



## **Downtown Reno Business Improvement District FY 25-26**

### ***Operating Budget in accordance with NRS 271.472***

- a. The name of the District: Downtown Reno Business Improvement District (BID)
- b. The Fiscal Year to which the report applies: FY 25-26
- c. Any proposed changes to the boundaries of the District for that Fiscal Year: None
- d. The BID Services to be provided for that Fiscal Year:

#### ***Ambassadors & Security Guards:***

- Increase Ambassadors by 6-8 (for a total of 34-36) and continue 24/7 patrols
- Increase security guards by 2 (for a total of 12) and continue 24/7 patrols
- Deploy two additional pieces of equipment (Kubotas) that are able to gain access to tight areas, like parts of the Riverwalk, that will be equipped with a pressure washing unit as well as a snowplow attachment. Both will be able to collect and haul trash to be disposed of
- Deploy pressure washing truck 7 days a week
- Deploy trash hauling truck 7 days a week
- Deploy pan and broom sweeping 7 days a week
- Deploy targeted dog waste removal areas at least once per week
- Code enforcement support through enhanced reporting and coordination
- Homeless outreach and transport to services with expanded service provider coordination and collaboration
- Increased training – conflict resolution, diversity, training with Reno Police, etc.
- Hospitality services – directions, recommendations, information sharing
- Eyes and ears on the ground to address clean and safe issues (in cooperation with Reno Police, Reno Fire, REMSA, Code Enforcement and Reno Direct)
- Presence at special events (crowd support, trash mitigation, safe walks)
- Special focus areas (4<sup>th</sup> Street, Riverwalk, Virginia Street, Record Street, Alleys, Plazas, 2<sup>nd</sup> Street)



***Marketing:***

- Create and share content promoting downtown businesses and events to highlight the positive shift occurring in Downtown Reno
- Grow and further use social media to help businesses and downtown events reach customers or attendees
- Launch the matching social grant program to help businesses in the BID secure content as well as boosted posts to further help their reach and business
- Continue to build upon the Positively Downtown campaign launched in October with additional champion videos, social posts and district engagement
- Continue to promote and use our website's downtown-specific event calendar which is one of the most popular pages on our website
- Activate and beautify downtown through the APRA funding awarded by the City of Reno including a two-month activation of Believe Plaza with our popular Rollin' Reno Roller Skating event, trash can wraps, planters, murals and parklets.
- Promotional partner to amplify District events
- Presentation and reports
  - Annual report & quarterly updates to City Leadership
  - Continued outreach to community groups and organizations to educate them on the BID program and services and district lunch and learn sessions
- Use feedback form to amplify organization effectiveness

***Economic Development:***

- Update State of Downtown Report and continue community presentations, meetings, and events to share this downtown data resource
- Organize a State of Downtown luncheon to invite the public to get a first look at the report and gain insights about the downtown area of economic influence
- Begin retail attraction efforts by providing information about opportunities and resources
- Collect and share foot traffic data with stakeholders
- Be a strong resource for downtown data and information, track construction projects, developments, vacancies, property values, foot traffic, visitor, population, psychographic, and demographic data, respond to requests for data and maintain contact information database of property inventory and current assessment roll.



- Continue relationships with property owners, developers, commercial brokers, companies, businesses, and resident associations
- Collaborate with City of Reno, Washoe County, UNR, EDAWN, Nevada SBDC, Governor's Office of Economic Development, Lt. Governor's Office, Main Street Nevada, the Chamber of Commerce and the Western Nevada Development District.
- Survey Downtown stakeholders
- Assist with placemaking, space programming, and tactical urbanism
- Promote and celebrate new downtown businesses with the DRP's Blue Carpet Treatment celebration and welcome packages
- Promote and support entrepreneurship and small business expansion

***Activation / Events:***

- Sponsorship and support of district events
- The DRP was awarded \$370,000 in ARPA funding from the City of Reno for beautification and activation events on Virginia Street from Believe Plaza to the Arch (Virginia Square). During the current fiscal year, and should funds provide fiscal years 25-26 and FY 26-27, the DRP will facilitate events and beautification efforts including roller skating events at Believe Plaza as well as beautification on Virginia Square including but not limited to murals, planters, signage and parklets

***Maintenance Services:***

- Cleaning and maintenance services for the BID area as defined in the Downtown BID management plan and Professional Services Agreement with the City of Reno Supplemental maintenance service costs paid from the DRP to the City of Reno are estimated to be \$480k for FY 25-26
  - Deployment of enhanced sidewalk sweeping/scrubbing, biohazard removal, pan and broom, power washing and trash and graffiti removal
  - Documenting and reporting issues to Reno Direct, Code enforcement or other agencies as needed
- e. An estimate of the projected Operating Expenses for that Fiscal Year, including the cost of providing the BID services set forth pursuant to paragraph (d):



FY 25-26 budget for operations: \$1.177 million in estimated operating expenses and \$2.145 million in estimated program services.

- f. An estimate of the projected BID Revenues for that Fiscal Year: Total estimated assessment revenue for FY 25-26: \$3.988 million.
- g. The method and basis for levying each assessment to be levied for that Fiscal Year in sufficient detail to allow each property owner to calculate the amount of the assessment to be levied against his or her property for that Fiscal Year:

If you own property within the boundaries your fee is calculated from several factors in 2025/2026 fiscal year.

- **Standard service:** \$0.00477565 per \$1 of property assessed value.
- **Premium service:** \$0.00477565 per \$1 of property assessed value plus \$10.98/foot of linear sidewalk frontage.
- **Premium Plus service:** \$0.00477565 per \$1 of property assessed value plus \$18.88/foot of linear sidewalk frontage.

\*Nonprofit uses will receive a 50% discount on the assessment rate, while residential properties will pay 85% of the standard assessment rate.

If this math is too complicated, don't fret. The City of Reno has created an interactive map that shows the current fee for every property in downtown.

Interactive Map:

<https://cityofreno.maps.arcgis.com/apps/MapTools/index.html?appid=260192e82dc243eead1a8aad6cf01910&extent=-119.8404,39.5148,-119.7853,39.5405>



In fiscal year 24/25, the Downtown Reno Partnership's 17-member board voted to reduce the assessment formula by the maximum 5% in response to ongoing economic challenges created by the pandemic and fluctuating interest rates. The same formula is used for fiscal year 25/26.

Zone	Rate History						FY24/25	FY25/26	Rate Applied To
	FY18/19	FY19/20	FY20/21	FY21/22	FY22/23	FY23/24			
Standard	\$ 0.005061	\$ 0.005027	\$ 0.005027	\$ 0.005027	\$ 0.005027	\$ 0.005027	\$ 0.0047756	\$ 0.0047756	Assessed Value
Premium	\$ 10.87	\$ 10.87	\$ 10.92	\$ 10.98	\$ 10.98	\$ 10.98	\$ 10.98	\$ 10.98	Linear Foot
Premium Plus	\$ 18.88	\$ 18.88	\$ 18.88	\$ 18.88	\$ 18.88	\$ 18.88	\$ 18.88	\$ 18.88	Linear Foot
Zone	Rate Change %								
Standard	0%	-0.66%	-0.01%	0.00%	0.00%	0.00%	-5.00%	0.00%	
Premium	0%	0.00%	0.50%	0.54%	0.00%	0.00%	0.00%	0.00%	
Premium Plus	0%	0.00%	0.00%	0.01%	0.00%	0.00%	0.00%	0.00%	

- h. The amount of any surplus or deficit to be carried over from a preceding Fiscal Year:  
\$283,000 surplus
- i. The amount of any money received by Association from sources other than assessments levied pursuant to NRS Chapter 271: \$100,000 from RTC and \$370,000 ARPA allocation from the City of Reno (these ARPA funds are subject to reimbursement qualification and approval and may be spent and/or reimbursed in the current fiscal year, in FY 25-26 and/or in FY 26-27)