



City of Grass Valley City Council Agenda Action Sheet

Title: Grass Valley Downtown Association Request for 2025 Parking and Business Improvement District Allotment

CEQA: Not a Project.

Recommendation: That Council 1) receive a presentation from the Grass Valley Downtown Association (GVDA) request for the distribution of \$70,000 of Business Improvement District (BID) Assessment funds; 2) review and approve the Agreement for Administration of “Parking and Business Improvement Area”, subject to legal review; 3) review and approve the proposed distribution of BID Assessment funds; and 4) authorize City to pay the proposed invoice from the GVDA in accordance with the Agreement for Administration of “Parking and Business Improvement Area”.

Prepared by: Timothy M. Kiser, City Manager

Council Meeting Date: June 10, 2025

Date Prepared: June 4, 2025

Agenda: Administrative

Background Information: In accordance with the City’s Municipal Code, the City collects Parking and Business Improvement District (BID) assessments from more than 240 businesses located within the designated downtown assessment district. Since the establishment of the BID, the Grass Valley Downtown Association (GVDA) has been the sole recipient of these funds.

Per the Municipal Code, the GVDA is required to annually request the BID assessment funds and utilize them in compliance with City ordinances governing the BID. For the current fiscal year, the City has collected sufficient BID assessments to support a disbursement of \$70,000.

Over the past several months, City staff and GVDA representatives have collaborated to update the existing agreement for the administration of the BID funds. The updated agreement modernizes procedures related to billing, invoicing, and reporting, improving transparency and efficiency.

GVDA has submitted a formal request for the current year’s BID assessment funds, along with supporting documentation. Included for the Council’s review and consideration are the following:

- the Agreement for Administration of “Parking and Business Improvement Area”
- GVDA 2025-2026 BID Presentation

A representative from the GVDA will be present at the Council meeting to provide a presentation and formally request the disbursement of funds.

Council Goals/Objectives: The execution of this action attempts to achieve Strategic Goal #5 - High Performance Government and Quality Service.

Fiscal Impact: Sufficient BID assessments were collected to allocate \$70,000 for disbursement.

Funds Available: Yes

Account #: BID Assessment Funds

Reviewed by: Tim Kiser, City Manager

Attachments: Agreement for Administration of “Parking and Business Improvement Area” & 2025-2026 BID Presentation