office Building Lighting)

### Community Giveback & Collaboration

- Music On Mill (with City of GV)
- Nevada Union High School
- Project H.E.A.R.T.
- Blue Grass Association
- Celtic Festival





# Contact Information



Phone Number  
**530-272-8315**



Email Address  
**info@downtowngrassvalley.com**



Our Website  
**www.downtowngrassvalley.com**



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

