

American Rescue Plan Act (ARPA) Nevada County

COMMUNITY RESILIENCY GRANTS PROGRAM GRANTEE REPORT GRANT RECIPIENT: GRASS VALLEY DOWNTOWN ASSOCIATION

Operational Priority: 1: Essential
 2: High-Impact
 3: Nice to Have

Timing Priority: 1: Urgent
 2: 6 months – 1 year
 3: 1 – 2 years
 4: Long-term

Total Project Budget: \$69,000 ARPA Funding Request: \$69,000

Yes No Is there FEMA, State or other Direct or Grant Funding available? If Yes, please Specify below

Other Funding Source: _____ Other Source Amount: _____
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OTHER FUNDING INFORMATION

N/A

PROJECT DESCRIPTION

The “Community Benefit Grants Program” will support community-serving institutions and organizations with macro-grants up to \$100,000. Entities that serve families, seniors, or the community at large would be eligible to apply.

Grass Valley Downtown Association Community Resiliency Grant General Purpose, Focus, and Outcomes Report

- Mitigate financial hardship, such as declines in revenues due impacts of periods of business closures, and/or suspended business activities such as revenue generating fund raisers due to social distancing requirements or other public health orders;
- Support for normal operating costs, including payroll and benefit costs, costs to retain employees, mortgage, rent, or utilities costs, and other operating costs;
- Support for programmatic services that assist in addressing the economic hardship experienced by the Grant Recipient and/or the negative economic impacts experienced by its customers; and
- Implementation of COVID-19 prevention or mitigation tactics, such as physical plant changes to enable social distancing, enhanced cleaning efforts, barriers, or partitions, etc.

And to support projects that support the organization, benefit merchant constituents, support local workforce, the arts community, and aid in the recovery and relief of the organization through funds to augment the employment of staff to carry out work that builds resiliency. Also, this grant will provide an opportunity to support small businesses, support to enhance outdoor spaces for COVID-19 mitigation and improve the environment aesthetics and ambiance of the neighborhood.

NEXUS TO ARPA GUIDELINES

ARPA Reporting Category (from US Treasury Reporting Guidance, Appendix 1 – see pages 3-5 below):

- 1 – Public Health
- 2 – Negative Economic Impacts
- 3 – Public Health – Negative Impact: Public Sector Capacity
- 5 – Infrastructure
- 6 – Provision of Government Services (Revenue Replacement)
- 7 – Administrative

Sub-Category (from US Treasury Reporting Guidance, Appendix 1 – see pages 3-5 below):

Please provide one Sub-Category designation: 34

This grant is intended to support organizations and institutions that provide services/ programs for the community. Locally, these entities tend to be nonprofits though some are also for-profit businesses. ARPA funds may be used to assist small businesses and nonprofits as they respond to the negative impacts of the pandemic and/or rebound from the downturn.

NEXUS TO BOARD OBJECTIVES & COUNTY PRIORITIES / COMMUNITY IMPACT

Board Objectives (select any that apply)

- Fiscal Stability/Core Svcs.
- Emergency Prep.
- Economic Dev
- Broadband
- Cannabis
- Housing
- Homelessness
- Recreation

County Priorities (select any that apply)

- Costs related to COVID-19 response
- Encourage economic recovery
- Provide long-term benefits to County

This project intersects with the Board's Economic Development Objective. Our small businesses and nonprofits have been hard hit by the pandemic and need resources to resume operations to pre-pandemic levels.

OPERATIONAL IMPACT

Will the funds be used to pay for a direct county cost or cost incurred by others? County Cost Other Cost

PROJECT TIMELINE / READINESS

Grant award agreement executed:	06/02/2022
First quarter report received:	N/A
Second quarter report received:	07/10/2022
Third quarter report received:	10/18/2022
Project Completed:	

BUDGET DETAIL

In what SBU/Office 2/Account(s) will ARPA-funded project activity be incurred?

SBU	Ofc2	Account	Amount	Description
10902	272	532205	\$69,000	Community Benefits Grant Program

Total	\$69,000	<i>Note: Total should match ARPA Funding Request amount</i>
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EXPENDITURE TRACKING/REPORTING

Total expenditures as of 9/30/2022: \$62,100.00

Narrative Report:

First Quarter Report	April 2022	N/A															
Second Quarter Report	July 2022	No progress to date.															
Third Quarter Report	October 2022	<p>The Grass Valley Downtown Association has made huge strides towards economic recovery. The ARPA Grant gave the association the ability to hire staff that supported the goals and mission of the organization to increase resiliency and support recovery. In the first reporting period, the GVDA held two major events. With a solid administrative platform in place, a dedicated and polished events and marketing team, we succeeded beyond expectations. Profits have more than doubled in comparison to the 2021 events, bringing financial relief. The grant has given the Grass Valley Downtown Association the ability to increase resiliency, and the opportunity to work toward achieving sustainability.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Activity</th> <th style="text-align: center;">Demographics</th> <th style="text-align: center;">Direct Beneficiaries</th> <th style="text-align: center;">Indirect Beneficiaries</th> <th style="text-align: center;">Other Ancillary Benefits</th> </tr> </thead> <tbody> <tr> <td>2022 Thursday Night Market 6-Week Serial Event Attendance estimate of 3500-4000 people</td> <td>Nevada County Sacramento, Chico, Reno, Auburn</td> <td>GVDA - \$20,000 profit after expenses Each event 65 vendors 8 local Musical Groups</td> <td>- Increase in sales for Downtown businesses - Sales tax generated</td> <td> <ul style="list-style-type: none"> · Brand awareness for downtown Grass Valley · New customers for businesses · Free events for local downtown residents · Micro-Business Support </td> </tr> <tr> <td>2022 Grass Valley Brew Fest 1-Day Event Attendance 650</td> <td>Nevada County, Sacramento, Chico, Reno, Auburn</td> <td>GVDA \$27,300 profit after expenses</td> <td>- Increase in sales for Downtown businesses - Sales tax generated</td> <td> <ul style="list-style-type: none"> · Brand awareness for downtown Grass Valley · New customers for businesses </td> </tr> </tbody> </table>	Activity	Demographics	Direct Beneficiaries	Indirect Beneficiaries	Other Ancillary Benefits	2022 Thursday Night Market 6-Week Serial Event Attendance estimate of 3500-4000 people	Nevada County Sacramento, Chico, Reno, Auburn	GVDA - \$20,000 profit after expenses Each event 65 vendors 8 local Musical Groups	- Increase in sales for Downtown businesses - Sales tax generated	<ul style="list-style-type: none"> · Brand awareness for downtown Grass Valley · New customers for businesses · Free events for local downtown residents · Micro-Business Support 	2022 Grass Valley Brew Fest 1-Day Event Attendance 650	Nevada County, Sacramento, Chico, Reno, Auburn	GVDA \$27,300 profit after expenses	- Increase in sales for Downtown businesses - Sales tax generated	<ul style="list-style-type: none"> · Brand awareness for downtown Grass Valley · New customers for businesses
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PROJECT POINT OF CONTACT

Name and title: Ariel Lovett, Projects Administrator, CEO's Office

FOR CEO OFFICE ONLY:

Expense Item No:	ECON01.33
Final ARPA Category:	2.34
Approved:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No