

MISSION STATEMENT:

The Blocks represents a visionary and pioneering new concept in business infrastructure, redefining the landscape with its innovative use of technology and repurposed shipping containers as micro-business units. Situated in Reno's emerging downtown district, The Blocks plan is to build an urban “street” themed container complex and lease the individual containers to local restaurants, bars, micro-breweries, and retail stores, empowering them to establish satellite locations within the complex while maintaining the essence of the underground nature of Reno. The Blocks aims to revolutionize urban experiences by integrating cutting-edge technology with an immersive environment all while maintaining an accessible budget that caters to a diverse range of demographics. Featuring a fully LED-screened ceiling, this innovative venue will offer a diverse range of experiences year-round, distinguishing it from seasonal establishments like The Eddy. Imagine combining the vibrant atmosphere of The Eddy with the immersive experiences of Las Vegas' Sphere: daytime beach parties in winter, starlit skies during storms, live entertainment featuring art, music, sports, and more, all enhanced by powerful projections and limitless creativity. The Blocks will transition seamlessly from a family-friendly dining destination by day to an immersive event space on nights and weekends. Curated by The Blocks team, these experiences will cater to all ages and cultural interests, promising a unique and inclusive atmosphere unlike any other.

The Blocks complex would be a natural fit for Downtown Reno. Embedded in the heart of the city's revitalization efforts, Downtown Reno embodies a rich blend of tradition and innovation, making it the perfect setting for this pioneering venture. Similar types of platforms have proven to be successful in other regions where this model has been piloted and have demonstrated the ability to stimulate economic growth in those local and surrounding communities. Downtown Reno has been a hub for local businesses, artistry, and community gatherings, aligning seamlessly with The Blocks' mission to support and elevate small local enterprises. By integrating shipping container micro-businesses within this urban landscape, this unique model not only stimulates economic growth in the area but also cultivates a vibrant community spirit by integrating small businesses, art, music, and cultural experiences. By carefully curating the containers and selecting established local businesses with dedicated followings, inviting innovative new enterprises, and attracting complementary global businesses that strengthen The Blocks' vision, all combined with a robust PR campaign, The Blocks is sure to be an immediate success! By supporting diverse businesses and local entrepreneurs, The Blocks not only helps the area's economy grow but also enhances its cultural life, making Downtown Reno a hub of modern business innovation and community involvement.

Although the project is not yet operational, once a location is secured, funding options from various capital investors will become accessible. Given the opportunity to bring this

vision to life, we will utilize any and all available city resources combined with capital investors already interested, in order to bring this amazing project to life in Reno!