

# Appendix B ~ Promotional Materials

## 1 Introduction

The following text is provide as an example of text that could be used in a business recruitment brochure:

### **Overview**

- Grass Valley is an important regional retail center and visitor destination. Per capita retail sales top \$23,000—more than twice the statewide average.
- Downtown Grass Valley boasts a well-rounded mix of retail activity accounting for about 20 percent of total sales in the City.
- Downtown Grass Valley attracts local, regional, and visitor markets.

### **Existing Supply and Demand Context for Downtown Grass Valley**

#### **Supply Factors**

- About 500,000 square feet of space in Downtown
- Over 60 percent of the space is in retail, restaurant, and entertainment use
- About 45 percent is retail space
- About \$52 million of annual sales in Downtown
- Over 90 percent of sales are in retail, restaurant, and entertainment categories
- Retail sales per square foot are about \$200 on average.

#### **Demand Factors**

- Downtown residents are 35 percent of the City total
- About 5 percent of Grass Valley residents work at home
- Another 4 percent walk to work
- Almost 90 percent of Grass Valley employed residents work in Nevada County—just over 10 percent commute to the Sacramento region.
- A substantially higher percentage of Western Nevada County employed residents living in the unincorporated areas commute to the Sacramento region for work.
- About 1,000 people work in Downtown
- The primary market area—Western Nevada County—represents a total annual retail spending potential of \$645 million.
- Downtown residents—representing \$27 million per year in retail spending potential—account for less than five percent of the market area total.
- The rest of the City contributes about 11 percent of total annual spending potential—\$42 million per year.
- The rest of the greater Western Nevada County market area is by far the largest component of market area annual spending potential—representing \$577 million per year, or almost 90 percent of the total.
- Market area housing growth supports a 40 percent increase in retail spending potential over the next 20 years.
- Visitors to Nevada County spend about \$402 per visit, per group.
- 60 percent of the spending is in retail and restaurant categories.

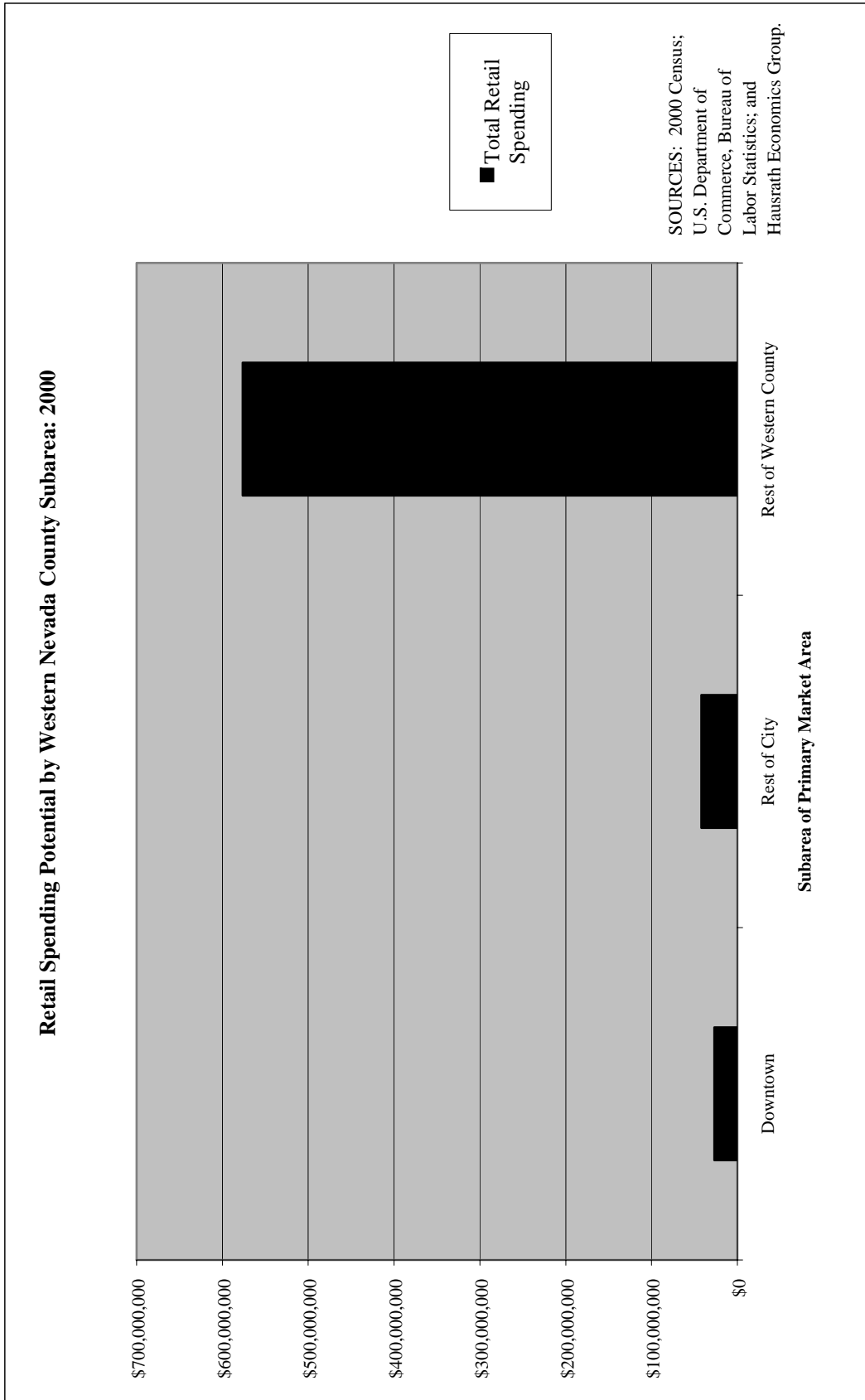
## 2 Recruitment Data

The following information should be incorporated into any business recruitment promotional packet:

<b>CONSUMER DEMOGRAPHICS FOR SUBAREAS OF THE PRIMARY MARKET AREA: DOWNTOWN GRASS VALLEY, GRASS VALLEY, AND WESTERN NEVADA COUNTY: 2000</b>						
	<b>Downtown Grass Valley</b>		<b>City of Grass Valley</b>		<b>Western Nevada County</b>	
<b>Total Population</b>	3,864		10,922		77,541	
<b>Group Quarters Population</b>	-		260		820	
<b>Total Households</b>	1,742		5,016		31,487	
<b>Household Size</b>	2.22		2.13		2.44	
<b>Total Housing Units</b>	1,853		5,266		33,759	
<b>Vacant Units</b>	111		250		2,272	
<b>Vacancy Rate</b>	6.0%		4.7%		6.7%	
<b>Owner Occupied</b>	660	38%	2,209	44%	23,956	76%
<b>Renter-Occupied</b>	1,082	62%	2,807	56%	7,531	24%
<b>Male</b>	1,851	48%	4,915	45%	37,957	49%
<b>Female</b>	2,013	52%	6,007	55%	39,584	51%
<b>Age Distribution</b>						
Under 5 years	7%		6%		4%	
5 - 19 years	21%		19%		20%	
20-34 years	23%		19%		11%	
35-64 years	36%		34%		44%	
65 years and over	13%		22%		20%	
<b>Total</b>	100%		100%		100%	
<b>Estimated Median Household Income in 2000</b>	\$32,600		\$29,000		\$45,100	
<p>NOTE: Downtown Grass Valley is defined to include households living within the approximately one square mile Town Center area. The City of Grass Valley includes the households and population living in the current city limits. Western Nevada County incl</p> <p>SOURCE: 2000 Census and Hausrath Economics Group.</p>						

<b>ESTIMATES OF PRIMARY MARKET AREA SPENDING POTENTIAL BY SUBAREA: 2000</b>			
<b>Downtown Households</b>			
<b>Retail Category</b>	<b>Percent of Household Income</b>	<b>Total Annual Spending per Household</b>	<b>Total Annual Spending</b>
Eating and Drinking	6%	\$1,827	\$3,182,000
Groceries and Convenience	11%	3,561	6,202,000
Comparison and Specialty	17%	5,525	9,625,000
Auto	14%	4,540	7,909,000
<b>Total Retail Spending</b>	<b>47%</b>	<b>\$15,453</b>	<b>\$26,918,000</b>
<b>Households in Rest of Grass Valley</b>			
<b>Retail Category</b>	<b>Percent of Household Income</b>	<b>Total Annual Spending per Household</b>	<b>Total Annual Spending</b>
Eating and Drinking	6%	\$1,625	\$4,970,000
Groceries and Convenience	11%	3,167	9,686,000
Comparison and Specialty	17%	4,915	15,028,000
Auto	14%	4,039	12,351,000
<b>Total Retail Spending</b>	<b>47%</b>	<b>\$13,747</b>	<b>\$42,035,000</b>
<b>Households in Rest of Western Nevada County</b>			
<b>Retail Category</b>	<b>Percent of Household Income</b>	<b>Total Annual Spending per Household</b>	<b>Total Annual Spending</b>
Eating and Drinking	5%	\$2,373	\$66,578,000
Groceries and Convenience	10%	4,581	128,351,000
Comparison and Specialty	16%	7,106	199,092,000
Auto	14%	6,441	182,550,000
<b>Total Retail Spending</b>	<b>46%</b>	<b>\$20,501</b>	<b>\$576,571,000</b>
SOURCE: 2000 Census, U.S. Department of Commerce, Bureau of Labor Statistics, <i>Consumer Expenditure Survey: 1999-2000</i> , and Hausrath Economics Group.			

	Subarea of Primary Market Area		
Total Retail Spending	Downtown	Rest of City	Rest of Western County
	\$26,918,000	\$42,035,000	\$576,571,000



<b>TOTAL ADDITIONAL SPENDING POTENTIAL BASED ON HOUSEHOLD GROWTH IN THE PRIMARY MARKET AREA: 2000 - 2020</b>	
<b>Household Growth, 2000 - 2020</b>	
City of Grass Valley	844
Rest of Grass Valley Planning Area	1,186
Rest of Western Nevada County Market Area	10,815
<b>Increase in Annual Convenience Retail Spending</b>	
City of Grass Valley	\$2,673,000
Rest of Grass Valley Planning Area	\$5,974,000
Rest of Western Nevada County Market Area	\$49,542,000
<b>Increase in Annual Comparison Retail Spending</b>	
City of Grass Valley	\$4,148,000
Rest of Grass Valley Planning Area	\$9,270,000
Rest of Western Nevada County Market Area	\$76,850,000
<b>Increase in Annual Restaurant Retail Spending</b>	
City of Grass Valley	\$1,372,000
Rest of Grass Valley Planning Area	\$3,064,000
Rest of Western Nevada County Market Area	\$25,668,000
<p>NOTE: These are estimates of the increase between 2000 and 2020 of total annual spending potential in the primary market area, based solely on the projected increase in households. These are estimates of spending potential before consideration of spending.</p> <p>SOURCE: Hausrath Economics Group</p>	



**Nevada County Workers: Commute Characteristics**

	<b>Downtown Grass Valley</b>	<b>Grass Valley</b>	<b>Nevada City</b>	<b>Western Nevada County</b>	<b>State Average</b>
Work at Home	5%	4%	8%	8%	4%
Walk to Work	4%	4%	7%	3%	3%
Work in Place of Residence	na	43%	39%	10%	
Work elsewhere in Nevada County	na	45%	47%	64%	
Work in Nevada County	89%	87%	85%	74%	
Commute to Sacramento region	11%	12%	15%	25%	
Work out of State	0%	1%	0%	1%	

Detail may not add to totals due to independent rounding.  
 SOURCE: U.S. Census Bureau, Census 2000

**ESTIMATES OF POTENTIAL VISITOR SPENDING**

Average Party Size	2.7 persons		
Average Length of Stay, excluding day trips	3.2 nights		
Average per capita daily spending	\$46.50		
Average Total Spending per Visitor Group	<b>\$402</b>		
<b>Spending by Retail Category</b>			
Eating and Drinking	\$118	50%	
Food Stores	\$29	12%	
Retail Stores	\$91	38%	
	<b>\$238</b>	100%	59%

SOURCES: Dean Runyan Associates, *California Travel Impacts by County, 1992-2000*, prepared for the California Technology, Trade, and Commerce Agency; March 2002; D.K. Shifflet and Associates, *California County Travel Report 1999*, prepared for the California Technology, Trade, and Commerce Agency, August 2000; and Hausrath Economics Group.

### 3 Events Marketing

The following information should be incorporated into arts/events marketing materials:

<b>Major Annual Grass Valley Downtown and Fairgrounds Events</b>		
<b>Event</b>	<b>Attendance</b>	<b>Description</b>
<b>Foothills Celebration</b> Downtown February	650 (for inaugural year in 2002)	Twenty five restaurants, over 20 wineries, four music programs, street entertainment, and an art show celebrating the richness of Foothills life in downtown Grass Valley.
<b>Grass Valley Car Show</b> Downtown April	10,000	300 fine hot rods, classics, and antiques decorate downtown Grass Valley. Enjoy great music, food, and car related vendors.
<b>Sierra Festival of the Arts</b> Downtown May	6,000	Co sponsored by the GVDA and the Nevada County Arts Council, this downtown Grass Valley fine art and craft fair on Memorial Day is 20 years in the running.
<b>Antique and Collectible Show</b> Downtown June	4,000	The show has run for 14 years on Mill Street in downtown Grass Valley. Booths feature antiques and collectibles as well as food.
<b>Bluegrass Festival</b> Fairgrounds June	5,000 – 7,000	Long-running Father’s Day Weekend festival sponsored by the California Bluegrass Association
<b>Music in the Mountains</b> Fairgrounds Late June	10,000	Outdoor and indoor live music concerts blending classical to jazz repertory
<b>4th of July Parade and Celebration</b> Fairgrounds	11,000	
<b>Friday Market</b> Downtown Every week from Mid July through September	6,000 every week	The event is on Main and Mill Streets and includes crafts, fantastic food, great music, and a certified farmers market.
<b>California Worldfest--World Music Festival</b> Fairgrounds July	3,500 each day; about 8,000 overall including campers	Four days of continuous music from around the world; five stages, workshops, children’s programs, artisans, international food.
<b>Wolf Mountain Bluegrass Festival</b> Fairgrounds July	confidential	Classic bluegrass from the golden years performed by national headliners and most of the best bands on the west coast, lots of jamming, vocal and instrument workshops and children’s activities
<b>Nevada County Fair</b> Fairgrounds August	120,000	Ranked as one of the top five county fairs in the western United States and Canada
<b>Windows on History</b> Downtown August-September		Historical photographs and captions in windows of downtown businesses celebrate the history of Grass Valley.
<b>Taste of the Gold Country, Draft Horse Classic and Harvest Festival</b> Fairgrounds September	18,000	Luscious flavor from some of the foothills most delectable restaurants, wineries and breweries, live jazz and art under the pine trees, coupled with the premier draft horse show in the western United States.
<b>Celtic Festival and Marketplace</b> Fairgrounds October	5,000 plus	Music, dance, jam sessions, crafts, games, and food with a new renaissance flair. Event expands to two full days in 2003.
<b>Safe Trick or Treat</b> Downtown October	2,000	Thousands of preschool children out in costume with their parents searching the streets of downtown for great treats.
<b>Country Christmas Faire</b> Fairgrounds Thanksgiving weekend	9,000	Artisan crafts, gifts, entertainment, gourmet food, and hay wagon rides
<b>Cornish Christmas</b> Downtown Fridays from Thanksgiving to Christmas	5,000 every week	This year celebrating the 34th Cornish Christmas, Grass Valley’s historic downtown becomes a turn-of-the-century village featuring music and carolers, delectable foods, strolling carts, crafts and the feeling of Christmas past.